



**Please reply to:**

To  
All Euralarm members  
All Delegates to the Euralarm  
Sections

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## **Letter from the Euralarm President**

Dear Member of Euralarm, Dear Delegate to the Section,

Half of the 'Euralarm Business year' has already gone and the new Board and other teams have been in charge for more than the symbolic 100 days. Therefore, you should expect some activities and results from us. In this newsletter we want to report on what has happened since the last one was sent out, in July 2015, and to give you an outlook on the future. Of course summer holidays have slowed our pace but still there is some good news to report.

### **Activities of the Board**

The Euralarm Board has convened in its new composition, in one physical meeting and two web conferences. Main topics have been, and remain, the transformation of the Euralarm Office and the new organisation of Euralarm. We are happy to report good progress and successes.

The accounting process has been successfully transferred to a professional accounting company in Brussels and we are close to concluding a contract for secretarial services.

The most important news however is the conclusion of a contract with our new Communications Manager, Piotr Pogorzelski, who began to work for Euralarm on October 1st, 2015.

Nevertheless, there remains a lot to do to prepare Euralarm for a successful future.



## **Piotr Pogorzelski to Manage Communication as part of Brussels Team**

I am happy to announce the appointment of our new Communications Manager, Piotr Pogorzelski as of 1st October, 2015.

Piotr has a broad experience of communicating with the various stakeholders in Brussels. Prior to this assignment, he worked for EUREKA, an intergovernmental organisation, based in Brussels. He helped to develop their government and industry relationships through various communication activities.

Before that, Piotr worked in Public Affairs at Grayling, where he provided strategic advice for clients in a diverse range of policy areas. He Piotr has also assisted Members of the European Parliament in developing their online presence ahead of the 2009 European elections, while working for a web communication agency.

He holds a dual degree in Economics and Management, and Social Sciences from Paris X University and a master's degree in European Public Affairs from the Institute of Higher Education for Political and Public Sector Management in Paris and Brussels. Piotr speaks English, Polish and French.

We welcome Piotr to the family and look forward to developing Euralarm Communications further with him.

Enzo Peduzzi  
Euralarm President

## **Highlights from the Fire Section**

In 2012, Euralarm took part in an EU Commission workshop, which resulted in a call for an EU approach to fire safety and security in tourism accommodation.

Since then, we have outlined our position with [two letters to DG SANCO](#) (2013), [a Euralarm briefing paper](#) (2013), answers to two EU Commission consultations (2012 and 2014), and several [press articles](#).

Numerous meetings with stakeholders included high-level EU representatives, the European Consumers Association, the European Sprinkler Industry Association, and others. They were also invited to the [2014 Conference held during the Euralarm annual assembly](#).

Persistence did pay off! In September, an EU Parliament Committee voted the adoption of a report calling on “the Commission to come forward with proposals for minimum standards for tourism safety in the EU, in particular in the area of fire safety and carbon monoxide safety.” Euralarm issued a [Communiqué](#) ahead of the voting of the report in plenary by end 2015.

EU legislation for fire and CO safety in accommodation is not yet at hand, but Euralarm is now a key interlocutor for Brussels.

Dominique Taudin  
Chairman, Fire Section  
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## **Highlights from the Security Section**

To increase the reach and influence of Euralarm, it is a prerequisite to find new members. Especially in the area of security where there is important, untapped potential.

One focus will be to make contact with companies from the access control and video segments, as well as with other associations from that segment, to start possible cooperation.

Suggestions on international associations or multinational companies to approach are very welcome. Please get in contact with me if you know any persons to approach. A first personal encounter could take place jointly: a personal approach is always better than a 'cold call'.

Peter Löffler  
Chairman, Security Section

## **Highlights from the Services Section**

Recent months have seen the votes and comments on the Services standard EN 16763, unfortunately the 2-day meeting in Berlin in September was not enough to finalise the review of the comments and another 2-day meeting is scheduled for November, where it is hoped that an agreement will be found and the document moved to the next stage.

Following the standards meeting, Euralarm hosted an open stakeholder meeting with third party certification bodies. The object of this meeting was to try and align the thoughts of third party certification bodies, in the way in which they would certify companies (our members) to meet EN 16763 criteria. I am however disappointed to say that we did not manage to make any progress in this area and I fear now that different certification bodies will have different interpretations as to how an organisation can meet this new and important standard for our industry. Clearly this will be on the agenda for the next meeting of the section.

Martin Harvey  
Chairman, Services Section

## **TC Advocacy**

The committee has been re-focusing its efforts and energy into augmenting and further improving our advocacy impact. Until the end of 2015, we will have a new policy programme under the name "Our Manifesto for a Safer and more Secure Europe 2016 – 2019". The new document is lighter in text, but very clear in what our topics are and the requests we have for policy makers and legislators. The launch of the Manifesto will be beginning of 2016 with a number of activities to increase the overall effect.

Other main activities have been to build up a list of champions in the European Parliament and European Commission. Our network into these bodies is important and something we need to continually develop and manage.

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The logo for Euralarm, featuring the word "euralarm" in a stylized, lowercase, red font. The letters are bold and have a slightly irregular, hand-drawn appearance.

Our contract with Burson-Marsteller, an advocacy consultancy, will end on March 31st, 2016. Until then we will work on providing an advocacy manual and some form of training. Details will be available as we develop the programme.

Lance Ruetimann  
Chairman, Technical Committee Advocacy

## **TC Marketing**

As all other Technical Committees, TC Marketing is also in a transitional phase. Maybe a bit more than others, as with Piotr's start as the Euralarm Communications Manager new perspectives are opening up.

Unfortunately, TC Marketing is short of active members! Michael Scharnowsky is actively looking for additional marketing specialists from our membership who would be willing to contribute and support Michael and Piotr in defining the Marketing campaigns and activities of Euralarm. I wish to support Michael in his search for members and call on you to identify specialists willing to dedicate some time and effort to the benefit of the association. Thank you!

By the way: Have you seen [how active Euralarm is in the press?](#)

Enzo Peduzzi  
Euralarm President

## **European Standardisation activities - Meeting with CCMC on October 5th, 2015**

Recently there has been considerable activity in the area of standardisation and Euralarm has been very active in contributing to the many workshops.

In July the EU Commission, DG GROW, held a 'Roundtable meeting' to capture the industry's opinions on 'governance, interaction and communication' of the European Standardisation System – this following an Ernst & Young study realised and published on behalf of the EU Commission. Euralarm attended and gave input at both these meetings.

Subsequently, CEN-CENELEC held a workshop on 'Strengthening CEN and CENELEC engagement with European industry' on October 5th, to which Euralarm had a strong representation. This was followed up with a more detailed and practical discussion with CCMC – the CEN-CENELEC Management Centre - on the various issues impacting efficiency in releasing standards. The second meeting was as a direct follow up from our Market Driven Standardisation report, the CCMC response and Elena Santiago's attendance at our General Assembly.

Finally, we have been invited by CEN-CENELEC, as "one of Europe's influential bodies involved in standardisation," to contribute in developing recommendations for a Pact on European standardisation to strengthen the public-private partnership and contribute actively to relevant priorities defined by the EU Commission's political leadership.

Euralarm is now clearly active in the many areas of standardisation – in policy, discussions on efficiency, as well contributing to the creation of relevant standards.

Glen Dale and Marc Chenevoy  
General Director and Technical Manager

### **Outlook until the year end**

As you have seen, even during the summer period, Euralarm has been active. Good progress has been made in many areas and there is more to come.

By the beginning of the year 2016, we expect the publication of a legislative proposal from DG HOME on the 'Certification of Security Products' as was announced by European Commission's Kristien van Goey at our Symposium in Vienna. We believe that it will go in a direction that is positive for our industry. As soon as the proposal is published we need to start an advocacy campaign with Members of the European Parliament to gain positive influence in the parliamentary debate. We will let you know more about this topic in due time.

In parallel, the Board will continue to work on the internal matters subsequent to the General Assembly 2015 in Vienna and the feedback we have received from some of the members on my request to comment on the statutes. The next meeting of the Board in December will be dedicated to discussing next steps on the revision of the statutes. However, before we can work seriously on the statutes the Board needs to decide how it wants to proceed with the request that the legal seat of Euralarm shall be moved to Brussels.

We will keep you informed on this and all other activities.

Best regards

Enzo Peduzzi  
Euralarm President