

EENA Board

Strategic Document

Mission:

Improve the safety and security of the people.

Vision:

Our vision is that every citizen can access emergency services and receive the appropriate information and care during an emergency or a disaster. To that end, we want to be the organisation in the sector driving change and making an impact. What we do, we do it for the people we serve, and we never forget it. We intend to be a highly effective, efficient and fast-moving organisation, trusted and credible for our actions, intentions and results. We want the people working for and with us to be inspired to drive change, and to effectively do it. We want anyone in this field to know that they can rely on us, we want them to feel they are part of a community that looks forward and gets things done. We don't settle for anything less than excellence in what we do.

Values:

- Transparency: we advocate transparency, and we put it in practice everyday by telling what we do. We have nothing to hide, and we don't hide anything.
- Integrity: we work with ethics above all, we stay true to our vision, we are aware of our responsibilities. We are incorruptible.
- People: we believe in being a family-like community of people enthusiastically working together for people.
- Change: every problem has a solution so we think outside the box; we embrace new ways of thinking and working. The only constant is the "change"; maintaining the status quo is actually going backwards.
- Get things done: We tell what we do and we do what we tell. We provide tangible results and make an impact. If we know we can't get it done, we don't do it.

EENA's Strategic Objectives to be reached by 2020 are the following:

- EENA intends to continue improving and providing a high quality of services for its members, by reinforcing the existing services and developing new services responding to EENA Members' needs.
- EENA will invest time and resources to increase its expertise in emergency calling, emergency services and related matters. This is done through the EENA Committees, but not only. For instance we intend to develop several special projects in specific areas.
- EENA will ensure this expertise and documents lead to concrete improvements on the ground. This will be done using any available means, including the certification programmes and EENA's consultancy services.
- With regards to advocacy, EENA intends to reinforce its presence in Brussels, building on existing and solid relationships with the European Parliament. EENA wishes to have more impact on the legislative process.

- EENA will develop its membership base, in particular its network of emergency services professional, in Europe but not only. The interest raised for EENA among non-European emergency services professionals offers a strong opportunity for growth.
- In terms of EENA's relationship with standardisation bodies, EENA will maintain and consolidate its excellent relationship with ETSI, by ensuring a strong presence of EENA in ETSI subgroups and by proposing innovating ideas like the NG112 PlugTests.
- While focusing on standardisation is necessary to succeed in mid and long term, EENA will work closely with players in the digital sector to contribute to finding solutions rapidly to existing problems. In this context, EENA will develop and maintain a close relationship with large internet companies, and also propose a closer cooperation with start-ups.
- EENA will ensure that the EENA events grow in terms of attendance, exhibition and quality of content. The objective is to be the place where anyone in the sector has to be. EENA will continue innovating by proposing new types of events whenever felt necessary (e.g. EENA Members Workshop and Meet Your MEP Event, EENA's Business Partners Networking Event).
- EENA intends to be very visible by investing in a strong communications and press policy and team. This also includes raising awareness on the existence of 112 with some partnerships (e.g. Airbnb, Booking.com).
- We will not partner with organisations just for the sake of doing so; we will do so if a partnership can get things done and contribute to progress.
- In terms of revenue, EENA intends to consolidate its different streams of revenue which ensures EENA's independence and freedom of speech.