

Did you know?

*The FM Sector
contributes around
£175 bn to £180 bn
to the UK's GDP!*

(sources OGC and Mintel)



*The Construction
Sector contributes
only £102.4 bn!*

(source DTI)

FM 75% more than Construction!

Action FM acknowledges the contribution of its
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Members



Action FM

Promoting FM with a single, unified voice

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*Action FM is a collaboration
of all the leading FM organisations
in the UK. They have come together
to promote FM with a single,
unified voice.*

Our primary objective is to raise the profile of FM with the widest audience possible, targeting UK plc, government, influencers and financial press in the wider community by communicating to the business media, as well as the trade and consumer media as appropriate.

Action FM will seek to demonstrate the business benefits of facilities management, including the tangible impacts that result in increased profitability, improved standards and overall well-being in the workplace.

Action FM meets once a month and is attended by senior representatives from Asset Skills, BIFM, BSA, CIBSE, CIOB, FMA, IFM, RICS and Young Manager's Forum. Additionally, and to support the PR efforts of this important initiative the leading press and media organisations from the FM sector are also represented - i-fm.net, FMJ, FM World, FMX and PFM.

Most significantly Action FM has its own website where readers will be able to track progress particularly at the PRESS ROOM at

Mission

“To establish Facilities Management in the minds of the widest possible audience as a professional discipline making a valuable contribution to business, the economy and society.”

Our objectives are:

- To identify what FM is as a business benefit
- To be the lead group in communicating FM to the UK business community
- To facilitate collaboration on communication between FM bodies
- To increase the positive profile of FM with government, the media and the business community
- To advance the benefits of FM
- To encourage the commercial viability of FM contracts
- To develop FM as a career of choice
- To promote FM best practice to the business community
- To highlight the risks of poor FM

Current issues...

...for which PR profiles are being produced

Waste, WEE, MRSA, Smoking, Energy, The Budget and PFI.