



 The European Voice of Directors

ecoDa's Strategy

As approved by ecoDa's Board on the 1st of October 2025



Strategic directions:

- Advocacy and stakeholder relationship (as the primary goal): Be more vocal and influential
- Education & program sharing: Provide best-in-class education at pan-EU level and support the member institutes in setting the right quality standards.
- Collaboration and co-creation among member institutes, supported by effective communication and knowledge sharing: Build on the achievements of the member institutes and develop cross-interaction to deliver more value for them and ecoDa.

1- Strategic goals in terms of Advocacy: Be more vocal and influential:

- **Gathering More Intelligence and Substantiated Information:**

- At board level: Leverage stakeholder dialogue at ecoDa's board level to gain a comprehensive understanding of the European governance ecosystem.
- Among member institutes: Facilitate knowledge sharing to develop thought leadership and strengthen content-driven intelligence.

- **Defining Strategic Priorities and Thematic Focus Areas:**

- Define clear priorities at the board level that are relevant for directors and where ecoDa can make a meaningful impact.
- Rely on expertise mobilization with an effective and agile governance structure.

2- Strategic goals in terms of Education: Provide best-in-class pan-European education and support the member institutes in setting the highest standards:

- **Supporting member institutes in developing the reference programs at the national level:**

- Help member institutes benchmark their programs among European peers.
- Use ecoDa's endorsement process of national programs as a market differentiator for member institutes and possibly improve the quality of the national program further.
- Develop a common narrative on the value of forward-looking director education

- **Promoting the European Board Diploma (EBD) by ecoDa as the best addition to national board education programs:**

- Ensure the EBD program focuses exclusively on the EU level.
- Admit only board members who have completed a national program offered by a member institute to the EBD program if the national institute offers a national training program.
- Facilitate EBD promotion through common communication means.

- **Considering further initiatives:**

- Explore a program for non-EU/international board members.

3- Strategic goals in terms of cooperation: Build on the achievements of the member institutes and develop cross-interaction to deliver more value for them and ecoDa

- **Strengthen member interaction and bottom-up engagement:**
 - Develop a CEO Network to facilitate high-level exchanges
 - Create a digital platform to support information sharing.
- **Foster co-creation to generate innovative and high-value governance solutions for the member institutes:**
 - Identify potential joint initiatives on a project-by-project basis, with ad hoc funding from interested member institutes.

Fundamentals/Key conditions/Enablers:

- **Ensure adequate resources:**
 - Revise the membership fee structure, combining a flat fee with possible additional contribution for the largest institutes (subject to an approved three- year plan), while maintaining equal rights for all members.
 - Define an annual budget based on the resources needed to implement the strategy.
 - Target and engage new Corporate Associates to diversify and strengthen ecoDa's funding base.
 - Expand member base with strict quality criteria.
- **Adapt ecoDa's Corporate Governance:**
 - Apply best corporate governance practices in a proportionate manner for non-profit organization/ confederation.
- **Define an effective communication policy and tools:**
 - Develop a clear and effective communication policy with the support of the communication leaders from member institutes.

CONTACT DETAILS

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