

European Nurserystock Association

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Strengths

- Large number of countries united in ENA
- A lot of interest in green for climate change, health and wellbeing
- Easily accessible because of a low fee
- Not politically motivated
- A flat structure and governance
- Long history
- Big involvement by members on important subjects
- Secretary quickly communicates important information



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Weaknesses

- Current board: 3 Members
- Knowledge and data with one person (Josep M.)
- Little financial capacities
- Limited cooperation with external organizations (ELCA, IFLA, Union Fleurs, COPA COGECA, SO GREEN, etc.)
- Little communication with participating organizations (some members don't recognize the value of ENA)
- Slow decision-taking system



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Current activities

- Two yearly meetings (GA) for information exchange and discussion
- Secretaries' meeting
- Several working groups
- Reactive on legislation and international issues
- First project (Green Cities) with a lot of hiccups and learning moments
- Secretary (Josep M.) the only constant
- Cooperation between other European organisations for surveys and information exchanges
 - Union fleurs, Copa and Cogeca, Arelfh, Sogreen
- Sharing market information from industry
- Sharing lists of members of each organization to promote cooperation



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Current activities

Advisory groups and own initiatives

- Sustainability
 - Peat issue & stimulating research in peat
 - Carbonoxyde
 - Water (Quantity and quality)
 - Labour
 - Plastics
 - Climate change
 - Environment
- Legislation on plant health
 - Plant passport
 - Quarantine organisms
 - Brexit and North Ireland issues
 - Import and export on High risk plants, Invasive alien species and Xylella
 - SCOPAF (European commission on plant health)
- Youth working
- Promotion
 - Green Cities (Sense marketing & more) and climate change
- COVID
- International plant names



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Current activities

Role of ENA

Information comes from members or from ENA sources

=> action can be taken towards the other members

Information from EU comes first hand to ENA

=> information can be communicated towards members and reaction of members is reverted back to EU

As soon as there is a problem in EU and it has been communicated towards ENA, you can be sure that somebody is working on that issue towards EU



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What does ENA want (MISSION)

ENA wants to be a neutral international advisory partner for the nursery industry in order to influence important policy advisors and decisions takers. It creates an efficient network within the international nursery industry to act as a communication partner towards EU officials. By supporting and launching international promotion and research projects ENA wants to create economical welfare and prosperity (SDG) and enhance innovation for all its members in their daily work.



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ENA WHERE TO GO (VISION)

ENA GOALS

- Creating strong internal network personal and online on regular basis
- Making all ENA actions and activities visual for all stakeholders
- Create a strong up-to-date EU network
- Be and remain a neutral international advisory partner
- Influencing and giving support to policy advisors on formulating opinions
 - Lean and mean (influencing when the rules are made by EU)
- Work proactively with working groups towards predefined goals
- Launch and coordinate mutual actions for members
- Create added value and prosperity
 - Enhancing daily work for nurseries and find and create new markets for members



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HOW WILL ENA ACHIEVE THE GOALS

1) Creating strong internal network personal and online on regular basis

- By organising GA meetings
- Creating advisory group with members from 4 directions (North, West, South and East) and outside EU
 - Online meeting
 - Based on review of current topics and adding additional working themes
 - Receiving info from different sides of EU and outside EU
 - In order to get a better view on what is happening and if we are working on the right issues
 - Discovering what issues would be important for our members and if it affects the working of our members

2) Making all ENA actions and activities visual for all stakeholders

- Internal (informing members and member organisations)
 - With newsletter and website
 - Giving ENA publicity in important magazines
- External (informing policymakers & colleague organisations)
 - Being present in other international and local organisations (present yourself) (ENA ambassadors)
 - Cooperation between other organisations for information exchanges (cfr. COVID) and subventions/ initiatives (cfr. Sogreen)
 - Making an overview of other organisations with their SWOT analysis and purposes
 - Choosing key organisations with who we will develop a good cooperation



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HOW WILL ENA ACHIEVE THE GOALS

3) Create a strong up-to-date EU network

- Lunch / Dinner with EU officials and ENA members (keeping and updating contacts) (cfr BDB)
- Picture Book (who is who)
 - In order to communicate efficiently with EU
 - Every country lists minimum 3 people they can contact in EU to promote ENA vision

4) Be and remain a neutral international advisory partner

- Being active in advisory groups (top of mind for decision makers to contact ENA in early stages)
- Consult regularly members to ask for input and updates



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HOW WILL ENA ACHIEVE THE GOALS

5) Influencing and giving support to policy advisors on formulating opinions

- Be active in advisory groups
- Lean and mean (influencing when the rules are made by EU)
- Making us important and big (strong network) (Building bridges with relevant organisations)
- Communicating results of the working groups
- Get feedback from member organisations
- Develop a broad network



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HOW WILL ENA ACHIEVE THE GOALS

6) Work proactively with working groups towards predefined goals

- Online meetings
- Make a blueprint for agenda's and timings that need to be kept
- Define a fixed leader of each working group
- Publish the results of the working group on regular basis

7) Launch and coordinate mutual actions for members

- Development of Project –platform (together with Sense marketing & more)
 - Organised by a person with knowledge on international project management
 - With connections in EU
 - With knowledge about subventions : Horizon Europe, LIFE project, ...
 - With help of bigger organisations (eg. Sogreen)
 - About: Promotion (Green Cities) , Research (Peat, Xylella), Youth development, 3 billion trees



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HOW WILL ENA ACHIEVE THE GOALS

8) Create added value and prosperity to enhance daily work for nurseries

- Projects for nursery industry
 - Youth development within nursery industry (Young and Tree)
 - 3 billion trees
 - Green cities part 2
- Congress for young people with thematic (key note) speakers
- ENA knowledge platform
 - Sharing knowledge and best practices (Access to all member organisations)
 - Manuals – Feasibility studies – Guidelines (HR subjects (working of health and safety procedures, transfer to next generation, good practices of bringing workforce into companies) and sustainability actions or research studies)
 - Develop general guideline for the nursery industry (Quality manual) and processes description (for example potting, planting, ...)
 - Catalyzing introduction of innovations (e.g. within production)
- Cooperate with European commission to open new markets
 - Close contact with SCOPAF



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WHAT WILL ENA NEED TO ACHIEVE THE GOALS

Stronger financial structure of ENA

- % of export budget of each country for working purposes of ENA
- Extra % from current going projects
- Increasing projects (such as green cities)
- Sponsorships (adverts)
- Yearly conference
- Asking yearly fees for uploading innovations from complementary companies towards the nursery industry
Eg. Plant introductions, Chemicals, Peat producers, Fertilisers, Machinery, Biological solutions

Strengthen secretary position (in ENA or in different member organisation)

- Organising yearly ENA conference
- Creating and management of knowledge platform
- Creating and management of project platform
- Back up for our secretary
- Advisor in international project management
- Defining subventions in EU and translating them into working capital for countries or companies (coordinating actions)
- Increasing activities with European institutions in Brussels



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WHEN WILL ENA ACHIEVE THE GOALS

- Immediate actions
 - Increasing budget for ENA
 - Creating of ENA Advisory group
 - Making ENA Visual
 - Blueprint for working groups
 - Creating picture book and short list
 - Inviting EU officials for dinner
- 1-3 year
 - ENA congress for young nursery people
 - Start building knowledge platform
 - Creating projects to enhance nursery business (project platform)



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Thank you very much for your attention

Questions ?



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