

## The Membership Policy of EuroFM

### Preface

The starting point of the membership policy remains to create a framework from which to enter into discussions with (future) members, while at the same time allowing flexibility in the cooperation with the members, within the frameworks.

The following points are further described / elaborated in this document:

1. EuroFM principles
2. Principles of membership policy
3. Membership model and content
4. Governance

#### 1) EuroFM principles

As an association, EuroFM has, among other things, the following general principles:

- EuroFM is a (pro) active network of professionals within the facility domain, aimed at stimulating knowledge development, sharing knowledge & experience and profiling facility management.
- EuroFM focuses on binding all facility management education and research, facility management professionals + working and thinking level, from the student, facility manager to facility advisor and facility provider.
- EuroFM is always open to partnerships with organizations that can support EuroFM to strengthen the European network and beyond.
- EuroFM creates a network of dedicated contacts to help support EuroFM activities maintaining the FM network on an international level. Appointed EuroFM Ambassadors to increase the EuroFM 'workforce' then will be installed by the EuroFM board as an active group of FM professionals- representing EuroFM and promoting the EuroFM network internationally.

#### 2) Principles of membership policy

EuroFM sees associations, universities, research institutes and companies as sustainable, long-term partners in collaboration to promote the development of the facility domain in the broadest sense of the word.

EuroFM is an added value for its members: by actively sharing knowledge, by enabling meeting and connecting. The reverse also applies: the member is also an added value for EuroFM.



#### EuroFM

EuroFM does not want members who only contribute in kind. In principle, the financial contribution of the members takes place once per year.

### 3) Membership model and content

EuroFM considers clarity and transparency important. That is why we have developed and given substance to a membership model.

Membership prices are excluding VAT (if applicable) and can be indexed every year at January 1<sup>st</sup> by EuroFM after agreement by the General meeting.

The membership starts at the agreed date, for the first year the member will pay for the partial membership fee of that year. As from the next year the membership will be invoiced for a whole year.

The membership can be ended at the end of a year after giving written notice at minimum 3 months in advance.

The following subdivision has been made in the membership model:

<b>Membership Types &amp; Annual Fees</b>	
<b>Member (European Legal Entities)</b>	<b>Annual Fee <sup>(*)</sup></b>
<i>University or Research Institute</i>	€ 800
<i>Association, Foundation (&lt; 50 corporate members or 500 individual members)</i>	€ 800
<i>Grand Association, Foundation (&gt; 51 corporate members or 501 individual members)</i>	€ 1600
<i>Company</i>	€ 1600
<b>Associate Member (Non-European Legal Entities) <sup>(**)</sup></b>	<b>Annual Fee</b>
<i>University or Research Institute</i>	€ 550
<i>Association, Foundation</i>	€ 550
<i>Company</i>	€ 1100
<small><sup>(*)</sup> The annual fees are without VAT. VAT is only applicable to the members based in the Netherlands.</small>	
<small><sup>(**)</sup> Associate Members have the same rights with the Members except voting and election rights.</small>	

<b>EuroFM Membership Model &amp; Content</b>		
<b>Benefits</b>	Members	Associate Members
Members to participate in events / stay connected sessions / fm talks	+	+
Members to participate in summer / winterschool / student festival	+	+
Associations to participate in associations & company meetings	+	+
Companies to participate in associations & company meetings	+	+
Voting and electing rights for General Members Meetings (General Assembly)	+	-
Members who actively participate in working groups / network groups	+	+
<b>Networking</b>	Members	Associate Members
Active knowledge sharing with an expert group or committee	+	+
Entrance to EuroFM events generally free of charge or discounted prices in some cases such as EuroFM Conferences	+	+
Introduction of contact person for persons relevant to partner within EuroFM	+	+
Making use of EuroFM international relations	+	+
Organisation / promotion / sponsoring of an EuroFM event	+	+
Presentation / substantive contribution to an EuroFM event	+	+
EuroFM provides speaker for the national conferences and similar events	+	+
<b>Marketing</b>	Members	Associate Members
Logo on website (per 12 months)	+	+
Logo on invitations to EuroFM events (In case of sponsorship)	+	+
Logo on event page website EuroFM (In case of sponsorship)	+	+
Partner profile on the website	+	+
White paper on the website (in consultation & at EuroFM assessment)	+	+
Online webinar / event promotion (In case of sponsorship)	+	+
Announcement EuroFM membership (website and social media)	+	+
Use the EuroFM logo on your own website	+	+
Promotional material in goodie bag during event (In case of sponsorship)	+	+
<b>Extra</b>		
Banner on the website (not included in regular membership),	+	+
Direct mail action among members via social media (not included in regular membership)	+	+
Survey among EuroFM members (not included in regular membership)	+	+

#### 4) Governance

In this case, governance is about safeguarding the implementation of this policy and the division of the various roles (functions) involved in this.

Responsibilities, powers, procedures:

- The board members are responsible for the membership policy.
- This is not only concerning the "regular" and "associate" type memberships, but also the sponsorship of events and projects, etc.

Each board member Business, Associations, Education, Research or Chair is the primary point of contact and:

- Is responsible for developing a membership policy in which a sustainable relationship with the member and partners of EuroFM
- Monitors and supervises the implementation of the membership policy
- Is responsible for retaining existing memberships
- Is responsible for recruiting new members

The EuroFM association manager converts the EuroFM policy and the vision of the board into concrete policy and transfers this tactically and operationally to the various (organizational) units within EuroFM.

The association manager is responsible for managing reports (planning and control cycle) and for managing and executing the tactical and operational tasks in the field of members.

The association office is managed by the association manager for this portfolio and supports the association manager in the areas of:

- Implementing the membership policy, including monitoring compliance with the contract agreements with members
- The planning and execution of the activities of EuroFM
- The account conversations with the members
- The overall communication with the members
- Supporting activities for recruiting new members
- The financial administration for the member portfolio, including invoicing to members
- Taking care of the yearly report in which at least is reported on: financial status, an overview of members and terms, update of the annual calendar, feedback on the progress of activities, an overview of compliance with contract agreements, alerts and an overview of prospects and actions taken therein
- The annual planning and calendar with regard to the activities for the member portfolio

The board members and the association manager consult twice a year about the progress of the activities in the member portfolio.



#### **EuroFM**