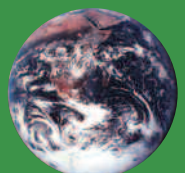
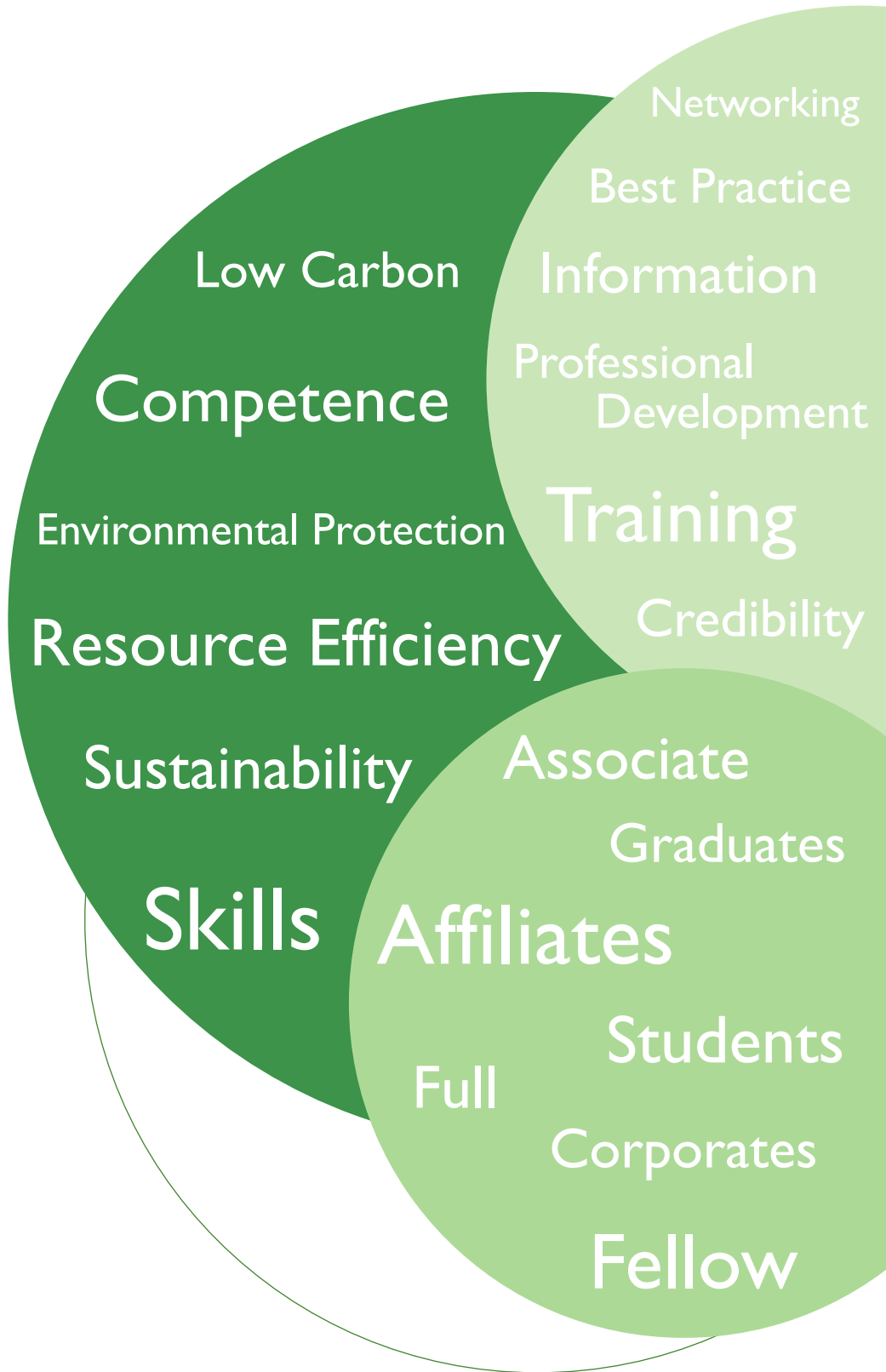


Our Vision

Environmental professionals at the heart of change



iema

The premier membership body
for environmental professionals

A new vision

Environmental issues have risen rapidly up the political agenda reflecting growing concerns for the planet and the need to treat it as a precious resource. Expectations of business and others to behave sustainably through improved environmental management and performance are now greater than ever.

It is not a passing phase. Significant growth in EU and domestic environment legislation is evidence enough, not least the UK Government's Climate Change Act with its statutory goal of achieving a low carbon economy in the UK by 2050. There is also a growing commitment to act elsewhere across the globe. President Barack Obama's strong environmental message in his inauguration speech is a significant case in point. Furthermore, the current economic downturn requires improved resource efficiency more than ever to save money.

The Institute of Environmental Management and Assessment (IEMA) is the environmental profession's largest membership body. It has been successfully responding to increased demand from industry and others for professional help and advice to deal with technically complex and increasingly cross-cutting environmental issues.

However, being a dynamic and forward-looking body, IEMA recognises that the profession needs to do more to deal with the challenges ahead. It has therefore developed a new vision in this document to be more inclusive across the profession as a whole and more outward looking.

IEMA wants the environmental profession to be the best trained and the most competent, to have a higher public profile and greater influence, and benefit from good governance and critical mass. We and our members are keen to see environmental considerations become a normal part of the way companies do business and how relevant political decisions are made, both here in the UK and across the globe.

I hope our vision receives widespread support from professionals, practitioners, employers, policy makers and NGOs alike - as we continue to work together to make a real difference to the environment with professional help and advice at its heart.



Ian Housley
Chairman, IEMA

Who we are

Our aim

IEMA is a membership body for environmental professionals.

IEMA's aim is to promote the goal of sustainable development through improved environmental practice and performance.

The Institute also encourages non-professionals and organisations that are generally interested in, or committed to, environmental improvement to join as Affiliate or Corporate

IEMA principally achieves its aim by:

- setting standards for training and assessment of environmental professionals
- rigorously assuring those standards to instil confidence in their effectiveness
- providing environmental information and services to all members
- providing environmental information to non-members.

iema

INSTITUTE OF ENVIRONMENTAL
MANAGEMENT & ASSESSMENT

Our vision

IEMA's vision is to be the premier membership body for environmental professionals, promoting the goal of sustainable development through improved environmental practice and performance, becoming the profession's respected voice to Government, business and others.

Three-fold strategic objective

To achieve this vision, IEMA's three-fold strategic objective for 2009-2014 is to:

- i. set standards for, facilitate or otherwise provide, the best training and development relevant to the environmental profession, and produce the most competent environmental professionals available.
- ii. improve the profession's profile and influence by promoting the role and views of the environmental profession to policy makers, business and NGOs, starting in the UK and with EU institutions.
- iii. be the membership body of choice for the environmental profession, acting inclusively in its governance and across the profession as a whole, doubling the Institute's membership by 2014 compared to 2008, including through global growth.

Qualifying as a professional

Associate Members

One route to becoming an Associate Member is to pass an approved training course based upon IEMA syllabi and delivered by one of the Institute's Approved Training Providers.

Another is by meeting rigorous IEMA qualifying criteria via an 'Open Book Assessment' or by submitting a portfolio of evidence.

Three levels, one aim

IEMA assures three levels of professional - Associate Members, Full Members and Fellows. These are graduated according to the breadth and depth of their knowledge and experience. In addition, the Institute assesses eligible members working to qualify as Chartered Environmentalists.

Environmental practitioners and others wishing to work as qualified professionals are encouraged to join IEMA to have their

competences assured.

Full Members and Fellows

Through a process of continuous professional development and further experience the option is open to Associates to qualify as IEMA Full Members and Fellows, which are both entry points to qualifying as a Chartered Environmentalist.

Best training, most competent

The challenge

Environmental sustainability is a dynamic and evolving agenda. The issues are complex and technically demanding, even more so as single issues are becoming interwoven with each other as part of wider environmental concerns.

IEMA prepares the syllabi for training courses and the assessment criteria for peer reviews that underpin standards for the broad-based knowledge and skills required by the environmental profession for its effectiveness.

The challenge is for IEMA to continue to equip all professional members with the core set of multi-disciplinary knowledge and skills necessary to make a real difference to the environment, as well as ensuring members keep their knowledge and skills up-to-date as part of a programme of continuous professional development.

Given the potential risks to the profession's reputation, unassured environmental practitioners also have an important role to play by having their competences assured by IEMA.

Corporate bodies can help too. They can seek environmental advice from qualified professionals only and (as covered in the next chapter) provide more environmental awareness training and development to executives and other decision makers.

Strategic objective

IEMA's strategic objective is to set standards for, facilitate or otherwise provide the best training and development relevant to the environmental profession in order to produce the most competent environmental professionals available.

Delivery

To equip our professional members with the best broad-based, multidisciplinary knowledge and skills available, IEMA will:

- annually review its syllabi for training courses and assessment criteria to ensure that they deliver the best core, up-to-date, sustainability knowledge and skills required by all environmental professionals
- facilitate a wide range of environmental specialist courses to enable members to supplement core environmental training as required, e.g. to meet specific business needs
- facilitate relevant generic training to enable members to readily acquire skills that complement environmental qualifications, e.g. leadership, management and communication skills

Case study

**Elizabeth Payne MSc,
MIEMA, CEnv**

She feels this project “is a great example of sustainable development - employing local people, assisting the steel plant to recycle waste on site and providing a market for compost and plastic product. The project also provided an alternative to landfill for locally produced green and plastic wastes.”

Elizabeth says, “I rely on my IEMA membership to keep my skills sharp and up-to-date. This is essential in my role as Environment Manager at Carillion Facilities Management where, dedicated to an account with the insurance giant AXA, I provide training and advice to help improve its energy use and overall environmental performance.”

Elizabeth Payne qualified as an IEMA Full Member and a Chartered Environmentalist in 2002 having graduated with an MSc in Environmental Management and Health two years earlier. Elizabeth says, “Although I already had scientific qualifications and a number of years’ environmental experience, these two professional qualifications helped to boost my confidence and that of, my employers, in my professional advice.”

One of Elizabeth’s proudest achievements is being at the heart of a previous employer’s donation of a large ex-steel mill building to the Green Business Network, for conversion into an industrial-scale plastic recycling and in-vessel composting scheme.



To ensure that professional members keep their knowledge and skills up-to-date as part of a collegiate culture of continuous professional development, IEMA will:

- develop and facilitate structured refresher courses for Associates to update their core environmental knowledge and skills
- run marketing campaigns to encourage Associates to upgrade their professional qualifications, with the aim of increasing Full Member applications by three to four-fold on average between 2009 and 2014 compared to 2008
- identify Full Members who appear to meet the eligibility requirements for Fellows for follow-up action, with the aim of encouraging an increase in the number of Fellow applications by two to three-fold on average between 2009 and 2014 compared to 2008
- extend the 'entry point' for members to become Chartered Environmentalists to other professional qualifications (e.g. Chartered Scientists) and publicise the 'route map' to such qualifications
- explore the possibility of IEMA becoming a Chartered Body in its own right
- run regular courses and events for Affiliates (including Student and Graduate members) to help and encourage those wishing to become qualified environmental professionals

To encourage environmental practitioners who are not members to join IEMA to have their competences assured, IEMA will:

- run marketing campaigns targeted at practitioners to highlight the positive benefits of being part of the environmental profession's premier membership body
- run marketing campaigns targeted at employers in key relevant sectors of the economy, public bodies and NGOs to improve awareness of the environmental profession and encourage them to use professionals only for help and advice



Case study

David Boomer BSc (Hons), MSc, MIEMA, CEnv

David Boomer qualified as an IEMA Full Member and a Chartered Environmentalist after completing a Masters degree in Environmental Management in 2003.

He says, “My environmental professional qualifications have undoubtedly made a difference to my individual performance and career progression. For example, they helped equip me to successfully support an effective environmental management system for my previous employer, AstraZeneca, which contributed to the overall project being certified to ISO 14001 standard. This success earned me promotion with lead responsibility for all of the site's environmental issues.”

“Given the technically complex and increasingly cross cutting nature of environmental issues, I rely heavily on my IEMA membership, both as a vital source of up-to-date environmental information and for my continuous professional development.”

In 2007 David successfully applied to be Head of Energy Efficiency & Climate Change at the Institute of Directors. He finds this role incredibly rewarding. He says, “It allows me to influence the environmental performance of a large range of businesses, in particular small and medium sized enterprises which often want to improve their environmental performance but do not have in-house expertise to allow them to do so.”



Higher profile, greater influence

The challenge

IEMA's aim is to promote the goal of sustainable development through improved environmental practice and performance. The Institute has principally pursued this by working with environmental practitioners. As a result the number of qualified professionals in our membership (i.e. excluding Affiliate and Corporate Members) doubled to over 8,000 at the end of 2008 compared to 1999, out of a total membership which exceeds 14,000.

However this progress has not been matched by IEMA's profile and influence with employers or key opinion formers. The same can be said of the Institute's profile with policy makers such as UK Government departments and EU institutions which are responsible for the majority of environment legislation and related developments on which most IEMA members engage day-to-day. Too few organisations are aware of the Institute and less than 300 are Corporate Members.

Raising IEMA's profile, in concert with other professional bodies, will achieve greater recognition of the contribution that the environmental profession makes to the economic agenda. Furthermore it will increase the profession's value and worth to Government, business and others, as well as underscoring the merits of the profession as a trusted source of environmental advice.

Strategic Objective

IEMA's strategic objective is to improve the profession's profile and influence by promoting the role and views of the environmental profession to policy makers, business and NGOs, starting in the UK and with EU institutions.

Delivery

IEMA will work closely with other professional environmental bodies to encourage the process of developing a single cohesive voice for the environmental profession to ensure that it is not lost amongst the many other points of view put to Government, business and others. The Institute will make it easy for others to join and will promote the role and views of the environmental profession to UK business and NGOs. IEMA will:

- run marketing campaigns targeted at selected companies that are active on environmental issues, as well as key companies that appear inactive but should not be due to the potential environmental impact of their businesses

- forge links with key sector trade bodies particularly those which have published environment plans for their members and host high profile business events
- establish good contacts and relations with regular organisers of environmental conferences and events to gain a public speaking platform for IEMA
- cultivate good relations with the national media and trade press to make IEMA valued as a source of professional comment on environment policy and developments, including economic aspects

To promote the role and views of the environmental profession to UK policy makers, IEMA will:

- foster stronger relations with key environment Ministers and senior officials
- respond to appropriate public consultations on environment policy
- establish links with Parliamentarians and members of key environmental committees and groups

To promote the role and views of the environmental profession to EU policy makers, IEMA will:

- foster good relations with key EC Commissioners, Commission Officials and UK MEPs
- reply to appropriate EU environment policy consultations

To help make environmental considerations a normal part of the way companies do business or relevant political decisions are made, IEMA will:

- review the services provided to Corporate Members to help encourage mainstreaming of the environment and make them more attractive, with the aim of trebling Corporate Membership by 2014 compared to 2008
- develop and facilitate up-to-date environmental training courses for senior company executives for delivery by IEMA Approved Training Providers
- run marketing campaigns to promote environmental training for senior executives and other decision makers and encourage mainstreaming, backed up by professional advice

Good governance, critical mass

The challenge

Best practice guidance encourages those charged with the governance of professional bodies to take responsibility for the proper conduct of their organisation's business, in addition to providing leadership and strategic direction.

A Board and a Representative Council govern the work of IEMA, working with an Executive and member-based committees. This model has delivered significant growth in IEMA's membership and the level of environmental qualifications attained by members.

However, like all environmental professional bodies IEMA needs to benchmark its governance against best practice from time to time. It is partly as a result of this process that the Board, Council and Executive have jointly developed a new vision for the Institute to become the premier membership body for the environmental profession and its respected voice.

As the largest UK based membership body for the environmental profession, the challenge is for IEMA to show leadership by continuing to embrace good governance. In particular, by being more inclusive within our membership and more effective by working to improve cohesion across the profession as a whole.

Strategic Objective

IEMA's strategic objective is to be the membership body of choice for the environmental profession, acting inclusively in its governance and across the profession as a whole, doubling the Institute's membership by 2014 compared to 2008 including through global growth.

Delivery

To demonstrate the qualities of a membership body of choice for the environmental profession, acting inclusively and cohesively across the profession as a whole, IEMA will:

- strengthen the role of the Institute's 13 Regional Steering Groups, inviting them to become a conduit for regional engagement in the development of IEMA policy positions and a catalyst for engagement in regional debates, in addition to organising networking events as now
- align the Institute's committee structure with its three-fold objective, e.g. retaining the Professional Standards Committee with its focus on competency standards, as well as creating a new Policy Issues and Public Affairs Committee to help raise the profession's public profile and develop position statements

- work closely with other environmental professional bodies to explore ways of developing critical mass as part of a strong professional voice to Government, business and others

To ensure that the Executive is well prepared for the extra demands that will be placed upon it, IEMA will:

- review its Senior Management Team to ensure that it has the skills, resources, dynamism and appropriate staff support to deliver the vision
- review its arrangements for providing training and development to ensure that the supply of Approved Training Providers is scalable to match the increase in demand anticipated by the vision
- review its assessment arrangements for professional qualifications with a view to basing them on identifiable capabilities rather than current criteria, to help speed up the process of assessment without undermining current standards

To help improve the level of interest in the environment in general, in particular among the public at large, and to encourage (other than covered elsewhere in this document) growth in the environmental profession's critical mass , IEMA will:

- explore how it manages and grows membership overseas
- develop web-based information and tools to help non-members learn the basics about environmental best practice
- develop an information pack which can be mailed out on demand to non-members at cost and explore other ways of engaging with them, e.g. meeting demand for basic environmental awareness training

Case study

Sellafield Ltd

Sellafield Ltd has worked with IEMA to jointly develop a Graduate Development Programme to help achieve its environmental goals and responsibilities.

Under the programme, graduate recruits develop broad-based environmental knowledge, skills and experience and have their competences assessed against IEMA's standards for environmental professionals.

Sellafield Ltd aims for new recruits to qualify as IEMA Associate Members within a year of joining the programme, as Full Members after three years and CEnv after five, helped by external secondments to broaden experience.

The programme has proved a huge success. It provides Sellafield Ltd with confidence in the effectiveness of its environmental team in an important sector of the UK economy, and makes it more attractive as an employer to the best graduates.



Contact us

Contact us today if you wish to:

- become an IEMA Affiliate, Professional or Corporate Member
- upgrade your existing membership
- learn more about the environment and IEMA's services

For further information about IEMA, simply

E-mail: info@iema.net

Visit: www.iema.net

or

Call: +44 (0)1522 540069

iema

INSTITUTE OF ENVIRONMENTAL
MANAGEMENT & ASSESSMENT

IEMA
St. Nicholas House
70 Newport
Lincoln
LNI 3DP
Tel: +44 (0)1522 540069
Fax: +44 (0)1522 540090
E-mail: info@iema.net
Web: www.iema.net