



eFIG, the European Federation of Interior-landscape Groups is not-for-profit trade association.

eFIG was formed in 2001 to promote and protect the interior landscaping industry in the UK, Ireland and Europe. By working together we can raise standards, share information and represent our industry as a group.

The role of eFIG

- to represent and protect the collective interests of the interior landscaping industry as a group
- to market and promote the interior landscaping industry to the wider audience of government and other agencies, business, media and general public
- to monitor and improve industry standards
- to provide useful market information and advice for the industry
- to facilitate networking and business opportunities for members

eFIG offers a wide range of services and benefits to its members and the federation's logo is a mark of distinction for all of its members, and it is recognised by potential customers as a sign of a good interior landscape practise.

Representation - eFIG represents the Interior Landscaping Industry as a group, so our influence is greater. eFIG is in dialogue with government bodies and other organisations/ associations (DTI, HSE, DEFRA, Green Building Council, Plants for People etc) to promote and protect our business.

Business Opportunities – new business development opportunities arise from being a member of eFIG. Enquiries from prospective clients come from the eFIG website under “Find a Supplier” and from eFIG continuously advertising the Benefits of Plants to specifiers. Being part of a network of members there are also opportunities from ‘passed-on’ jobs.

Training Programme – eFIG have devised and continue to develop a comprehensive tailored Training Programme for Technicians, Supervisors and Managers to improve the overall standards within our industry. Courses leading to eFIG accreditation are held on a regional basis and have already proved extremely beneficial. Training is available to all, however, eFIG members receive priority booking and significant discounts.

DVD Library – eFIG have invested in an extensive library of Training DVDs which are only available for members to borrow. Members can then schedule in-house training (to complement eFIG training) without having to purchase expensive Training DVDs. The borrowing of DVDs is free of charge.



Website – the new eFIG web site represents the industry as a whole and is independent and unbiased. It is a useful source of information for specifiers and allows them to “Find a Contractor”. All eFIG members have their own page on the website and the option of a direct link to their own website. There is also an eFIG community – a social networking function – on the new site which is open to members and non-members as a space for communication and discussions. A website is a valuable marketing tool.

Annual Awards – eFIG acknowledge that to maintain high standards within our industry we need to recognise and reward quality and excellent workmanship. There are over 14 award categories representing all types of Interior Landscaping. Awards which are presented at our Annual Gala Dinner and winners are widely publicised within the industry and the trade press.

New Business Opportunities – eFIG organise many networking opportunities for members to meet one another to discuss business and to socialise. Networking can also lead to new business opportunities and to better relationships between members and suppliers within the industry.

Marketing Material – eFIG have produced a striking folder designed as a marketing tool for members to send to prospective clients. The folder outlines the benefits of plants, the role of eFIG and can be used to insert further information in an attractive and professional format.

Trade Show – Traditionally eFIG organise an Interior Landscaping Exhibition every two years for suppliers to the interior landscaping industry to promote and market their products. Seminars are also run on a wide range of topics and the event is extremely well attended. This year (2011) eFIG supported a larger show with more elements and a wider audience; this event is planned to take place annually.

Media Collaboration - eFIG promotes the Interior Landscaping industry to specifiers (Facilities Managers, Architects and Interior Designers) and the general public, by championing and advertising the use of plants in trade press and other media.

Recent achievements: we have achieved coverage in a number of horticultural, facility management and architecture publications; we promoted interior planting for World Health Day, Green Office Week, World Environment Day and for World Green Building Week. We have responded to negative comments on government spending on planting. We have published documents on the website about the benefits of plants in the workplace.

Digital marketing – eFIG has a dedicated team focusing on digital marketing using Twitter, LinkedIn, forums and blogs to spread information about the industry and the benefits of plants and has achieved coverage on a number of websites - E_nation, EmilyCagle PR, Optimum Finance, Landscape Juice and Design Wagon.

Future media aims

- On-going marketing to the published and online media
- Using other ‘special days’ to our advantage and any other occasions as they occur
- Selection of eFIG’s Annual Office Plant of the Year

Job Vacancies - a section of the eFIG website is dedicated to Job Vacancies and members can advertise their vacancies free