

CEPA

#TheGoodPestManager

Annual Report

2019

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Delivering a sustainable, trained pest management industry, for now and into the future.

“It’s a long road that never ends” is the opening quote to a book I first read over 25 years ago when I first joined the industry. The book was written by a pest controller who wanted to pass on the knowledge he had gained from over 50 years in the industry to those that were new to it.

The relevance of that quote is as strong now as it was then. Our journey towards recognition of the trained professional pest management industry as an EU sectorial profession is undoubtedly a very long road. And even when it is finally achieved it most certainly will not be the end of it.

In an ever-changing world, our industry will have to continue to adapt to the pressures and challenges it faces not only from environmental aspects such as climate change and increases in population densities in our towns and cities but also in how we embrace new technologies. Indeed, technological innovations aid us in becoming more efficient in the way we work as well as reducing any impact

that we have on the environment at large. During 2019 CEPA #TheGoodPestManager made significant progress in its overall strategy, which is detailed throughout the rest of the annual statement. However, as the President I would like to take this opportunity to highlight some key achievements and convey my appreciation to all of the Board of Directors and members. The Board was renewed in 2019 and alongside many other hardworking individuals who give up their time free of charge to help protect and develop the industry to which we owe our livelihoods. 2019 also saw the creation of Working Groups, to focus on issues close to CEPA’s heart.

In 2019 CEPA #TheGoodPestManager revisited its statutes and decided to move towards becoming an association and no longer a confederation. Although initially this may seem a small step, it was a step forward in CEPA becoming a far more democratic organisation with a one member one vote structure.

“2020 will pave the way towards sector recognition”

2019 saw significant growth in new members with nine new members joining the fold. We welcome them all and I encourage any organisation who is a stakeholder in the Professional Pest Management industry to come along to one of our meetings to see what we are doing to develop and protect our important sector. If you have a passion for pest management and want the opportunity to exert real influence in the industry on an international scale, then CEPA is the organisation for you.

In 2019 CEPA #TheGoodPestManager developed coherent positions on its sustainability policies around biocides and finalised its Memorandum of Understanding alongside a clear definition of what will constitute a trained professional pest manager in 2020. This will pave the way towards our primary goal in 2020 of sector recognition by the EU institutions amongst others.

Through good financial planning and ample resources to support all our members, CEPA is able to make firm plans and commitments for the future. I would like to thank our treasurer and his support team who have diligently and

effectively managed the accounts in 2019 and have put us in a much stronger financial position to realise our ambitions in 2020. On that note I must also thank those organisations that have been prepared to inject additional funding through sponsorship in 2019 and look for their continued support in 2020.

Henry Mott,
CEPA President





CEPA

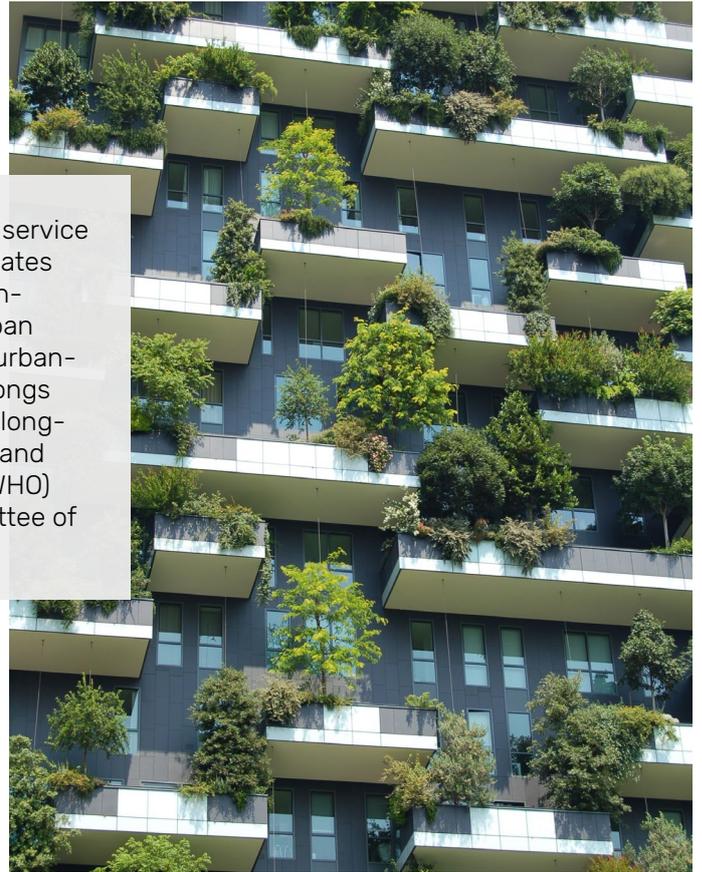
#TheGoodPestManager

Professional pest managers are often wrongfully tarred as untechnical and often associated solely with the use of biocides and chemicals. In reality, not only do professional pest managers manage a huge variety of tools, but they do so with technical competence to protect citizens in the most effective way possible.

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 four priorities underpinned CEPA's activities in 2019 and will determine the next steps of our association: Healthy Cities, SMEs, Sustainability and Citizens.

Healthy Cities

Pest management is a unique and multi-faceted service sector that contributes to public health and mitigates climate change ensuring Healthy Cities. Pest management is an essential part of managing the urban environment, especially as rapid and unplanned urbanisation is impacting all parts of Europe. CEPA belongs to the **political cause of 'Healthy Cities'**. This is a long-standing global movement with over 1,400 cities and towns as part of the World Health Organisation (WHO) European Healthy Cities Network. The EU Committee of the Regions has embraced this initiative.



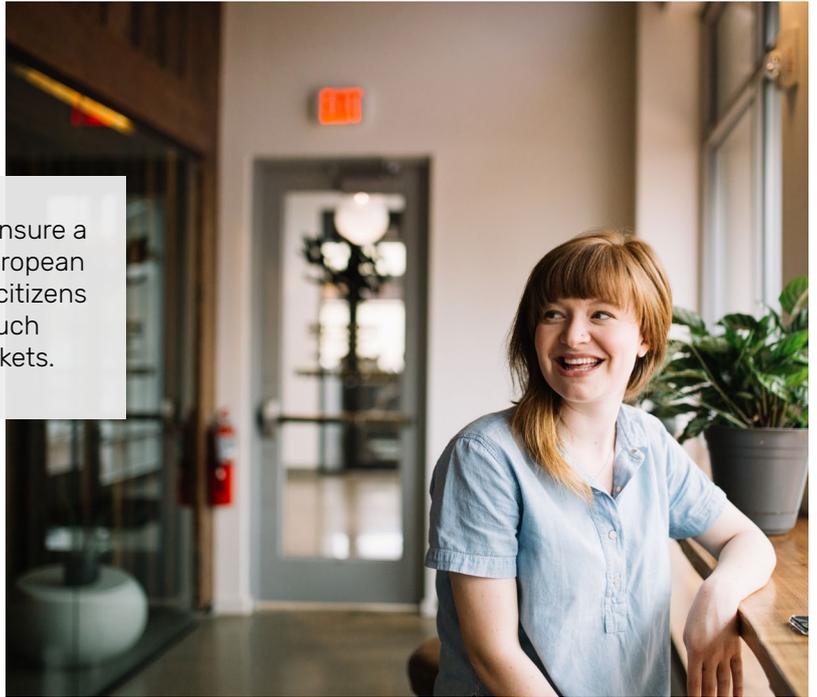
SMEs

SMEs are the backbone of the EU economy and as such contribute extensively to growth, innovation, job creation, and social integration. CEPA is almost exclusively composed of European SMEs. Thanks to CEPA Certified® Scheme, our association gives SMEs the tools to professionalise their activities. Membership gives companies credibility in front of their clients and enhances their business, thanks to the guarantee in service quality provided by CEPA.



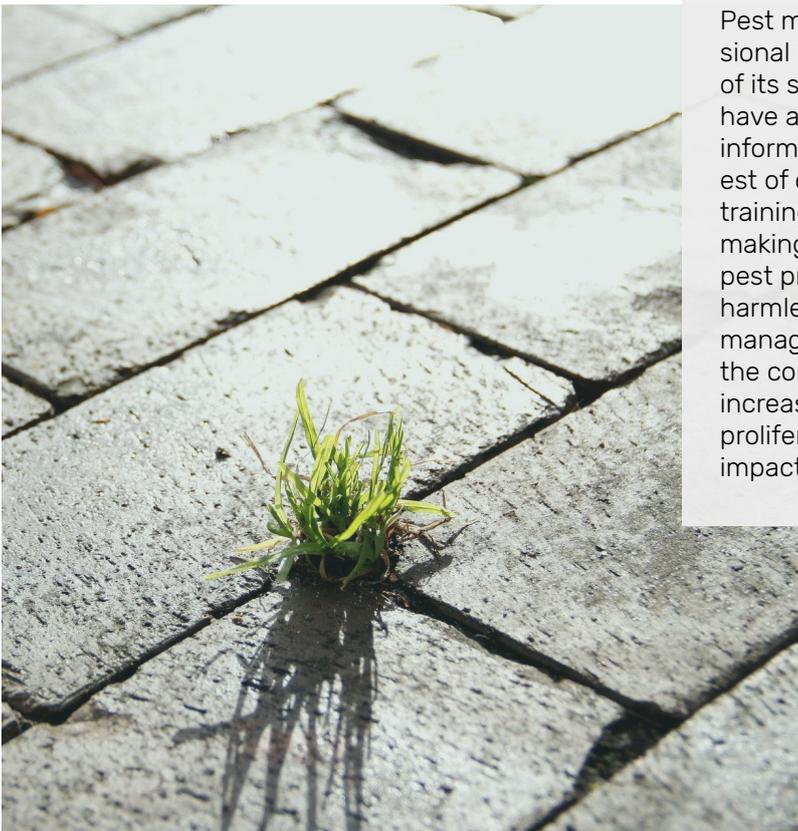
Citizens

Professional pest management helps ensure a healthy and safe environment for all European citizens. The industry allows European citizens to continue accessing public spaces, such as hospitals, restaurants and supermarkets.



Sustainability

Pest management is a dynamic and professional industry, with sustainability at the heart of its services. Professional pest managers have a wide toolbox, enabling them to make informed decisions that are in the best interest of citizens and the environment. Adequate training means that all of our members are making the smartest choices in how to treat pest proliferation in the most efficient and harmless way possible. Professional pest management also contributes to mitigating the consequences of climate change, as an increase in temperature exacerbates the proliferation of pests and the severity of their impact on biodiversity.



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We are the only ones that can secure effective solutions to better the health and well-being of citizens, make cities more sustainable, create a healthy environment, ensure the protection of biodiversity and endangered species and mitigate the effects of climate change.

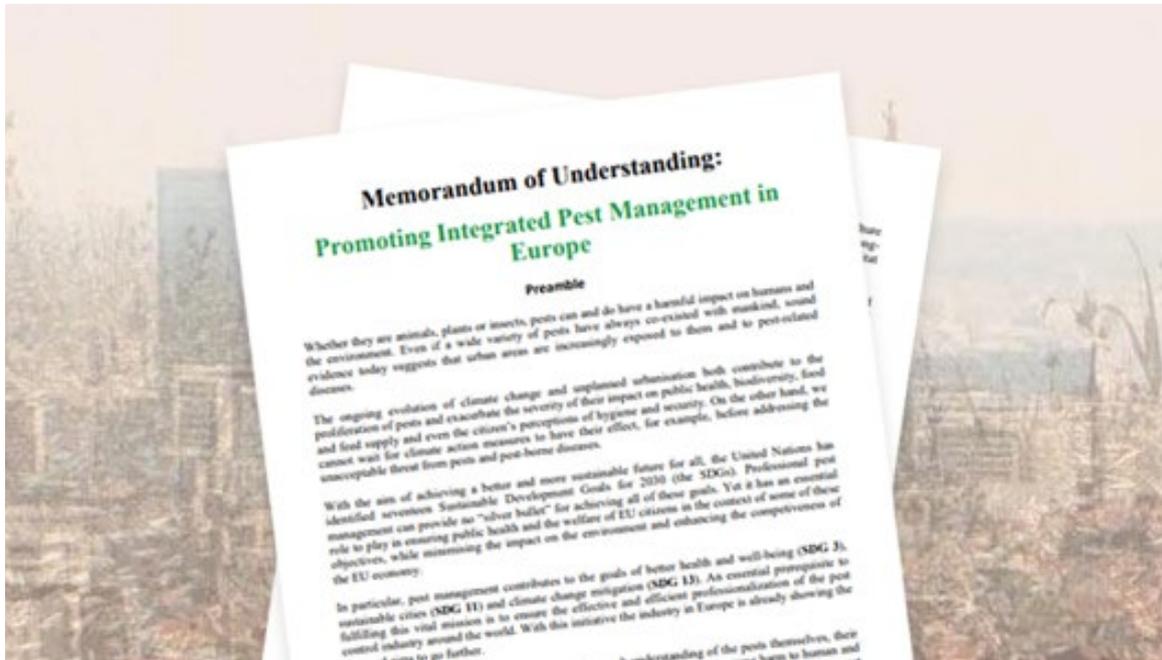
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Henry Mott, CEPA President

*The Memorandum
of Understanding
to professionalise
the sector
was launched,
capturing
CEPA's goals.*

In October 2019, CEPA launched its [Memorandum of Understanding \(MoU\)](#), to push the European authorities to recognise pest management as a professional industry. The document is a multilateral agreement between its signatories, declaring our shared battle cry: as CEPA members, we are professional pest managers. After gathering signatures, the MoU will be used to show the united voice of its signatories in front of major stakeholders, notably in the European institutions, aiming to influence future legislation.

CEPA chose the MoU format to promote flexible and meaningful change, without being prescriptive. We seek to avoid rigid legislative measures and instead promote self-regulation in the pest management industry. The MoU also seeks to ensure that the CEPA Certified® (EN 16636) and CEPA Training Standards become unavoidable prerequisites in the market, while advocating for the recognition of the pest prevention and management sector as an integral part of the EU regulatory framework for professional services.



Through this MoU, we are calling on the European institutions to understand that professional pest management done following Integrated Pest Management (IPM) is an indispensable partner for public authorities. We are the only ones that can secure effective solutions to better the health and well-being of citizens, make cities more sustainable, create a healthy environment, ensure the protection of biodiversity and endangered species and mitigate the effects of climate change. De facto, the MoU also supports the recognition and application of the CEPA Certified standard (EN 16636).

Since its launch in October 2019, the MoU has garnered lots of attention and has been translated by our passionate members into ten different European languages, opening up the document to welcome support and signatures from all over Europe. [A dedicated section of the CEPA website](#) has been created to explain the motivations of the MoU, and allow stakeholders to download copies and sign their support.

Externally, the MoU has gathered wide support and was notably endorsed by the Committee of the Regions in Brussels and officials from DG Health including Mr Martinus Nagtzaam and Mr Vincent Delvaux.

“

“We need to have confidence in the industry. The MoU is a mantra for what the professional pest management industry is fighting for. There is a perception outside the pest control industry that the service provided is not technical.”

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Tony O'Donovan, head of Pest Control at Tesco.



| *CEPA and the Green Deal*



On 12 December 2019, the European Commission published its Communication on the Green Deal, which aims to make Europe the first climate-neutral continent by 2050.

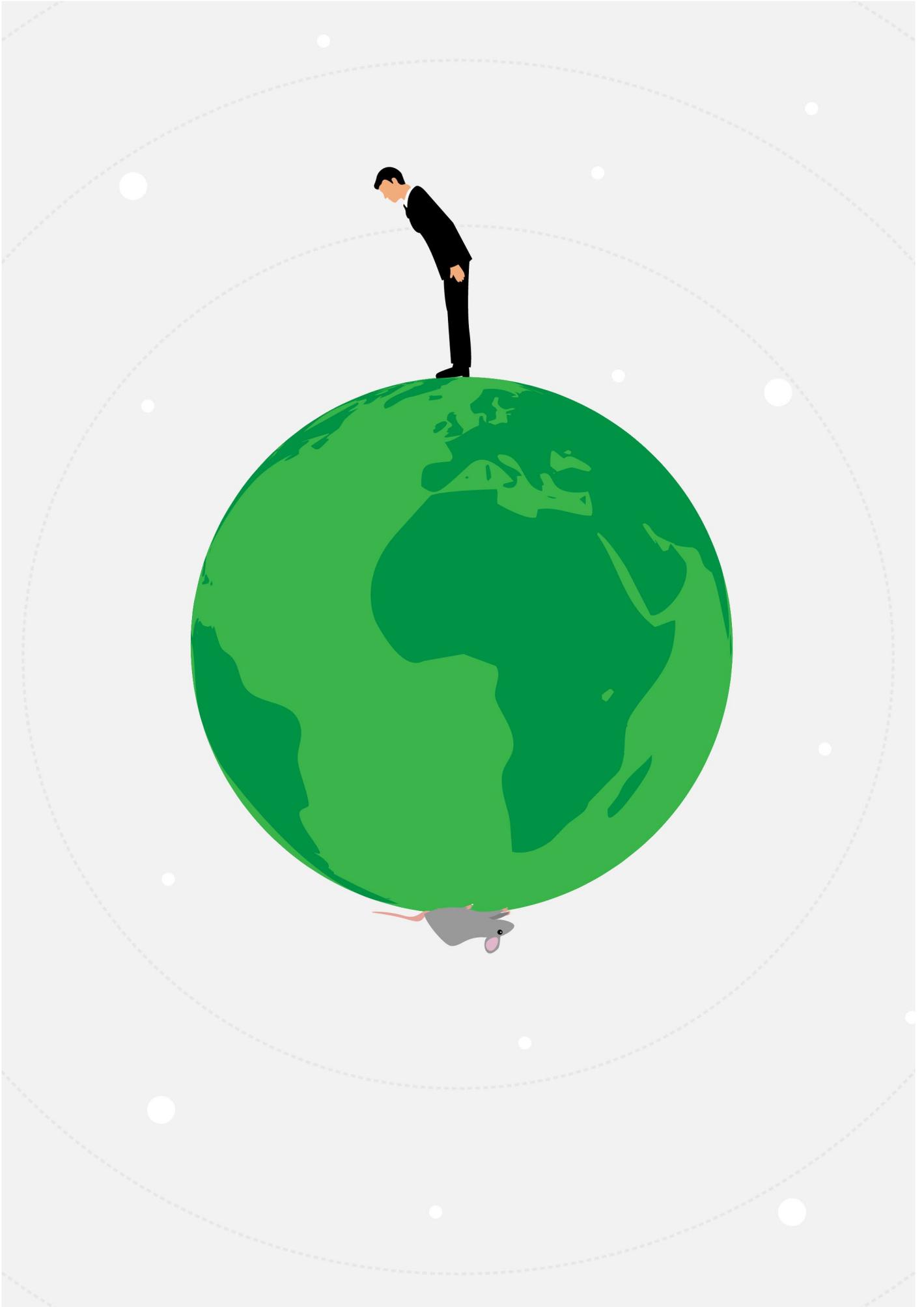
| *CEPA and the Green Deal*

What does it mean for CEPA?

With growing momentum created around sustainability issues in the EU, the Green Deal provides the perfect platform to help get our message out to the public; that Integrated Pest Management is contributing to limiting the environmental impact and mitigating the consequences of climate change. This has a direct impact on the proliferation of pests and the severity of their impact on public health, biodiversity, food and feed supply and even the citizen's perceptions of hygiene and security. We cannot wait for climate action measures to have their effect, for example, before addressing the unacceptable threat posed by pests and pest-borne diseases. Ultimately, a professional pest manager's intervention is intended to be sustainable – that is to say, minimises risks to human health, to beneficial and non-target organisms, and the environment.

Furthermore, through many initiatives, the European Commission is looking at moving away from the use of chemical products when bio-based solutions exist. Notable focus is on farming, however the effects of any changes to legislation on biocides will impact the pest management toolbox in a big way. In 2019 CEPA has been gathering knowledge, opinions and expertise, as well as best practices showcasing the industry's innovations and journey towards sustainability.

For reasons mentioned above, CEPA needs to have a seat at the table. We must be identified as a key interlocutor for the European institutions when discussing these important measures for the future of our industry, the protection of the environment and the health of European citizens.



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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.

”

Mikel Irujo Amezaga, Director-General for External Action of the Government of Navarre



The Committee of the Regions (CoR) supports CEPA's objective of professionalising the sector

The European Committee of the Regions, the European Union's assembly of local and regional representatives, acknowledges that professionalising the European pest management sector will bring benefits far beyond the industry. While facing emerging challenges, thinking globally and acting locally becomes the right approach in addressing health and environmental issues.

The Committee of the Regions (CoR) supports CEPA's objective of acting with knowledge following the principles of Integrated Pest Management (IPM), allowing EU citizens to live a healthy life while making decisions informed by the environment.

CEPA held several General Assemblies at the CoR throughout the year, where the vision for the upcoming years was agreed:

- 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 help external stakeholders understand the importance of pest management and how regulatory issues will affect it.

CEPA's Working Groups Remarkable Accomplishments

Scientific Committee

- Gathered information and consulted experts, from experienced pest controllers to scientists in pests and diseases, to make sure that CEPA has all the information necessary to prepare to put the MoU in front of European stakeholders.
- Fact-checked CEPA's narrative and communication materials to ensure they reflect the latest scientific evidence,

Communications & Digital Empowerment

- Fine-tuned CEPA's external message based on internal feedback
- Ensured that CEPA's message reflects the whole pest management chain.
- Coordinated with PCOs representing CEPA externally.

Sustainability and Innovation

- Reworked CEPA's position on sustainability to make sure that CEPA reflects the global interests of all its members
- Bolstered CEPA's reputation through participation in events such as NoCheRo (Non-Chemical Alternatives to Rodent Control) workshops.
- Created an array of tools including editorial stories to promote the work of CEPA members, as well as the #TheGoodPestManager@Work to promote CEPA externally. 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 in a sustainable way.

Professional Pest Manager

- Launched the MoU to get pest management recognised in the interest of all CEPA members, including signatures of companies with high visibility such as Tesco
- Gathered information and consulted experts to prepare to put the MoU in front of European stakeholders, positioning it as a tool for recognition of the professional management services at EU level.
- Advocated for the importance of the CEPA Certified ® standard in harmonising professional pest management.



Update on *CEPA* *Certified*®

On 19 April 2018, the [CEPA Certified®](#) 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® Auditors' community.

CEPA Certification® leaders and CEPA Certifying Auditors exchanged with an audience made of end users such as Nestlé as well as external stakeholders,

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

The checks and balances of external Certified Auditors provides CEPA Certified® Scheme 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.





Making a Change

2019 was a year of engagement for CEPA. This is a crucial element of how we make sure that the hard work of CEPA members behind the scenes, be it the working groups, the scientific committee, or the wider CEPA membership, is given its due. Key messages such as the importance of Integrated Pest Management (IPM), advice on EU legislation on endocrine disruptors and the role of pest management in mitigating climate change was discussed with various key institutional actors.

In 2019, CEPA was invited to take part in a stakeholder survey on legislation on endocrine disruptors by the biocides unit of the European Commission.

In 2019, CEPA met with representatives of the European Commission's pesticides and biocides unit, including Martinus Nagtzaam and Vincent Delvaux, in the Commission's health and food safety DG.

In a constructive and friendly meeting on specialty chemicals in 2019, CEPA met with Camelia Mihai, Sector Group Manager for specialty chemicals and her colleague, Mr Ossi Kasurinen of the European Biocidal Products Forum (part of the European Chemical Industry Council – CEFIC).

In the course of outreach efforts, CEPA held several key meetings to publicise the MoU with key actors, such as SME United and officials from the Dutch permanent representation to the EU.

CEPA held discussions with Felix Rohn, Policy Officer from the 'Skills and Qualifications' unit of the European Commission's DG Employment, where we discussed opportunities for sectors to work on EU recognised high-level standards for professional skills and qualifications.

CEPA met with Ms Katerina Kokesova, Policy Officer and assistant to the Head of Unit 'Investment and SMEs', at the European Commission's DG Research and Development, to raise awareness about the sector's role in healthy cities, hygiene, sustainability and innovation.



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.

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It is imperative that we present a united and professional industry, ensuring a viable alternative way forward to the whole pest management supply chain, the context of the exclusion of biocidal products and evolving legislation with the European Green Deal.

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Concretely, joining CEPA allows you to:

Network with a vast web of likeminded motivated 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.

Why join CEPA?



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.

Memorandum of Understanding

The Agreement

As representatives of the European pest control industry, we understand and recognise the value of professional and sustainable pest control practices based on the principles of IPM. We will take the necessary steps to ensure that this professionalism is extended and strengthened in Europe.

Promotion of Integrated Pest Management in Europe

Do animals, plants or insects, pests or infestations have a harmful effect on humans and the environment? Even though a wide variety of pests have always lived alongside humans, sound evidence today suggests that urban areas are increasingly exposed to them, exposing humans to a range of diseases. The evolution of climate change and urbanisation both contribute to the proliferation of pests and exacerbate their impact on public health and biodiversity. We cannot wait for climate change to take effect before we address the unacceptable threat posed by pests and related diseases.

Professional pest management requires a thorough understanding of flora & fauna, their behaviors and their environment, and staying fully informed about the various techniques and products used. Interventions by trained professional pest controllers are sustainable. They use technical knowledge to minimise risk to human health and the environment. Incorrect measures or interventions carried out in the wrong way can cause serious damage to the environment. This in turn damages the professional credibility of the entire pest control sector. An approach based on the principles and practices of Integrated Pest Management (IPM) and full compliance with all applicable regulations is the best guarantee for an effective and professional result.

Integrated Pest Management

Integrated Pest Management (IPM) is an approach adopted by the Food and Agriculture Organisation of the United Nations (UN Food & Agriculture Organisation) on the basis of scientific research. It is a holistic approach, where biocides are only be used after monitoring has shown that they are necessary and used in accordance with established guidelines.

Purpose of the Memorandum

All signatories to this Memorandum of Understanding support and endorse the commitments and minimum requirements to reduce the harmful activities of unqualified service providers or improvised pest control programmes. Control should be carried out by trained technicians in accordance with IPM. The signatories call for official recognition by the EU institutions and EU Member States of the key role of professional pest control, which:

- Protects the health and safety of citizens
- Promotes a safe and healthy environment for all
- Helps businesses and public institutions to achieve high standards of hygiene
- Contributes to flora & fauna protection of biodiversity and endangered species
- Maintains the credibility of the entire pest control sector as a factor enabling a safe and sustainable life

1. EN 16636

Professional pest control companies must fully comply with all applicable laws wherever they operate, at least according to the CEN standard EN 16636.

2. INTERVENTIONS

Pest control interventions of pest control companies and internal pest control departments should be adapted to the needs and specificities of the different private and public operators using these services.

3. REQUIREMENTS

Pest control technicians must demonstrate that they meet the necessary requirements to deal with pest problems.

4. SCHOOLED

Trained technicians should apply the IPM and follow the hierarchy of pest management

5. CEPA CERTIFIED

Professional pest control companies and internal pest control services should be tested regularly.

6. NORMS

Organisations representing users of pest control services in Europe agree to advocate to their members/networks the exclusive use of trained professional pest control companies.

CEPA's *Board of Directors*



Henry Mott (President)

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*

Anticimex Europe
AB Arysta
LifeSciences
AVIA-GIS
BASF SE
Bayer SAS
Bell Laboratories Inc
Biosix
SA Detia-Degesch GmbH
Ecolab France
Ecolab Germany
Ecolab Ltd
Ecolab Spain
HICOPLA
Edialux
Futura
GmbH Kwizda SAS
Liphatech
Lodi Group
Orkin
Rentokil Initial
NV Sumitomo Chemical
Syngenta
A.G. Lawn & Garden
ANECPLA
ANODDD
ANID
BEPMA
BPCA
Branche foreningen for skadedyrfirmaer
Bulgarian PC Assoc
WKO
CS3D
Cech profesionálov DDD
Deutscher Schädlingsbekämpfer Verband e.v
Féd. Suisse des désinfestateurs FSD/VSS
GZS
GROQUIFAR
Makosz
IPCA
NVPB
CPCA
Polskie SP3D
Sdružení DDD

SEAME
SkaBra
Anticimex Italy
Antitec Oy
APC
Biotec Klute
Bleu line Group
Brandenburg
B.U.G.S.
Copyr S.p.A.Italy
DEPEC
Desinfecta AG
Frowein808
Mylva s.a.
Spain National Organisation of Disinfection
S-Tuholaispalvelut Oy
ADEPAP
AGACPRA
AMED Regional Assoc
MEGE Magyar Egészségügyi Gázmesterek
Egyesületének honlapján VFös e.V.
Bio Spin d.o.o.
Cruz Verde Peru
Entokim çevre Sagligli
INRO Kuwait Public Health Company
000 NPO Garant
PAU UKRAINE
Sanacija 3D
UMCA
Unimar Corp
Agrarservice Frank Hertel
AP&G
Catchmaster Company Inc
PPS Vertrieb GMBH
GDS Plus
Newpharm
SSAYS
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