



# Forward Plan, 2008-2011

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## Principal Elements

1. Enhance the image of consulting engineering in Europe
2. Improve business conditions for European firms
3. Enhance business development of European firms
4. Pursue expansion of EFCA membership in Europe
5. Enhance cooperation with European MAs
6. Improve working relationship with FIDIC



# Enhance the image of consulting engineering in Europe

1. Highlight the role of the consulting engineer to European societies
2. Highlight value of engineering design & innovation to society & client base
3. Showcase engineering works (incl. consideration of excellence awards)
4. Support MA's for enhancing the image of the sector in their countries



## Improve business conditions, 1/2

1. Analyse and address trends of the business environment, e.g.:
  - ⇒ growing investments of emerging economies
  - ⇒ distortions of competition
2. Develop achievable policy proposals, e.g. for:
  - ⇒ Improvement of public procurement in Europe & EU funded projects for fair, transparent & effective procurement (incl. PPP projects)
  - ⇒ Improvement of liability & insurance conditions
  - ⇒ Enhancement of the internal market
  - ⇒ Business integrity in Europe and EU funded projects



## Improve business conditions, 2/2

1. Promote exchange of experience on business conditions, esp. for PPP projects
2. Pursue dialogue with E.C. on improvement of business conditions
  - ⇒ Cultivate relations with key persons in the E.C.
  - ⇒ Enhance visibility in Brussels & Member States/countries (incl. web site, Voice of EFCA, publicity in major events)
  - ⇒ Strengthen ties with other European federations/organisations



# Enhance business development

1. Enhance support of MAs for business development of their firms:
  - ⇒ Promote exchange of experience on business practices
  - ⇒ Pursue benchmarking & evaluation of trends of European firms (after evaluation of interest)
2. Support MAs of CEEC in developing the local consulting market
3. Promote European industry to European Clients/Markets & beyond where necessary
4. Promote networking among European firms
5. Inform Young Professionals on European structures



# Enhance cooperation with MAs

1. **Improve communication with MAs:**
  - ⇒ Improve communication content from EFCA to MAs
  - ⇒ Emphasise importance of being involved (!)
  - ⇒ Promote information of member firms (!)
  - ⇒ Strengthen ties with MAs for policy formulation (“reverse-pump”)
  - ⇒ Compile info on situation in Member States
  - ⇒ Promote fair reporting of MA membership to EFCA
2. Support MAs in their lobby for transposition of E.U. legislation with lobbying, documentation, seminars etc.
3. Support MAs in cultivation of ties with architectural firms and industrial design firms
4. Support MAs in their provision of services:
  - ⇒ Update review of best practices
  - ⇒ Enhance exchange of information/experience in Committees



# Improve working relationship with FIDIC

1. Facilitate the formulation of broadly acceptable representational model(s) of European industry
2. Pursue GAM decision(s) & implementation of new cooperation structure with FIDIC
3. Short-term objective: address pending problems with FIDIC insofar as possible