CEPA ® Certified and European Standard EN 16636:2015

Presentation to Skadedyrdagene 2016
Oslo, Norway, March 10th 2016

By:
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Agenda…

- A brief introduction to standards and why are they important within Europe?

- Why does Europe need a professional standard for Pest Control?

- The development and content of EN16636:2015 and CEPA® Certified

- How can I, and should I get accredited?

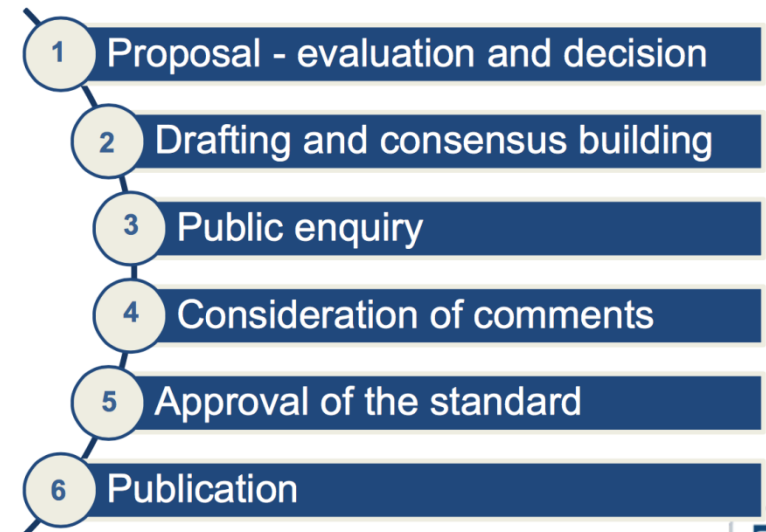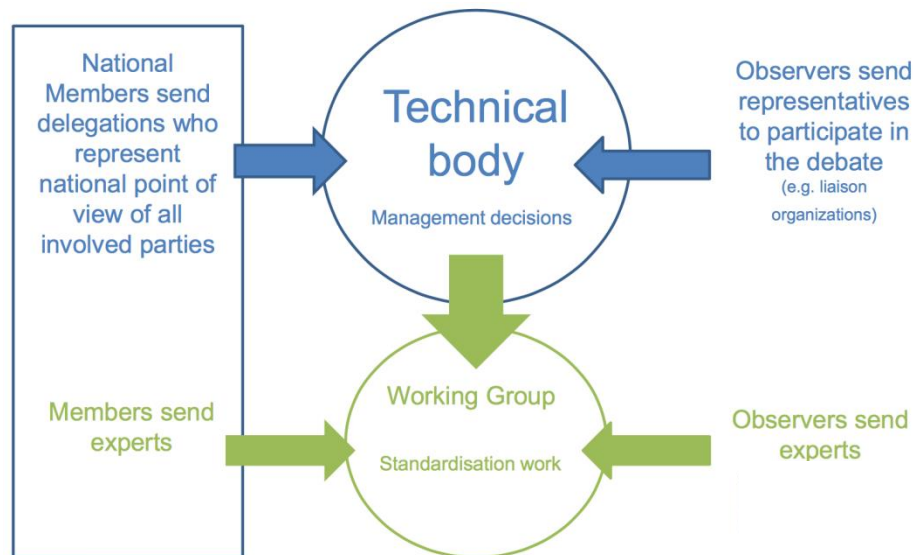- Questions…

What is a standard…?

Definition:

An agreed, repeatable way of doing something.

It is a published document that contains a technical specification or other precise criteria designed to be used consistently as a rule, guideline, or definition.

Standards are **voluntary** reference documents that reflect any agreed issues between parties

The process

National Members send delegations who represent national point of view of all involved parties

Technical body

Management decisions

Observers send representatives to participate in the debate (e.g. liaison organizations)

Members send experts

Working Group

Standardisation work

Observers send experts

1. Proposal - evaluation and decision
2. Drafting and consensus building
3. Public enquiry
4. Consideration of comments
5. Approval of the standard
6. Publication

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Source: cen CENELEC

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Why choose to create a standard…?

The role and purposes of standards:

- Statutory requirement – i.e. protect the public
  - e.g. Gas Safe

- Enables a customer's confidence in a supplier
  - e.g BRC, ISO 9001:2008, ISO 22000:2005

- Enables an organisation to distinguish itself from competitors
  - e.g. Fairtrade, Forestry Stewardship Council

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The pest management industry in Europe…

Total revenue : €2.7 Billion

Companies : 10,342

Employees : 40,034

Average company : 4 employees, (including owner)

Average revenue : €260,000

74% - fewer than 5 people   7500 Companies
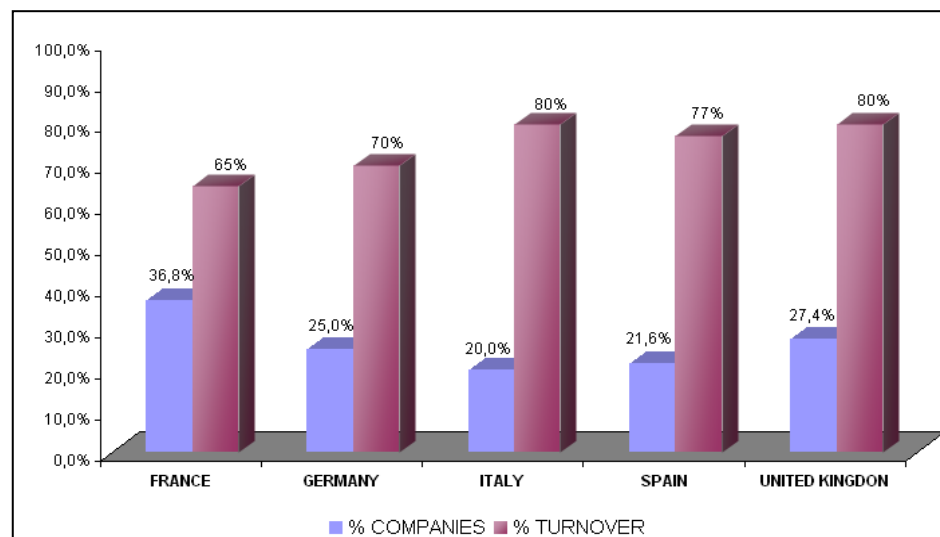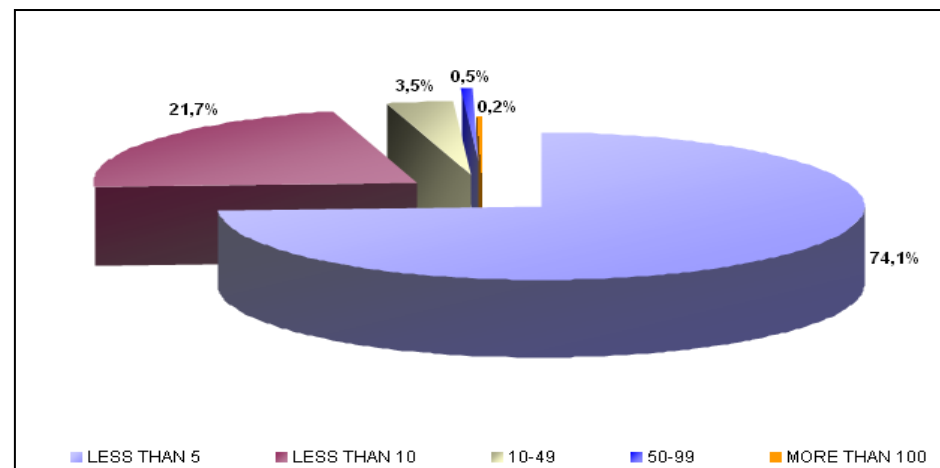96% - fewer than 10 people   10000 Companies
<1% - more than 50 people   40 Companies

But the scope of what we protect is much wider:

- **Food processing**   €   993 billion
- **Food retailing**   € 1 070 billion
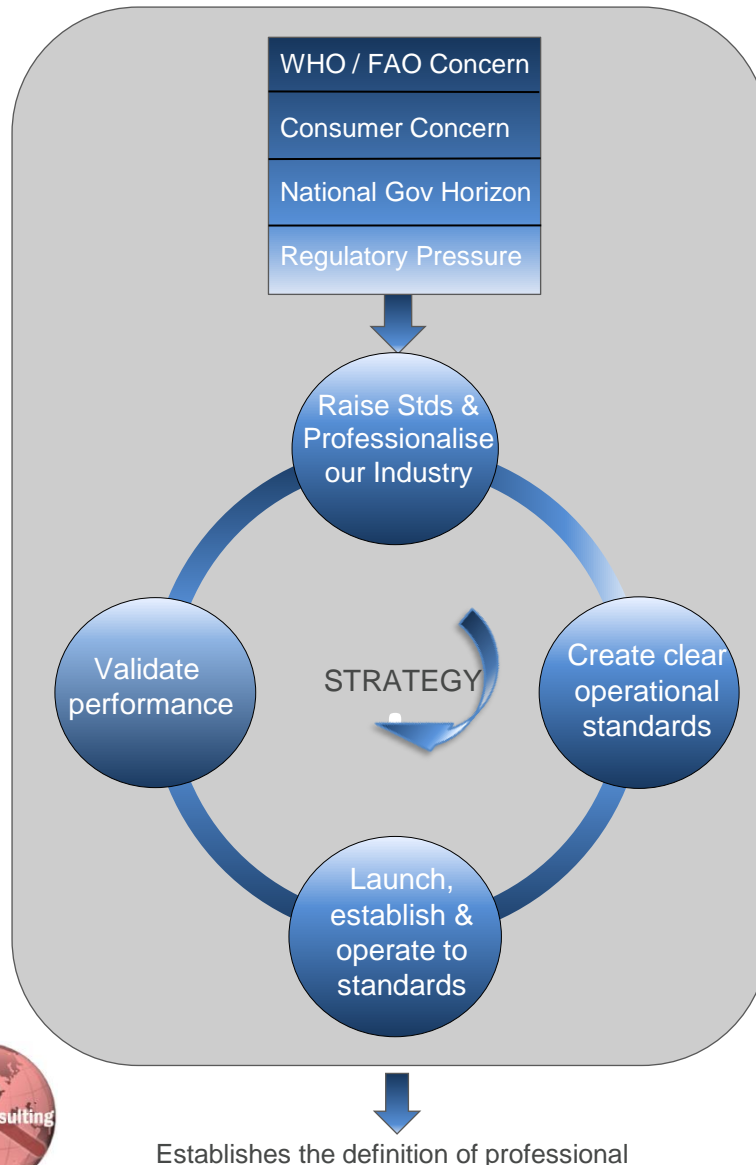- **Food services**   €   322 billion

Pie chart: 74,1% LESS THAN 5; 21,7% LESS THAN 10; 3,5% 10-49; 0,5% 50-99; 0,2% MORE THAN 100

Bar chart — % COMPANIES and % TURNOVER:
- FRANCE: 36,8% / 65%
- GERMANY: 25,0% / 70%
- ITALY: 20,0% / 80%
- SPAIN: 21,6% / 77%
- UNITED KINGDON: 27,4% / 80%

Principle challenges for the pest management industry…

- Aligning our industry and services in order to be able to allay the emerging concerns of current & future generations of customers.

- Managing within an ever increasing regulatory burden which impedes our ability to deliver timely, effective & cost efficient services.

- Professionalising our industry so we improve the low perceived image and lack of public awareness of the role which our industry plays in a modern society.

- Staying relevant, surviving and staying competitive in an ever changing global technological economy

Pest management industry response…

WHO / FAO Concern

Consumer Concern

National Gov Horizon

Regulatory Pressure

Raise Stds & Professionalise our Industry

Validate performance

STRATEGY

Create clear operational standards

Launch, establish & operate to standards

Establishes the definition of professional

The introduction of a standard is beneficial for all stakeholders…

Sustains the future development of our industry…
- Raises standards by assuring a more highly qualified industry including transparent and traceable credentials through certification
- Improves consistency in service competence across the community due to uniformity of training.

Reassures Customers
- Enables consumers / customers to identify and engage recognised professionals.
- Builds & enhances trust for consumers of our services

Builds the Industry's credibility with regulators
- Introduction, adherence to and enforcement of high standards is indicative of a responsible industry
- A good and well managed standard effectively lays down a code of practice for the industry and enables true professionals to be identified.
- Opens up the possibility of 'professional use only' regulatory categories

Creates new value for members
- Sustains margins as Certified members move away from being a commodity service
- Assures future access to preparations should 'professional use only' categories become common place.
- Enables access to higher value customers

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What does EN16636:2015 …?

<u>Scope</u>

- This EN specifies the requirements and competences to be met by professional providers of pest management service in order to protect public health, assets and the environment.

- It applies to those who have the responsibility for delivering pest management services including the assessment, recommendation and subsequent execution of the defined control procedures

- The standard does not apply to:
  – Field crop protection
  – Routine cleaning and disinfection associated with regular contract cleaning services.

Increasing circle of risk

Differentiating Technology Platforms
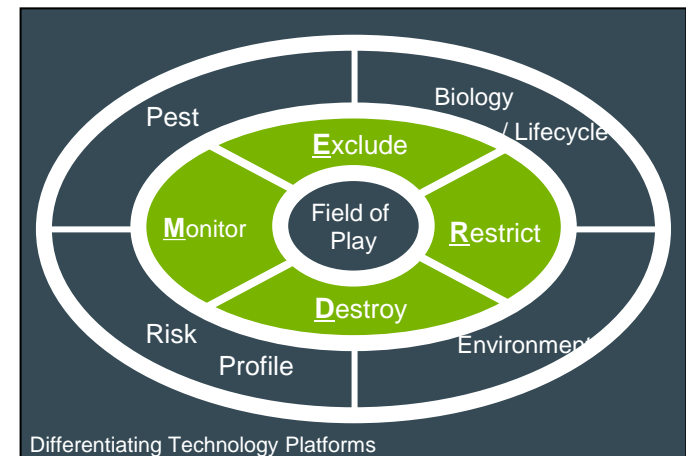
Emphasis is shifting from destruction to risk management / prevention

EN 16636:2015 – Contents…

BS EN 16636:2015

BSI Standards Publication

Pest management services

Contents

Agreed General Principles:

- A *professional* must have a broad foundation of pest training rather than single pest.

- Professionalism is more than just being paid to do a job.

- Distinction is made between *knowledge* and *awareness* throughout the standard

TODAY

- Scope

- Pivotal Definitions

- Professional pest management in terms of knowledge, skill & expertise

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Annex A – required competences

Annex A (normative)
Required competences

Table A.1 specifies the competences (based on skill, knowledge and understanding) required by an individual fulfilling specific roles in the delivery of professional pest management services.

NOTE 1   A single individual may fulfil multiple roles in the offering or delivery of services.

Table A.1 — Required competences

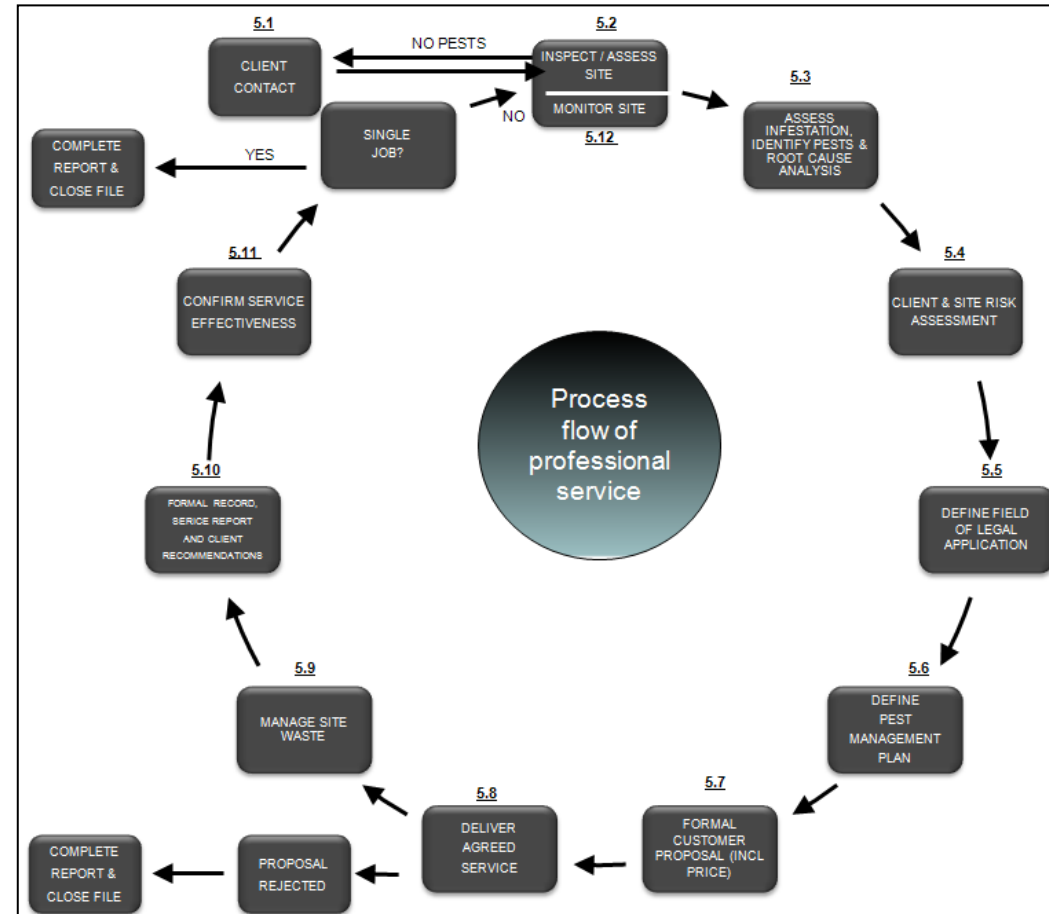| Task	N.	Required Competence	Roles			
		The person carrying out this role shall be able to..'	Technically Responsible person	Professional user	Sales	Administration
	2.7	Identify preventative measures required to be taken to mitigate the risks of further proliferation of contamination or re-infestation.	Yes	Yes	Awareness	No

- Specifies the detailed knowledge, skill and understanding which must be demonstrated by personnel fulfilling the core roles.

- Particular attention is paid to Integrated Pest Management (IPM) and protection of the environment.
  - Habitat modification
  - Biological Control
  - Physical Control
  - Chemical Control

- Focuses on skills needed for process governance

- Is written in a way that is auditable.

Plus…demonstrable knowledge of the common European Pests (advisory Annex).

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Requirements…

5 *Fundamental* requirements - accredited Companies shall:

- Demonstrably follow the process flow for a professional service

- Only utilise trained and demonstrably competent personnel to fulfil activities defined within the process

- Develop and implement pest management plans which consider:
  - the Customer's declared requirements,
  - the impact and risks associated with the individual client's specific environment;
  - the process of prevention and/or control as necessary in order to obtain both adequate sanitary and environmental conditions and to avoid further proliferation of any infestation

- Be capable of implementing the plan & maintaining suitably detailed records as evidence of competent completion of each step

- Assess and report to what extent the objectives have been achieved and record formally any recommendations for further actions by the client in order to assure maintenance of a sanitary environment post service.

Failure to comply with a fundamental statement of intent would constitute a major non-conformity

- **Self declaration by the company**
  - *does this have any long term value?*
  - *How to manage it and maintain credibility?*
  - *Does this damage the integrity of the standard?*

- **Verification by a third party**
  - *under what circumstances would this bring any benefits?*
  - *How to engineer – selling stories.*

Integrity and reputation of The Standard is critical

Considerations for third party verification…

Third party verification:

- does the verifier understand the nature of pest management?
- does the verifier have the necessary skills?
- are they influenced by inappropriate pressures (e.g. finance)
- do they provide good standards of service?
- do they have adequate insurance cover?

Who checks this?
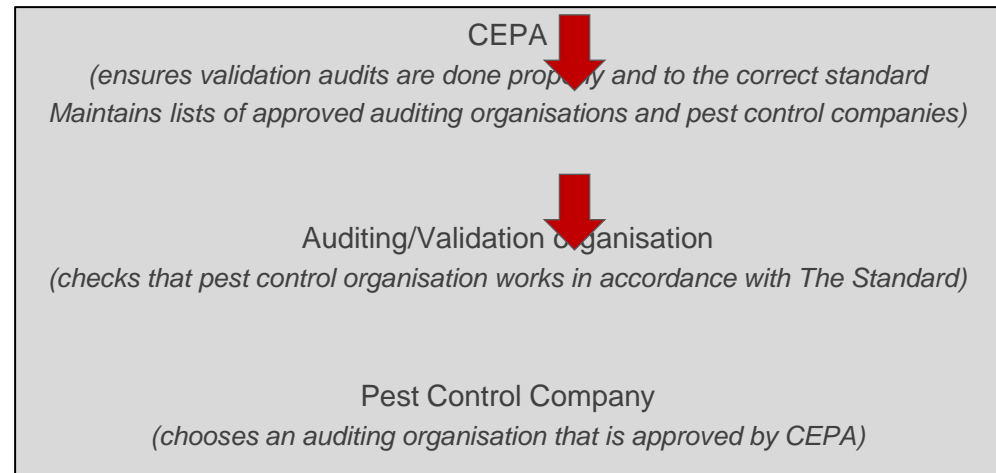
Verification – what is needed…?

- A Protocol
  - *statement of how an audit should be done (eg auditors must be watched whilst working)*
  - *Statement of the skills and experience needed by auditors*
  - *Statement of how often audits must be carried out*

- The Protocol defines how certification will work and comprises:
    - Scope
    - Certification programme
    - Carrying out audits
    - Raising and grading non-conformities
    - Dealing with non-conformities
    - Multi-site operations

- The CEPA Scheme
    - We cannot stop other organisations from using The Standard
    - But we can provide a way for people to recognise when The Standard is being used properly

CEPA
(ensures validation audits are done properly and to the correct standard Maintains lists of approved auditing organisations and pest control companies)

Auditing/Validation organisation
(checks that pest control organisation works in accordance with The Standard)

Pest Control Company
(chooses an auditing organisation that is approved by CEPA)

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Ask yourself three questions…

Short – term

- What is the scope of my business (single pest or full service?)

Medium – term

- Who are my key customers and competitors?

Longer - term

- What will I do if actives become '*professional use only*' (do you want to encourage this?)

..then decide

Am I ready to be audited…?

- Go to the CEPA website and download their simple checklist…
  - Answer al 'As' and you are ready to go to the next step
  - Some B's & C's then you have some work to do.

- Then apply to certified national accrediting body – details on CEPA website.

  Norway does not yet have a recognised certification body!!

EN16636 – My First Checklist

Read each statement and decide which column aligns most closely with what happens in your Company.

		A Yes	B No	C Don't Know
1	We have an experienced and **permanent** member of staff on the management team who is both theoretically and practically competent, qualified as a Pest Manager, and is accountable formally for supervising the adoption, attainment, maintenance and verification of professional skills and operating practices across the company.	o	o	o
2	All of our service technicians / professional users are both sufficiently fluent in the local national language and possess sufficient literacy and numeracy to be able to fulfil their responsibilities including reading, writing, calculating and communicating verbally with clients to interpret their requirements and the technical requirements specified in labels, MSDS sheets and service protocols.	o	o	o
3	All of our staff who have direct contact with customers at their sites have been trained and certified as competent to sell and deliver the services they are offering by virtue of them meeting Nationally specified and validated minimum standards of knowledge, skill & practical competence	o	o	o
4	We routinely identify all of the potential risk factors specific to a client's site or industry along with the potential consequences of an infestation. We discuss these with the client in order to establish the client's requirements, attitudes and expectations before proposing a course of action and only commence work having received formal approval from the client.	o	o	o
5	We document **every** visit to a customer's site and keep records of:	o	o	o
	· The level and nature of any infestation,	o	o	o
	· The observations on local environmental conditions which may sustain or encourage pest activity,	o	o	o
	· The details of any interventions made (including location and use of any biocides etc.) and	o	o	o
	· Any recommendations made to / for the customer to take as personal actions in order to mitigate any risk of further propagation of an infestation	o	o	o
6	We routinely assess, report and discuss the outcomes of our service visits with the client, draw specific attention to the effectiveness (or otherwise) of current actions, risks arising and present any recommendations for required interventions by the Client or Pest management Company.	o	o	o
7	Any member of staff that has **direct** contact with customers understands, and can explain not only that different regulations can apply to different client circumstances but also which interventions are lawful and can be employed under each of these situations.	o	o	o
8	We routinely conduct a formal process where we assess, identify and record any risks that are at the customer's location which may pose a threat to our operators, other bystanders or emerge as a result of the interventions being proposed. We will routinely consider, communicate and take action to mitigate these to an acceptable level as part of our service approach.	o	o	o
9	We always create and submit a tailored plan for each customer; when creating the plan we consider and discuss habitat management, biological methods, physical methods and finally chemical methods, selecting the intervention with the least environmental impact to satisfy the requirements of the customer	o	o	o
10	At least once per year, we assess and record formally that the professional competence (knowledge, skill and experience) and continued professional development of each of our front line staff complies with the accepted minimum requirements within our Industry. Where there is evidence of a shortfall, we are able to demonstrate that corrective intervention has been made successfully	o	o	o
11	We routinely collect the waste (e.g. animal carcasses, bird excrement, spent baits, traps, pesticide containers, packaging and light bulbs etc.) which arises from the provision of our services and can demonstrate this is disposed of safely and in accordance with the relevant local and European legislation and codes of practice	o	o	o

The Audits…

Scope

- Within national boundaries
- Range of activities as defined in The Standard
- Does not apply to any other services provided by the Service Provider
- Does not apply to persons, only organisations
- Can be single site or multi-site

Carrying out audits

- Audits last half a day desk review and half day site visit
- Auditor must observe pest management operation
- Auditor will look for evidence of compliance with the CEN Standard (written procedures, records, questioning, observation)
- Will need to interview the Technically Responsible Person and at least one Professional user (could be same person)

Period of Certificate Validity

- Certificate valid for 3 years from date of Audit
- One full day audit at the start of the 3 year period with a check-up at the half way point

Raising and grading non-conformities…

- Three classes of non-conformity (Critical, Major, Minor)

- Class does not relate to how difficult it is to correct
    - Critical - safety, legal, environmental harm
    - Major - Clause not met and is affecting services
    - Minor - Clause not met but not affecting services

- *Observations/improvement proposals*

Dealing with non-conformities
- All Critical and Major n/c to be corrected before certificate can be issued

- More time to correct up to three Minor n/c but need to produce evidence at next audit

- For Re-certification (after three years) all non-conformities need to be corrected

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