

# CEPA

The Good Pest Manager

Annual report 2017-2018

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# FOREWORD

## Reinforcing the pest management sector in Europe and beyond

Founded in 1974, the Confederation of European Pest Management Associations (CEPA) represents 27 national pest management associations across 23 European countries, 20 of which are in the EU. CEPA is made of over 10000 SMEs in a very fragmented sector that serves local communities and catering, hospitals, retail services and households to protect and assure the well-being of EU citizens.

Controlling pests is a very significant task in Europe and beyond. When people hear “pest management” or “pest control”, they are associating it with the eradication of ants, spiders, or fleas. In fact, pest management is much more. It is directly involved with the safety of our health and our foods. Which is why it is vital to have a system of professional control for pests for the safety of the overall public.

In CEPA we are made up fundamentally of a network of European SMEs. Healthy Cities and Sustainability form the EU regulatory framework where we operate. As only professionals should be allowed to operate in this sector in Europe, the CEPA standard underpins this professionalism.

Technology is a significant aid to all who deliver professional services, and the pest management sector does not

make an exception. In the current context where digitalisation and new technologies such as Artificial Intelligence threaten to overtake some jobs, CEPA considers that a professional pest manager cannot be replaced. On the one hand, the human factor in our sector is pivotal to assess and undertake a proactive sustainable pest control system. On the other hand, our people are focused on building and maintaining strong relationships with clients and colleagues, and accept that professionalism is reliant on the ability to connect with others, the so-called “human touch”.

To ensure the continuity of the sector, keep contributing to the well-being of our citizens and build friendly relations with our clients, CEPA pursues its long-term goal. We are on track to turn the CEPA standard into soft law via a Memorandum of Understanding and, thus, recognise our sector as an EU sectoral profession.



Henry Mott  
CEPA President

# CEPA #TheGoodPestManager

Professional pest managers are wrongfully associated solely with the use of biocides and chemicals or with the extermination of scourges such as rats and destructive insects. In the context of technological changes and shifting mindset but also global issues including climate change, pest control practices also took a U-turn.

This is why 4 priorities underpinned CEPA`s activities in 2018 and will determine the next steps of our association: healthy cities, SMEs, sustainability and citizens.



## 1. SMEs

SMEs are the backbone of the EU economy and as such contribute extensively to growth, innovation, job creation, and social integration. CEPA membership is almost exclusively composed of SMEs. Thanks to the CEPA Certification Scheme, our association gives SMEs the tools to become professional. It improves company's image with the client and enhances its business thanks to the guarantee in service quality.

## 2. Sustainability

Sustainable development resonates with meeting the needs of the present without compromising the well-being of future generations. The face of the pest management sector has progressively changed and now, sustainability lies at the core of its services. Professionals can choose from a range of tools and rely on their judgment to select the most appropriate one. Sustainability is the driver behind these choices.

## 3. Healthy cities

Pest management is a unique and multi-faceted service sector that contributes to public health and mitigates some climate change impacts. CEPA belongs to the political cause of 'Healthy Cities'. This is a longstanding global movement with over 1400 cities and towns as part of the WHO European Healthy Cities Network. The Committee of the Regions has embraced this initiative. We have started a journey to communicate how pest management services protect citizens and ensure healthy cities.

## 4. Citizens

Pest management is an essential part of the urban environment. Companies represented by CEPA listen to citizens and help them in their daily lives, ensuring their safety and healthy lifestyle.





Building of The European Committee of the Regions in Brussels.

# The Committee of the Regions (CoR) supports CEPA's objective for EU citizens to enjoy a healthier urban life

The European Committee of the Regions, the European Union's assembly of local and regional representatives, considers that cities will increasingly play a crucial role in sustaining the good health of citizens. While facing emerging challenges, thinking globally and acting locally becomes the right approach in addressing health issues. Local and regional authorities are the key players in creating a network of institutions, businesses, NGOs and citizens that can act towards fair urban cooperation for improving health in cities. CEPA fully shares the position of the CoR. The CoR

hosted a meeting that took place on 18 April where CEPA outlined its vision for the upcoming 2 years:

- To start the path towards the official recognition of the professional pest management sector as a service provider within the EU regulatory framework.
- To endorse the causes laid in the WHO 'Healthy Cities' initiative and launch a journey to communicate about how pest management services protect citizens and ensure healthy cities.
- To develop a pilot project in several main cities of Europe.



‘At the Committee of the Regions we commend CEPA’s willingness to undertake a multi-stakeholder Memorandum of Understanding on the professionalisation of pest management in EU.’

Mr Mikel Irujo Amezaga,  
representative of the Navarra Government of CoR

CEPA's vision goes together with the launch of a self-regulatory agreement for the professionalisation of the sector. The Memorandum of Understanding on the professionalization of Pest management will be concluded with, but not limited to, institutions and businesses such as local authorities, EU representatives of hospitals, retailers, food manufacturers, catering, etc. The aim is to ensure the health and safety of all EU citizens both in the urban environment and beyond. The core of such an agreement will be the CEPA Certification® scheme underpinned by the European standard EN 16636 with an integrated minimum training framework.



Mr Mikel Irujo Amezaga, representative of the Navarra Government to the CoR expressed his support to CEPA's vision:



Mikel Irujo Amezaga (left) and Henry Mott (right).

“At the Committee of the Regions we commend CEPA's willingness to undertake a multi-stakeholder Memorandum of Understanding on the professionalisation of pest management in EU. We will look at ways to coordinate this soft law initiative in the agenda of the Committee of the Regions under The Urban Agenda and Healthy Cities initiatives, where regions and local communities should collaborate with professional pest management service providers to protecting citizens in the urban environment.”

# CEPA's mission in the context of climate change

Climate change and its consequences mean that pest pressure will increase. Ahead of the Romanian Presidency of the EU in the 1st half of 2019 CEPA exchanged with Ambassador Cosmin Boiangiu.

According to Mr. Boiangiu, there are two main approaches to climate change: one is mitigation, the other one is adaptation. The former is an attempt to stop and reduce climate change, mainly through carbon emission reduction. The latter is an organized reaction to climate change that is inevitably happening, respectively to help society

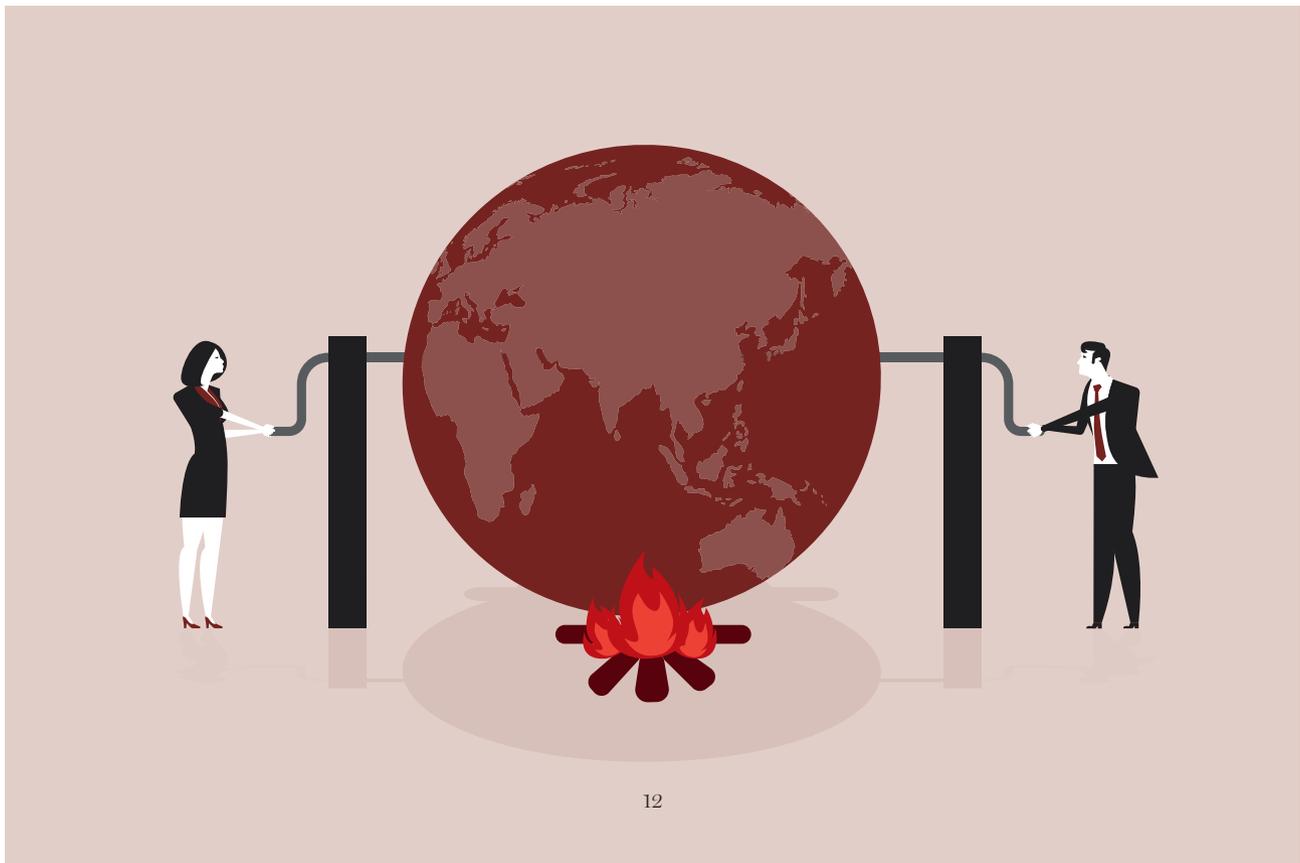
and the economy to be more resilient and deal with the negative impact of climate change.

CEPA members contribute to both mitigation and adaptation. Pest management professionals play a role in reducing the effects of greenhouse gas emissions through innovation and a sustainable circular economy approach.



Cosmin Boiangiu

Cosmin Boiangiu  
Ambassador of Romania to the EU



“Pest Management is a specific service that needs to be recognised at EU Level. What CEPA members do to deal with ‘plagues’ is very important to the European citizens as the services provided bring real benefits in terms of public health and improvement of working and living conditions, while respecting the EU norms in place.”

Ambassador Cosmin Boianiu,  
Deputy Permanent Representative

CEPA CERTIFICATION @WORK

# CEPA Certified<sup>®</sup> Scheme Auditors' annual conference

On 19 April 2018, the CEPA Certified<sup>®</sup> Scheme annual meeting with the auditors was organised at the premises of the Committee of the Regions. It allowed to ensure the engagement of and exchange with the CEPA Certification<sup>®</sup> Auditors' community.

CEPA Certification<sup>®</sup> leaders and CEPA Certifying Auditors exchanged with an audience made of end users such as Nestlé as well as external stakeholders, e.g. the global

hospitals coalition, Healthcare Without Harm (HCWH) and the European Policy Centre (EPC).

The checks and balances of external Certified Auditors provides CEPA Certified<sup>®</sup> Scheme with unique legitimacy by helping to grant professional status throughout Europe and by reassuring both the citizen and the retail, hospitality, health sectors on the expertise of CEPA Certified<sup>®</sup> pest management companies.



CEPA & INNOVATION

# The first ‘CEPA innovation day’

CEPA contributes to the healthy aspect of cities by developing smart, innovative and sustainable practices. We are constantly looking for opportunities to improve the quality of life in the urban environment. To foster a global support of the goals pertaining to Healthy City, CEPA organised the “Innovation in Healthy Cities Conference”.

The event gathered European stakeholders from civil society, EU institutions and the pest management sector and was held at the Committee of the Regions on 15 October 2018.

It identified key trends and evidence towards sustainability and innovation and demonstrated the key role of the EU pest management sector in making European cities healthier.

The animated dialogue took place in the context of Climate Change which has direct consequences on the presence of pests in the urban environment.

The “CEPA innovation day” was also the first milestone towards the recognition of the pest management sector as a professional pest management service.

The European Professional Pest Management Services

Monday 15<sup>th</sup> October 2018, 9-13<sup>hrs</sup>  
European Committee of the Regions



CEPA represents the pest management service sector a major contributor to healthier cities via smart, innovative and sustainable practices. This autumn, CEPA opens its door to discuss Innovation for Healthy Cities at the EU Committee of the Regions.

The 15th October in the morning, together with the main EU institutions representatives and civil society CEPA is looking at the opportunities to help improve the quality of life for citizens living and working in the urban environment. CEPA will hold a series of panels during its innovation day looking for an open dialogue to support the goals of a Healthy City mitigating the increasing effect of climate change and migration and the corresponding impact this is having on the increased presence of pests in the urban environment.

The day will be structured in three panels moving from key trends on the link and effect of climate change and migration and the increase of pests in the EU, how sustainable and innovative practices are the way forward and the role of Health protection and EU pest management in a Healthy City.

**Key speakers include:**

**Mikel Irujo Amezaga**, European Committee of the Regions Member

**Said El Khadraoui**, Adviser Sustainable Development, European Political Strategy Centre

**Lambert van Nistelrooij**, MEP, EPP – NL

**Crispin Waymouth**, Deputy Head of Unit Enterprise Europe Network, DG Grow, European Commission

**Adela Maghear**, Policy Adviser Healthcare Without Harm Europe.

**Come and join our discussion, it's key for Healthy Cities.**

**09:00 - 09:20**

Welcome from the CEPA President, **Henry Mott**

Opening remarks, **Mikel Irujo Amezaga**, European Committee of the Regions Member

**09:20 - 10:20**

**Panel I: The trends - How public health and climate change is linked to pests today**

Chair: **Catarina Carvalho**, Portugal Pest Management Association

**Håkan Kjellberg**, CEPA Scientific Committee, Anticimex

**Steve Leavitt**, CEPA member, Orkin

**Adela Maghear**, HCWH Europe

**10:20-11:20**

**Panel II: Sustainability and Innovation**

Chair: **Brigitte Guillot**, CEPA Board member, CS3D

**Tim Tregenza**, EU-OSHA

**Daniel Schiefer**, CEPA Innovation Taskforce Leader, MD Futura GmbH

**Said El Khadraoui**, EPSC

**Crispin Waymouth**, DG Grow, European Commission

**11:20-12:20**

**Panel III: CEPA's EU Urban Agenda proposal**

Chair: **Henry Mott**, CEPA President

**Lambert van Nistelrooij**, MEP, EPP - NL

**Markus Puschmann**, CEPA Vice-Chair, DSV

**Guy Hendrickx**, Avia-GIS CEO

**12:20-13:00**

Closing remarks, **Mikel Irujo Amezaga**, Member of the European Committee of the Regions

**@cepaurope**

**#TheGoodPestManager**

# CEPA's Healthy Cities Proposal

The CEPA Innovation Day conference emphasized two specific challenges caused by climate change:

- All urban areas are increasingly exposed to pests and through them to pest-related diseases. This multi-faceted problem entails environmental, structural, institutional, regulatory, financial, scientific and climate aspects. Globally, infectious diseases posed the most important cause of death.

- Climate change is significantly impacting the dissemination and the reproduction capacity of several pest-carrying species and this requires the EU to put in place pest management mechanisms able to cope with this changing environment.

Ms. Maghear from Healthcare without Harm Europe (HCWH) gave the perspective of the healthcare professionals and organizations: "Pests pose a number of serious health threats, from the spread of bacteria to the contamination of medical devices. However, at hospital level we

refrain to talk about pest management but in reality, it is very challenging to ensure the highest level of sanitation while carrying out our duty. Also, as health professionals, there is an important knowledge gap that nobody is addressing."

Our President Henry Mott summarises perfectly the meaning of `healthy city`. "I believe that a healthy city is a safe city. What do I mean by safe? I will use an acronym. S stands for secure, free from the pests and from risks they bring to property, people and the environment in general. A stands for advanced, we need to embrace technology-based solutions in all the ways we operate, like data collection. F stands for friendly, we need to be sustainable and environmentally-friendly in all our actions. E stands for economic, we need to bear in mind that pest control comes with a cost which has to be in line with the expectations of our clients."



# CEPA promotes partnerships between professional pest management companies and public institutions

Most of the issues related to pests are best to be tackled at a macro level. Therefore, partnerships with administrative bodies will enable pest controllers to operate at the right level of intervention. In 2019, CEPA will develop pilot projects in cities where pest management companies can work together with local authorities to try to ensure an exchange of information.



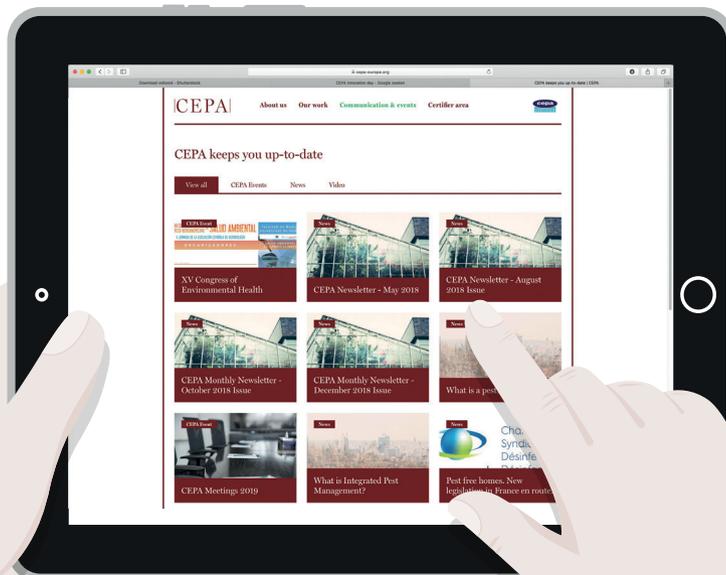
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# Launch of a new visual identity



In December, CEPA launched its new website.

To live up to its goals, CEPA adopted its new visual identity reflected on both our social media and brand new website.



# Remarkable accomplishments of CEPA's Knowledge Hubs

All the good work done through the year and the establishment of our key milestones could not be achieved without the invaluable contributions of CEPA's six Knowledge Hubs.

The raison d'être of our Knowledge Hubs is simple – our

members decided to pool their expertise, knowledge and network and to work together towards the common good of the sector and the well-being of citizens it aims to protect.

## Structure and leaders of CEPA's Knowledge Hubs

CEPA WG Professional

Pest Manager

Chairs: Rune Bratland, SkaBra (NO),

Ian Andrew, BPCA (UK)

CEPA Certified Scheme Leader: Zlatko

Dakic, GZS (SL)

CEPA WG Sustainability

and Innovation

Chair: Markus Puschmann, DSV (DE)

CEPA WG Pest Management

Digital Empowerment

Chair: Dee Ward-Thompson, BPCA

(UK)

Illicit Online Sale of Biocides Taskforce

Chair: Milagros Fernandez

de Lezeta, ANECPLA (ES)

CEPA WG Communication

Chair: Peter Fiedler,

WKO (AT)

Innovation for Healthy Cities Taskforce

Chair: Daniel Schröer, Futura (DE)

CEPA Scientific Committee

Chair: Hakan Kjellberg, Anticimex

(SE)

CEPA WG Professional

Pest Manager

Woman Empowerment Taskforce

Chair: Dee-Ward Thompson, BPCA

(UK)



As of January 1st 2018, CEPA has a new office at the hearth of the EU Institutions.

# CEPA's knowledge hubs achievements

## WG Sustainability and Innovation:

- Earned legitimacy on CEPA's Innovation day
- Understood and acted on the threat of biocides ban
- Created an array of tools including the Bi-yearly report on Sustainable and Innovative practices and the Good-PestManager @ Work. Both tools showcase best practices stemming from the pest management sector and highlight the innovative nature of our sector, constantly moving forward, implementing new ideas and staying faithful to its underlying goal – keeping citizens safe.

## WG Professional Pest Manager Milestones:

- Amplified and steered towards EU relevance of the CEPA Certification by
  - Positioning CEPA Certified as a tool for recognition of the professional management services at EU level
  - Agreeing to move forward with minimum training at EU level (Protocol EN16636)
  - Proposing to build an online platform for passing certification administered by national associations with support for quality control from CEPA at European level
  - Connecting with Commission services on vocational training / education unit
- Consolidated the CEPA Certified Scheme by
  - Naming an Independent, Neutral Auditor in charge of

## Quality Control – the CEPA Certified Scheme Leader: Zlatko Dakic, GZS. (SL)

## WG Pest Management Digital Empowerment

- Obtained a seat on the EU stakeholder platform on illicit online sale of biocides to discuss with some of the biggest online platforms: Amazon, Allegro, eBay, Alibaba Group Inc., Priceminister Rakuten
- Raised awareness and informed about the General Data Protection Regulation (GDPR)
- Enhanced communication on Artificial Intelligence and Digitalisation

## WG Communication Milestones

- Developed CEPA Communication strategy, new Visual identity and Branding
- Put in place digital tools for internal communication
- Developed website content and the social media plan
- Prepared events: 2 conferences organised in the European Committee of the Regions and 2 High-level Dinners

## Scientific Committee

- Established a knowledge network between companies
- Got the lay of the land of the trends related to pests in the urban environment
- Became an EU information hub



CEPA's Board is composed of:

President: Henry Mott

Vice-President: Milagros Fernandez de Lezeta

Vice-President: Monica Biglietto

Vice-President: Markus Puschmann

Vice-President: Rune Bratland

Treasurer: Alain van Lidth de Jeude

College Manufacturers: Patrick Vernié

College Distributors: Serge Simon

College Intl Service Companies: Marc Aubry

College Intl Service Companies: Thomas Hilde

Board member: Ian Andrew

Board member: Dr Daniel Bajomi

Board member: Brigitte Guillot

Board member: Robert Stuyt

# Tangible results in the dialogue with institutional and non-institutional stakeholders

- CEPA addressed the Bi-yearly analysis of the all chemical substances legislation – REACH
- CEPA joined the EU Platform on Counterfeit/Illicit Products Sold Online
- CEPA was invited as a member by key trade associations: EuroCommerce, FoodDrinkEurope, UEAPME.
- Expressed interest for collaboration: Public Health Crisis Unit of DG Sante, Bioeconomy Unit in DG Research
- CEPA Secretariat met 90 European Commission officials, 20 Members of the European Parliament, 15 NGOs, 10 journalists and 5 Trade Associations

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Transparency register  
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