

CEDIA-Workshop “Renewal Process”, June 27, 2018, Berlin

Objectives

- Strong mission statement for CEDIA based on common needs of member associations
- Mode of operation to run CEDIA taking into account the available resources
- Draft of the renewed articles in the statutes (last modified in 2002)
- Requirement profile for the future members of the executive board
- Plan of Action with the budget for 2018 and 2019

Participating member associations and participants

Denmark (JA)

- Bo Degnbol Nielsen, Chairman of the Danish Agronomist Association
- Hans-Henrik Jørgensen
- Elba Lorentzen
- Jacob Neergaard

Germany (VDL)

- Stephan Ludewig (Secretary of VDL)
- Rolf Schwerdtfeger (Vice-President VDL)

Ireland (ASA)

- Sean Gaule, President CEDIA

Spain (CGCOIA)

- Joaquin Aguilera (delegate of Baldomero Garcia de Rio, President of CGCOIA)

Switzerland (SVIAL)

- Ulrico Feitknecht

Apologized member associations

- Austria
- Belgium
- Cyprus
- Greece
- Italy
- Sweden

Moderator

Michel Roux, MRiX Projektmanagement und Moderation GmbH (www.mrix.ch)

Program

08:30	Welcome and opening the workshop <ul style="list-style-type: none">• Welcome in the name of VDL• Cedia today with a look at its history• Goals and program of the workshop	Ralf Schwerdtfeger Sean Gaule Michel Roux
	Starting positions (part 1) <ul style="list-style-type: none">• Presentations of member views on Cedia• Clustering the member inputs• Result 1: Similarities and differences	Speakers of the member associations all participants
10:15	Vision & Mission (part 2) <ul style="list-style-type: none">• Picking up the results of part 1• Additions to the inputs, discussion• Result 2: Draft of a common vision & mission	all participants
12:00	Lunch	
13:30	Mode of operation (part 3) <ul style="list-style-type: none">• Picking up the results of part 1• Additions to the inputs, discussion• Result 3: Draft of the mode of operation	all participants
14:15	Drawing first conclusions (part 4) <ul style="list-style-type: none">• Which articles of the statutes need renewal?• Draft of the renewed articles• Further conclusions	Sean Gaule all participants
15:00	Action Plan for the renewal process (part 5) <ul style="list-style-type: none">• Measures on Cedia level• Measures on member level	all participants
15:30	Feedback round	
16:00	End of workshop	Sean Gaule

Documents presented and used at the workshop

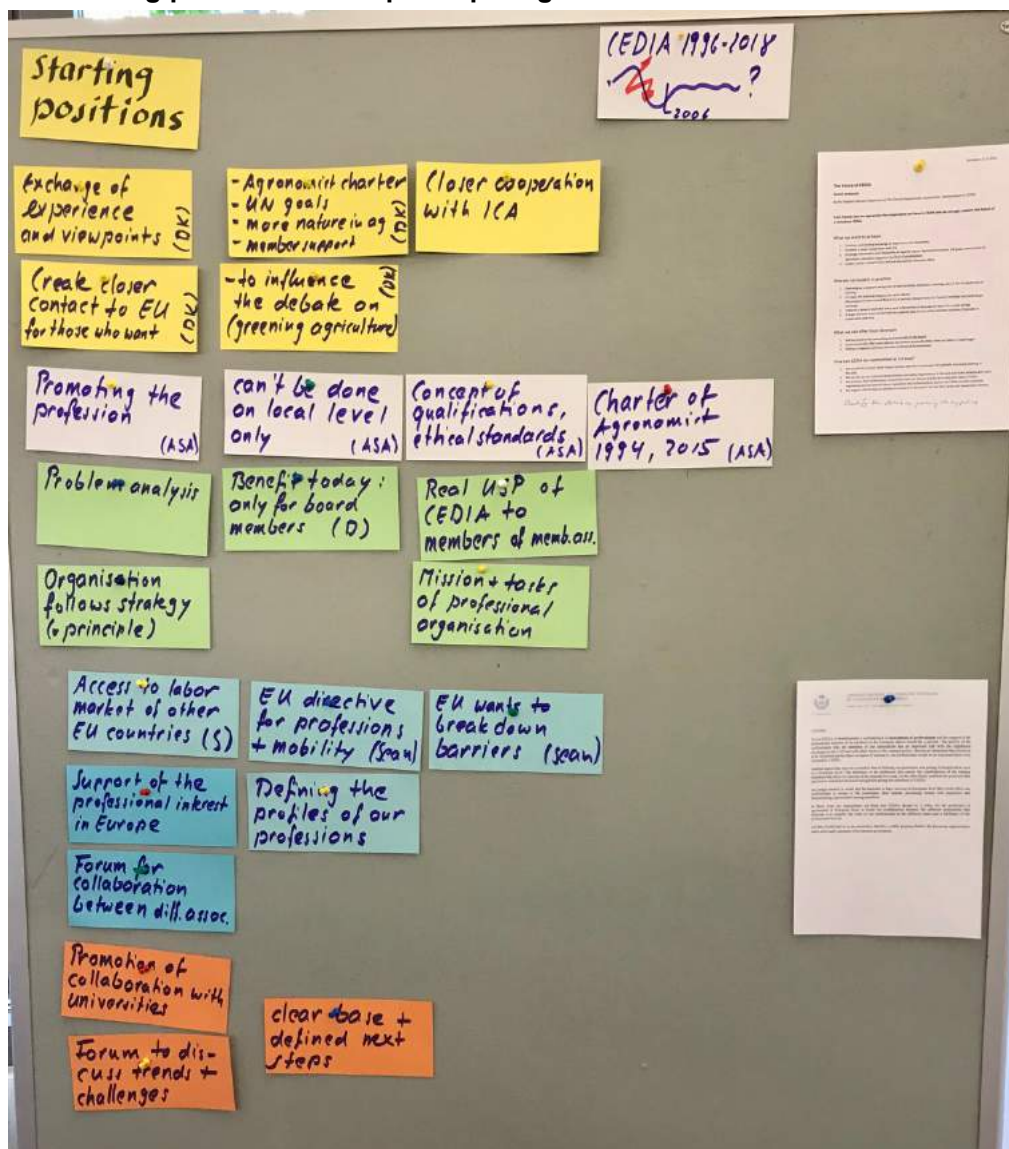
- 1) Cedia proposal for the renewal process with invitation for the workshop, 3 pages
- 2) Outline history of Cedia by Sean Gaule, 31 slides
- 3) Danish proposal for the workshop by Bo Degnbol Nielsen, 1 page
- 4) Spanish proposal for the workshop by Baldomero Garcia de Rio, 1 page

Evaluation of the workshop

- 5 out of 11 member associations participated
- the workshop was well prepared by the moderator and the host VDL; and took place in a very pleasant atmosphere
- the goals and the program of the workshop have been adapted in the beginning of the workshop by the participants; it was agreed on that the workshop should focus on the first two goals; Justification: only 2 member associations had sent their proposals in advance; several participants were not familiar with Cedia, so more time was spent on the historical review of Cedia
- It remains to be clarified which proposals based on the results of the workshop and furtherer discussions can be submitted to the next General Assembly.

Results of the workshop

1. Starting positions of the participating members



Proto 1: Every colour stands for the statements of a member association

Transcription of the cards (from top left to the bottom right)

- Promotion of agronomist
- Makes the profession known to surrounding professions
- Promotion of the profession
- Promotion of ...
- Professional competences, enhance & progress professional standards & content
- Enhance Charter Ethics
- Promotion of profession (agronomist, agricultural engineer)
- Promote the profession, unique profession in society
- Promoting profession of life sciences by showing the problems and challenges we can solve
- Influence public debate on agriculture, forestry, nature management by political work and articles in magazines and newspapers
- Defining profiles for life science professionals
- Interface “professionals” among players in Agbiss
- Support of professionals
- Support of the professional interests of its individual members
- Promotion of CPD’s (Remark: CPD = continuing professional development)
- Cooperation with universities / ICA
- Collaboration with life science stake holders
- Identify trends, challenges, visions
- Support Member Associations
- Inspiration of member organizations
- Facilitate the network of member associations
- Network, knowledge sharing
- Exchange of experience and viewpoints.
- Knowledge exchange, facilitator
- Qualifying green debate
- Unites professionals

Grouping of statements on the Cedia mission

- 1. Promotion of the profession by defining general guidelines for the required academic education, skills and professional ethics in cooperation with universities and employers on European level**
- 2. Support of the national member associations by organizing the exchange of information, opinion and experience and on European level.**
- 3. Support of the professionals mainly through the national member associations**

3. Mode of operation

According to the principle: Structure follows strategy, we started to design a mode of operation to fulfil the Cedia mission.

To facilitate the work, Rolf proposed the following model:

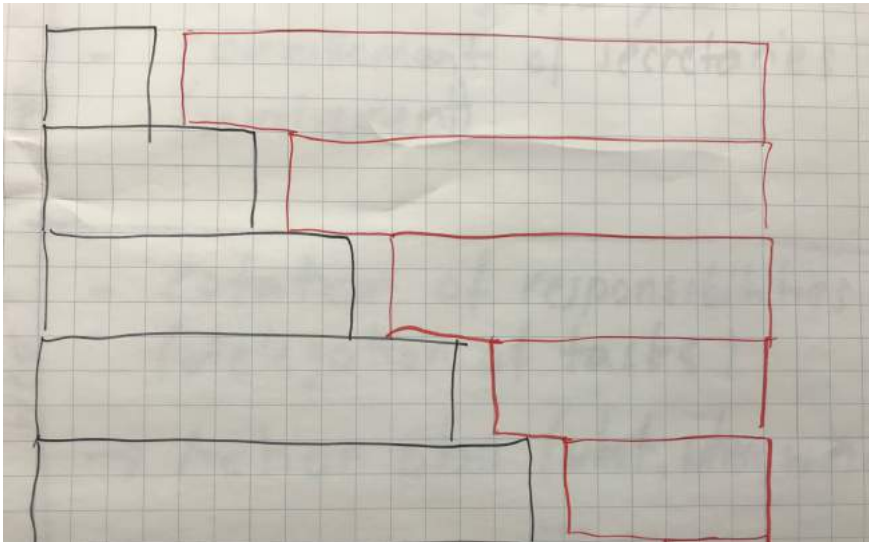
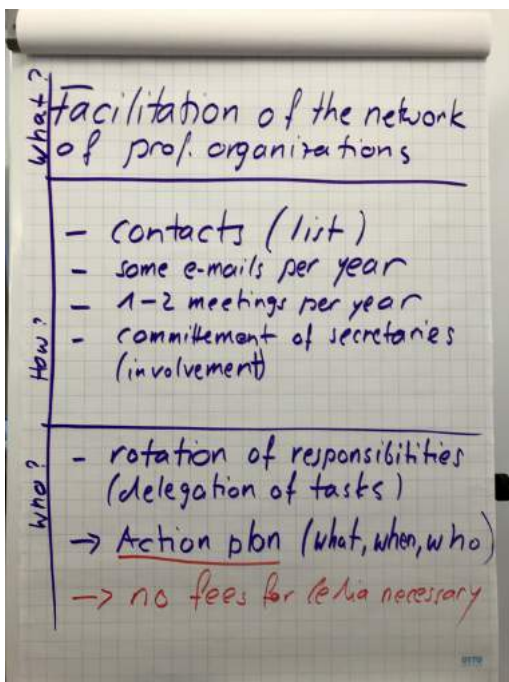


Photo 3: Left side: tasks, right side: organizational effort. Note: The more different & difficult tasks the more organizational effort it takes to get the jobs done.

Mode of operation for Cedia's basic task: Facilitation of the network



The participants agreed on the following mode of operation: In order to facilitate the network among the member associations not much organization is needed in order to assure the following services:

- Updating the membership list
- Sending some circular e-mails per year
- Organizing 1-2 meetings per year

A small executive (of the board) with the acting, incoming and past president would be enough to plan and assure these services. But only under one condition: Every incoming president has to guarantee that the office of his association will give some support.

This could be the mode of operation in the near future in order to assure Cedia's basic task (facilitating of the network). But this mode of operation could work for the promotion of our professions at the European level as well. It all depends on the type of activities needed for an effective promotion. If it only means to organize well prepared meetings and conferences, this mode of operation could work very well. Again under the same condition as mentioned above: the offices of the three members of the executive body are committed to get the organizational work done.

4. Next steps in the renewal process

- a. Sending this report to all member association together with the invitation for the general assembly in October 2018 by Sean Gaule
- b. Draft of a discussion paper (memorandum of understanding) on Cedia's mission and mode of operation for the general assembly in October 2018 by September 30
- c. Discussion of Cedia's mission and mode of operation with the aim to decide on a memorandum of understanding as the base for further steps in the renewal process in October 2018
- d. Approval of the new statutes and election of the new executive board at the general assembly 2019

Access to workshop documentation and photos:

https://www.dropbox.com/sh/hzhzb0smhiurn1j/AACDbQdhHDXGQ_pg0wo1SLz8a?dl=0

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Report accepted by (in alphabetical order)

Joaquin **Aguilella** (Spain), Bo **Degnbol Nielson** (Denmark), Ulrico **Feitknecht** (Switzerland), Sean **Gaule** (Ireland), Rolf **Schwerdtfeger** (Germany)