

**PARTNER IN CREATING VALUE FOR EUROPEAN DEALERS**



## Workinggroup 1 : Identity and Core values

<b>Goal</b>	<b>Common, carried and internalized vision and strategy of CLIMMAR with which the sector acquires respect, is economically successful and members experience added value</b>
Result	A vision document with a detailed mission, ambition, goals, activities and time plan for the period 2015-2018 that is recognized by the members and actively supported by the end of 2015
Projectteam	The Netherlands, Denmark, Czech Republic, Latvia (under supervision of President Erik Hogervorst)
Project time	from 1-11-2014 till 1-10-2015 Evaluation at spring meeting

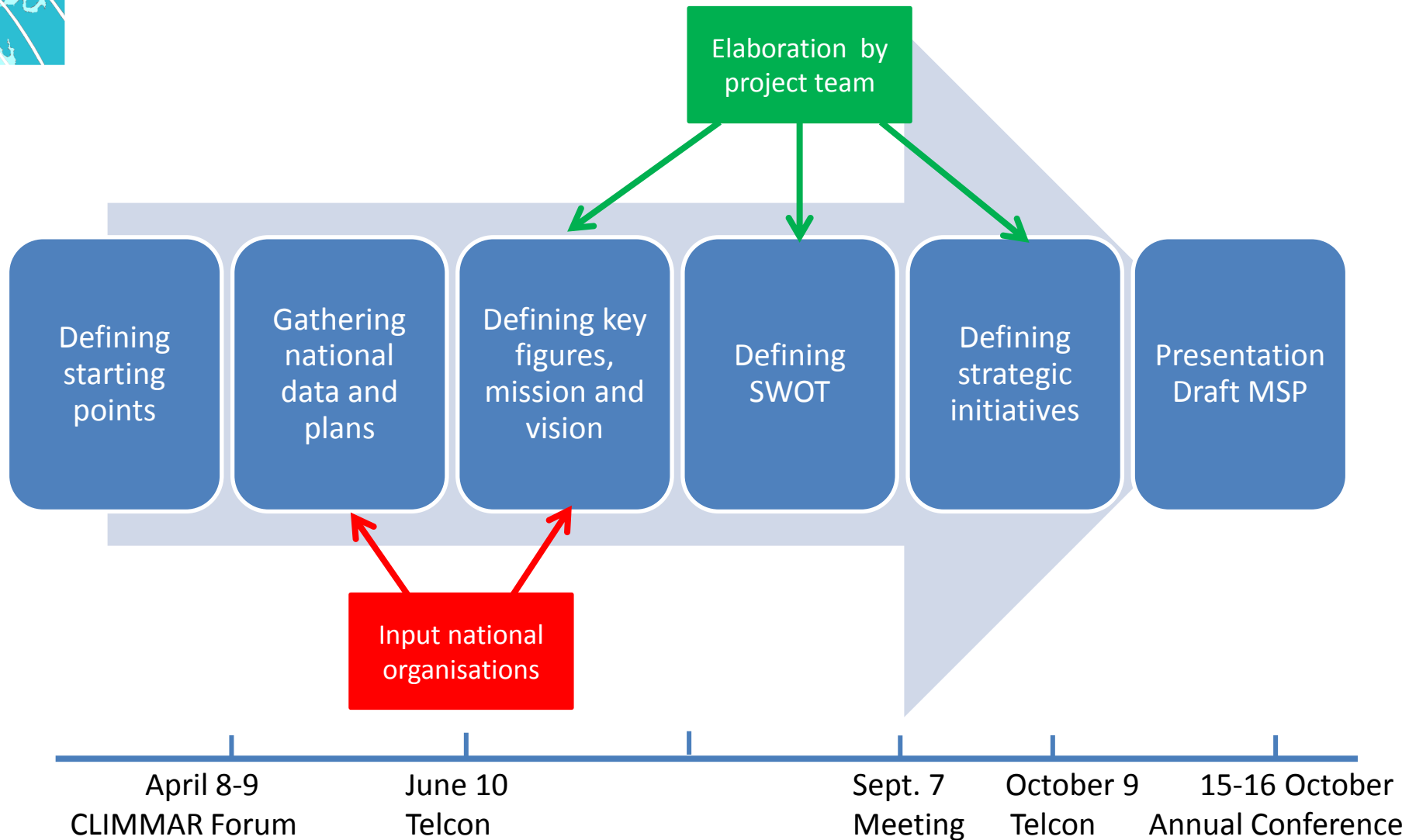


# Mid term Strategy Plan (MSP)

An elucidation of the action plan of  
CLIMMAR  
(for the period 2015-2018)



# Process making of Strategy CLIMMAR





# Content MSP

1. Starting points
2. Key figures of European agromachinery
3. Vision: What is CLIMMAR heading for?
4. Mission statement: what is CLIMMAR standing for?
5. SWOT at the level of European organisation
6. Four Strategic Goals
7. Proposed procedure of realizing strategic goals
8. Elaboration of strategic initiatives in action points and plan for 2016



# 1. Starting points

- CLIMMAR is a network organisation and a platform for supporting the interest of associated national organisations of machinery dealers
- CLIMMAR is facilitating/supporting national organisations (the national member-organisations focus at dealer level)
- CLIMMAR's main activities are exchange of information on education, trade events, market developments and investigation of dealer satisfaction, costprices, etc.
- Advocacy by press releases and annual conference
- At this moment there is no coherent annual (or a longer period) plan of activities of CLIMMAR
- CLIMMAR's impact could be more effective and powerfull



## 2. Key Figures

- 15.000 associated dealers in 15 EU member States
- 150.000 employees
- Total turnover of approx. 30 bln. Euro's



## 3. Vision

- **Creating value for professional European dealers in their striving for efficient and reliable agromachinery**





## 4. Mission

- **Realizing better preconditions** via European lobby
- **Realizing attractive tools** by supporting national dealer-organisations
- **For professional agromachinery dealers**

# 5. SWOT of CLIMMAR

## Opportunities

- ✓ Joining of forces of national interests organisations
- ✓ European anti cartel legislation and directive for information exchange on machinery
- ✓ Increasing need for know how and expertise
- ✓ Increasing possibilities of IT
- ✓ Increasing need for international network (because of need for efficiently growed feed and food and technical solutions)
- ✓ Global development of trade

## THREATS

- Volatile agromarkets
- Increasing individualism
- International big brands making abuse of their impact on technical data and information
- Competition by virtual trade and service via Internet
- Free riders
- Sharpening of EU-legislation
- Global trade

## STRENGTHS

- ✓ Clear structure and responsibilities in CLIMMAR
- ✓ Some well developed services (DSI, exchange of national Keyfigures, annual congress)
- ✓ European network and information exchange
- ✓ Relationship with manufacturers
- ✓ International relations

## WEAKNESSES

- Low degree of organisation of CLIMMAR in Europe (17 of 28 member states of EU))
- Low degree of organisation of dealers in most countries
- Different positions and different members (possible conflict of interests)
- Different levels of understanding
- No common agenda
- Low level of involvement in CLIMMAR
- No fulltime Climmar -support
- Little communication and Public Relations



## 6. Four strategic goals

1. Respected lobby organisation: take action on the impact and image of CLIMMAR
2. Improve the image and awareness of mechanics in the European Branch
3. Strengthen the position and profitability of European agromachinery-dealers
  - Better tools to measure performance of dealers in member-countries
4. At least five new members of CLIMMAR



# 7. Proposed procedure to realize the plan

1. Commitment of the national members to this Mid Term Plan: a clear yes at Stockholm CLIMMAR-Congress
2. Maintain the implemented approach of Projectteams (with this strategic plan):
  - *This means that every member-organisation invests and guarantees about **4 to 6 working days extra** (of as well a voluntary director as well a professional secretary) in CLIMMAR*
  - *We choosed to make a pragmatic action plan for coming months; not a panorama for over 3 years, however we already defined follow up actions for this actionplan 2016*
3. Discuss every CLIMMAR-meeting the proceedings of the strategic goals and initiatives
4. Evaluate annually the results; stop an initiative if completed or adjust if needed



# The principle of realizing CLIMMAR's strategy

*Consequently dealing any initiative thematically*





# Elaboration of the 4 strategic goals



# Strategic goal 1

Climmar becomes a respected lobby organisation

## **Initiative:** *Acces to European bodies and stakeholders*

- Climmar-Executive Board (president en vice presidents) frequently visits meetings and discussions at EU-level; *winter 2015/'16*
- Test and Show Case: Involvement in EU-regulation Repair and Maintenance Information: *2016*
- Publish position paper on the aims and ambitions of Climmar to the European stakeholders: *summer 2016*
- Plan of communication for members about aims and results in EU-matters: *autumn 2016*
- Visibility of Climmar Executive Board in national member organisations: *continuously*

**Projectteam: Executive Board of Climmar**



# Strategic goal 2

Improve the image and awareness of mechanics in the European Branch

**Initiative:** *CLIMMAR mechanic educational programme based on best practices in national education and training programs*

- Collect the national programmes and activities: *winter 2015*
- Evaluate the different national programmes and activities: *spring 2016*
- Prepare a common list of educational programmes and activities: *summer 2016*
- Investigate the need for (common) educational activities or international exchange : *summer 2016*
- Prepare 1 or 2 common European educational activities: *autumn 2016*

**Projectteam:** CLIMMAR projectteam 4





# Strategic goal 3

Strengthen the position and profitability of  
European agromachinery-dealers

**Initiative:** *Develop information- and benchmarktools in order that supports national organisations in better decisionmaking of dealers*

- Evaluate the reports on DSI and Keyfigures and complete them: *winter 2015*
- Make a plan on communication of the CLIMMAR-benchmarks at European and national level: *summer 2016*
- Proceedings of RMI issue: *2016*
- Collect, analyze and compare the dealer-importers contracts and present proposals: *2016*

**Projectteam:** *The current CLIMMAR Projectteam 2*



# Strategic goal 4

## At least 5 new member-organisations

**Initiative:** *Acquisition of 5 national dealer-organisations in Europe in 2016*

- Make a longlist of national member-organisations that are not a member of CLIMMAR: *autumn-winter 2015*
- Analyze return on the chance of the organisations: *winter 2015/2016*
- Make shortlist, search the data of the contacts of the organisations: *winter 2016*
- Plan and prepare the visits (information material): *spring 2016*
- Execute the visits and convince the contacts: *summer 2016*
- Introduce the new members on the CLIMMAR congress: *october 2016*

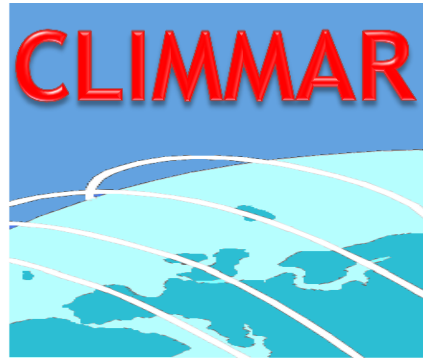
**Projectteam:** *Executive Board and secretary of CLIMMAR*



# Strategic question

*Strategic plan is defined in the current framework of Climmar-organisation*

- The initiatives are feasible with little extra efforts of *executive Board and national secretaries*
- The question is whether national member-organisations (i.e. dealers) need in short term stronger results; in this case we have to face the issue of additional investments and growing a staffed Climmar organisation



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