



#IAIA16

TRANSFORMING THE WORLD TO SUSTAINABILITY

Proactive Quality

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Outline

Proactive Quality

- **Starting Point = 2005**
- **Phase 1: Initial Catalysts** (2005 – 2009)
- **Phase 2: Scale up** (2010 – 2014)
- **Phase 3: Vibrant Community** (2015 - ...)
- **Shared learning**

UK EIA Practice circa 2005

A noticeable lull in EIA activity

1999: First EIA Directive amendments transposed in UK

2000: Number of EIA undertaken per year in UK doubles

2002: IEMA individual EIA Practitioner Register launches

2002-04: New core EIA guide + updates: scoping, L&V, Ecology

2004: SEA Directive transposed in UK

2004-05: Lots of workshops and conferences on SEA

By end 2005 – *Persistent concerns* that *EIA was becoming less supported* across profession vs SEA and EMS (ISO14001)

Phase 1a: Initial Catalysts (2005-2009)

Environmental Assessment SIG



2006: IEMA formed its EA Special Interest Group

- Who: 8 person Steering Group of active IA professionals
- Duties: Define conference, monthly article / news, stimulate online discussion forum, organise workshops on IA

Successes: Dedicated core members, never missed a deadline, EA activity increased, most active IEMA online discussion forum

Challenges: Limited resources, all voluntary, not big enough to start a fire (>40% online content was from SG...)

Phase 1b: Centralised Support (2008-2010)

IEMA hires an IA Lead



2008: IA lead & EA SIG Steering Group

Successes: Eased pressure on volunteers. Noticeable increase in EIA and SEA workshops. New guides: EMP, CC & EIA Principles. Increased interaction with UK's EIA consultancies (case studies).

Challenges:

- EA SIG SG numbers fell (= burnout).
- Hard to find new volunteers.
- Significant admin burden to generate 'one-off' assistance.

By 2009 it was clear a new model was needed

But what?

2yr study into...

The State of EIA Practice in UK



Phase 2a: Scale Up Ambition (2011)

Two major steps 2011:

1. State of EIA Practice in UK = **VISION for UK EIA Practice**
2. EIA Quality Mark scheme launches



New direction:

- Research identifies EIA organisational buy-in required.
- Vision sets a challenges to ***act as a community***.
- QMark scheme provides significant new 'volunteer' resource (35 organisations committed to ***improving EIA practice***).

Phase 2b: Scale Up Activities (2011-2014)

Step change in EIA activity

Scaling up increased:

- Outputs (briefings, case studies, articles, workshops)
- Accessibility (monthly EIA webinars since Oct 2011)
- Scale (regularly reaching >2000/yr)
- Participation / volunteering (from 8 people to >50 organisations)

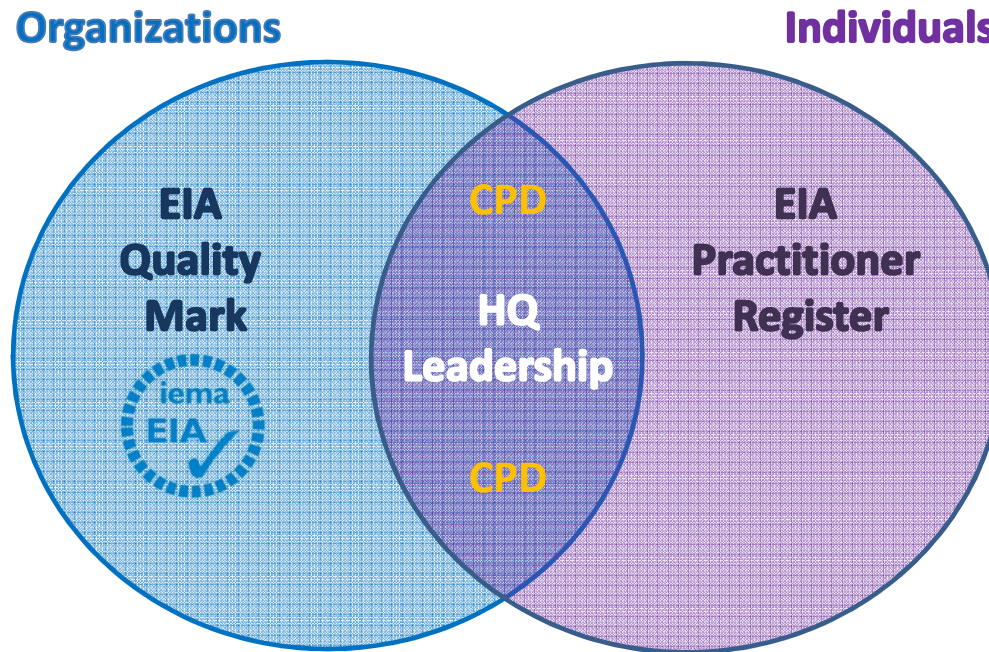
Challenges:

- Centralised leadership / direction essential
- Focus on EIA community NOT engaging with wider stakeholders
- Limited readership of articles & case studies
- Concern become too EIA focussed, what about IA as a whole

By end 2014 successful UK EIA Practitioner Community was established

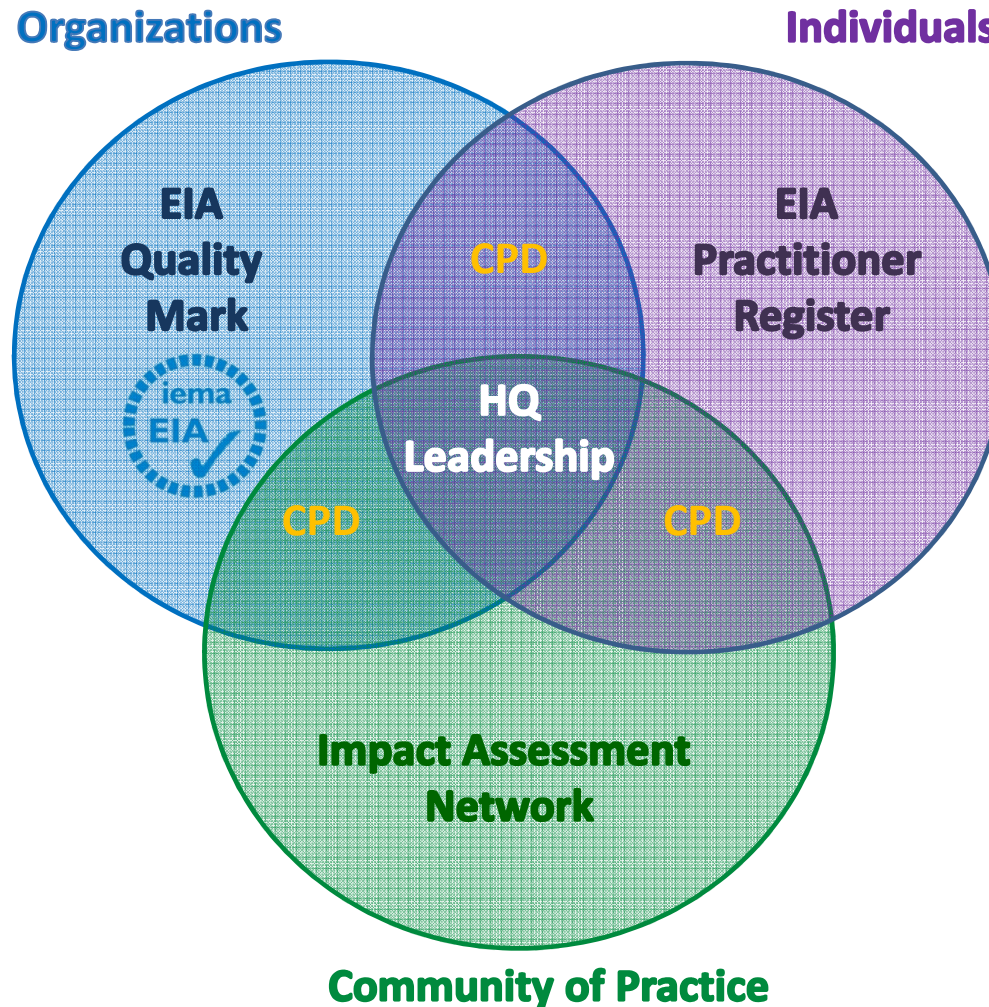
Why change?

Phase 3: Active Community (End 2014)



Phase 3: **Vibrant** Community (2015-2016)

Impact Assessment Network



nationalgrid



ARUP

JACOBS

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Vibrant EIA Community

Proportionate EIA Summit

29 April 2016

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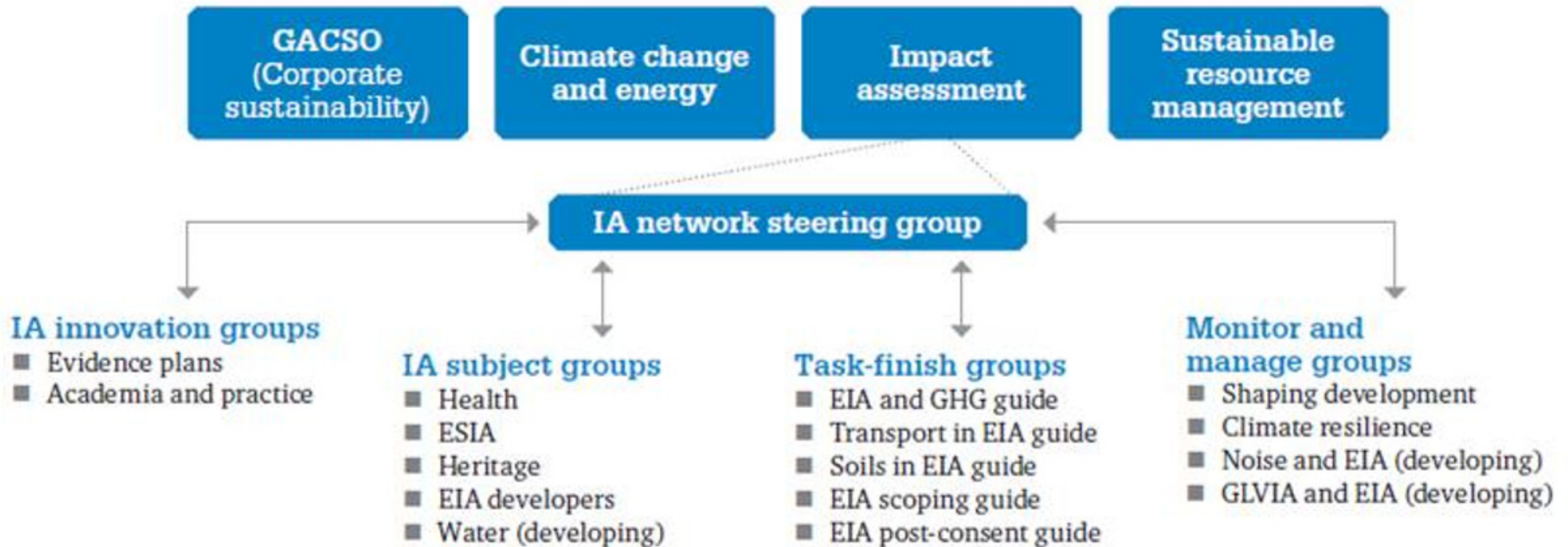
**75 delegates representing
10 UK EIA Stakeholder Groups**



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Phase 3: Vibrant Community (2016)

A decade on from 8 volunteers!



Shared Learning

- Getting started:
 - A small group of dedicated people can make a difference
 - Model will tend to be short-term and have low resilience
- Scaling up:
 - Centralised leadership and stable vision based on sound research
 - Creating buy-in from major EIA organisations was key in UK
 - Proactivity needs to be stimulated and nurtured
 - Remain outward looking, or risk of self-focussed rather than advancing practice as a whole

Shared Learning

- Generating a proactive community:
 - Make the system resilient and inclusive
 - Ensure there are established strong relationships across community, not just a core clique
 - Willingness to: listen, be flexible & relinquish power from centre
 - Well organised administrative support: **on-going challenge**
 - Management of rate of growth: **on-going challenge**

Overall: Take a whole system approach to improving IA practice (not just the community) based on a clear vision



Thank You

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