

# STRATEGIC PLAN 2023-2030

ENGINEERING A MORE SUSTAINABLE SOCIETY

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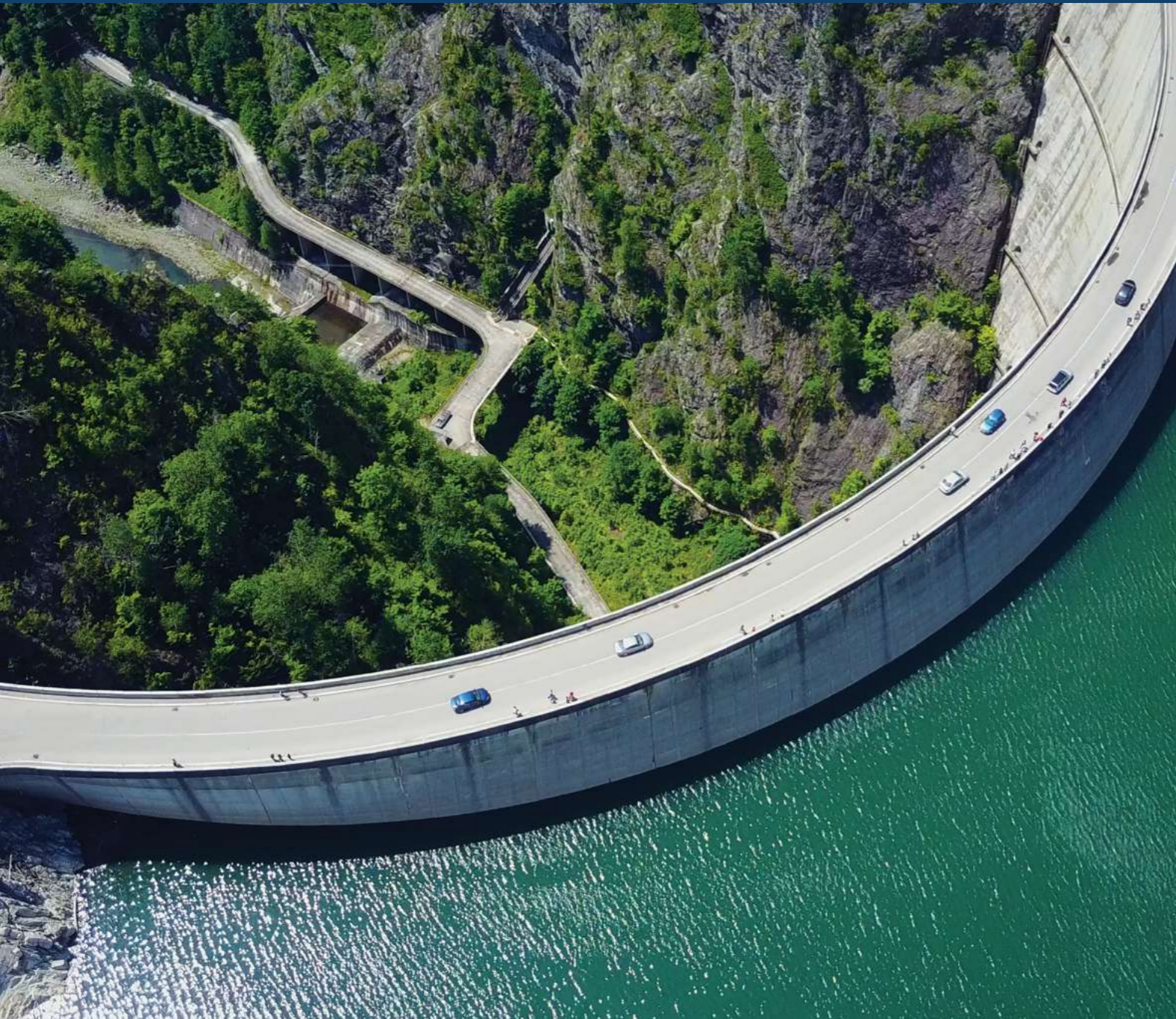
## PRESIDENT'S STATEMENT

Since the European Council of Civil Engineers (ECCE) was founded in 1985, it has promoted the cooperation of European civil engineers as being of significant value not only to engineers but also for European society. Nearly forty years later, the role of the engineer in society is more important than ever. Society is undergoing profound change and facing unprecedented challenges, and the engineering profession will play a critical role in helping society meet these challenges.

ECCE's Strategic Plan 2023-2030 is our response to these challenges. It sets out how we will promote the dissemination of knowledge and research, engage with the broader society, and engage with and influence the profession and industry. Through the implementation of this Strategic Plan, we will play our part in engineering a more sustainable society for all Europeans.

*Andreas Brandner  
May 2023*

# PURPOSE AND VALUES



## PURPOSE STATEMENT

ECCE supports and enables European civil engineers to advance a more sustainable built environment and to protect the natural environment. It does this by working with its national member organisations and partner organisations at the European level to promote the highest technical and ethical standards for engineers, to positively influence the development of the profession and the construction industry, and to be a force for good in European society.

## VALUES

ECCE's activities are underpinned by its values:



# SUMMARY OF STRATEGIC PLAN

## 2023-2030



Our Strategic Plan is based on three strategic themes, each of which has a set of core activities associated with it. Implementation will be through a consistent approach which promotes ECCE and is enabled by the development of the organisation's resources and capabilities.



# STRATEGIC THEME

## EDUCATION, RESEARCH AND KNOWLEDGE TRANSFER

ENABLING THE DISSEMINATION OF KNOWLEDGE OF LOCAL, REGIONAL, AND GLOBAL SIGNIFICANCE



### EXPAND THE SHARING OF CORPORATE RESEARCH AND PROMOTE KNOWLEDGE TRANSFER

Corporate research and knowledge transfer at the local, regional, and global level are very important within the civil engineering community. ECCE will facilitate the sharing of knowledge, research, and good practices through the organisation of Conferences and National Workshops that can be held either in an online setting or in-person within the ECCE General Meetings and/or in cooperation with other organisations. We will prioritise sustainability and a pan-European perspective in these activities. We will also ensure that communication of the events to all ECCE member states and beyond is achieved (e.g., press releases, social media, (local) press events, website, etc.). Additionally, ECCE will formulate common standards and guidelines for civil engineers that could be used in all member countries to facilitate the practice of the profession.

### IMPROVE COMMUNICATION AND DISSEMINATION OF RESEARCH OUTPUT

For ECCE to improve communication and dissemination of research output and to increase its visibility and public exposure, several enabling strategies will be employed, some of which are already in operation. ECCE will continue with the preparation of Declarations, Manifestos and Position Papers peer reviewed by experts from member countries. ECCE will use traditional as well as digital/social media with the aim of boosting its public exposure and will create a Podcast and/or YouTube channel. All the above-mentioned strategies will encourage more inter-, multi-, and trans-disciplinary research by fostering collaboration with other like-minded associations, academia, industry stakeholders, etc.

# STRATEGIC THEME

# SOCIETAL FACTORS AND IMPACT

CREATING A COUNCIL FOR AN INCLUSIVE SOCIETY



## LEVERAGE NATIONAL MEMBER POLICIES

ECCE will act in favour of leveraging its National Members' policies by providing aid and support when required in mediating disputes over domestic problems. It will deliver advisory opinions to influence legislative amendments and organize regular workshops with the member states to address domestic issues as needed. ECCE will draft a European Code of Ethics for the civil engineering profession, setting out the values that underpin the profession, which will be public and accessible to all interested stakeholders.

## ENGAGE THE PROFESSIONAL COMMUNITY

Civil engineers undoubtedly influence the daily lives of communities and the entire society through the projects they deliver, be it infrastructure, buildings, or services. Therefore, the role of civil engineers in supporting a safe, healthy, resilient, and sustainable society is of utmost importance and carries a huge responsibility. The engagement of the entire professional community in this pursuit is essential and remains one of the goals and challenges for ECCE. ECCE will continue its efforts to bring the professional community together, enabling two-way communication among its members.

## PROMOTE PUBLIC OUTREACH

ECCE will be involved in a wide range of outreach activities, both with the wider national communities within member states and on a European level. These activities will aim to promote the public's interest in civil engineering and encourage the pursuit of studies leading to qualifications and career development, early engagement in projects, and greater engagement with the end user.

## ENCOURAGE MOBILITY AND RECOGNITION OF ENGINEERS

Provision of temporary cross-border engineering services or the establishment of civil engineering professionals in other countries has been one of the challenges for the European Commission (EC) and the European Parliament (EP) for over twenty years, which still remains ambiguous despite the numerous EC's and EP's initiatives that have been carried out so far. Mobility and recognition of civil engineers are important parts of ECCE's scope and strategy. ECCE, in collaboration with other engineering associations, will continue its efforts to provide advice and influence the EC/EP on this topic, safeguarding the need for high professional standards and the interests of civil engineers. ECCE will be involved in drafting a statement on a Common Training Framework for Civil Engineers and it will continue to participate in the discussions and negotiations with the EC. ECCE will also provide background information to aid engineers work in other member states.

## SUPPORT 'CONSTRUCTION DECLARES'

ECCE takes an interest in various aspects of the greater construction field and has issued Manifestos, Declarations, Position Papers, and other publications to raise awareness around topics of interest and state the civil engineering community's views on those topics. ECCE will continue to identify the subject matters that are important for its members and will commit to advocating for them by any available means. Among the areas that have already been identified within the strategic planning process are:



# STRATEGIC THEME

# ENTERPRISE

# AND INDUSTRY IMPACT

DEVELOPING SYNERGIES BETWEEN ECCE AND INDUSTRY



## DIGITALISATION IN THE CONSTRUCTION INDUSTRY

Digitalisation is one of the means towards a greener and more resilient construction ecosystem, as it can help with urban planning and building management, it can act as a bridge connecting the separate parts of the value chain and users, and it can help to create trust, improve transparency, and improve decision-making. Civil engineers are called to identify the benefits as well as the challenges of digitalization and turn them into the respective actions that are needed to shape it according to the specificities of the construction industry. ECCE will contribute to this effort through its participation in the High-Level Construction Forum. ECCE will also endeavour to organise events (workshops/webinars, etc.) in the wider field of digitalization in the construction sector, focusing on the areas of interest for civil engineers after consultation with its members.

## MAINTENANCE AND MODERNISATION OF INFRASTRUCTURE

Infrastructure is an important part of our daily lives and should enable us to live in a liveable environment and secure our needs. Therefore, it is of utmost importance to maintain it and adapt it to the requirements of today and the future. ECCE supports its members, policymakers, and stakeholders to ensure this today and in the future.

## SUPPORT IMPROVED HEALTH AND SAFETY STANDARDS

Health and safety are a priority in most sectors, but in the construction industry, workplace safety can be a matter of life and death. By having proper health and safety measures and making sure the workforce is aware of these measures, the risks associated with working conditions in the construction sector can be reduced significantly. ECCE members identified that more awareness is needed regarding Health and Safety issues. In this respect, ECCE will share relative knowledge and information and organise events on this topic.

## EU INITIATIVES ON THE BUILT ENVIRONMENT

The sustainable Europe of tomorrow cannot be achieved without the construction sector. Construction stakeholders believe that the EU initiatives should be reinforced to fully achieve their ambitions, aimed at supporting the construction sector's adaptation to key emerging challenges and to promote the sustainable competitiveness of the sector. All the actors in the construction process must be involved for the European Union to respond to its main challenges: competitiveness, youth unemployment, digital economy, urban regeneration, energy efficiency and energy poverty, circular economy, affordable housing, climate change, mobility, connected infrastructure etc. ECCE will continue to support and work to address these challenges. The main point that ECCE will focus on is the holistic approach.

## PROMOTE COLLABORATIVE SKILLS

As the complexity and internationalisation of business increases, civil engineers are under increased pressure to be effective at collaboration and teamwork in environments of globalisation and digitisation. ECCE will endeavour to focus on such skills and include elements of good citizenship in its declarations and manifestos, such as concern and empathy for the welfare of co-workers and clients, as well as traditional organisational and leadership skills.

# SERVICES AND ADMINISTRATIVE SUPPORT

CREATING AN ECOSYSTEM OF INFRASTRUCTURE AND SUPPORT



## DOCUMENT DIGITALISATION AND MODERNISATION

This includes the commissioning of a brand strategy, modernisation of the website presence, and the creation of a new social media presence.

## CREATE AN EFFECTIVE INFORMATION PLATFORM

Create a database of information on essential topics regarding the practice of the profession.

## DEVELOP HIGH QUALITY INTERNAL AND EXTERNAL COMMUNICATIONS

The primary focus of the communications strategy will be to provide a constant flow of information and insights on events and opportunities that enhance the member experience and to define ECCE's identity and reputation.

To meet ECCE objectives, content will be published via a range of media platforms, including the website and newsletters, and will be continuously evaluated and explored for new technologies and ways of reaching audiences.

Public outreach is essential to increasing awareness, understanding, and support.

Special events will require the crafting of experiences that create affinity by allowing audiences to interact directly with ECCE. Activities showcase ECCE's impact and reputation for excellence among internal stakeholders, external partners, other members of the profession, and society at large.

## CONSOLIDATE THE FINANCIAL FRAMEWORK

Our strategy will be to protect and nurture our income streams by exploiting opportunities that are yet untapped.

We intend to raise and diversify our income and to pursue a comprehensive development strategy that seeks to finance our core strategies and long-term professional objectives. This may mean the review and updating of the current by-laws.



# IMPLEMENTING THE STRATEGIC PLAN



The Strategic Plan provides a roadmap to achieve a set of goals through enabling activities in order to deliver value and enable ECCE to succeed as a critical stakeholder in Europe's construction sector. The plan is just the beginning of the journey.

In the next phase, ECCE, with the involvement of its members, will engage in an intensive implementation process that turns strategic activities into actions to achieve the vision and mission it has developed with national members.

A regular evaluation of progress will facilitate reaching the vision and goals of ECCE's strategic plan.



**EC** European Council  
of  
**CE** Civil Engineers

[www.eccengineers.eu](http://www.eccengineers.eu)