

Notes from the Society for the Environment (SocEnv) Licensed Members¹ Marketing Forum

November 2019

Forum Aims:

A forum for open discussion and ideas between a collective team looking to enhance the positioning and awareness of the Chartered Environmentalist ([CEnv](#)) and Registered Environmental Technician ([REnvTech](#)) registrations and to share good practice.

- A smaller, facilitated marketing forum had been held previously in 2016 which had led to several developments including the creation of CEnv profiles; increased communications between SocEnv and Licensed Members; production of marketing plan guidance for Licensed Members and a refined version of 'Registration at a Glance'. It was felt that another forum was now due given staff turnover at both SocEnv and our Licensed Members and the continued need to expand the reach of environmental professional registration.

ACTION SUMMARY

This is not a comprehensive list – please refer to further sections for more detail and opportunities.

Key SocEnv Actions:

- **Bespoke / Alternative Route:** Communicate further details to Licensed Members.
- **Appeal:** Continue to make registration more attractive, e.g. profiles, videos etc. SocEnv to produce short, attractive videos in 2020 to highlight CEnvs.
- **Language Barrier:** Research the need for translation of the competences and investigate assessment requirements for submission language.
- **Internal Priority / Awareness:** To encourage CEnvs to join Licensed Member Boards / committees to increase positioning of registrations within the Licensed Member.
To visit / communicate with Licensed Members to ensure staff are up to date and aware of licence requirements and processes. Licensed Members to notify SocEnv when this is needed.
- **Increase External Awareness:** To share CEnv overview slides for presentations at universities and beyond.

¹ Previously Licensed Body. Revised to 'Licensed Member' in our recent governance review.

Key Points / Potential Actions for Licensed Members:

- **Appeal:** Conduct member research to identify benefits of CEnv registration. Example highlighted was increased average annual wage.

Identify well known CEnvs to highlight in profiles and via promotional mediums.

Stress the network of environmental professional from across sectors. Hold CEnv forums for your CEnv members or encourage them to work as a collective across sectors – e.g. the Soils and Stones CEnv Task Group.

- **Time / Effort:** Identify ways to reduce this barrier for aspiring registrants – A Bespoke Route, mentoring or support workshops for example.
- **Achievability:** Provide guidance and case studies, as well as utilise / adapt wording that appeals to your membership (e.g. remove the word ‘interview’).

Is the upcoming “REnv” at the appropriate level for a segment of your membership?

- **Internal Priority / Awareness:** Inform SocEnv if / when we can assist to provide guidance to new staff or to refresh knowledge.
- **External Awareness:** Include CEnv specific slides in your presentations to universities, employers etc. See attached.

Become a leader in environmental apprenticeships and gain members at the same time.

SOCIETY FOR THE ENVIRONMENT

SocEnv: An Overview

- SocEnv is an umbrella body incorporated by Royal Charter to licence Professional Bodies (currently 24) as “[Licensed Members](#)” to award the CEnv and REnvTech registration to their members, with nearly 7,500 registrants globally. [IOSH](#) (The Institution of Occupational Safety and Health) is currently a Member Body of the Society and will gain its registration license in 2020.
- In addition to professional registration, at the heart of our activity lies good practice sharing – expanding the reach of our registrant’s expertise and knowledge – and our policy and influencing work via the [EPF](#) (see below), ensuring the views of our registrants and the environmental profession as a whole are heard by Government and key decision-makers.

SocEnv Activities Include (but are not limited to):

- [Podcasts](#) – Free monthly series ‘Interviews with Environmental Professionals’ sees a different CEnv or REnvTech each month discuss their background, career and achievements; why they became a CEnv/REnvTech and the benefits felt.
- Social media:
 - [Twitter](#): @SocEnv_HQ;
 - [LinkedIn](#): Society for the Environment
 - Plus a [dedicated group for registrants](#): ‘Chartered Environmentalists (CEnv) & Registered Environmental Technicians (REnvTech)’.
- [World Environment Day Awards and Lectures](#) held each year on the 4th June.
- Annual [World Environment Day awareness campaign](#). Previously “#PledgeLessPlastic” and “#BeatAirPollution”.
- [E-newsletters](#) sent bimonthly to our mailing list (approx. 1,500).
- Soils and Stones Task Group: First special interest group made up of registrants recently created.
- Written, online [CEnv profiles](#); video profiles coming in early 2020.
- [Webinars](#)
 - With CEnv/REnvTech expert speakers on umbrella topics from across sectors
 - “How to” and “Why Become” CEnv and REnvTech webinars.
- [Knowledge Hub](#) in development. To be a central hub of good practice from across sectors.
- Policy and influencing – including as Secretariat of the [Environmental Policy Forum](#) (EPF) – a forum made up of 12 organisations – working to influence key decision-makers.
- Employer engagement – including our [CEnv and REnvTech Employer Champion](#) programmes. Currently building links between Licensed Members and Employer Champions.

- [Pledge to Net Zero](#) – The first industry commitment in the UK requiring science-based targets from its signatories to tackle greenhouse gas emissions within their organisations, co-founded by SocEnv and instigated via employer engagement efforts.
- [Apprenticeships](#) - SocEnv will be providing the External Quality Assurance (EQA) service for environmental apprenticeships – in the first instance, the Environmental Practitioner Degree Apprenticeship.
- Registrant directory (currently not live).

DISCUSSIONS FROM A REGISTRANT'S PERSPECTIVE

What does a CEnv look like?:

- **Diversity:** Significant diversity in the job roles carried out by CEnvs:
 - They not only hold core environmental positions – they are also very frequently environmental specialists in engineering, planning, management and policy to name a selection
 - CEnvs are most numerous in consultancy roles
 - Employer with highest number of CEnvs is the Environment Agency.
- **Professionals:** CEnvs are professionals – not just “tree huggers”.
- **Youth:** Registrants are generally 40+, though it was reported that there was aspiration among young professionals to gain CEnv registration at a relatively young age. Recent events had highlighted environmental interest from young people.
- **Memberships:** Differences in requirements across Licensed Members were identified. Some require members to hold their inhouse Chartership before applying for CEnv – many others don't. Licensed Members have the authority to stipulate this according to their frameworks.
- **Research:** Delegates expressed interest in conducting internal research to identify who a CEnv is within their sector, resulting in tailored messaging and segmented marketing.

Barriers to registration for current / aspiring registrants:

- **Perception:** For some their role may cover the environment and sustainability in some form, but they don't identify as an 'environmentalist'.
- **Achievability:** Chartership can be daunting – lack of confidence in their own abilities; a feeling that chartership is 'for other people'.
- **Cost:** Some employers pay for Professional Body membership but not registration fees (e.g. CEnv). This can be a barrier if the individual must meet the cost of multiple charterships, where they then assess value vs. cost. Aspiring international registrants may also struggle to meet the costs without support from employers / Professional Bodies due to lower wages.

- **Language:** Wording of application forms – notably within the competences – can be off-putting. This challenge can be amplified for aspiring international registrants.
- **Positioning:** Are the registrations valued by employers across sectors? The need for CEnv/REnvTech to become an industry norm, e.g. a requirement within job descriptions.
- **Effort/time:** The time it takes to complete the application process with time pressures elsewhere.
- **Inflexibility:** Having a fixed application process doesn't help diversity in relation to disability.
- **Interview:** The term 'interview' is off-putting for some. Can this be altered?

Overcoming Barriers to registration for current/aspiring registrants

- **Overcoming perception/positioning barrier:** Making registration personable and relevant helps people who don't see themselves as 'environmentalists' identify with their aims and work. The [CEnv profiles](#) were praised by Licensed Members in helping address this barrier (please link to relevant profiles) and video profiles coming in 2020 will help further. Provide inspiration from current CEnv members in your membership – any big names to highlight?
- **Overcoming 'effort/time' barrier:** IES provided the example that they offer the 'CEnv in a Day' workshop. This provides aspiring CEnvs with support before the workshop, with the day itself focused on support with application editing before submitting the application and completing the CEnv interview.

Some Licensed Members (e.g. IED) have an application process allowing members to apply for CEnv alongside other Charterships and have one extended interview covering the competences in both registrations instead of two separate interviews.

"A Bespoke Route". An opportunity for Licensed Members to apply for an amendment to the standard CEnv and/or REnvTech application route for their members. This is an alternative process used to demonstrate the CEnv competency standard and therefore does not reduce the registration standards. This can provide benefits to your members such as removing some duplication when they have already successfully applied for other registrations. IEMA successfully completed a bespoke route pilot and other Licensed Members have submitted their own versions – you can apply for one now. For more information see the *CEnv Practice Direction* and/or contact Geoff Atkins on geoff.atkins@socenv.org.uk.

- **Overcoming cost barrier:** IOM3 have removed their application fees to encourage membership / registration.

IES provide reduced fees for those with a lower annual income (including international registrants) who struggle to meet costs. They are now looking to implement a more sophisticated process to ensure more tailored support is offered.

CIWEM offer a hardship discounts for career breaks, for maternity and paternity reasons or unemployment. Plus, a low income (reduced) rate for international members in lower income countries.

ICE offer a reduced rate for those seeking other qualifications from international backgrounds or those earning below a certain threshold. Could this be a model for CEnv?

- **Overcoming language barrier:** Could the competences be translated to help aspiring international registrants apply (application still submitted in English)? SocEnv to investigate assessment requirements and the overall need / interest.

Could we change the rules and allow people to apply in another language? – further research needed.

Encourage mentors who have completed the process with the same language barrier to provide support.

- **Overcoming diversity barrier:** Important to be flexible and adapt accordingly to ensure diversity, e.g. the application forms for those with dyslexia; IOM3 found that 'interview' can have stressful connotations and you can change wording accordingly.
- **Achievability:** The findings of the 2019 Licensed Member Body survey suggested that offering mentoring support to aspiring registrants usually translated into more CEnvs (although other factors do need to be considered) – based on the total number of CEnvs registered with Licensed Members who offer mentoring.

Simplify the description of the registration process by providing a step by step guide – SocEnv to look into this.

Provide case studies and examples of those who have been through the process. What experience do they have? What roles have they done? Highlight that applicants don't need a master's degree.

DISCUSSIONS FROM A LICENSED MEMBER'S PERSPECTIVE

Current Licensed Member Body marketing activities include...

- Emails and word of mouth - Reported to be most effective activities for driving registration
- Promotion of SocEnv [profiles](#); [webinars](#); [podcasts](#). [SocEnv website](#) a useful resource.
- Promotion in Licensed Member journals
- Detailed, attractive registration pages on website
- Blogs from CEnv members (share with SocEnv to share further!)
- Wider public promotion outside of membership base as a benefit of membership
- Short videos, e.g. CEnv video on [IES CEnv webpage](#).

Barriers for Licensed Members in promoting registration

- **Priority:** Competing with other items / news for promotional space – this is especially challenging in large organisations – lots to cover! Need to have high-level support for registration within Professional Bodies, e.g. at Board level.
- **Appeal:** Making the registration attractive and ensuring it stands out amongst other benefits/ charterships.
- **Internal Awareness:** A weakness of the registration across the board is the staff awareness of CEnv and/or REnvTech within Licensed Members. Staff turnover meaning awareness of registration isn't always consistent; there is sometimes a lack of clarity over eligibility criteria.
- **External Awareness:** Awareness in comparison to CEng for example is low, which will result in less applications simply due to individuals not knowing it is available.
- **Content:** Ensuring promotional content is kept fresh and interesting (“sexy”).
- **Targeting:** Identifying the right people to target within their membership and externally.
- **Managing multiple charterships:** Finding people to review / assess multiple charterships.

Some employers will only pay for one membership / Chartership. CEnv/ REnvTech can be seen as an ‘add-on’. For example, Licensed Members are asked by members to give advice on the one chartership they should pursue.

Overcoming Barriers for Licensed Members in Promoting Registration:

- **Priority:** SocEnv to encourage CEnvs to join Licensed Member Boards and committees.
Ensure communications and opportunities reach the correct contacts at each Licensed Member to increase chances of inclusion in marketing materials etc.
Change mindsets to see CEnv as the goal, not an ‘add-on’.
- **Appeal:** Harness key strength which is the high regard CEnv is held in.
Need to demonstrate economic value of professional registration – do people with Charterships earn more? IES have completed research into this (available to members only, [here](#)) showing positive results for CEnv members. Other Licensed Members expressed interest in doing similar. SocEnv very happy to collate results from across Licensed Members to provide wider supporting view.
- **Content:** Expanding case studies, profiles including video profiles, podcasts etc. helps to keep content fresh and highlight registrants with very interesting roles and backgrounds.
Potential to provide more insight into environmental professionals working in other sectors – stressing the wider environmental professional network.
IOM3 hold CEnv Forums, bringing the network together and hold workshops sharing good practice/ highlighting collaboration.

More Licensed Members (including IOM3) to explore sending the SocEnv e-newsletter directly to members and potential to post CEnv profiles directly onto their websites. SocEnv to investigate CEnv agreement to add their profiles to other websites.

- **Targeting:** Opportunity to increase promotion to young members as the appetite is there.
- **Internal Awareness:** Highlighting similarities to CEng to help with internal awareness.

SocEnv happy to provide workshops or have telephone conversations to increase knowledge for new or existing staff.

- **External Awareness:** Public promotion is important as the public need to understand the registration to ensure it becomes an industry norm (a SocEnv goal) – by applying pressure on professionals to demonstrate their high standards via Chartership.

It was suggested that SocEnv shouldn't accredit university courses like Engineering Council, but there is a need to increase student awareness. IOM3 have a PowerPoint slide dedicated to CEnv/ REnvTech to use at events (including at university talks) to raise awareness. Student awareness will inspire them to aspire to Chartership. SocEnv to share CEnv overview slides.

- **General:** Potential to include more outward-facing competences – like e.g. CSci – stressing the importance of registrants' role in the wider world and influence on it.

Delegates would like to see environmental professional directory become live again on website. SocEnv to implement.

FURTHER OPPORTUNITIES COMING UP

New Registration Coming Soon – REnv:

- REnvTech is a level 3 equivalent knowledge requirement;
CEnv is level 7;
REnv* would be at level 5 and would therefore fill a gap that currently exists, providing opportunities to others who would like to showcase their environmental expertise, potentially on route to CEnv.
 - *Registered Environmentalist (REnv) is not the confirmed name.
 - REnv to be launched in 2020.
- REnv is linked to those pursuing the [Level 6 Environmental Practitioner Degree Apprenticeship](#) as a means to professional registration until graduation. Licensed Members are invited to deliver end-point assessment for these apprenticeships and SocEnv will be holding a workshop to help with this in January.
- SocEnv will be the External Quality Assurance (EQA) providers for the above apprenticeship.
- The delegates were supportive of SocEnv's new work supporting environmental apprenticeships and the plans for a level 5 "REnv" registration.

Alternative Registration Route:

- This is currently being developed by SocEnv’s Registration Authority following the similarities shown from applications from Licensed Members for a “Bespoke Route” (see page 4). Details are to be confirmed, but the high-quality standard of registration remains the same. The alternative route should make the process more straightforward for relevant applicants – applicants won’t be asked to prove they meet the competences again and again!
- Soon available to all (expected in around 6 months).
- Group supportive and interested. SocEnv to distribute further information when available.