



EUROPEST

cepa

22–23 April 2010

BUDAPEST
Hungary

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Towards 2012 – the CEPA strategy

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President of CEPA



“Secure the quality and growth of the European Pest Management Industry”

Agenda:

- CEPA:s role in Europe
- The global perspective
- The CEPA deliverables
- CEPA:s route forward



CEPA:s role in Europe



The European Pest Mgmt Industry

- An industry worth over Euro 2.700 million
- Employs over 40.000 people
- With more than 10.000 individual companies
- CEPA members account for over 80% of the service business value in the European Industry



CEPA:s start and role

founded in 1974 by 4 national associations i.e. Belgium, UK, Netherlands and France.

established to consult with key decision makers at source - at the European Parliament, the European Commission and the EU council

co-ordinates pest control activities at a European and international level

represents the pest control industry on official trade and inter-trade bodies both at European and international levels.

seeks to harmonise regulations governing the use and regulation of biocidal products, notably in the key area of training.

involved in the study of technical and scientific problems arising from the use of biocidal products



CEPA TODAY 2010

Foundation National Associations

BPCA (British Pest Control Association)
A.N.I.D.
IPCA (Irish Pest Control Association)
MakOSZ (Magyar Kártevőirtők Országos Szövetsége)
NVPB (Nederlandse Vereniging Plaagdiermanagement Bedrijven)
CHAMBRE SYNDICALE 3D
belgian pest control
DSV (Deutscher Schädlingsbekämpfer-Verband e.V.)
ANEPLA

International Companies

LIPHA TECH (Worldwide)
BASF (The Chemical Company)
Bell Laboratories, Inc.
Rentokil (Pest Control)
Anticimex
Bayer Environmental Science

Members:

19 National Ass. Members
12 International Members
11 Associate members

CEPA:s mission:

**To secure quality and
growth of the European
pest management
industry.**





The global perspective



Global summit in - background

Background

- follow-up of first Global Summit in Lausanne 2008
- initiative taken by NPMA
- sponsored by BASF

Time and venue

- May 25-27
- Barcelona

Participants

- some 50 pest mgmt companies around the world
- clearly all continents were represented



Global summit – key topics

- Key challenges for our industry
- Public health
- Food safety
- The green perspective
- Bedbugs – a pandemic or?



Global summit – conclusions

- the pest mgmt industry are facing a lot of common challenges across the globe
- the public image of our services from the “man on the street” rather as exterminators than protectors of public health
- the need of common standards is there but requires diplomacy and willingness to compromise to achieve viable results
- the green perspective differs in content and priority and the global summit agreed on replacing “green” with “**sustainability**”
- we have probably not seen the peak of the bedbug challenge – by far considered as the most difficult pest to control



The CEPA deliverables

- Unification and professionalism
- Market intelligence/statistics
- Connecting with regulators and academia
- Restoring the financial status



KEY OUTCOMES AS FROM 2006

- Opened the organisation to unify the market i.e. PCO:s, manufacturers, distributors, other stakeholders
- Engaged in emerging EU policy (Biocide and Service Directive)
- Influenced the Regulators through European Commission workgroups (e.g. NACE Classification, EBSRT and SME seminar)
- Engaged with the raising of industry professional standards (Roma Protocol)
- Developed independent industry data further – market statistics
- Development of European Pest Management Day and EUROPEST events



TWO IMPORTANT MILESTONES

- **Orlando Protocol:**
Global Protocol driven from Europe that was a **voluntary** code of practice to operate to minimum industry standards and principles.



- **Roma Protocol:**
European Protocol endorsed by the CEPA General Assembly 2008

CEPA requests all national affiliates (e.g. PPCA) to approve through their own Executive Boards or General Assemblies as a **mandatory** minimum standard for their membership.

A Commitment to Professional Standards for the European Pest Management Industry



- To make Consumers, Public Officials and Legislators fully aware of the professionalism of **trained operators** within the Pest Management Industry.
- To improve the professional and **business standards** and skills of all Companies and staff within the Pest Management Industry.
- To promote the Continuous **Professional Development** (CPD) of all staff within the Pest Management Industry.



9 reasons for embarking the CEN project

- To raise the positive public image of the Pest Management Industry
- To secure quality and professionalism within the Industry
- To contribute towards improved performance and methods within the Industry
- To raise our level of visibility and credibility within the “Brussels Community”
- To enhance the ability of CEPA to influence future EU Directives and legislation
- To increase the membership base and the representation of the Industry
- To support the EU Commission goal to open up services and cross border trading
- To promote the definition of “professional use only” products
- To assist Pest Management Service companies to deliver higher value

In summary “To secure quality and growth for our industry”

EUROPEAN PEST MANAGEMENT DAY

28 – 29 NOVEMBER 2007

BERLAYMONT HOTEL, BRUSSELS, BELGIUM



www.cepa-europe.org

2007 - Over 100 Delegates

Tour of the European Parliament

Speaker programme focused on the
Biocidal Products Directive & Service
Directive

High Profile European Community
Speakers external to the Industry



EUROPEST

PEST MANAGEMENT ACADEMY



www.cepa-europe.org

1ST – 3RD APRIL 2008

HOLIDAY INN HOTEL, ROME-WEST, ITALY



145 Total Delegates
Delegates from 17 countries

Themes:
Raising Industry Standards
Sharing Information and networking
Learning and sharing new skills
Celebrating our Great Industry



EUROPEAN PEST MANAGEMENT DAY

□ 27 – 28 NOVEMBER 2008

BERLAYMONT HOTEL, BRUSSELS, BELGIUM



□□ www.cepa-europe.org



Focus: The Food Industry

Delegation from the Polish Industry
joined European colleagues in
Brussels



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Almost 100 delegates
20 different countries
Sponsored by Brandenburg

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www.cepa-europest2010.com



CEPA:s route forward

Presidents statement April 2009:

- **Communication – internally & externally**
- **Lobbying / EU community**
- **Recruitment new members**
- **CEN – the European Standard**

First step: members survey asking want

- **expectations on CEPA**
- **achievements so far**
- **areas to focus on**



- **Timing:**
July/ August 2009
- **Country responses**
Belgium, Bulgaria, Cyprus, Czech Rep., Denmark, Germany, Spain, France, Greece, Hungary, Ireland, Italy, Poland, Portugal, Rumania, Sweden, Switzerland, United kingdom,
- **Company responses**
Frowein, Rentokil



Cepa progress over last 4 years

Overwhelming agreement on progress by CEPA in last 4 years in particular in the following areas:

1. Strategy

- Clear vision of objectives
- Strategic decision towards CEN standard

2. Achievements

- Roma protocol and initiation of CEN projects
- Increased income
- Opening towards new members

3. Organisation and internal communication

- Representation of ALL control pest control industry
- Initiative to reach new members is very welcome
- Improved structure as well as visibility



Key areas where Cepa needs to progress

1. Deliverables

- Concrete actions!
- Be financially stable and increase its resources
- Achieve European standards through CEN project

2. Internal communication

- Cepa needs to be more visible and closer to the small PCO representing the majority of the PCO industry
- Regular PCO news to be circulated

3. External communications

- Improve the awareness of the contribution and the value of the Pest Industry
- Increase further communication in PCO magazines
- International recognition
- Communicate to non –members to attract them

4. Lobbying

- Recognition by EU authorities as the European representative of PCO industry



Cepa survey - in summary

- Very positive opinions overall on progress
- High need for a successful Cepa
- Unity and focus on key deliverables are essential for future success and recognition internally and externally
- Expectations do not always match the available resources for CEPA



Presidents vision for CEPA 2012

CEPA has some 70 members including the 28 NA:s which has merged in most of the countries. CEPA:s membership service comprises:

- Continuous up-dated info on the WEB site on EU-directive, legislation
- A training package on industry strategic issues offered to members
- One annual major event (conference plus mini expo) in connection with GA
- An established and transparent lobbying network with all relevant influencers
- A direct membership support by e-mail and hot line including FAQ
- A number of cross European active networks on important key topics for PPM (Professional Pest Management)

Strategic steps to reach vision 2012

- Establish a permanent and manned office in Brussels
- Set-up plan for external/internal communication
- Up-grade the WEB site possibly with interactive functions
- Target EU decision makers and influencers for lobbying
- Develop and decide on a CEPA positioning document
- Drive the CEN standard project to accomplishment 2012
- Prepare the plan and budget for 2011



Many thanks for your attention!

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