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#TheGoodPestManager



Annual Report
2020

ANNUAL | 20
REPORT | 20

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#TheGoodPestManager

Message from the President



Henry Mott
CEPA President

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I for one feel immensely proud that my chosen industry – one that to the outside world may seem very low tech and uninteresting – has bucked the trend of so many others and continued to thrive and help others in times of COVID-19.

Despite the negative impact of COVID-19 on the entire world in so many ways, the professional trained pest management industry has continued to show its resilience in so many ways.

As we discussed in our Quarterly Meeting in November 2020, CEPA adapted its services to take a large role in disinfection work since the beginning of the pandemic. Now having been recognised as such by many governments during the pandemic, the essential service that is pest management has continued to provide the service of pest management and the associated benefits in supporting public health during these difficult times.

The trained professional pest management community continues to attract inward financial investment, and in these very uncertain times is seen as a safe haven for investors. If we have learnt anything in the last year, it's that recent events have shown just how fragile many industries are and how events that are out of anyone's control can render them completely impotent. I for one feel immensely proud that my chosen industry – one that to the outside world may seem very low tech and uninteresting – has bucked the trend of so many others and continued to thrive and help others in times of COVID-19.

Why is this important? SME's are the backbone of the economy in all countries across Europe and ultimately will be the source of the financial recovery in terms of job creation and tax revenue for government. The trained professional pest management industry is and continues to be largely made up of SME's, and now more than ever it is time to seize the opportunity and take advantage of the focus on the fundamental role of SME's to our economies.

For the last three years we have been on a mission to gain the official recognition we deserve and need as an industry.

Both here in Europe and in other parts of the world the new catch phrase post-pandemic is “build back better”.

As we see the pest management industry grow, particularly due to the impacts of climate change, increased urbanisation, and the need for a more sustainable future, I want to see us further embrace this philosophy.

Part of role I have played in CEPA is through the idea of a three-city pilot project or the “IPM three cities project” which addresses how an integrated pest management coordinated approach on a large-scale within an urban environment such as a town, city or borough. With such a trial, and by only relying on IPM trained pest management professionals, we can test and develop both existing and new technologies to improve sustainability, the urban quality of life and public health in general, and I am also pleased to say that we have begun to make headway in how this can be achieved with our very own Guy Hendricks, head of CEPA Scientific Committee who is taking the lead on this project.

All of this and more has only been possible because we have now established political influence through having a clear strategy that began late in 2018 and has carried through to 2020, and will continue with a revised strategy now until 2023.

I once again wish to express again my sincere thanks not only to the CEPA membership at large, the BOD and leaders and members of the working groups and sponsors but also to the COR who have been extraordinarily generous in their loan of facilities and general support. I also want to take this opportunity to thank those MEP's and any other people who have contributed to the progress of our overall mission of official recognition of our important sector.

I wish you all a healthy and successful 2021 and beyond.



CEPA during COVID-19

The unexpected challenges faced in 2020 by global society have made lasting changes on the professional pest management sector. While public health and hygiene were at the forefront of the political agenda, professional trained pest managers of Europe proved essential in maintaining hygiene in public places across many European countries. Every step of the way, CEPA #TheGoodPestManager has communicated those changes to decision makers in positions to respond directly to the needs of the members and the industry in general.

In April 2020 our association took the social responsibility of reaching out to major EU stakeholders, offering itself as the point of contact with a profession specialised in disinfection and experienced with pest-borne diseases.

In parallel to this, CEPA acted as a knowledge hub, gathering up-to-date information from its members to become a resource for stakeholders. Through the CEPA online 'Knowledge Hub', to be found on CEPA's website, best practices were uploaded for carrying out pest management during the COVID-19 pandemic. Also published to the knowledge hub was an article on disinfection & pest management, a guide to the existing research on transmission of disease with pests as a vector, an article pest management and COVID-19 in the press, and a summary of the progress made in recognising pest management as an essential service.

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We take our role in society very seriously and that is one of the reasons why we are fighting for the recognition of professionally trained pest managers to be one of the pillars of public health. We would be very pleased to offer our help and put our expertise at your service for the protection of the health of European citizens.

*Henry Mott,
addressing EU institutions and decision makers
in an open letter published in April 2020*

**Special Guest Speaker
to CEPA General Assembly:
Martin HLAVÁČEK,
Member of European Parliament and previous
Vice-Minister in Agriculture of the Czech Republic**



Martin HLAVÁČEK

Member of the European Parliaments

CEPA #TheGoodPestManager not only issued regular communications on the essential nature of pest management to stakeholders in the EU sphere, but kept track of national developments around the matter. Seven EU countries were noted as recognising pest management as an essential service, and CEPA worked alongside its national association members to achieve these results.

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COVID-19 clearly imposes many challenges on the Pest Management sector, which has shown itself to be key to maintaining the food chains in times of crisis. I would like to thank you all, wherever you are in Europe, as you and your colleagues are doing a great job here.

Martin Hlaváček,

Member of the European Parliaments

CEPA #TheGoodPestManager is a european association representing mostly SMEs as its members. For this reason, the association invested heavily in monitoring the effects of COVID-19 on SMEs in Europe, and brought their concerns to the attention of EU policymakers. In its meetings with stakeholders, alliances were formed with champions of CEPA's cause in the European Parliament. Martin Hlaváček MEP showed particular concern for CEPA's IPM toolbox, attending the November Quarterly Meeting as a guest speaker, and taking questions from members on what needs to be improved in the EU to keep preserve the tools of Europe's trained professional pest managers.

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For Europe’s regional and local authorities, especially during the delicate phase of the scaling down of confinement measures, ensuring the implementation of adequate sanitation and disinfection procedures is of utmost importance to protect citizens and workers. (...) It is with interest I read the CEPA Memorandum of Understanding in order to feed into our future discussions on related topics in the Natural Resources commission.

*Apostolos Tzitzikostas,
President of the European Committee of the Regions*

CEPA #TheGoodPestManager our priorities

In 2020, public health and hygiene were at the forefront of not only the political agenda, but a priority for each and every world citizen. Professional trained pest managers of Europe have proven essential during this period, maintaining hygiene in public places across many European countries. European professional trained pest managers are key to preventing any additional disastrous consequences on public health caused by already visible increases in pest activity due to contributing factors such as of buildings being left empty and waste collection being delayed during lockdown.

Expertise of our sector in disinfection and the controlling pest activity proved key to this current difficult period. While governments fought with COVID-19, it remained essential to not allow further health crises to arise. In order to get ahead of the threat to public health, public authorities and economic actors coordinated with experts in our industry, as a body of hygiene professionals who were able to help prevent any further harm to European society.

In 2020, CEPA worked on its commitments to its priorities:
Public Health, Sustainability, Healthy Cities, and SMEs.

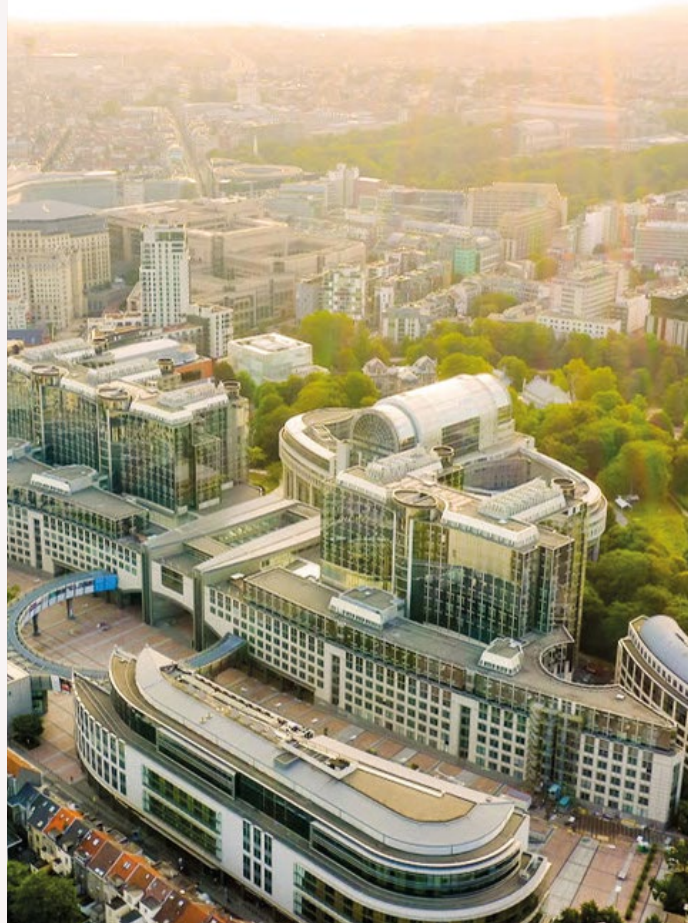


Public Health

Professional pest management has proven itself an important element in the fight against the COVID-19 pandemic. In 2020 more than ever, key services to the European citizens such as hospitals and supermarkets relied on trained, professional pest managers to ensure the continuity of their crucial services. Having the relevant training and experience, trained professional pest managers collaborated closely with local authorities by disinfecting areas affected by COVID-19, ensuring public health is protected and helping directly to flatten the curve.

Sustainability

In the context of the European Green Deal, Sustainability is at the core of the pest management industry services. In addition to the already existing wide toolbox that enables pest managers to make informed decisions in the best interest of citizens and the environment, the industry is expecting several of initiatives from the EU to better control the production and use of chemical substances, and accelerate the transition towards more sustainable solutions. At the same time, CEPA views climate change mitigation as crucial, as our sector understands the resulting potential pest migration, which can lead to severe infestations and even risks the spread of diseases. Thanks to their professional trainings, our members know how to make the smartest choices in how to treat pest proliferation in the most efficient and harmless way possible. CEPA has worked to draw attention to crucial matter in the EU, as it is among other things important to preventing problems of biodiversity.





SMEs

During the COVID-19 pandemic, SMEs proved to be again the cornerstone of the EU economy and society. They played a strategic role in the fight against the virus by providing a large portion of the essential workers who kept society ticking during lockdowns. They also have been among those worst hit businesses by the economic damage stemming from the pandemic. CEPA is almost exclusively composed of European SMEs, and hopes that EU resources will be used to support the recovery of SMEs in a fair way.

CEPA continues to fight for professionalisation of our SME members, through the CEPA Certified® Scheme, giving them credibility in front of their clients and enhances their business, thanks to the guarantee in service quality provided by CEPA.

Healthy cities

Cities are estimated to generate 80% of all economic growth. OECD studies showed that, for each doubling of population size, the productivity level of a city increases by 2-5% as a result of better labour distribution, education, entrepreneurship, spread of ideas, etc.

CEPA promotes integrated sustainable urban development and helps cities work together to develop pragmatic solutions to mitigate climate change. In the last two decades, cities ambition has risen remarkably to go beyond the national governments' climate-change targets: for example, the IPCC Special Report on Global Warming of 1.5°C warns that current nationally determined contributions for the Paris Agreement are not sufficient.



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Henry Mott,
CEPA President

PROFESSIONAL

|CEPA| CERTIFIED

SUSTAINABLE RELIABLE

|CEPA| CERTIFIED

The CEPA Certified® Scheme began 2020 by addressing the problems posed by the pandemic, allowing remote audits to continue the good functioning of the scheme. Despite the difficulties, the demand for CEPA Certified® certification grew in 2020, reflecting the increasing need for trained pest management professionals globally.

The checks and balances of external Certified Auditors provides CEPA Certified® Scheme with unique legitimacy. This is done 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® pest management companies.

In 2020 CEPA Certified® also saw a boost to its popularity outside of Europe, with government authorities in the United Arab Emirates (UAE) requiring the CEPA Certified® standard in pest management as a prerequisite for applicants for tenders. This also opens the door to expansion of the scheme into other geographical areas, including South America. To accompany this new spurt of growth, CEPA Certified® has developed a new visual identity, with a logo reflecting further in line with the logo of CEPA #TheGoodPestManager.

CEPA Working Groups: Accomplishments

Working Group on *Professionalisation of the Pest Management Sector*

2020's highlights were the development of a membership survey on education and pest management standards in Europe, thanks to which oversight is being gained gradually over the diverse training and education frameworks in Europe. Other developments included the major increase in membership participation which have enabled work on professionalisation to advance. The group continues to draft overview documents on pest management training in Europe and develop the broad variation throughout Europe of pest management training. The finalisation of the major overarching project, the Memorandum of Understanding, is scheduled for 2021 when signing of the document can be carried out in person in the European Committee of the Regions in Brussels.



Ian Andrew

Working group co-chair



Rune Bratland

Working group co-chair

Working Group on *Communications & Sustainability*

The group's main achievements involved the development documents for the knowledge hub and the release of video content. The group has also worked hard to develop CEPA's external narrative for all external communications. Other major themes for the group have been urban rodent management and online resources, and the continuation of the #TheGoodPestManager best practise stories. The group is also tasked with attending stakeholder meetings at the European Chemicals Agency (ECHA), where the IPM toolbox is key in determining CEPA's input.



Håkan Kjellberg

Working group co-chair



Patrick Vernié

Working group co-chair

CEPA Scientific Committee

CEPA's Scientific Committee has produced a range of fact sheets on specific pests, including the Tiger Mosquito, and Brown Rat, thus producing valuable resources for the CEPA website. The Scientific Committee will also be steering the CEPA IPM project initiative, an idea which originated with Henry Mott, CEPA President, which aims to strengthen research around the practical effects of IPM in urban environments through scientifically sound data and analysis. The overall objective of the three cities IPM trial project is to empirically prove the relevance of IPM standards, as proposed by the MoU, in the professional trained pest management sector. The project will advance through 2021, and seek EU funding for implementation in three trial cities around the EU.



Guy Hendrickx

Scientific Committee Chair



Why Join CEPA?

There are a multitude of reasons to join CEPA. With the background of climate change and its implications for a more complicated management of growing cities and suburbs, assuring tangible sustainable solutions for the well-being of citizens and the protection of the environment is more relevant and challenging than ever. Trained professional pest managers have an essential role to play in ensuring public health and the welfare of EU citizens in the context of climate change, while minimising the impact on the environment and enhancing the competitiveness of the EU economy. CEPA is the only organisation that brings together trained pest control professionals from across the industry in Europe, from manufacturers to service providers. Through associating your business with the mark of European quality, your brand gains authority. At the same time, you will enjoy a seat at the table, helping to shape the future of the professional pest management industry in Europe.

Concretely, joining CEPA allows you to:

Network with a vast web of trained pest management professionals from across Europe.

Link into a network of events that can put you in direct contact with EU decision makers, including high-level dinners and external meetings.

Understand and keep on top of the latest EU regulatory changes and news affecting the sector, through a weekly monitoring service.

Make your voice heard at the EU legislative level, through an external newsletter and meetings.

Contribute to getting the professional pest management sector recognised and respected in the EU, helping people to understand the complicated landscape and vital role that pest management plays.

Access sponsorship opportunities to promote your company through the 'powered by' concept.

Part of what makes CEPA membership such a well-respected addition to your business is the high yet fair standards that our members have defined and agreed to hold themselves to. These are defined by CEPA members themselves, who have the opportunity to vote on actions, directing the organisation and thus the future of pest management. We must present a united and professional industry, ensuring a viable alternative forward to the whole pest management supply chain the context of the exclusion of biocidal products and evolving legislation with the European Green Deal. To join CEPA, national companies that classify as manufacturers pay a fee that is weight based on the company size (number of employees, markets, turnover). It varies between € 1500 and € 3000 (for national companies) and up to € 7000 for global companies.

CEPA Certified

CEPA and its members have sponsored the development of a European standard (EN) for the pest management industry in collaboration with the European Standards Institute (CEN). It specifies the requirements, recommendations and basic competences under which pest management service companies must operate to meet the needs of their customers, be they private companies, public authorities or the general public.

This standard creates awareness for the value to society that the pest management industry represents through the maintenance of health and hygiene. It also contributes to controlling unprofessional use and thus provides important support for products that are indispensable to protect the public, buildings and businesses but which are nevertheless under pressure from restriction or deregistration measures.

CEPA Certified® Accreditation gives businesses:

- Improved image with clients: they will value the CEPA Certified® Status;
- Means to promote the professionalism of our based-on service and quality rather than price;
- Better service quality: the standard is designed to help businesses improve;
- A unique and independent benchmark of companies' professionalism;
- Raised awareness that our industry plays a major role in public health.



CEPA's Board of Directors

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Marc Aubry (Vice President)
Alain van Lidth de Jeude (Treasurer)
Ian Andrew
Rune Bratland
Milagros Fernandez De Lezeta

Brigitte Guillot
Michael Kahlo
Håkan Kjellberg
Serge Simon
Patrick Vernié
Monica Biglietto

CEPA's members

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 Arysta LifeSciences
 AVIA-GIS
 BASF SE
 Bayer SAS
 Bell Laboratories Inc
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 Biogents AG
 Biosix SA
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