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AIAT Position paper for a brand new ENEP

Introduction

AIAT has been in EFAEP since its creation: the first meeting in Dusseldorf 14 years ago. We have been witnessing all the developments of our European Federation and we have also been continuously deeply involved in the ExCo and in the IT management. We then think we know our Federation quite well and we are aware of both its excellences and limitations.

Since the beginning EFAEP has been composed by very heterogeneous associations, in terms of:

- size (from 100 to 5000 members);
- wealth (subscription fees ranging from 20 to 250 euros/year);
- fields of interest and expertise (e.g. ecology, energy, EMS, EIA, engineering, etc.);
- availability of IT tools (newsletters, mailing-lists, online directories, etc.).

Such heterogeneity has often produced **very diverse expectations towards EFAEP** and has been a source of contrasts and long discussions among members, in order to find an agreement about common strategies and actions.

Moreover, finding volunteers for taking part to ExCo and to working groups has not been easy, because of the time and cost requirements and because, most often, representatives in the GA are also directly involved in the management of the national association.

The majority of our individual members' professional activities are mostly related to national issues, but lots of them would be very interested in knowing more about how the same issues are tackled in other countries, because this can become a source of inspiration/benchmarking and bring a useful exchange of best practices.

Given all the above we are now convinced that **EFAEP initial goals** (described in article 4 of the [Statutes](#)) **were too ambitious** and would have deserved being revised already a few years ago, also taking into account the clear opinions expressed to us by the Commission: "we don't need another consultative body (we already have too many voices to listen to), but we could be interested in a network helping us in dissemination of our activities and legislation.

Analysis of the present situation

We share many of the points highlighted in the "ENEP 2.0" presentation prepared by the ExCo and in particular the following: **low value for money has been produced so far.**

The dramatic drop in budget we will face in 2018 (due to the resignation of many of our most wealthy members) must guide us towards an equally dramatic change, but **this "earthquake" could also represent an incredible opportunity for refocusing**, also because the remaining associations would be more homogeneous, would probably have more similar expectations towards ENEP and could probably get more easily to agreements.

With of annual budget of approximately 6,000 euros (dropping from 25,000-30,000), it is obvious many of the initial main goals and of the 11 “means” listed in article 5 of the [Statutes](#) have to be dropped. Probably only the following 4 could be reasonably manageable with very light structure we will be able to afford:

- encouraging co-operation and contacts between the individual environmental professionals who are the members of the organizations within EFAEP;
- exchanging knowledge, information and experiences between members;
- promoting training and development of skills across a broad spectrum of European environmental issues;
- (maybe) providing, either itself or through its members, conferences and seminars on relevant environmental issues.

On the contrary, we have to recognise that we will not be able to do anything related to contributing to the development of environmental policy, advising of EU legislation, raising public awareness of current environmental issues across Europe, promoting the role of the Environmental Professionals in society at large.

AIAT proposal for the foundation of a brand new European Network of Environmental Professionals (ENEP 2.0)

AIAT is not eager to waste all the work and investments developed in 15 years and thinks that we cannot spoil the opportunity to bring ENEP to a new life. We then share Scenario C proposed by the ExCo, but **we need to see a really dramatic change in 2018; touchable results should be visible in the second half of 2018 or we will resign as well by the end of next year.**

We have read the positions expressed by other member associations and these are the statements we mostly share:

- SocEnv would wish to be part of a dynamic network that enables environmental professionals to engage with each other and work together on a broad range of issues;
- SocEnv says “we would welcome the use of technology to support collaboration as much as possible”;
- SocEnv says “dialogue between our members and those of other ENEP members”.
- AFIE is committed to promote best practices;
- AFIE recommends increasing opportunities of cooperation with other European and International environmental organizations;
- AIN believes that the real aim of ENEP is to focus on the needs of individual professionals, in order to create a real European network among single professionals.

Many years ago AIAT invented the acronym ENEP and proposed its adoption at the place of EFAEP. We still think that our individual professionals should be the real focus of ENEP actions and strategies; ENEP member association should only play a “transparent role”, facilitating the interaction between individuals which will be the real mission of ENEP 2.0. In other words, **ENEP 2.0 should be built around a bottom-up rather than top-down approach!** The real value of AIAT membership to ENEP should be deeply felt by our

individual members, who should feel **aware and proud** of being part of such a European network.

This idea could be accomplished (and financed) exploiting, integrating and developing further the assets ENEP already holds: a flexible **website**, profiles on the **social networks** (Linkedin and Twitter) and a rich and powerful **ENEP Platform**. These assets, built during many years, cannot be easily replicated by other organization and should then be the real value to sell both internally and externally. At the beginning of its new era, ENEP 2.0 would then mainly become a provider of unique services at European level, which will become more and more valuable and attractive towards external stakeholders.

Individual members would be “invited” to use the Platform to get in touch with each other, to share knowledge and to promote themselves and their work. Video lectures or webinars held by individual members could play a crucial role in this process, because they could attract the interest of individual members towards ENEP and become a stable source of income (see Box 1 for details).

Our individual members are hungry of connections and of information. In order to satisfy this second need our present newsletter cannot be enough, because it necessarily focuses only on a few matters, while the fields of interests of our members are very wide and diverse; ENEP should be able to provide the opportunity to consult and search a comprehensive database of good quality and up to date information. A multi-user license of [ENDS Europe](#) could for example be a solution.

The 6,000 € annual **budget** could perfectly fit the requests described above and it could reasonably be split in two parts:

- half of it would be invested in subscriptions to online services such as those described above (and some minor ENEP Platforms further implementation);
- the second half would be devoted to pay the base salary of a part-time secretariat, who should take care of administrative matters and of the management of online services. Integrations to this salary could come from a piecework approach, e.g. acknowledging a percentage of the sponsorships obtained by companies contacted by the secretariat.

BOX 1 - Detailed opportunities related with the WEBINARS

ENEP should subscribe to an online service for managing webinars (such as GotoWebinar for approx. 900 €/year or Clickmeeting for less than 700 €/year) and then invite individual members to hold a video lecture or a webinar (i.e. lecture with interaction) about their field of expertise.

Probably most of our members already give lectures and could hold a webinar without much effort; spreading it through our thousands of individual members could be extremely valuable both for them and for external stakeholders; for example, in one or two interactive webinars per month, our individual members could present (in 45-60 minutes) the results of their work or the implementation of European Directives in their countries and can receive questions from participants. Offering to hold a webinar could be attractive for individual members because they could gain in visibility; furthermore, in a first trial phase

of this new initiative, national associations could also offer a discount on their yearly subscription fee.

The whole process could then be triggered by each ENEP member association, scouting interest and availability of its individual members and then proposing to ENEP Secretariat a list of candidates. At first, information about webinars could be spread only among ENEP members, but later on a paid access could be offered to external stakeholders (including former ENEP member associations).

Webinars could also be stored online for later viewing and access to such archive could be offered as a **paid service** as well. Information about the webinars could also be included in the Platform (ENEP Profile of the individual member), become searchable and improve the knowledge we have about our individual members. Such improved knowledge can be extremely important for providing services to third parties', such as offering consultants or speakers for third parties' projects/events.

These are Gotowebinar or Clicktomeeting main features:

- can host up to 100 attendees;
- Customizable Invitation and Registration;
- Automated Reminder and Follow-up Emails;
- Polls and Surveys;
- Attendees "Raise Hands";
- Dashboard to Monitor Attendee Participation;
- Detailed Reports (pre- and post-session)
- Ability to record the webinars.