

EUPAVE STRATEGIC PLAN

2024-2030

Mission, Vision,
Strategic Focus Areas
and Objectives





EUPAVE MISSION

Advocate and enable wider use of cement and concrete applications in European transport infrastructure by engaging with EU, national and local decision makers, by disseminating technical know-how and communicating benefits and by promoting innovation and best practices in the sector.

EUPAVE VISION

Cement and concrete are widely used in road networks across Europe and enable a sustainable, resilient and future-oriented transport infrastructure for the benefit of communities and society across Europe, through multiple applications including concrete pavements, safety barriers, soil treatment...

EUPAVE STRATEGIC FOCUS AREAS



Increasing policy and decision makers' understanding that concrete is a critical long-term solution for a resilient, sustainable and carbon-free transport infrastructure

- Develop and advocate EUPAVE's positions at the EU level
- Coordinate EU lobbying with Concrete Europe for more impact
- Develop messages and support advocacy at national level through exchanges of experiences between country associations
- Target road operators / clients / designers
- Collaborate with other associations for synergies
- Develop further marketing material on decarbonization / green road
- Develop more support for life cycle impact-based decision making



Promoting and facilitating innovation, decarbonisation and digitalisation in the concrete paving sector

- Collect and showcase case-studies on innovation, decarbonisation and digitalisation
- Celebrate success and increase recognition in the industry



Increasing knowledge and skills of all actors in design, construction and management of concrete roads, hydraulically bound base layers, road restraint systems and other infrastructure

- Spread best practices through conferences / technical workshop / webinars
- Support efforts at national level through exchanges of experiences between country associations
- Support punctually through punctual technical expertise
- Work further on decarbonisation / green roads
- Celebrate success and increase recognition in the industry



Grow and transform EUPAVE into an association with stronger resonance

- Continuously improve our service to members
- Increase membership and partnership development, retention, and engagement
- Develop actionable pavement type market intelligence
- Step up communication
- Benchmark with other organisations



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