

CFPA EUROPE GO GLOBAL

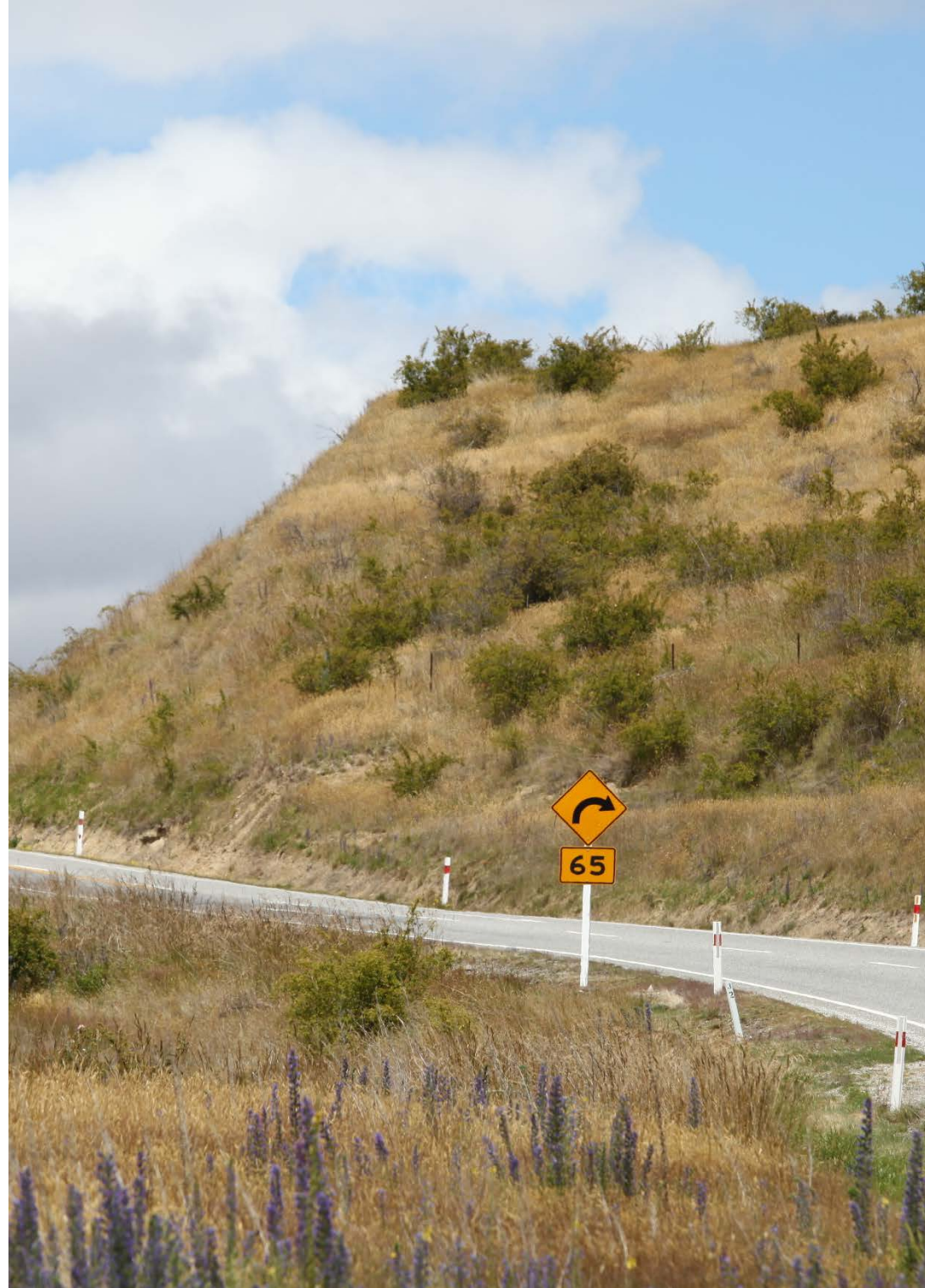
Strategy 2021-2023

Proposal for General Assembly 23 October 2020



AIM FOR THE PERIODE

- CFPA Europe is a Global Association.
- CFPA Europe has organisation, company and personal “ambassadors”.
- CFPA Europe continuously improves its work and ensure quality in products.







CFPA Europe focus on:

- Making CFPA Europe the “Number 1” global association working in the fields of fire safety, security and natural hazards.
- Making it possible to have “ambassadors” supporting



CFPA Europe focus on and bases the work on 3 platforms

- Service: common Guidelines and Training, delivered by the members
- Network: Knowledge sharing, Cooperation, Conferences
- Branding: Marketing, Web, Social media



CFPA Europe offers access to

- Business opportunities based on Guidelines, Training and national Certification
- A global network based on knowledge sharing and cooperation opportunities between members



STRATEGY 2021-2023

WHAT CAN AND MUST BE ACHIEVED

- Make membership of CFPA Europe more beneficial.
- Make CFPA Europe a global association.
- Every member gets strengthened in its market and country by the membership in CFPA Europe.
- CFPA Europe and its members are well-known globally.
- Most countries in the European hemisphere have members in CFPA Europe and CFPA Europe will have “ambassadors” globally.
- CFPA Europe and its members are well-known as important and independent network organisations with recognized high knowledge in the fields of fire safety, security, natural hazards and other associated risks.



WHAT CAN AND MUST BE ACHIEVED



- CFPA Europe’s qualifications are well-known and required in the market by companies and insurers.
- European Commission, governments, insurance organisations, safety organisations and companies give reference to CFPA Europe, and when they are searching for information and knowledge, they contact CFPA Europe and/or its members.
- “Ambassadors” globally: CFPA Europe make it possible for individual, company and organisation to be supporters.

SERVICES

- Publish Guidelines of high quality and usability.
- Develop harmonized Training focusing on prevention & protection of high quality.
- Use results from research to find how to reduce existing and future risks.
- Ensure that we publish our national statistics and an overview of national regulations on CFPA E's website.
- Make CFPA E's guidelines “Best practice” with help of collaborative organisations and get endorsement of our guidelines.



SERVICES

- Enable fire protection and security organisations/associations from other continents to offer CFPA E's training in their countries.
- Produce certification systems in training and services.
- Develop training that has high demand and that meets the need in the market.
- Develop our training qualifications to make it covet.
- Ensure that all guidelines are connected to training.
- Produce Guidelines that can be used by members for certification.

NETWORKING

- Presentations (general or in specific subjects) at conferences.
- Actively attend exhibitions.
- Increase cooperation and knowledge sharing between members so we know more about activities in each country.
- Increase the numbers of members in CFPA Europe.
- Ensure that our network is covet.
- Regular contacts/meetings with important stakeholders working in the same fields.



NETWORKING

- Sign Memorandum of Understanding with organisations that can strengthen CFPA Europe and its members.
- Change CFPA Europe's statutes so it will be possible for countries outside European hemisphere to join CFPA Europe.
- Change CFPA Europe's statutes to make it possible to have organisation, company and individual ambassadors.
- Check the 17 UN goals about sustainable cities and communities & climate action to find out the ones that are relevant in the context of fire safety, security and natural hazards.



Branding

NETWORKING

- Continuously improve and develop Website and Newsletter.
- Make a strategy on how to be active on social media and implement it.
- Enhance the use of Guidelines by our members.
- Independency is the base for all our work.