

EIA General Assembly meeting



Friday 21 June 2024
14.00 – 15.00

Online

Code of Conduct

Prohibited topics

- Sale prices, rates, price adjustments
- Division/sharing of the market
- Exchanging market information
- Restriction of production or sales
- Boycotting specific suppliers or customers
- Publishing average prices



Topics that might present a problem

- General terms and conditions of sale and delivery (if certain rules are not respected)
- Restrictions on participating in trade fairs
- Schemes for recognition/membership criteria
- Certain statistics systems



List of topics that do not present a problem

- General cyclical economic data & business climate
- Lobbying activities (general interests)
- Labour law and social issues
- Legal and standardisation issues
- Safety, health and environmental issues
- Lobbying activities (general interests)
- Labour law and social issues
- Legal and standardisation issues
- Safety, health and environmental issues



Code of Conduct

EIA believes it is important that its activities are at all times carried out in accordance with the applicable law, especially competition law. EIA believes that business shall be conducted in an atmosphere of free competition, i.e. on the basis of price and quality. EIA recognises that competition law intends to stimulate free competition, something which has EIA's full support. EIA feels it is important to confirm this by adopting a Code of Conduct. This Code of Conduct shall be binding on all members as well as on other participants when taking part in activities of EIA. The Code of Conduct aims at providing clear rules to EIA's members, thus reducing the risk of improper conduct and consequently of fines being imposed.

The following rules shall at all times be respected within EIA:

CORE PROCEDURES

1. Meetings of a body, committee, working group or other form of cooperation within EIA shall only take place after the members have been invited to the meeting in writing. The notice inviting to the meeting shall also include the agenda of the meeting.
2. Minutes shall be kept of each meeting as referred to in 1., above; these shall be sent to all members of the relevant body, committee, working group or other form of cooperation. The minutes shall be kept in an organised form for a period of at least 7-10 years.
3. Consultations and discussions in a body, committee, working group or other form of cooperation on the topics on the agenda and other topics, where these are related to the market (i.e. topics that may be of interest for the position and for determining the position of the individual members in competition), shall be limited to the official meeting, of which minutes will be kept.
4. During the consultations as referred to in 3., above, it shall not be decided to discuss certain topics during the meeting subject to the condition that this will not be recorded in the minutes. If such condition is stipulated the chairman of the meeting shall refuse to proceed to discuss the topic in question.
5. Each meeting of a body, committee, working group or other form of cooperation during which market-related topics are discussed, shall be attended by at least one staff member of the association. This staff member will monitor topics that are sensitive from a competition law point of view. If there are doubts about such sensitivities, the topic shall not be discussed until the advice of an expert in the field of competition law is obtained, and this advice is to the effect that the topic may be discussed without any objection, or until the limits to be observed during the discussion are clear.

A PROHIBITED TOPICS

The following topics are prohibited and out of bounds during meetings of bodies, committees, working groups or other forms of cooperation within EIA, particularly as far as information on these topics is exchanged between companies which might be considered as competitors:

- Sale prices, rates, (intended) price adjustments, recommended prices, discounts, mark-ups and other price-related topics concerning products or services of member companies;
- Division/sharing of the market, e.g. by allocating a specific geographical area, specific customers or specific groups of customers to specific members;
- Restriction of production or sales;
- Pre-consultations with respect to responses to invitations to tender of potential clients;
- Charging on offer costs of competitors in one's own offer;
- Exchanging market information by the individual members, i.e. information about production, turnover, sales, investments, divestments, R&D expenses and other information, as far as this is related to specific (categories of) products or services, that may be regarded as commercially sensitive information;
- Publishing of the average price or of the price bandwidth within the sector;
- Exclusivity for specific members to represent producers and importers;
- Boycotting specific suppliers or customers;
- Any other topic that could lead to coordination of market behaviour restricting competition;
- Pre-consultations between competitors when responding to invitations to tender (in tender procedures with both public and private purchasers);
- Agreeing that all competitors add a surcharge to their bid (which would then be used for "compensating" the bidding costs of those companies that would not win the tender).

B TOPICS THAT MIGHT PRESENT A PROBLEM

The following topics might, under certain circumstances, present a problem from a competition law point of view, but especially in a highly concentrated, oligopolistic market (i.e. a market with only few players). This means that these topics shall at all times only be discussed within the context of EIA in proper consultation with an expert in the field of competition law:

- General terms and conditions of sale and delivery. If these pertain to sensitive competitive parameters (e.g. prices, rates, manner of indexation, on-charging specific costs) or if the use of the conditions is mandatory, the competition authorities may object;
- Restrictions on participating in trade fairs. As a general rule, each company should be free to participate in any trade fair; it likes and companies should not be asked to boycott any trade fair. Restrictions to this freedom to participate are only allowed under specific conditions. Collective bargaining by the members of EIA to obtain a better price or other conditions from the trade fair organisation does not constitute a problem under competition law;
- Schemes for recognition/membership criteria. For as long as recognition or membership of EIA does not play a decisive part for the potential customer when choosing a product or service, there are no objections to this from a competition law point of view. As soon as the customer does find this important, however, these schemes must satisfy specific criteria;
- The secretariat of EIA is allowed, in principle, to collect commercial information about individual companies and to make this information available to the members in an aggregated manner. It must in any event be absolutely guaranteed that no information on individual companies can be deduced from this aggregate information. In some countries the national competition authorities will only allow such statistics systems: if the collected information can be qualified as sufficiently historical, e.g. (depending on the circumstances) presenting data of at least one year before, and/or if the information is made publicly available.

C TOPICS THAT DO NOT PRESENT A PROBLEM

The following topics constitute the core business of most of EIA's activities and discussions and consultations on these topics do not normally present any problem under competition law, provided that the topics mentioned under A. are not touched upon:

- General cyclical economic data and business climate, as long as discussions on these topics do not relate to any individual company's behaviour. These discussions focus on the macro level and do not affect any company's behaviour in the market;
- Lobbying activities relating to general interests in the sector and concentrating on legislation and other public issues which may affect the sector;
- Labour law and social issues. These issues are considered to be irrelevant under competition law;
- Legal issues. These issues are by definition of a general nature, as these will affect any company's business to the same extent;
- Standardisation issues, if (i) the standard-setting procedure is transparent and open for participation by any interested party, (ii) there is no obligation to comply with the standard, (iii) access to the standard is provided on fair, reasonable and non-discriminatory terms, and (iv) any discussions within the standard-setting procedure are restricted to technical aspects. Standardisation is aimed at compatibility of products and at technical progress; this will normally be to the benefit of the end user;
- Safety and health issues. EIA has an interest in enhancing safety and health with respect to the use of the sector's products;
- Environmental issues. EIA has an interest in enhancing protection of the environment with respect to the use of the sector's products.

Agenda

1- Introduction

- Call to order, competition law.
- Verification of quorum.
- Approval of minutes of the previous General Assembly meeting (15-06-2023).
- Approval of agenda .

2- Financial matters – *for vote*

- Approval of EIA Financial results 2023.
- Approval of EIA budget 2024.

3- Election of Board members – *for vote*

- Election of 3 candidates.
- Renewal of the other members of the Board of directors (their mandate needs to be renewed for 3 years).

4- Report on EIA activities

- Up-date on Members
- Activities in 2023 - 2024
- Update on the Taxonomy project

EIA Financial matters – membership fees 2024

Beginning 2024 the Board has decided to increase the membership fees to support the growth of our activity, mostly around advocacy, communication and knowledge transfer. The decision was to add 10% for European companies and 30% for members outside Europe



EUROPEAN IRRIGATION ASSOCIATION 2024 MEMBERSHIP FEES

Category	Turnover	Europe*	Rest of the world	Vote
Manufacturer	Less than 1 million €	800	1,000	3
	1 to 5 million €	1,650	2,000	4
	More than 5 million €	2,750	3,250	5
Distributor / Dealer	Less than 1 million €	550	650	2
	1 to 3 million €	800	1,000	3
	More than 3 million €	1,100	1,300	4
Contractor	Less than 1 million €	330	400	2
	More than 1 million €	550	650	2
Consultant / Agent / Media		330	400	1
Association		220	250	1
Education & Research		440	500	2
Individual / Student		55	65	1

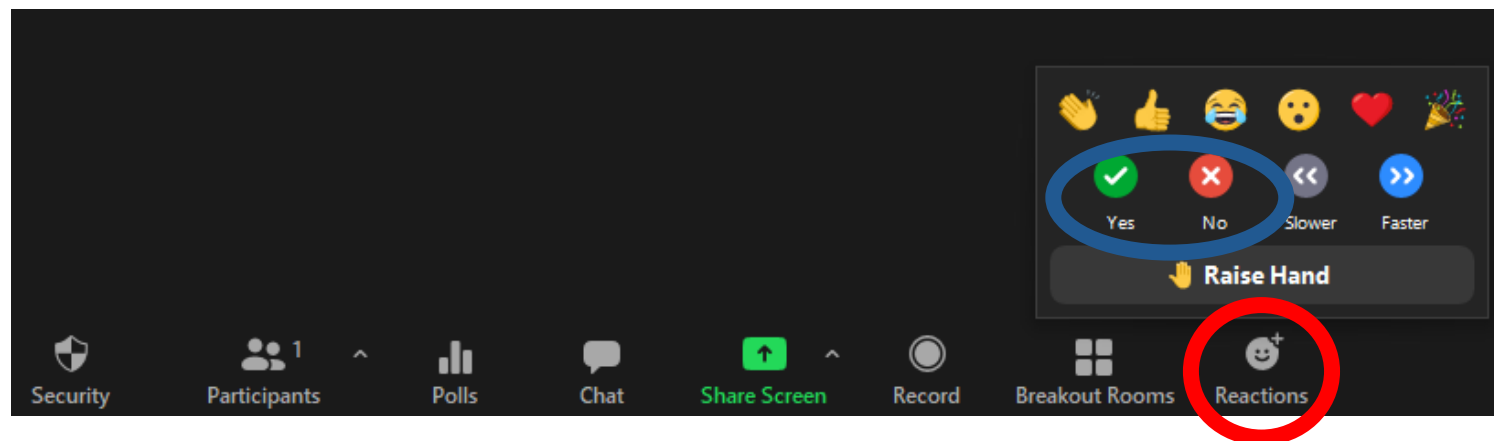
* European companies are considered as companies with head-office or subsidiaries in one of the EU/EEU/EFTA countries



Election of Board members

Approval for the election of Anthony Seches (Rivulis), replacing Thierry Haller

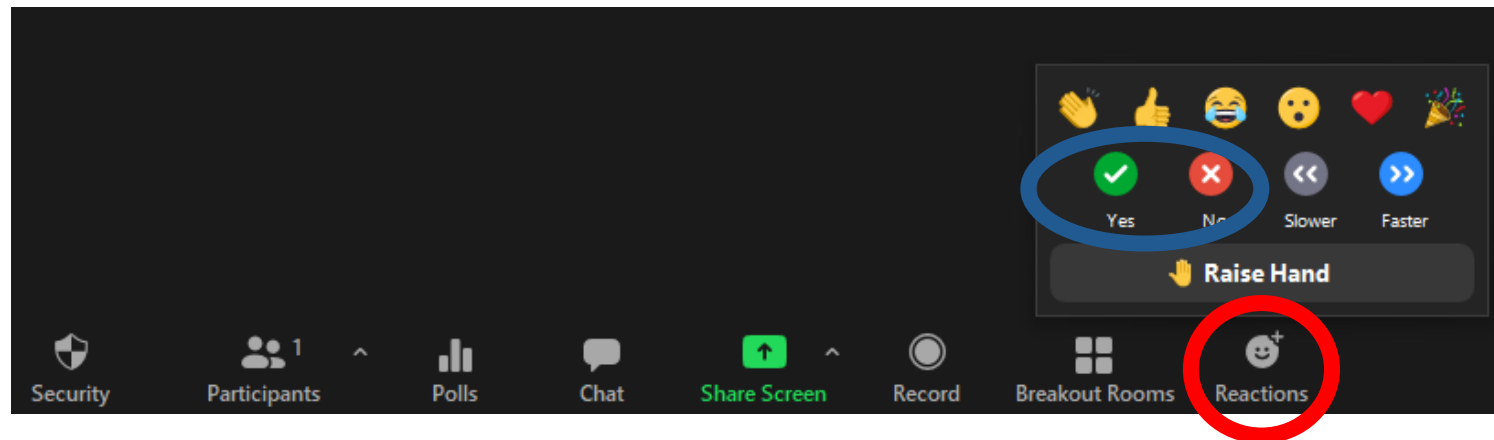
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Election of Board members

Approval for the election Adrian Cliffe (Valmont Industries)

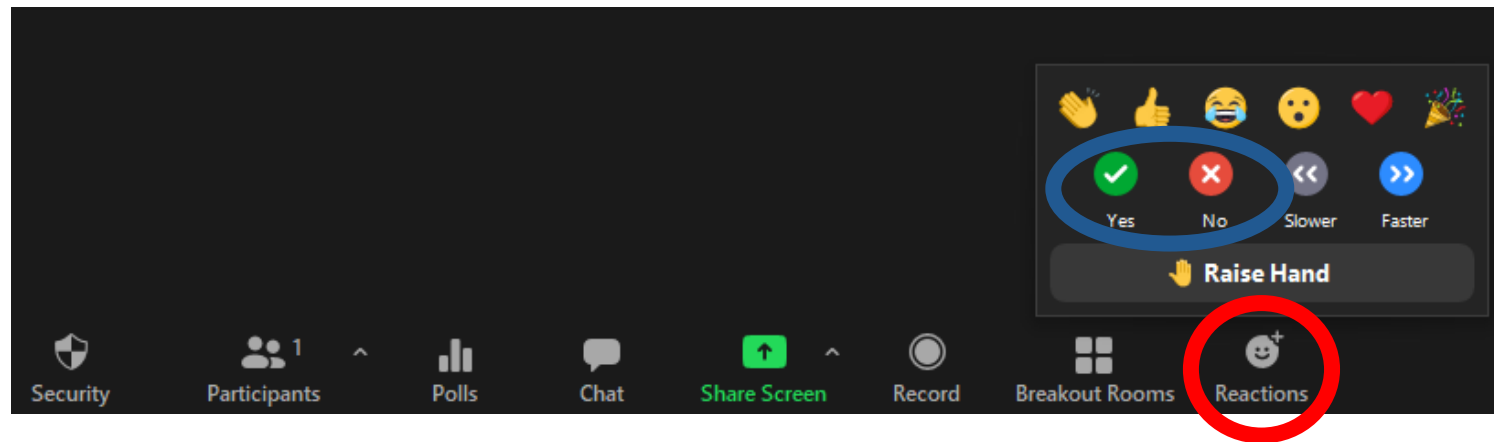
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Election of Board members

Approval for the election Michaël Fayaud (Urbasense)

To vote, please press the icons that you will find
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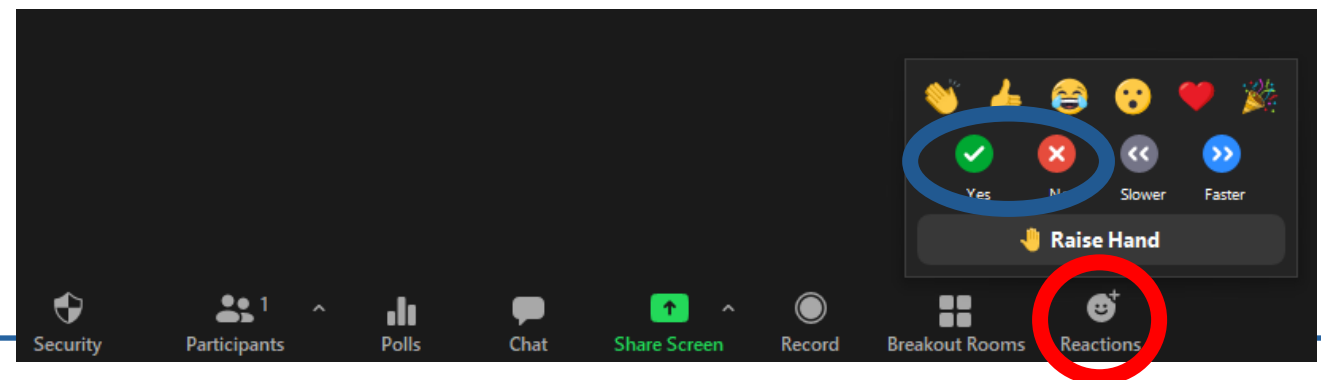


Election of Board members

Approval for a renewed mandate of 3 years for :

- Moshi Berenstein
- Xavier Botrel
- Giulia Giuffre
- Damir Cizmek
- Michel Histel
- Santiago Casanella Rocca
- Joao Florido
- Frédéric Fleszar
- Javier Juarez

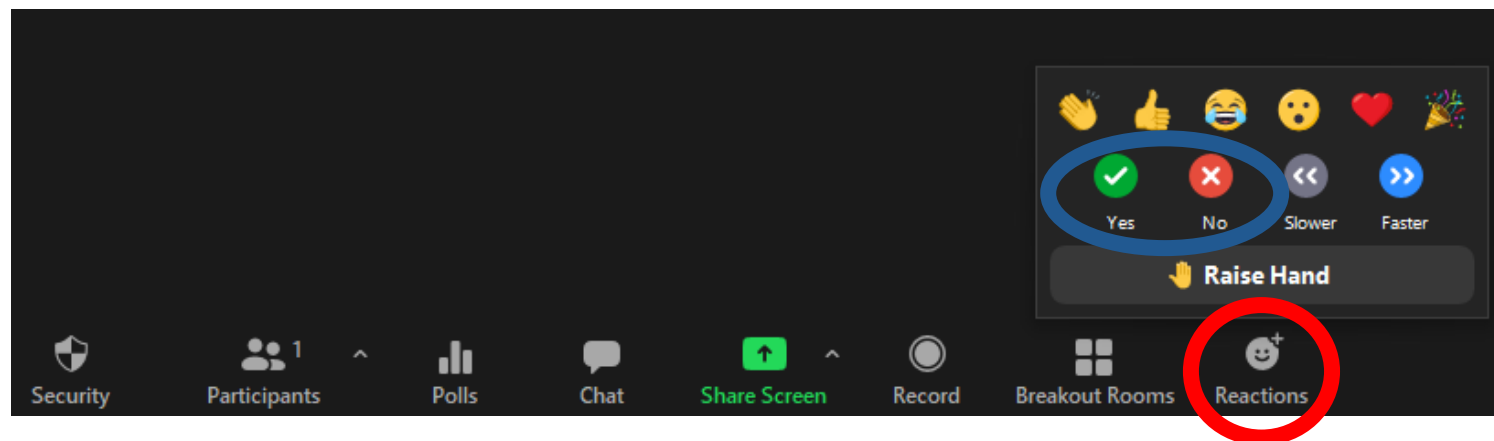
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Other votes

Approval of the removal of Ms Anne-Claire Rasselet as a delegate responsible for the day-to-day management

To vote, please press the icons that you will find
in the Reactions menu below



Other votes

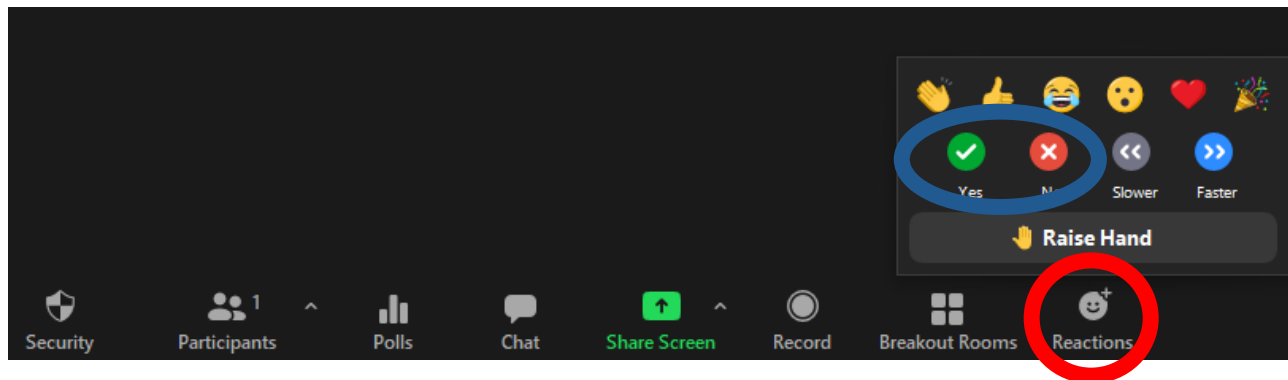
Approval of the change of the registered office address

**Boulevard Auguste Reyers 80
B-1030 Brussels
BELGIUM**



**Aliénor
Rue Montoyer 31/4
B-1000 Brussels
BELGIUM**

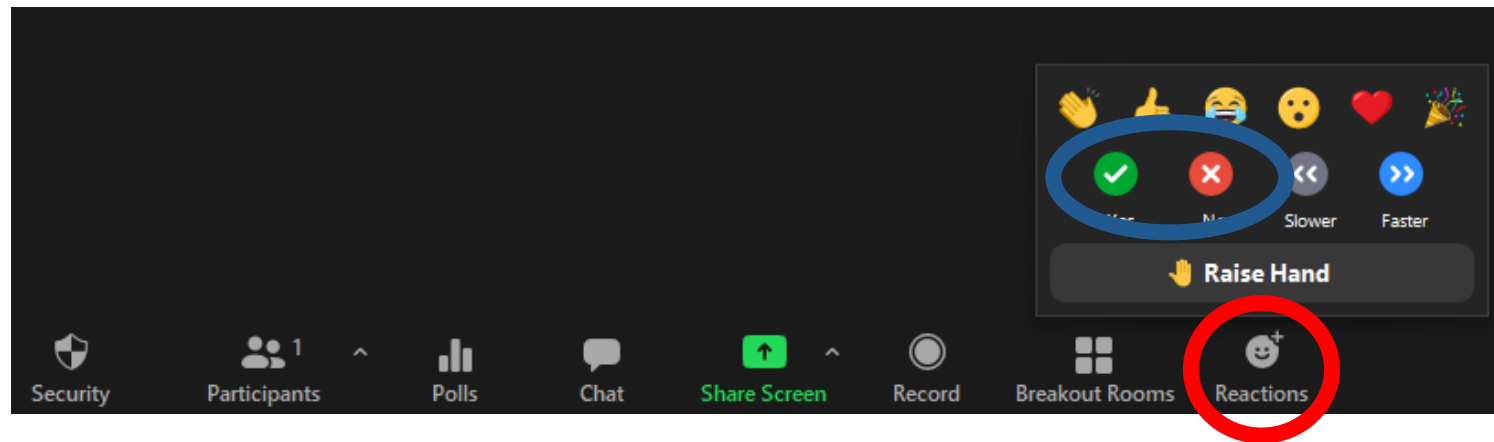
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Other votes

Approval of a mandate to AliénorEU to manage EIA's accounts

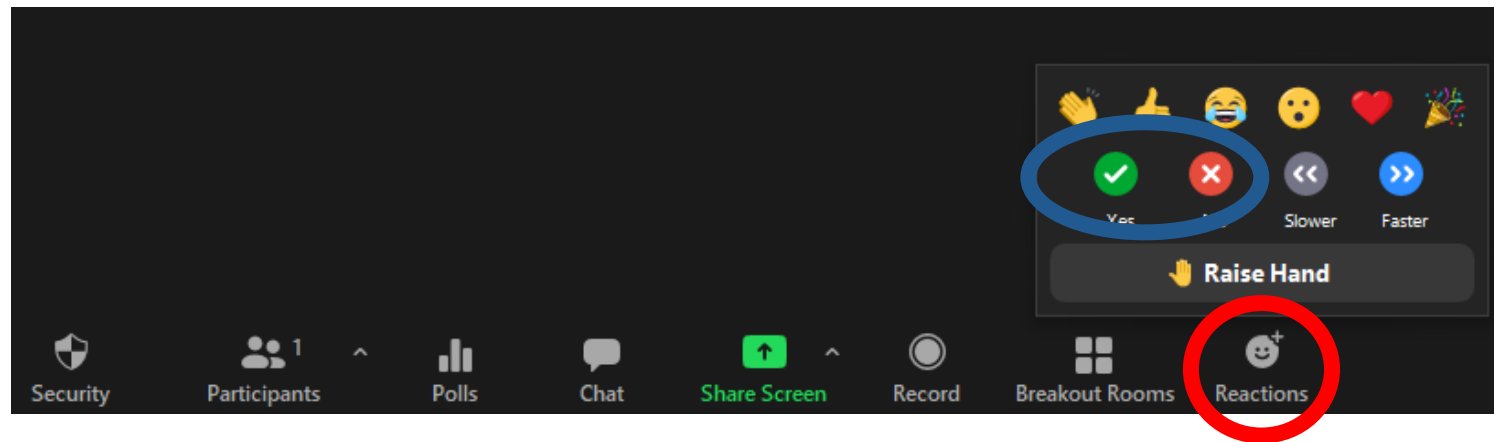
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in the Reactions menu below



Other votes

Approval for providing a mandate to myB2B to register EIA's decisions to the Belgian administration

To vote, please press the icons that you will find
in the Reactions menu below



Report on EIA activities

Agenda :

- Introduction by the President, Moshi Berenstein
- Update on members
- Update on EIA Activities 2024
- Update in the Taxonomy project

Introduction

- Strengthening our activity in the context of environmental and climate transition, we wish to promote sustainable irrigation and to raise awareness around its benefit in the face of major challenges, drought and demography.
- Focus on sustainability around:
 - Agriculture & urban
 - Certification (customers behavior)
 - Taxonomy (Regulations)
 - Technological innovations
- Develop vocabulary which doesn't exist today under the umbrella of Taxonomy, promote best practices, expanding our presence, strengthening our right to lead with newcomers to the association which add confidence and competences, lobbying,

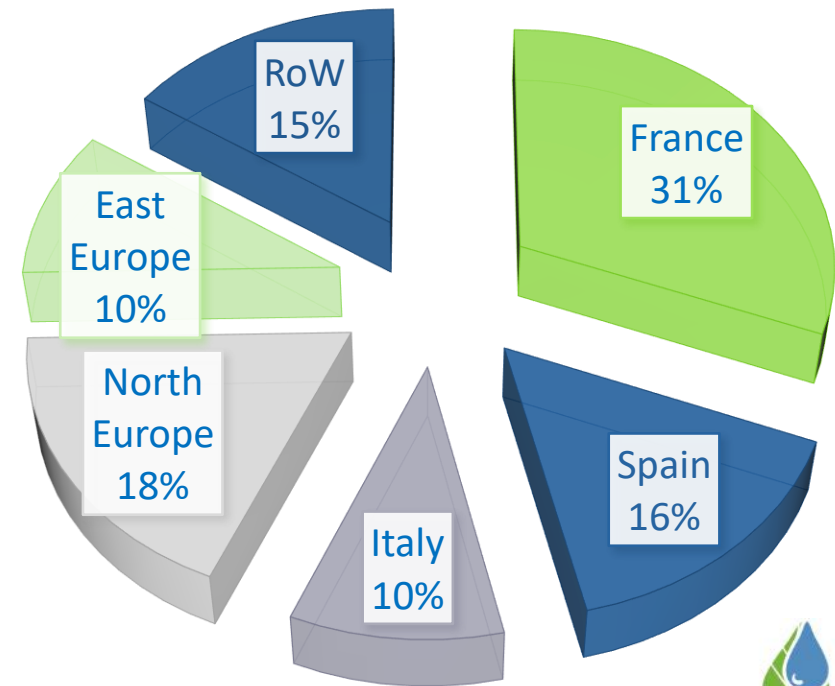
Update on members

Total of 84 members

- In 2023, 16 members resigned and 19 new members joined us
- 8 new members joined us since the beginning of 2024



EIA MEMBERS BY GEOGRAPHY



Our members



Majed Sabbarini



EIA Working Groups 2023-2024 highlights



Sustainability in agriculture



Urban Landscape



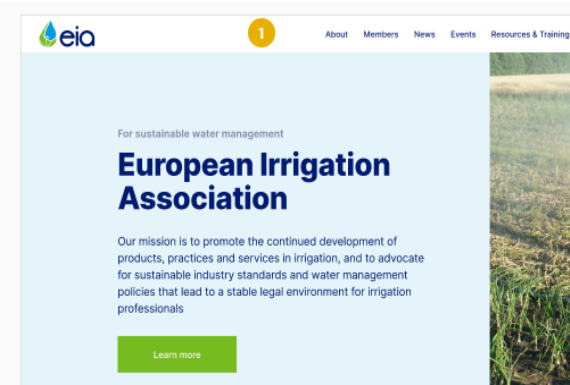
Standardization



Training



Wastewater Reuse



Communication



<https://irrigationeurope.eu/en/working-groups/>

Sustainability in Agriculture Working Group

Promotion and activation of projects that pursue the sustainable development goals

EU TAXONOMY



EIA has the objective of positioning the irrigation industry in the EU Taxonomy for sustainable activities. This will allow our members to anticipate the final disclosure requirements (Paris agreement of climate) and seize the opportunities to have capital made available by Sustainable Finance.

23-24 Actions: Advocacy, communication, Position paper on Sustainable irrigation, to come: Advocacy Roundtable

Plastic recycling partnership with Plastic Alliance Europe, TEPPFA



Next: Certifying sustainable irrigation (labels on farmer's products)



SUSTAINABLE DEVELOPMENT GOALS



EIA WG4: Training and Knowledge Transfer

PROJECT: Organization of EIA COURSES of „BASICS OF LANDSCAPE IRRIGATION”.

OBJECTIVES:



Promote competence in landscape irrigation among professionals involved in planning, installation, operation, and maintenance of irrigation systems.



Promote EIA through widening the network of irrigation professionals across Europe



Disseminate important information about proper design, installation, operation, and maintenance of landscape irrigation systems to landscape architects, contractors, municipal green teams, facility managements, greenkeepers, plumbers, and other professionals.

Plan to go live Q4 2024 (TBD) !!

EIA Review: 2023 – 2024

Activities & events since last GA

- 06/2023 : Interview and questionnaire part of the “Sustainable water management” Mission of the French Senate



- 08/2023 : Participation in the World Water Week in Stockholm



- 11 /2023 : 3 online Irrigation Forums (Efficiency of Irrigation systems/ Plant, soil, water and the rizosphere/ cooling power of urban trees to combat urban heat islands).



- 12/2023 : Taxonomy project : Submission of the Policy Paper to the EU Commission



- 02/2024 : Taxonomy : online webinar to present the Policy Paper to members.

- 02/2024 : Horizon Europe projects deposits: JOICE “Joint Optimization of Irrigation and Control of irrigation-induced Erosion JOICE and “Newrrigation »



EIA Review: 2023 – 2024

Activities & events since last GA

- 04/2024 : Conference “Aligning global research priorities and investment strategy for sustainable water management” - Foundation for food and agricultural research USA (online)  **FFAR**
- 06/2024: participation in a roundtable on “managing risk from climate”. at the Sparks Venue in Brussels organized by [EBIC \(European Biostimulants Industry Council\)](#) 
European Biostimulants Industry Council
- 7 meetings conducted through the work of 6 Working Groups
- 4 Board Meetings
- 3 new Board members : Michael Fayaud - Urbasense, Anthony Seches - Rivulis, Adrian Cliffe – Valmont.

Update on Fleur Martin activity

EIA Communication Officer

Communication :

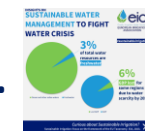
- **Organization of events : 4 online forums, annual General Assembly, 4 Board meetings, 1 Face-to-Face event.**
- **Website : 3 last articles published in « Technical Resources » now appear on the homepage, to make it more alive.**

A Newsletter registration module soon added on the homepage.

A new section for training will come soon.



- **New brochure including the taxonomy project in 4 languages.**
- **LinkedIn : 3616 Followers in June 2024 / 3057 Followers in June 2023 – 37 posts on LinkedIn** 
- **Facebook : 556 Followers in June 2024 / 533 Followers in June 2023 – 23 posts on FB** 
- **Instagram : New EIA page / 248 followers. First publications on Taxonomy with nice visuals.** 
- **Newsletter : sent to 700 contacts. 200 decision makers in Irrigation industry added to the data base.**
- **Taxonomy : contract with Ambrosetti for communication strategy. 5 posts for social medias with nice visuals.**



Update on Bruno Molle activity

EIA Executive Advisor

Day to day management of correspondence for forum planning (selection of lecturers, revision of presentations), convincing/welcoming of new members, participation in WG: Sustainability, Urban Landscape, Training and Education

Connecting to EU: 3 projects preparation and application focussing on irrigation technology and performance (2 ag: answer end of July, 1 urban: rejected)

Participating in the first circle of Taxonomy project elaboration

Presentation of the process and results directly (TEPPFA, AREFLH) or in support to Moshi on Communication in events (FFAR, EBIC...)

Preparation with TEHA of a Round Table to communicate Taxonomy results to the new EU commission (*a priori* end of November)

EIA 2023 – 2024 Review

Q & A session

Closure of the session

Thanks for your attention !