

EC Project: Eurocodes Promotion Strategy

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Keith Moyes
Head of Commercial Liaison, BSI



Purpose and scope

- **Contractors:** European Commission and BSI
- **Purpose:** To develop a strategic framework for promoting the adoption and use of Eurocodes in 6 target regions
- **Period:** November 2009 – March 2011
- **Two phases:**
- **Phase 1:** Development of strategy and Action plans for the 6 regions ✓
- **Phase 2:** Pilot implementation to validate the strategy



6 Target Regions

1. Eastern Mediterranean

Gulf States
Jordan
Syria

2. Eastern Europe

Russia
Ukraine

3. South Africa

4. India

5. Western Mediterranean

Morocco
Algeria
Tunisia
Egypt

6. South East Asia

Vietnam
Thailand
Malaysia



Research

- **Analyse past promotions:**
 - Content type
 - Targeted or general
 - Feedback
- **Prepare country marketing reports using standard market analysis techniques:**
 - PESTLE: Political, economic, social, technical, legal, environmental
 - AIDA: Awareness, Interest, Decision, Action
 - Diffusion of innovation: Top down or bottom up
 - SWOT: Strengths, Weaknesses, Opportunities, Threats
- **Data sources:**
 - Meetings
 - Telephone and email contact
 - Questionnaires
 - Published data

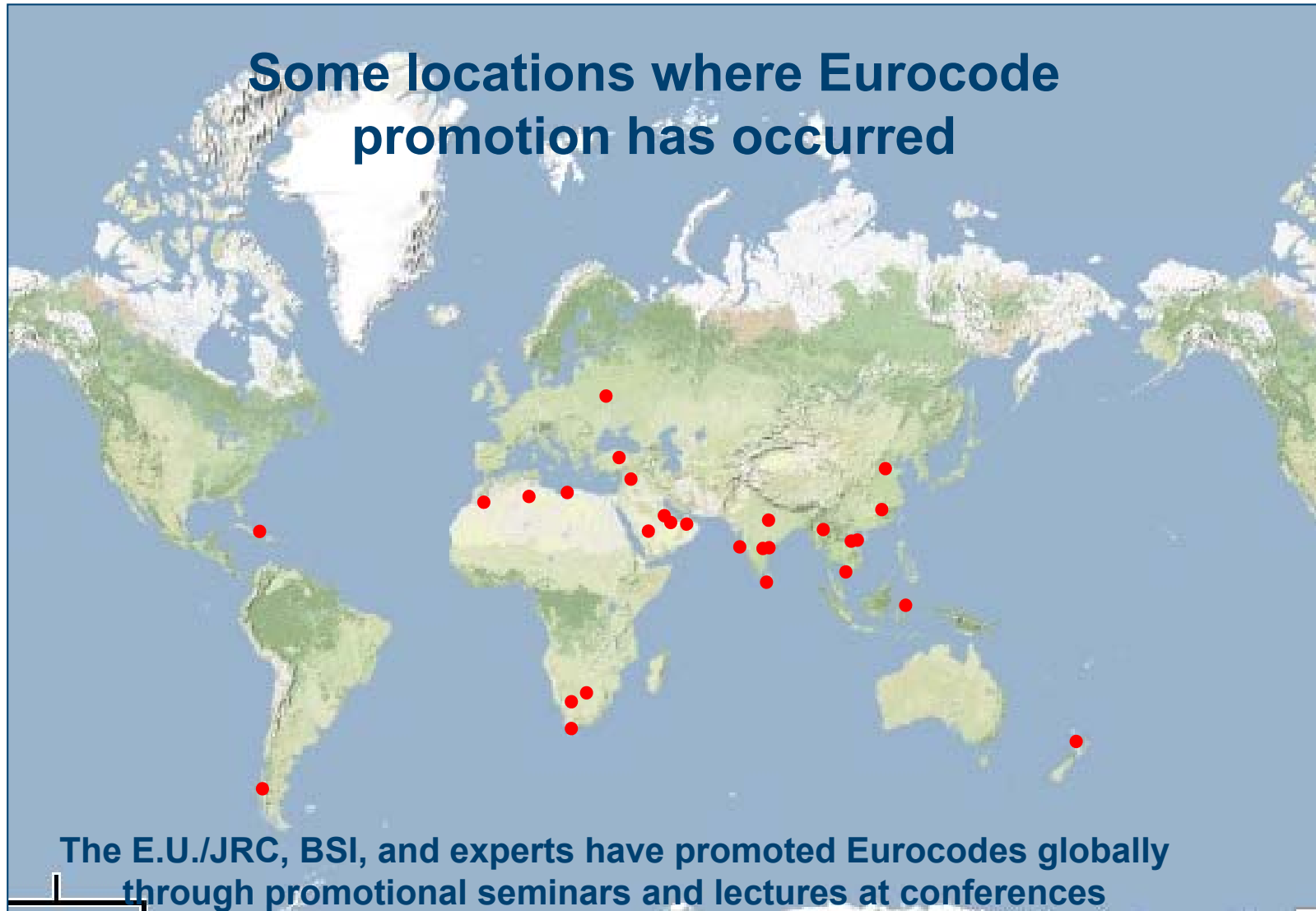


Analysis Key objectives

- Overall objective is the wider use of Eurocodes in target market
 - By local practitioners
 - By EU companies active in the target markets
- Preferred outcome
 - Formal adoption of Eurocodes
 - Preferential status in local regulation
- Secondary outcome:
 - Acceptance of Eurocodes in local regulation
 - Growing market preference for design to Eurocodes
- Promotion should focus on achieving the more probable outcome in each market



Some locations where Eurocode promotion has occurred



The E.U./JRC, BSI, and experts have promoted Eurocodes globally through promotional seminars and lectures at conferences



Analysis of past promotions

- Many reactive promotions (market pull)
- Fewer active promotions (market push)
- Some findings
 - Activity ad hoc and uncoordinated
 - Feedback positive but often undocumented
 - Events sometimes lacked clear objective and thematic focus
 - Lack of follow-up
 - Awareness of Eurocodes is now quite high in most target countries
 - Focus needs to switch to Interest, Decision and Action
 - Technical assistance rather than just promotion



Market analysis: PESTLE

Issues addressed:

- **Political** type and orientation
- **Economic**
 - Importance of the EU market to target country
 - Size of construction sector and current opportunities
- **Social:** Language and education
- **Technical:** Current design practice
- **Legal:** Regulatory system
- **Environmental:** Issues and concerns



Market analysis: AIDA findings

Countries	AIDA	Countries	AIDA
Algeria	Desire	Malaysia	Action
Egypt	Interest	Thailand	Desire
Morocco	Desire to Action	Vietnam	Action
Tunisia	Desire to Action	India	Interest
Russia	Interest to Desire	South Africa	Action
Ukraine	Action	Gulf region	Interest



Market analysis: Prioritization 1

The target countries were prioritized using the following criteria:

1. Importance of the market to European industry
 - E.g. industry size and opportunities for EU design industry
2. The probability of achieving a measurable outcome
 - E.g. commitment to formal adoption of Eurocodes
3. Importance of the EU to the target market
4. Urgency of taking action
 - e.g. threat of other codes given mandatory status
5. Ease of getting a positive result
 - Each was ranked high, medium or low
 - **Priority was given to the first criterion**



Market analysis: Prioritization 2

	High	Medium	Low
Importance of market to European Industry	Gulf states, Russia India	North Africa Ukraine	South Africa South East Asia
Measurable outcome (adoption)	Ukraine, South Africa Morocco, Tunisia, Algeria Malaysia, Vietnam	Egypt, Thailand Syria? India? Russia?	Gulf states Jordan
Importance of Europe to local Industry	Ukraine North Africa	Russia, India, Egypt, Jordan, Syria	South Africa South East Asia Gulf states,
Urgency of taking action	Gulf region Egypt	India, Russia, Thailand Vietnam	Ukraine, South Africa, Morocco, Tunisia, Algeria
Ease of getting a positive result	Ukraine, South Africa, North Africa Malaysia, Vietnam	Russia, Thailand, Egypt, Jordan?, Syria?	India Gulf States



High Priority markets

- Russia
 - Primary objective: Adaptation of Eurocodes into Russian codes
 - Secondary objective wider use of Eurocodes within a permissive regulatory regime
- India
 - Primary objective: Wider use of Eurocodes within a permissive regulatory regime
 - Secondary objective: Incorporation of Eurocodes principles into Indian codes
- Gulf Region
 - Primary objective: Wider use of Eurocodes within a permissive regulatory regime



Phase 1: Promotional toolbox

- Certain promotional tools need some improvement
- Internet presence:
 - Wikipedia entry
- Coordination:
 - European coordination point
 - Regional coordination points for key markets
- Themed event design:
 - Events and promotions where increased use is the objective
 - Events and promotions where formal adoption is the objective
- Technical assistance
 - Training
 - Drafting National annexes



How can you help?

- What do you feel the priorities should be?
- What issues do you think need to be addressed?
- What would you advise us to do next?



Thank you for your attention.

Name of Speaker: Keith Moyes

Title: Head of Commercial Liaison

Organization:BSI

Email: Keith.moyes@bsigroup.com

Links: www.bsigroup.com

