

How WEI can benefit from being part of the CEI Bois advocacy Platform

**Anders Ek, Chairman CEI Bois
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Anders Ek - Chairman CEI Bois

- Swedish industrialist and senior manager of the SCA group (since 31/12 in part retirement and now part time in a role as advisor to the senior management).
- SCA Timber has an annual turnover of 650.000 €
 - 2,1 million m³ sawn timber production
 - >10% annual turnover growth each year since 2000
 - 75% of timber customized and/or value added
 - No 2-3 national position for supply to the BM/DIY trade in the UK, France, Sweden and Norway
 - Produce and/or distribute >250.000 m³ treated timber yearly
- Board member in CEI Bois since 2013 and Chairman since 2016

My personal reasons for this engagement are:

- **That my company sees advocacy in Brussels as a priority engagement**
- **To influence important decisions rather than complain about them after they have gone wrong**

The European political play field

The European Parliament:

- 751 MEP's decide daily upon new laws and regulations
75-80% of EP decisions becomes “automatically” legislation within the member states.

The European Commission

- A complex civil servant organization that investigate and prepare dossiers for the parliamentary decision making process

Advocacy (lobby) structure

- Advocacy Specialists that help the civil servants with necessary information and consequence descriptions
- Advocacy Platforms, acknowledged by the EC, as speaking partners for a specific sector. The Platforms can reach higher in the EC than the individual specialists

CEI Bois today

- Umbrella organisation set up to defend/represent the interest of the European Wood Working Industry towards the European Union institutions, primarily the Commission and the Parliament
- Members are currently 18 national organisations and 3 sector federations
- 4 staff
- 5 Working Groups set up in accordance with decided CEI Bois priorities. Each WG manned by a national chairperson and 5-8 national members.
- **In total the advocacy resource is 4 full time + 30-35 part time experts from members**

Member benefits are to be part of an acknowledged speaking partner to the EU structure and thereby be able to influence decisions and legislative initiatives that has an impact upon The European Wood Working Industry.

A secondary benefit is to be able to trans nationally be able to find common solution between members on complicated issues that are important to the Wood Working Industry

CEI Bois recent past

2013-14:

- Secretary General problem as Filip de Jaeger leaving to Fedustria. The recruitment to replace Filip failed.
- Fast shrinking revenues due to:
 - EOS setting up own secretariat
 - Spanish Federation in bankruptcy and Italy decided to leave CEI Bois
 - Reduced revenues for secretarial services

2015-16:

- Finally a new SG.
Stabilization of organization and finances (although still too low)
- Decision upon strategy for CEI Bois
- New organization with emphasis on member engagement through the Working Group structure
- Some new members joining, one being SNCF

CEI Bois more recently

2017-18:

- Stabilization continues and finances improving
- 5 active Working Groups covering 5 of the CEI Bois 6 strategic areas (4 full time + 35 part time resource)
- CEI Bois support SNCF to fight off a ban on creosote in France. The communication went through senior European MEP's (from France mainly) all the way to finally engage the relevant French minister
- EPF and FEP leaving CEI Bois – EFV joining
- First yearly Advocacy Plan erected (template automotive industry)

CEI Bois main strategic areas

- Wood mobilization
- **Sustainability***
- Wood construction
- **Social dialogue – problem solve between labour market partners***
- **R&D funding for future innovations***
- Free and fair Trade

Five of the above are organized as CEI Bois Working groups Chaired by a member state and manned by member resources (and 1-2 CEI Bois staff)

*** First hand important for WEI ?**

Advocacy Plan 2018 - main priorities

EU 2018 initiatives

Circular Economy*

Forest Strategy

Standardization-
Wood construction

Horizon 2020 R&D funding*

Social Fairness*

Trade for all

CEI Bois priorities (draft so far)

Wood reuse and recycling

Cascade use as a general principle but no legislation

Increased wood mobilization

Recognition of the whole value chain importance

VOC delegated act

Eurocode 5 industry involvement

Fire safety in wood construction

Recognition of WWI as an essential part of the European economy

Wood dust regulation

Open & Free trade policies

WEI in CEI Bois

- WEI is the most invisible sector federation member of CEI Bois – Why?
- SNCF is on the other hand very active.....

I would welcome an active dialogue CEI Bois / WEI in order to see how CEI Bois could support the advocacy agenda of WEI, and possible also the need for secretarial services.

And I would welcome WEI into chosen WG's where your active presence will influence the CEI Bois agenda

Final points

- WEI have some complex issues ahead, not the least connected to creosote
- WEI need strong advocacy partners to have an impact on the above
- CEI Bois is not the only platform – WEI can choose another, but see to choose one that give you attention
- **Become active in Brussels !!**
This is the most important message I have today

THANK YOU !!