

The background features a large, stylized white graphic of a fire alarm system. It includes a central bell with a shield on its face, and several sensors or detectors connected to a horizontal bar at the top. The entire graphic is set against a blue background with red horizontal lines at the top and bottom.

euralarm

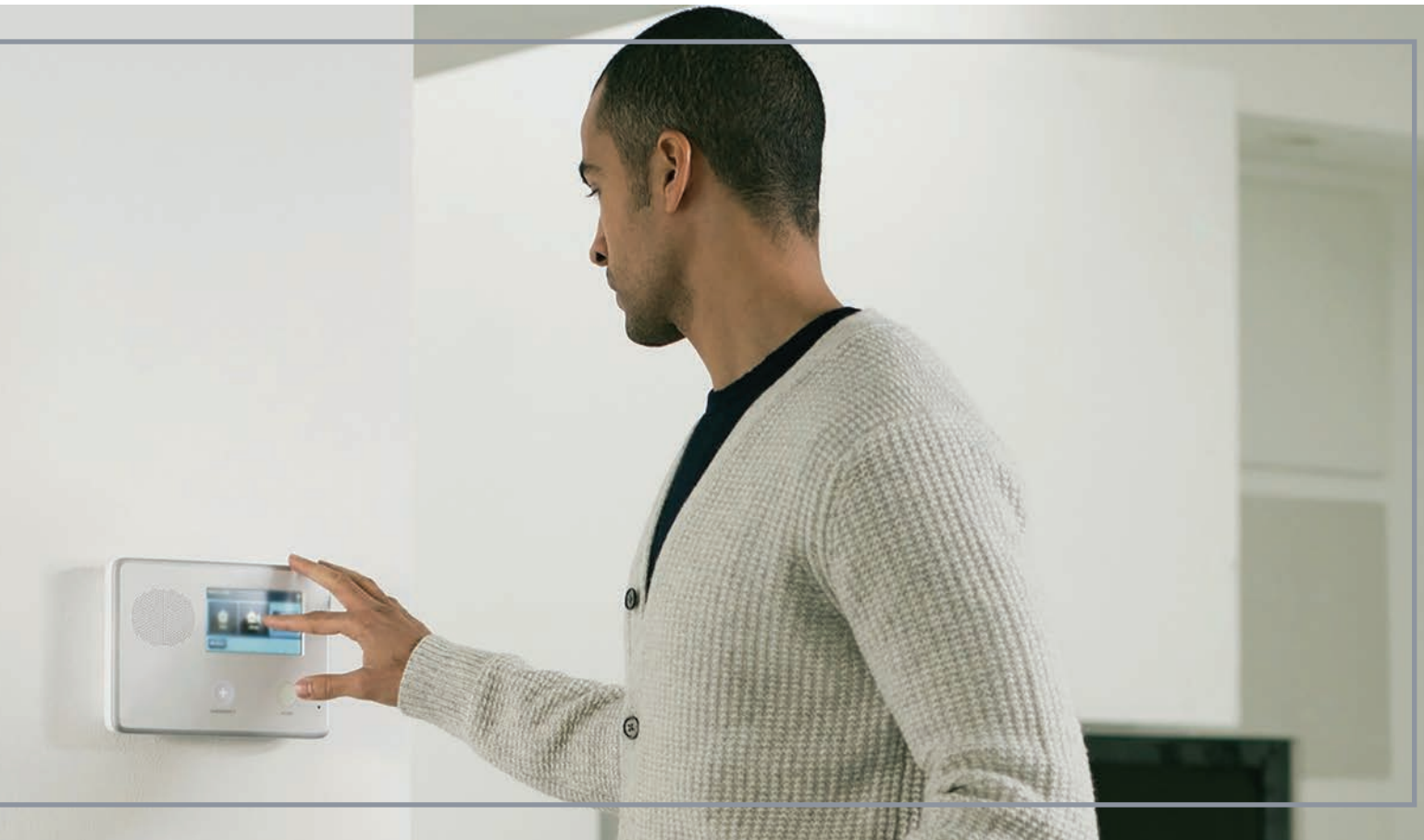
Annual report

2018–2019

OUR MISSION

Euralarm is the trade association of the European fire safety, extinguishing and security industry. It endeavours to protect people, property and the environment and aims at enhancing the continuity of societal life, businesses and institutions by electronic products, systems, alarm receiving centres and related services.

Euralarm members within the geographic area of the Council of Europe include national trade associations, companies and institutes or associations being active in research, education or science.



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Throughout this report you will find short contributions on technologies that have a large impact on economies and societies. The contributions are based on factsheets of the EU on Artificial Intelligence, Cybersecurity, a European Collaborative Economy and the European Data Economy.

PRESIDENT'S LETTER



Martin Harvey

Dear reader,

With a new and highly motivated professional team and new members in the Euralarm Board, everything and everybody seems ready to take on any challenge. The favourable economic situation offers us ample opportunity to keep members closely involved and at the same time to focus on further growth. Growth that goes hand in hand with a greater outreach and better awareness among external partners and other stakeholders. Growth that also requires us to focus on attracting new, qualified personnel whose future will be combined with that of our industries.

The positive economic climate has a 'counterpart' in the Brexit that demands our attention. It is more important than ever, both for Euralarm and other European associations, to keep European partners together. A strong European association as well as its members will benefit from the strength of the European combination. And it is precisely that strong association that is capable of creating wide acknowledgement, not least among European politicians and policy makers. Euralarm will make a strong commitment to keep these and other relevant stakeholders involved in our industry. Communication is the key word here.

In that sense I am proud to announce our new Manifesto. We started with the latest edition of our strategic policy document at the end of 2018. It contains the spearheads of the Euralarm strategy for the next five years. The presentation of this policy document at the General Assembly runs synchronously with the European elections. I am keen to ensure that the Manifesto will act as a roadmap for the representatives involved from the European Parliament. And although the doors of our boardroom are always open to them, I see it as our challenge to regularly meet with Members of the European Parliament and keep them informed on the challenges of our industries.

Sincerely,

Martin Harvey
Euralarm President

'It's my ambition to further improve our communication and attract more people into our industry.'

GENERAL DIRECTOR'S LETTER



Paul van der Zanden

Growth through partnership

It was a year of change for Euralarm, with the new President, Board, General Director and sections leaders in place. And with the integration of the extinguishing section in our overall structure, we are moving forwards in 2019. Based on this strong foundation Euralarm is ready for the future.

New technologies, changes in the macro economic environment, the upcoming EU parliament and the reshaping of the international landscape will give us challenges and opportunities. Euralarm will ensure our voice is heard in Brussels on the political and on the standardisation side.

Euralarm represents a key part of the security, extinguishing and fire safety industry. As we did in 2018 we will continue to play an important role in driving regulations and standardisation to support quality and an open market approach. A strong relationship with the local organisations and policy makers in the countries and Europe are part of this process. We welcome several new members and will continue to work on expansion since security and safety go beyond the borders of today's membership.

Creating next to our existing members and partners new relationships that support the Euralarm vision and operate based on knowledge and expertise, will help us to support our core mission and ensures that we continue to offer best in class professional products, systems and services. These shall be accessible for all European people and businesses as we have a responsibility as an industry to support a safe and secure place to live, travel and work.

Our organisation has a strong European footprint in the security, fire and extinguishing industry, through our members we have the best experts in the industry. It is up to us to guide Europe to the next level.

Paul van der Zanden
Euralarm General Direktor

'Based on a strong foundation and with the focus on growth through partnerships Euralarm is ready for the future.'

LAST YEAR AT A GLANCE

Who we are

Euralarm represents the fire safety, extinguishing and security industry, providing leadership and expertise for industry, market, policy makers and standards bodies. Our members make society safer and more secure through systems and services for fire detection, intrusion detection, access control, video monitoring, alarm transmission and alarm receiving centres.

Founded in 1970, Euralarm represents over 5000 companies within the fire safety and security industry valued at 67 billion Euros. Euralarm members are national associations and individual companies from across Europe.

FURTHER DETAIL

Visit www.euralarm.com

Our Strategy

Euralarm continually looks to expand its membership of the fire safety, security and extinguishing industry both in terms of geographic coverage as well as its representation into adjacent areas, in line with its outlined goals and strategic objectives. We strive for a professional, innovative and transparent market for the members to deliver products, systems and services with a high level of quality, performance and lifetime dependability, for the benefit of society.

Euralarm monitors the major influencing factors and trends in European and global markets, informs its members and promotes action where appropriate. We strive to be the partner of choice for all authorities having jurisdiction, policy makers, relevant private partners, research and educational bodies, as well as other organisations dealing with fire safety and security. As such anyone involved in fire safety, security and extinguishing at the European and international level will think of Euralarm.



Welcoming new Members

One of Euralarm's objectives is to provide an open, transparent and equal platform for Members of all sizes, including by monitoring trends in European and global markets, informing Members and promoting action where appropriate. Additionally, Euralarm uses professional advocacy, when appropriate, to achieve its goals, including building close relations and constructive dialogue with related industries, associations, standardisation, testing and certification bodies, and political authorities (including relevant directorates-general of the European Commission).

Companies that join Euralarm gain expertise into 'political' issues impacting the Industry and its markets and have an opportunity to influence the Industry by having a say directly into Brussels.

This year we can welcome **Eaton Electrical Products** and **Halma plc**.

Eaton Electrical Products

As a global power management company, Eaton enables customers to manage the power needed for buildings, aircraft, trucks, cars, machinery and businesses. Eaton's innovative technologies help customers manage electrical, hydraulic and mechanical power more reliably, efficiently, safely and sustainably. The products of Eaton Electrical Products help detect, notify, evacuate and protect against a range of threats in today's most complex and challenging environments. Among the many products that the company provides are fire alarm devices, fire detection systems, public address and voice alarm systems as well as security systems and intruder alarms which activities cover detection, notification and evacuation in case of fire.

Halma plc

Halma plc is a global group of technology companies with the aim of growing a safer, cleaner, healthier future for everyone, every day. The Fire & Security Division provides products that protect both lives and property. Within the fire detection & alarm sector these products include wired and wireless fire detection (smoke, heat, gas, multi), audible and visual warning devices, beam and flame detectors, single or networked control and indicating systems. In the field of security the company offers wired and wireless security product solutions covering applications from small residential to large commercial premises.



Security

The Security Section has worked hard to deliver on its previous strategy, harnessing its effective collaboration with the European Commission and other key security stakeholders to influence the regulatory and standards framework across Europe. Our reach has extended beyond CEN/CENELEC and ETSI to the International standards arena of the IEC. Going forward we seek to develop these relationships further and explore new partnership opportunities with other industry stakeholder forums that impact on our industry.

New technological developments, notably in telecommunications have been some of the main drivers of our work. Concerning RED & ETSI standards, Euralarm continues informing members of technical and advocacy activities at both national and EU level. Euralarm Task Groups, which bring together specialists on a given topic who are not necessarily Euralarm Members, are essential to the work of the Euralarm network and that is particularly true for the Security Section of Euralarm.

New Task Group Cyber Security

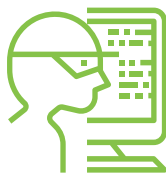
A good example of Euralarm's responsive approach to embracing change is the inception of the newly created Task Group Cyber Security of the Security Section. The security industry supply chain is impacted by the connectivity of products to the world wide web and the section has recognised its role in working with installers and end-users to ensure connected products remain secure in the digital world. With the ongoing European negotiations on setting up an EU

cybersecurity certification framework, European companies will be the first impacted by the final design of the framework. Euralarm has co-signed an open letter to European institutions on the future European Cybersecurity Act supporting industry involvement in the development of certification schemes. Euralarm pleads for a framework that does not make certification schemes mandatory but should allow for self-assessment where appropriate. Finally, the letter calls European legislators to take into account interoperability with existing international agreements, regulations and standards.

Task Group Next Generation Networks

The Task Group Next Generation Networks also made considerable progress. Since standard telephone network services are more and more being replaced by high speed networks with a Voice over IP backbone, telecom operators, regulators and government agencies have developed a plan in each European country to organise this migration. The evolution towards an IP back-

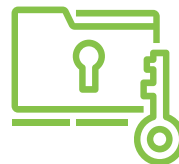
TODAY'S CYBER THREATS



+4,000 ransomware attacks per day in 2016



80% of European companies experienced at least one cybersecurity incident last year



Security incidents across all industries rose by 38% – the biggest increase in the past 12 years



In some Member States 50% of all crimes committed are cybercrimes



+150 countries and +230,000 systems across sectors and countries were affected by Wannacry attack in May 2017 with a substantial impact on essential services connected to the internet, including hospitals and ambulance services.

‘Developing partnerships to deliver innovative professional security and safety products & services.’

bone will change the landscape of alarm signalling. And with the mobile networks equally evolving, manufacturers are reacting to these changes through engagement with the telecoms industry to prepare for the changes. Installers should be considering installing alarm transmission systems that support both broadband and mobile networks or a combination of both. After organising several conferences on this topic, the Security Section’s Task Group Next Generation Networks has also started developing a guidance document focusing on the upcoming changeover to All-IP.

The security Industry represented by Euralarm has continued engaging key stakeholders such as EFSG, Certalarm, CEN-CENELEC, the IEC and the European Commission. We have developed our liaisons with key standardisation groups and the Euralarm Security Section Delegates’ meetings have been honoured with the presence of experts presenting on topics such as the standardisation landscape on video surveillance.

Our **forward-looking strategy** within the section is considering the advent of technology in areas such as Artificial Intelligence (AI), an area that will influence industries like fire, extinguishing, healthcare, transport and mobility, safety, security and energy. Euralarm welcomes the coordinated plan on AI and is prepared to share knowhow and expertise and contribute to the safety and security related issues of the European AI strategy.

BUILDING STRONG CYBERSECURITY IN EUROPE



GREATER CAPABILITIES

Member States have to improve their cybersecurity capabilities



COOPERATION

Increase EU-level cooperation



RISKS PREVENTION

Players in key sectors are obliged to put in place measures to prevent risks and handle cyber incidents



EU CYBERSECURITY AGENCY

Strengthening the European Union Agency for cybersecurity to better assist Member States



EU CERTIFICATION FRAMEWORK

An EU-wide certification framework to ensure that products and services are cyber-secure



COORDINATED RESPONSE

Ensuring fast and coordinated responses to large scale cyber-attacks

Fire

The fire safety industry represented by Euralarm can look back on a successful year that has unmistakably attracted the attention of Europe for the section and its strategic action points. Advancing the European fire safety industry means continuing development of existing issues such as standardisation and certification along with addressing the impact of emerging technologies like digitisation which broadens the scope of fire safety. In a nutshell, our mission to protect people and property from fire can only be fulfilled if we take further business areas into the focus of the Euralarm Fire Section.

With a history in fire safety of nearly 50 years, Euralarm is one of the most respected and well-known associations in this field. The team of experienced and multi-talented women and men from the overall fire safety industry support the Section's common mission to search for better answers and solutions for fire safety; a vital part of keeping lives and assets safe. Allow me to outline some of the highlights of 2018 and provide an outlook of what the team in the Section Fire is working towards.

Tragic events such as the **Grenfell Tower fire** in 2017 made it clear once more how devastating fires can be. As a reminder, 72 lives were lost, 70 people were injured and 223 escaped, but not without the horrific memories including the loss of what was their home. Families have been affected in ways most of us cannot even begin to comprehend. It was this event that led the EU Commission's DG GROW (Internal Market, Industry, Entrepreneurship and SMEs) to initiate the **Fire Information Exchange Platform (FIEP)**, where Euralarm is also participating and contributing. The core message is that a holistic

approach towards fire safety is needed, and we are part of the solution.

False Alarm Study results

The 'False Alarm Study', carried out by the Fire Section's Task Group False Alarms is a 'first' for Euralarm, by publishing the results of its 3-year study on the data collection and analysis from fire alarm systems in various European countries in a book. It is also the first study of its kind that looked at the methodology of the **data collection** and provides an approach towards improving the quality. The Task Group FAS will continue in 2019 and beyond with the objective to grow our knowledge about false alarms and outline measures to continue their reduction.

Challenges with the CPR

The serious challenges that the fire industry has with the Construction Products Regulation (CPR) have been on the Section agenda on several occasions in 2018. Euralarm is constantly working together with other CPR stakeholders, CEN-CENELEC, the Technical Committee Chairman and Convenors as well as

ARTIFICIAL INTELLIGENCE FOR EUROPE

Artificial intelligence (AI) can significantly improve people's lives and bring major benefits to our society and economy. AI can be used to make more accurate and faster medical diagnoses, carry out dangerous and repetitive tasks and free up valuable time. It can also help in the fight against cybercrime and minimise the use of electricity.

The Commission is facilitating and enhancing cooperation on AI across the European Union to boost the EU's competitiveness and ensure trust based on EU values. The coordinated plan wants to ensure complementarity and synergies between national and EU level actions. The European Commission has also invested significant amounts to

help Europe be competitive. More investment is coming now until the end of 2020 in research and innovation and via combined public and private investments. To establish a solid base for AI in the future, more investment is needed after 2020.



MANUFACTURING

Artificial intelligence can predict maintenance and breakdowns in smart factories to improve work experience.

‘Let us work together to define this bold new future.’

the European Commission on overcoming the existing obstacles. Euralarm is at the forefront of a movement advocating for an ever-more integrated European market.

In 2018 EUSAS and Euralarm organised their second joint conference, hosted by Airbus. This year’s topic was aviation fire safety and security. The conference underlined once again the importance of cutting-edge technologies and research for an industry that is endeavoured to protect lives. One of the statements out of the conference was that often standards are lagging behind the technology development, and there is a strong need to improve here. Euralarm has made considerable headway on this topic since the publication of its Paper **“Market Driven Standardisation”**.

Program Fire Section 2019-2024

With a view to its 2019-2024 program, the Fire Section has outlined its focus topics in a concise and effective agenda:

- Impact of emerging technologies (Digitisation)
- Standardisation & Regulation
- Testing, Certification & Quality Marks
- Broadening the scope of Fire safety
- Strengthening our network

These are the topics that will shift Fire Safety into Life Safety and beyond. In highly modern infrastructure, the borders between the various threats on life and assets will no longer being drawn on where one technology begins and the other ends. Interoperability and collaboration are the defining factors of the doors that digitisation is opening. And let us not forget the new and exciting challenges and opportunities for young technicians and engineers.



DATA & E HEALTH

Artificial intelligence can recognise a cardiac arrest during emergency calls faster and more frequently than the medical dispatcher.



TRANSPORT

Artificial intelligence can minimise wheel friction of a suspended train against the track while maximising the speed and impact and enables autonomous driving.



AGRICULTURE

Artificial intelligence can improve the process and minimise the use of fertilisers, pesticides and irrigation and provide better productivity, food and reduce environmental impact.



PUBLIC ADMINISTRATION AND SERVICES

Artificial intelligence can provide early warnings and prevent natural disasters; or simulate contagion in pandemic events to save human lives.

Services

Building on the European service standard for fire safety and security systems, EN 16763, Euralarm's Services Section successfully saw the work item they had drafted moved ahead into a Joint Working Group (CEN/CLC/JTC 4/WG 1) established under CENELEC lead with DKE (Germany) as secretariat.

"This is a major success for Euralarm as it allows our industry to remain at the forefront of the development of standards for services. This new development serves the purpose of ensuring that all service providers answer to the same requirements and deliver quality customer experiences," explained Martin Harvey, Euralarm's President. This WG is tasked to develop and maintain a standard for minimum requirements for secure remote services to fire safety systems, security systems and social alarms. The importance of this is seen with the growing necessity to be able to perform services remotely. The section wants to ensure that this Remote Services standard is developed swiftly, which is why it has urged its members to provide experts in their country mirror committees, and why it nominated Marc Chenevoy to be the Euralarm liaison to the WG.

Having worked on defining the **European service standard EN 16763**, we remain determined to see it utilised. What has become apparent is that whilst some countries have taken this standard as a base for their certification schemes and others have integrated it into their actual schemes; some have clearly rejected it as they deem it does not meet its actual standards. Due to this, the Services Section is prepared to work on its revision, to make it meaningful and practical for the market(s). The necessity to have transparency around the

numerous education models and curricula as well as the certification criteria and methods across Europe has accordingly pushed the section to set-up a project. With this groundwork the aspiration will be to prepare model curricula to support improving the skill levels at a national level and create a base for cross border qualification and certification.

Digitalisation

With digitalisation we see the growing importance of service development, so the Services Section members agreed to seek and share new and innovative areas related to our trades. We see our section meetings as a platform to examine and debate the effect of such developments. Our goal is to provide intelligence, for its members and to the other sections, that they simply cannot find anywhere else.

'The section wants to ensure that this Remote Services standard is developed swiftly.'



A COLLABORATIVE EUROPEAN ECONOMY

The collaborative economy is a **new way to offer and use products and services through online platforms**. It covers many sectors and provides new opportunities for everybody. And it is wider than a few well-known companies: many imaginative people in Europe are developing new business models.

The collaborative economy is **growing rapidly**; more than half of all EU citizens know about the collaborative economy, with one person in six already a user. Almost one third of people who have been on collaborative platforms have already provided a service at least once. That's more than 5% of the EU population already providing products and services through such platforms. The collaborative economy is sowing the seeds of growth. But the collaborative economy should not be a "parallel economy": rules are needed, for example to make sure that taxes are paid, consumer protection is upheld and employment conditions are fair.

Extinguishing

In its first full reporting year the Extinguishing Section has achieved a number of important milestones.

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The Extinguishing Section focuses on stimulating awareness of **integrated extinguishing products and systems** and their benefits. This is supported by establishing appropriate liaisons with other relevant stakeholders in the extinguishing field. The section works on initiatives to enhance safety of life and property by the correct use of combined fire safety applications and advocates quality and reliability using state of the art technology. Both the section and its members are trusted industry sources of knowledge and information to stakeholders or other interested parties.

With the Extinguishing Section onboard the representation of Euralarm is strategically sound and will allow for a comprehensive representation of the interests of our Members towards the European Commission, EU Parliament, the CEN-CENELEC Management Centre, and other associations and stakeholders. Since its kick-off the section has agreed on **establishing liaisons** with organisations and committees, like EFSN (sprinkler installations), CEN/TC 191, CEN/TC 70,

The **European Commission** provides **clarity on applicable EU rules** to help citizens, businesses and EU countries fully benefit from new business models. Given the rapid evolution of the collaborative economy, the European Commission will continue to monitor the economic development and the evolving regulatory environment and encourage the exchange of good practices among EU countries.

ISO/TC 21 SC 2, SC 5, SC 6 and SC 8. Via these organisations the section will continuously build on a sound network for advocating for awareness of integrated extinguishing products and systems and their benefits.

Next to establishing liaisons with relevant stakeholders, the Section has also invested in an even broader representation by **discussion with possible new members** from various European countries. Also members of other sections were asked to consider a membership of the Extinguishing Section.

Fire extinguishing equipment plays a very important role in societal fire safety, and they are well regulated in technical standards. An example is in the case of the maintenance of transportable containers, where not only the requirements for periodic inspections are often misinterpreted, but also the importance of carrying out hydrostatic test processes correctly, including the drying of containers after testing and prior to filled is not always understood. The Section is currently working on a document that aims to address these issues.

In terms of standardisation, publications such as EN 16893 concerning the conservation of cultural heritage buildings have been developed and the Extinguishing Section will contribute alongside other Euralarm Sections via CEN/TC 191 to ensure that extinguishing systems are adequately and accurately represented.

Together with FIA the Section Extinguishing has also responded to a call for information to elaborate a restriction proposal on "short chain poly- and perfluoro alkyl substances (PFASs)" and prepared a response to the European Chemical Agency (ECHA) concerning the use of PFHxA (Undecafluorohexanoic acid), which stated that telomer based firefighting foams were not linked to this chemical, however even being associated with a restriction of the use, could impact its use in firefighting foams and limit the effective options for fighting class B fires.

'The Extinguishing section's network continues to grow both in terms of members and in number of liaisons with relevant stakeholders.'

Horizontal compliance

In 2018 Euralarm's Technical Committee on Compliance covered many aspects in the field of legislation and standardisation from the European Commission, while preparing for the transition to the digital world with new fields of development and changes coming with the latest technologies and the ever growing societal security needs.

Through online meetings mostly the committee supported the revision of the Compliance Fact Files under a new format and with up-to-date information in order to keep in close contact with all four Euralarm Sections on horizontal subjects. The relevant EU Directives and Regulations listed on the Euralarm website, accessible via Euralarm' membership, are regularly updated in cooperating with Orgalime, an organization representing the interests of mechanical, metal, electrical and electronic industries in Brussels.

The new Extinguishing section will certainly bring its own set of specific requirements mostly needed to support compliance for extinguishing materials with restrictions on fluorinated compounds to provide a better and safer environment.

The committee has a talented core membership driving the work forward and drawing support from experts within Euralarm members and active coordination is effective by the Euralarm Technical Manager.

We are following changes and evolutions in over 50 European pieces of legislation having impact on the safety and security industry. Regular Compliance Newsletters, directed to the members, are published throughout the year reflecting changes in the horizontal legislation, Directives and Regulations. It covers a wide

arena from general industry matters to ever pressing environmental aspects and digital agenda including Data Protection, Cybersecurity and Artificial Intelligence.

In the year to come, Euralarm will continue to improve the availability of the compliance information. Based on the recent survey among members, more functionality will be included in the website providing an open forum of discussions among members with more direct links to legislation as well a space for Questions and Answers.

Going forward the proposed revision of the Construction Products Regulation and the activities of the Joint Initiative on Standardisation aim to improve the European Standardisation process and the establishment of HAS consultants are closely monitored by TC-Compliance.

'We are following changes and evolutions in over 50 European Directives, regulations and legislations having impact on the safety and security industry.'

[REACH OUT](mailto:rthilthorpe@fia.uk.com) to Robert Thilthorpe to see how you can be a part of the committee: rthilthorpe@fia.uk.com.

BUILDING A EUROPEAN DATA ECONOMY

Data is a new type of economic asset, which is rapidly becoming vital in the global economy. Most economic activity will depend on data within a few years. This provides great opportunities for a wide range of sectors such as health, food security, resource efficiency, energy management, intelligent transport, smart cities, smart agriculture, civil protection.



FREE FLOW
OF DATA



DATA ACCESS AND
TRANSFER



LEGAL RESPONSIBILITY
FOR DATA BASED
PRODUCTS



DATA PORTABILITY,
INTEROPERABILITY
AND STANDARDS

Advocacy

Working on a new strategic plan aligned with EU elections

With a new chairman, a number of new initiatives, the start of a new Manifesto and preparations for the start of a new EU Event TC Advocacy had a challenging year in 2018-2019.

Four years ago Euralarm presented its first Manifesto; a to-do list in terms of advocacy and the topics it would address in its communications with key stakeholders. With the scope of the first Manifesto ending this year and with EU elections ahead the Euralarm Advocacy Committee started working on a new Manifesto. This new strategic plan for 2019-2024 will be defining the areas where we will continue to advocate the interests of the fire and security industry such as standardisation, certification, research, cybersecurity, education and qualification. The first presentation is planned during Euralarm's annual symposium in May to be held in Madrid. It will be part of the Communications launch plan bringing the Manifesto to the attention of all Euralarm members and key stakeholders.

Standardisation is not only a topic that is included in the strategic plan for the upcoming years; it is an issue that is part of the daily Advocacy business. As an example fire detection and alarm system components have to comply with both the CPR and the EMC Directive – among other EU Directives and regulations. The inconsistency and the absence of synchronisation of the underpinning standards (EN 50130-4 and EN 54 respectively) leads to double testing EMC of fire safety products in order to comply with the EMC Directive and the CPR. To resolve this issue Euralarm organised several meetings with the CEN-

CENELEC Management Center (CCMC) where this issue as well as other developments were discussed such as the “internationalization” of standards produced by the EU to promote export of EN compliant products outside of Europe.

It is essential for the success of Euralarm to interact with external stakeholders. The Advocacy Committee has the mandate to establish and maintain communication with these stakeholders. Euralarm continues to be a trusted advisor and distinguished partner providing constructive input for the broad spectrum of challenges in fire safety and security for our society. That is why Advocacy Committee is involved in a variety of projects – its own, but also some defined by the Sections or the Board. It is a challenge for any association to coordinate and maintain the work load between available resources. With limited human resources the Advocacy Committee needs to be creative and partner with other associations and stakeholder groups advocate the interests of the fire and security industry. It also opens doors for younger people to get involved in learning and experiencing how to define, execute and guide long-term objectives. Euralarm, your association, needs your help in finding volunteers to assist in the work to be done; for yourself as a member, for the industry and of course for a safer and more secure Europe!

‘The Advocacy Committee is an excellent place for younger people to get involved in advocating our long-term objectives.’



Marketing

Euralarm's voice multiplies on multi-communications platforms

In a world that is becoming more and more digitised the Technical Committee Marketing deals with a relentless stream of digital messages and communications. Combined with print media and a strong focus on the (trade) press the Committee is strengthening the voice of Euralarm.

The combination of activities ensures a flawless communications towards our key audiences: members, potential members and European stakeholders which we need to engage as part of the advocacy services we offer our Members.

Digital developments

In a review of the past year the General Data Protection Regulation (GDPR) should be mentioned as well as the way the multitude of data communication channels used today are managed. The Technical Committee Marketing together with the Marketing Communications Manager and sub-contracted communication specialists paved the path for a seamless introduction of the GDPR within the Euralarm web environment. An environment that is visited more frequently every year.

That makes an continuous refining and finetuning of the website and other digital forms of communication even more important. In line with this, the TC-Marketing started the work on the development of a renewed web structure and website. The implementation of the new structure has been carried out. Most visible for the visitor of the Euralarm website is the new landing page. The design has been adapted to the latest standards making the Euralarm website an even more welcoming environment for those who are interested in the latest developments of our industry. New on the website is also the availability of compliance documents, announcements and messaging services. We're now able to offer a glossary, a FAQ and a chat-tool to the members.

In line with these digital developments the TC-Marketing started with a new strategy for the social media of Euralarm. With the strategy in place we can now start actively promoting Euralarm via these communication channels as well. It will lead to a multi-communications platform where written multi-language content can be easily used and reused on several platforms; from website via social media to print.

Strengthening Euralarm's Voice

To strengthen Euralarm's voice TC-Marketing is actively involved in contacts with the (trade) press. Via the editorial columns of magazines, journals and papers we successfully try to improve the way our message is heard. Yearly, TC-Marketing reaches out to some 30 million professionals as readers of magazines, both online and offline, newsletters, etc. The press activities cover all the countries that are represented within Euralarm. Although many magazines, websites and newsletter are published in English, we actively focused on French and German publications over the past period. In this way the Committee tries to ensure that our message is heard by as many stakeholders as possible.

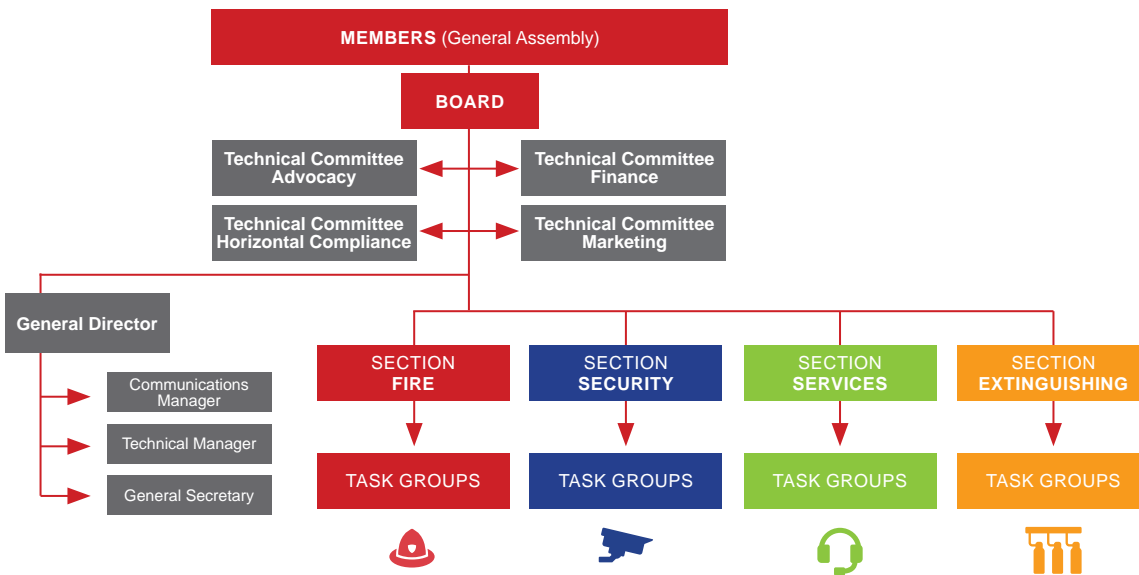
Handover of Chairmanship

Prior to the General Assembly 2019, TC-Marketing Chairman Michael Scharnowsky decided to step down as Chairman. He thanks his colleagues within the TC-Marketing for what they have been able to achieve together and wishes his successor all the best.

Governance

The Euralarm Board consists of: the President of Euralarm, the Chairmen and Vice-Chairmen of the Euralarm Sections, as well as the Chairmen of the Technical Committees. The Association is composed of four Sections: the Fire, Extinguishing, Security and Services Section. Euralarm’s Technical Committees cover Marketing internal and external, Advocacy, Legal, Finance and Remuneration and Horizontal compliance.

‘The work of the professional team allows volunteers to focus on their daily business while dealing with their assignments within the organisation.’



GDPR

The EU General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/46/EC and was designed to harmonise data privacy laws across Europe, to protect and empower all EU citizens data privacy and to reshape the way organisations across the region approach data privacy.

As a user and holder of membership data Euralarm has fulfilled its security obligations arising from European Data Protection legislation. In general terms, this means that it has to have appropriate organisational and technical security measures in place to protect this data. Therefore, it has requested all those who have access to the data to observe the relevant laws. Members of Euralarm, of the Management Team and other persons who provide or have access to such data have to be made aware of and observe the Data Protection Terms & Conditions.

Euralarm Board



From left to right: **Robert Thilthorpe**, Chairman Technical Committee Horizontal Compliance, **Paul van der Zanden**, Euralarm General Manager, **Martin Harvey**, Euralarm President, **Jon Könz**, Vice President Services Section, **Dominique Taudin**, Chairman Technical Committee Advocacy, **Lance Ruetimann**, Vice President Fire Section, **Derek Harrington**, Chairman Technical Committee Finance, **Milan Ceeh**, Vice Chairman Security Section, **Alan Elder**, Vice Chairman Extinguishing Section, **Michael Scharnowsky**, Chairman Technical Committee Marketing, **Julie Hanson**, Euralarm General Secretary.

Not on photo: **Torbjorn Laursen**, Vice President Extinguishing Section, **David Wilkinson**, Vice President Security Section, **Philippe Lecuyer**, Vice Chairman Services Section.

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