

## CFPA-E Marketing and Information Commission

**Location** Madrid, Spain

**Date** 16-17 September 2015

### Participants

Nation	Name	Company, Address, Telephone, E-Mail	
Spain	Mirna <b>Rodriguez García</b>	<b>CEPREVEN</b> Sagasta 18, ES-28004 Madrid <a href="mailto:mrodriguez@cepreven.com">mrodriguez@cepreven.com</a> <a href="http://www.cepreven.com">www.cepreven.com</a>	Present
Germany	Ingeborg <b>Schlosser</b>	VdS Schadenverhütung GmbH Pasteurstr. 17a, D-50735 Köln <a href="mailto:ISchlosser@vds.de">ISchlosser@vds.de</a> <a href="http://www.vds.de">www.vds.de</a>	Present
Belgium	Jeanine <b>Driessens</b>	ANPI, Parc scientifique Fleming, BE-1348 Louvain-la-Neuve <a href="mailto:jeanine.driessens@anpi.be">jeanine.driessens@anpi.be</a> <a href="http://www.anpi.be">www.anpi.be</a>	Absent
Finland	Helena <b>Grönstrand</b>	SPEK, The Finnish National Rescue Association Ratamestarinkatu 11, FIN-00520 Helsinki <a href="mailto:helena.gronstrand@spek.fi">helena.gronstrand@spek.fi</a> <a href="http://www.spek.fi">www.spek.fi</a>	Present
Norway	Håvard <b>Kleppe</b>	Stiftelsen Norsk brannvernforening Ensjøveien 16, Pb 6754 Etterstad, 0609 Oslo <a href="mailto:havard.kleppe@brannvernforeningen.no">havard.kleppe@brannvernforeningen.no</a> <a href="http://www.brannvernforeningen.no">www.brannvernforeningen.no</a>	Present
Sweden	Tobias <b>Plantin</b>	Brandskyddsföreningen Årstaängsvägen 21c, SE-11587 Stockholm <a href="mailto:Plantin@svbf.se">Plantin@svbf.se</a> <a href="http://www.svbf.se">www.svbf.se</a>	Absent
Portugal	Gonçalo <b>Sítima</b>	Associação Portuguesa de Segurança Electrónica Present e de Protecção Incêndio APSEI R. do Conselheiro Lopo Vaz, Ed. Varandas do Rio, It AB, escritório D, PT -1800-142, Lisboa <a href="mailto:rp@apsei.org.pt">rp@apsei.org.pt</a>	Absent
United Kingdom	Jane <b>Thurgood</b>	Fire Protection Association London Road, Moreton in Marsh Gloucestershire GL56 ORH <a href="mailto:jhurgood@thefpa.co.uk">jhurgood@thefpa.co.uk</a> <a href="http://www.thefpa.co.uk">www.thefpa.co.uk</a>	Absent

# Minutes of meeting CFPA-E Marketing and Information Commission

Minutes by Håvard Kleppe

Location Madrid

Date 16-17 Sep 2015

Point	Notes	Who	Deadline
1:	<b>Welcome &amp; opening of the meeting</b>		
	<ul style="list-style-type: none"> <li>Mirna opened the meeting and welcomed all to attend it.</li> </ul>		
1a:	<b>Apologies for absence</b>		
	<ul style="list-style-type: none"> <li>Mirna commented that Jeanine Driessens, Jane Thurgood, Gonçalo Sitima and Tobias Plantin could not attend the meeting.</li> </ul>		
2:	<b>Approval of the agenda</b>		
	<ul style="list-style-type: none"> <li>Agenda was approved.</li> </ul>	All	
3:	<b>Presentation of CEPREVEN</b>		
	<ul style="list-style-type: none"> <li>Mirna held a short presentation of CEPREVEN. She highlighted that Spain has decided to start with hot works training and certification, inspired by the Nordic model. She also informed that Spain will begin with fire safety administration training for unemployed.</li> </ul>	Mirna	
4:	<b>Election of the secretary of Commission</b>		
	<ul style="list-style-type: none"> <li>Håvard volunteered to write the minutes of this meeting.</li> </ul>	Håvard	
5:	<b>Reporting of CFPA Europe</b>		
5a:	<b>Management Committee (MC)</b>	Mirna	
	<ul style="list-style-type: none"> <li>CFPA is looking for a part time director. All member countries will be asked to promote the vacancy ad and propose candidates.</li> <li>The next General Assembly will be held in Madrid 18-19 May 2016.</li> <li>The work to recruit new member countries is still in progress. Contact is established with eg. Russia, Austria, Poland, Czech Republic and Turkey.</li> <li>CFPA will establish a new certification of fire safety engineers. A new guideline related to this is coming soon.</li> </ul>		



Point	Notes	Who	Deadline
6:	<b>MIC: Topics for discussion and to do list</b>		
	<ul style="list-style-type: none"> <li>Measures to attract new member countries:           <ul style="list-style-type: none"> <li>- A promotional text about membership benefits will be added to the web page. Håvard will make a draft by the end of the year. Some highlighted benefits: Members can participate in the commissions and use the products in their own countries. Members exchange information, and share expert knowledge and advice on best practice. Members can establish cooperation, and have influence on the future of European safety and security. Members share knowledge of trends, new technology and new threats.</li> <li>- The questions in the mini-interviews for the web page are approved. At first, we will make at least 4 interviews with different training customers. Mirna checks with Desigual and the fire department. Ingeborg checks with IKEA or Schenker. Helena will examine if there are Finnish candidates. Mirna will also ask Pia in DBI to contribute. A message will be sent to Training Commission and Security Commission, asking to propose on suitable customers for interviews. The interviews will first be published as news headlines. Later we will create a new box above the calendar, maybe titled "Customer opinions". Mirna discusses this with Pinchaaqui.</li> <li>- Contact with new countries in order to assure their membership continues.</li> </ul> </li> <li>Website updates:           <ul style="list-style-type: none"> <li>- CFPA-members should send more news. We have an idea to send reminders for example every two months to contacts, asking for news in English including a photo for the web. It was also agreed to make a note to explain why it is important to have more news on the website.</li> <li>- The calendar works as supposed, but only a few countries have contributed. Information on the objective for the calendar and the limit of 4 entries per year and member will be sent to all member countries. Send an email to all members of CFPA Europe in order to report on the rules to include news on the calendar.</li> <li>- Update the list of members of commissions to send to all members of MIC</li> </ul> </li> </ul>	<p>Håvard</p> <p>Mirna Ingeborg Helena</p> <p>All</p> <p>Mirna Helena</p> <p>Mirna</p> <p>Ingeborg</p>	

<ul style="list-style-type: none"> <li>- Webpage usage statistics update: In August we had 789 visits from 683 unique visitors with 2676 page views. Bounce rate was 54%. Since January we had 7801 visits. The emailing list has 121 subscribers. The newsletter has 55 % average open rate and 37 % average click rate, which is fairly good. Increase visitors: More news updates, LinkedIn, newsletter, presentation in trainings.</li> </ul>		
<p>Measures to increase the number of visitors:</p> <ul style="list-style-type: none"> <li>▪ Publish more news updates</li> <li>▪ Create a CFPA Europe LinkedIn-page</li> <li>▪ Distribution of newsletters</li> <li>▪ Presentation of the webpage in courses</li> <li>▪ Links to the webpage from members' own webpages</li> </ul>	All	
<p>Linking from members' webpages is done in very different ways. Some have no links, others like CEPREVEN have very visible links. We will look more closely into this. Ingeborg checks Belgium, Denmark, Finland and France. Mirna checks Germany, Iceland, Italy and Norway. Helena checks Romania, Portugal, Serbia and Slovenia. Håvard checks Spain, Sweden, Switzerland and UK. If no links are found, we contact and ask them kindly to link to <a href="http://www.cfpa-e.eu">www.cfpa-e.eu</a>.</p>	All	
<ul style="list-style-type: none"> <li>• New photo gallery in the private part of the webpage: The work is in progress.</li> <li>• Contents in the October Newsletter: <ul style="list-style-type: none"> <li>- Search for new director</li> <li>- New security training courses</li> <li>- Interview with a customer</li> <li>- New ANPI fire safety magazine/new workshops (if in English)</li> <li>- Statistics of crime</li> <li>- Fire Prevention Week in Norway</li> <li>- R2-D2 as the future's fire man</li> <li>- Promotion of the website including what's new</li> </ul> </li> </ul>	All	
<ul style="list-style-type: none"> <li>• Include the Newsletters on the webpage.</li> </ul>	Mirna	
<ul style="list-style-type: none"> <li>• We are looking into the possibility to implement a webpage with a table of ongoing projects in member countries. Denmark has a similar page which is natural to examine before we create our own.</li> <li>• The interactive presentation of CFPA-E is finished and implemented on the webpage.</li> </ul>		

<ul style="list-style-type: none"> <li>• CFPA-E listing in Wikipedia: The listing needs to be created by Peter.</li> </ul>	Peter	
<ul style="list-style-type: none"> <li>• CFPA-E page in LinkedIn: Pinchaaqui establishes and maintains the page for a test period.</li> </ul>	Mirna	
<ul style="list-style-type: none"> <li>• Rollups are finished, and templates will be sent to all member countries.</li> </ul>	Mirna	
<ul style="list-style-type: none"> <li>• CFPA-E pins: Only required for commission members and member countries' main contact. Prices for 100 pcs. will be obtained.</li> </ul>	All	
<ul style="list-style-type: none"> <li>• Neckband and/or USB-cards: To be further discussed.</li> </ul>	Jeanine and All	
<ul style="list-style-type: none"> <li>• Initiation package: To be further discussed. We are not sure what this can contain, but will ask member countries on advice. We have an idea to create a new leaflet about CFPA-E with objective, member overview, and what we offer – based on the interactive presentation, with focus on benefits for customers. The leaflet will be in English, and as a template for translations. Pinchaaqui makes a draft.</li> </ul>	All	
<ul style="list-style-type: none"> <li>• A short presentation of CFPA-E will be created for use in training courses. The presentation is based on some of the slides in the general presentation on the webpage, including information on how to contact. The presentation will be made in PowerPoint for translation.</li> </ul>	Mirna	
<ul style="list-style-type: none"> <li>• Logo in visiting cards is difficult due to different rules and practice when it comes to design. We have an idea that it is easier to implement the logo and the URL in email signature templates. Mirna discusses this with the Management Commission.</li> </ul>	Mirna	
<ul style="list-style-type: none"> <li>• Some main links on the webpage will be edited and shortened: <ul style="list-style-type: none"> <li>“CFPA Europe statutes” changes to “Statutes”</li> <li>“CFPA-E Guidelines” changes to “Guidelines”</li> </ul> This makes space for a new link, “Videos and information”, where we will collect samples of information videos and resources. Mirna contacts Pinchaaqui.</li> </ul>	Mirna	
<ul style="list-style-type: none"> <li>• The template for the guidelines is finished.</li> </ul>		

	<ul style="list-style-type: none"> <li>- Annual CFPA Europe conference: The Vds BrandSchutzTage conference in the beginning of December 2016 seems like a suitable arena for the first CFPA-E conference. The conference can be held in a separate conference room with topics related to best practice in European countries. For example: : Fire safety for elderly, Fire safety for the disabled, Fire safety management in buildings, Fire safety for refugees, Fire safety in historic buildings. We propose to let members suggest topics that are common for several countries, of wide interest and which can attract many people. We will also ask for good presenters in English. The target group is CFPA members and employees, customers and fire safety professionals. Ingeborg prepares a draft for how to ask members for proposals. The email should be sent from Jesper and Mirna. Topics to include in the proposal: <ul style="list-style-type: none"> <li>- Objectives</li> <li>- Requirements for papers</li> <li>- Target group</li> <li>- Language</li> </ul> </li> <li>• Open door events: This can be difficult to implement in some countries, but the topic will be further discussed.</li> </ul>	Ingeborg	
<b>8:</b>	<b>Proposals of new topics</b>		
	<ul style="list-style-type: none"> <li>• No topics.</li> </ul>		
<b>10:</b>	<b>Collaborative working with other commissions</b>		
	<ul style="list-style-type: none"> <li>• No topics besides those already discussed in previous points.</li> </ul>		
<b>11:</b>	<b>Dates and venues of the next meeting</b>		
	<ul style="list-style-type: none"> <li>• The next meeting will starts with lunch 09. December and ends with lunch 10. December. The meeting will take place in Cologne/ Köln, Germany.</li> </ul> <p>Ingeborg checks for meeting and accommodation facilities, and confirms to MIC.</p>	Ingeborg	