



Interview to:

## **Pekka Matvejeff**

*Member of the Board of EuroFM and  
Vice Chairman of FIFMA*



Pekka Matvejeff is Member of the Board of EuroFM and Vice Chairman of FIFMA (Finnish Facility Management Association). He is also Development Manager at Laurea University of Applied Sciences in Finland. He will be our keynote speaker at CIFMers 2016 and today he shares his views of the sector from his roles as member of FM associations and of the academic community.

### **1. In your opinion, what are the main opportunities associations can offer to FM professionals?**

Facility Management Associations are especially important, when we talk about representing the FM industry and its various actors and shareholders in a specific country, culture or business environment. National FM Associations also play a key role in making FM known in that specific business culture. FM Associations are showcases, which are of high importance when creating the picture of FM to our potential talents needed in the industry.

Europe is known for its cultural versatility. Therefore, there cannot be only one way of doing FM. The American way doesn't work in Europe; The South-American way doesn't work in Africa; The Finnish way doesn't work in Bulgaria or The Dutch way doesn't work in Spain. In my opinion, learning about the best practices in different cultures; delivering and integrating those best parts into environment-specific culture is an important task for an FM Association.

I would like the FM Associations to take a more central role in developing education in respective countries. Associations have also substantially more bargaining power in various negotiations concerning the FM Industry. EuroFM provides an excellent platform for European FM Associations to meet FM professionals and other FM-related actors. CIFMers are welcome to utilize this platform as well.

### **2. As a member of the academic community, could you tell us what are the main trends in FM education nowadays?**

The Education Network Group (ENG) in EuroFM is a network of universities offering FM Education (Bachelor and Master level) in Europe. The role of the ENG Group within EuroFM is to facilitate an active education network in Europe reflecting the integrated approach to FM education, research and practice; to assist educational institutions in drafting their FM curricula and to set standards of FM education in Europe; to encourage and facilitate student exchange between EuroFM Member universities; to encourage and facilitate an active knowledge sharing and staff exchange culture amongst the EuroFM member Universities and to enhance internships with the FM industry and other FM related organizations.

The EuroFM educational institutions are used to actively discuss with the FM Industry about the present situation of skills needed and about the future foresights. These discussions often lead to rapid changes in curricula and pedagogical methods. At the moment, enterprises in Europe are thriving for managers with a holistic approach: one should have knowledge on almost everything (political, economical, social, technology, environment, skills) and understand different cultural environments. Other focus area is Personal Leadership. In order to lead others, one should manage him/herself. Emotions, values, ethics are in focus. Change Management is out – Personal Leadership is In!

In many European educational institutions of FM, lots of emphasis is being put to developing complex service processes when providing Facility Services. Observing end-user experiences and innovating new services or developing existing ones based on those observations is one of the focus areas in Service Design. The Service Design approach in FM context is a visible trend at the moment in Europe and some universities have even included Service Design thinking into their FM curricula. Instead of identifying Service Levels (SLAs) one has already started identifying experience levels. Experience Management is "a hot topic" amongst FM Educators as well as Service Designers. Developments in digital environment create endless opportunities for innovations in this field.

### **3. You are also part of many international research projects related to Facility Management; could you give us a general picture of the research situation of the discipline in Europe?**

All European research institutions follow closely the movements, needs and phenomena in the FM Environment. At the same time they have to rely on the various funding instruments provided by European Union (e.g. Horizon2020) and other public and private funding available, because the direct government funding has dramatically decreased during the last years. Research situation is also depended on the focus areas of the research institutions, which shows in practice in the form of very high class multidisciplinary partnerships amongst the research institutions.

At the moment many metropolitan areas, big cities and municipalities set themselves ambitious goals for their social, economic and environmental development. Along with those, many other political objectives and agendas call for a transformation of how FM should be conducted in the municipality. "Smart Future Cities" is a research topic, which includes the challenges municipalities are facing e.g. by sustainable development, climate change and demographic changes. How all this could be approached in research applications, is something that the most research institutions are working right now.

### **4. How do you think CIFMers 2016 can contribute to the sector?**

The FM environments and development phases are very versatile and manifold in Europe. To my understanding, this is the situation also within CIFMers countries. For example, the urban developments in Europe and Latin-America offer endless opportunities for joint FM-related research. EuroFM members and CIFMers should utilize this momentum for the benefit of the global FM environment.

The first step on our path to fruitful collaboration between EuroFM members and CIFMers could be in making our potential, knowledge and expertise visible to each other. EuroFM has already started to develop the "Who is Who in EuroFM" database, which includes even information about individual researchers and their expert areas. We are happy to develop this database together with the CIFMers as well.

Face-to-face-meetings in various seminars and conferences are the essence of networking, matchmaking and collaboration. Therefore, I am very excited to meet also CIFMers in Madrid in September, 2016.