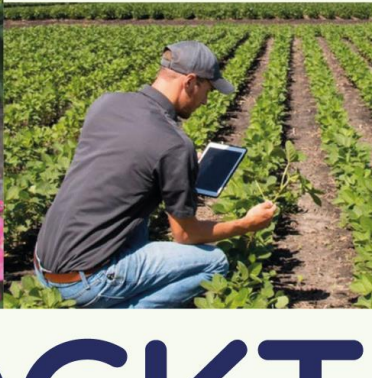


# Welcome to the European Irrigation Association EIMA Bologna 7 Nov 2024



# COCKTAIL party



OUR MEMBERS



# EIA: summary of activities and achievements 2022-2024

- **Members:** Recruited new members (From 35 to 85), diversified countries , different sectors, irrigation products, company profiles. We represent the largest OEMs and diversity of SMEs.
- **Working Groups:** created dedicated 6 Working Groups to promote members' areas of interest.
- **Routines:** were set and executed regularly: weekly core team BFM (Bruno-Fleur-Moshi), bi-monthly Boards, on-going communication & WG sessions.
- **Dedicated resources :** on top of the volunteering work, added 2 days per week communication officer and 1 day per week executive advisor
- **EIA events:** physical annual event, quarterly online forums, 1 online training taxonomy
- **Partnerships:** IE, APE, Afeid
- **Created interest:** significant digital traffic in our web presence
- **Created direct value** to our members: from **members visibility** & brand exposure, through speaking opportunities, publications and all the way to the implementation of EIA Advocacy action plan.

# EIA: summary of activities and achievements 2021-2024

Slowly (but surely) we become the voice of irrigation



- Upgraded EIA secretariat services- **Alienor** professional accompaniment adapted to our needs at the EU level.
- Published the first ever **Position Paper on Irrigation** in the context of Taxonomy with the active involvement of 30 members assisted by TEHA.
- Promoting & exposing the industry in different **panels** & forums\*:
  - **World Water Week** panel in Stockholm 8/2023: Multi-stakeholder Collaboration in Agricultural Water Stewardship: Solutions to Advance SDGs
  - **Horizon Projects** (submission): Participate in 4 groups consortiums submitted projects to the EU (2023-2024)
  - **US Foundation for Food & Agriculture Research** panel 3/2024
  - **TEPPFA** the European plastic pipes and fittings association/ taxonomy guidelines 5/2024
  - **French Sénat** - Mission d'information « Gestion durable de l'eau » du Sénat 5/2023
  - **The European Biostimulants Industry Council Summit** 6/2024
  - **Agri Innovation Lab** Innovation contest, Austria, planned 11/2024

\* open to EIA members applications

# EIA 6 Working Groups

## 1. WG-Sustainability

- Intensive work of many people on **Taxonomy**; publish position paper 15/12/2023
- Advocacy plan, **round table\*** set for 28<sup>th</sup> January 2025 in Brussels
- Created a subgroup for **plastic and recycling**
- **Irrigation Certification** several meetings with external bodies
- Social media posts on Sustainability and Taxonomy topics

## 2. WG-Smart Urban Landscapes

- Published **5 White papers**,
- Launching new set of topics: minimum characteristics and project labelling, **irrigation efficiency in Urban Landscapes**

## 3. WG-Reused wastewater

1. WG met several times, ISO standards and their drafts forwarded, mainly information sharing



# EIA 6 Working Groups

## 4. WG-Standardization :

- Aim to strengthen our status of Liaison Partner in **Technical Committees**: TC 282-Wastewater reuse, TC 144-Tractor and machinery Safety, TC 334-Irrigation techniques, follow-up on projects

## 5. WG- Training and Education

- Initiated **Basic Training model** based on Paul's booklet , undergoing
- Currently: proposed training modules are submitted to BOD

## 6. WG- Communication

- **Media and online: EIA Website, LinkedIn** (from 349 followers to 3729);
- Direct emails to members, Contact management, meetings of marketing professionals, audit committee for publishing « noncommercial » members' articles, Newsletters on sustainability and monthly EU legislation



# Strategic Road Map EIA 2025

Serving as the leading, credible and unifying voice to advocate wise irrigation water use

- Paving the way for the irrigation sector to be recognized as a positive contributor to sustainability, strengthening the long term growth for the industry
- Adding continuous value to members and continue adding new members along the irrigation value chain OEM, SME, AG and Urban irrigation users, influencing actors along the chain
- Engaging with decision-makers on different EU levels
- Expanding our services to add value to our members on top of their scope of competencies, participation in research, access to EU discussions, support and advocacy , speaking opportunities, promote the sector know how and members' innovation & state of the art technologies in Europe
- Serve as a European platform for EU institutions and Irrigation professionals' debates on water management & Irrigation
- Becoming the voice of irrigation in Europe

# Strategic Road Map EIA 2025:

Mission will lean on 5 pillars

1. **Recognize the Irrigation** potential in transforming the sector to be recognized as a contributor to sustainability, allowing access to Sustainable finance capital and Green Funds, focus on **Taxonomy**
2. **Advocacy, lobbying, political engagement:** **Advocacy** activities: Institution mapping, Public Consultations, Flagship events, support balanced policies (EU and regions), share information with members, call for members participation
3. Building **Multi-stakeholders Partnerships** in the food chain (AG), and with collectivities (Urban Landscape). Extend EIA's influence and Collaboration
4. Building a **Knowledge transfer and training framework** : certified irrigation education, European hub for top irrigation talents, promote training of professionals directly and indirectly, raise standards, increase knowledge and competencies
5. **Visibility** with the aim of communicating and increasing awareness on water conservation. Becoming the **voice of Irrigation** sector.

# Value for EIA members

A 'bundle' of services to OEM and SMEs, ranging from individual supports to collective advocacy & lobbying

- **Lobbying and Advocacy** with the engagement of EU experts and irrigation specialists, opening strategic development opportunities for **OEMs** and **SMEs** who are the sector's backbone; **Best practices advice** on how to prepare your business for the future of irrigation
- Opportunities to **influence** by taking part of Working Groups and by proposing access to Speaking opportunities, active participation in events such as Round Table etc.
- **Facilitate access to financing opportunities** through capital made available by Sustainable Finance
- **Training** on improving irrigation technical and business skills
- Establishing **B2B networking & partnerships opportunities** in a community of like-minded people
- list of **services** included in the relevant package applies to members (Promotion of members' Brand, domestic & international business connections, members spotlights, forums, access to events, technological updates, educational webinars, EU and government reports, early information on EU projects, etc.)
- Constant monitoring and **support from a professional association**

Such people do not always work as volunteers. Therefore, the question stands for payment for the provision of services, and the current functioning of the association