

Facility Management

Global Awareness Survey

2021



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This report has been prepared in accordance with the competences and guidelines of the **Observatorio FM**, that seeks to promote recognition of the Facility Management discipline at a global level and provide its professionals with tools and content which support them in the performance of their work.

Preface

For over 18 years, I have been deeply involved in the development of Facility Management standards. First with the European series EN15221 and afterwards with the ISO 41000 family. Many days away from home and loads of hours of dedication and personal investment. I kept saying to myself, “this is good, it is important for the profession... with an international standard, FM will reach another level of awareness...let’s keep going”. Recognition of the discipline and the unification of criteria under an independent “unquestionable” global body, is always a good thing to have, in order to achieve a better position in the market.

In 2019 whilst making a presentation at a conference I asked the audience, an international crowd of over 300 professionals, if they knew about the ISO FM norms. Very few people raised their hand. I was shocked because most of the colleagues I interact with are fully aware of these standards. The first one was published in 2017, so two years had passed and it seemed as if not many people knew about them.

I decided to embark on a venture to explore what the market’s real knowledge and opinion of these FM ISO standards is. This report is the result of that journey. I have deliberately omitted any recommendations so everyone can make their own judgment and draw their own conclusions. I hope the data is useful for that purpose.

David Martinez, PhD · January 2021

The project had two main objectives: first one was to measure actual knowledge of Facility Management through the recognition of the ISO FM standards, and secondly was to gain a personal perception about them. To achieve the latter, questions 3, 4 and 5 have a Likert scale structure, combined with a positive-negative option to amplify the field of analysis.

The strategy behind the survey was to obtain as many responses as possible, to certify results with a large sample. Therefore, the questionnaire was limited to five simple questions. This also aimed to reduce response time to the minimum, increasing completion and participation. As a result, a total of 2,723 responses were received. No personal data, company name or private information was required, this fact also helped to gather more responses.

Global dissemination was a key element of the project, because data could be tainted if only ISO connected channels were used. This is the reason why FM-related LinkedIn Groups were used to spread it. Author also used his personal network in social media.

Since the survey was open for some time, both first month (Oct. 2019) and last one (Nov 2020) were compared searching for major changes, finding less than 2% difference in the main distribution of the results.

Q1 • “Which country are you based on?”

The aim is to locate respondents. If they are involved with different countries, it is important to centre the activities in one place, that is why we ask where they are based, and not where they work. This data is used to analyse specific origin of the answers and to allow to group by regions.

Q2 • “Where would you fit better? (please choose one)”

There are 4 possible responses to the profile of the respondents. Only one option was possible to avoid duplications. This will help to differentiate answers by different interest groups with their own peculiarities.

These are: Practitioner Service Provider Student Teacher/Researcher

Q3 • “Have you heard of the FM ISO Standards 41000 family?”

This question aims to measure knowledge. Colours represent more optimistic (greenish) and pessimistic responses (reddish).

There are 4 possible options: No, and I am not interested Yes, but I am not interested No, but I would like to know more Yes, and I am following the process

A second analysis was conducted by grouping all positive and negative answers: No Yes

Q4 • “The ISO 41001 (published in 2018) is a Management System Standard, so you could get certified. How do you think it could impact the industry?”

This question has a double function, first it is informative about the existence of the standard, and then collects the respondent’s opinion

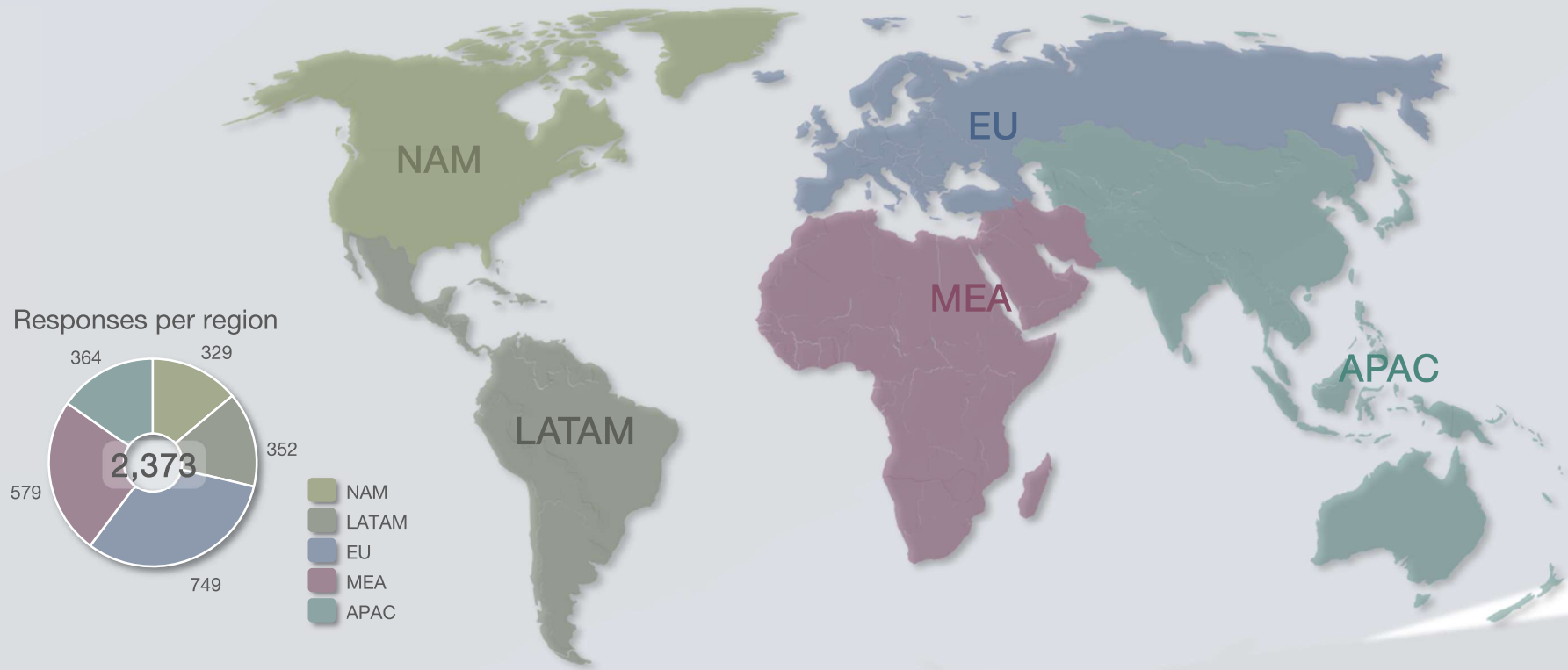
about it, in 4 options: I don’t think it will change anything It will take time to make an impact Some parties will see the benefit This has already changed the market

Colours also represent more in favour (greenish) and less favourable responses (reddish).

Q5 • “Do you know if your country is represented in the ISO Technical Committee?”

It is interesting to know if the general public is aware of the process and the involvement and participation of their country.

There are 5 options: I don’t know No, we are not Yes, we are, but I’m not sure how Yes, we are observing members Yes, we are participating members



Participating countries per region

North America	Latin America & Brazil	European Zone	Middle East & Africa	Asia Pacific
<p>NAM (2)</p> <p>United States and Canada.</p>	<p>LATAM (18)</p> <p>Antigua and Barbuda, Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Mexico, Panama, Peru, Trinidad and Tobago, Uruguay and Venezuela.</p>	<p>EU (32)</p> <p>Austria, Azerbaijan, Belgium, Bulgaria, Croatia, Czechia, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkey, Ukraine and United Kingdom.</p>	<p>MEA (24)</p> <p>Bahrain, Botswana, Egypt, Ethiopia, Ghana, Iraq, Israel, Jordan, Kazakhstan, Kenya, Kuwait, Lebanon, Mauritius, Namibia, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, United Arab Emirates and Zimbabwe.</p>	<p>APAC (13)</p> <p>Australia, Bangladesh, China, India, Indonesia, Japan, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Thailand and Vietnam.</p>

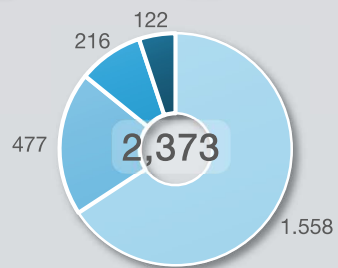


89 Countries

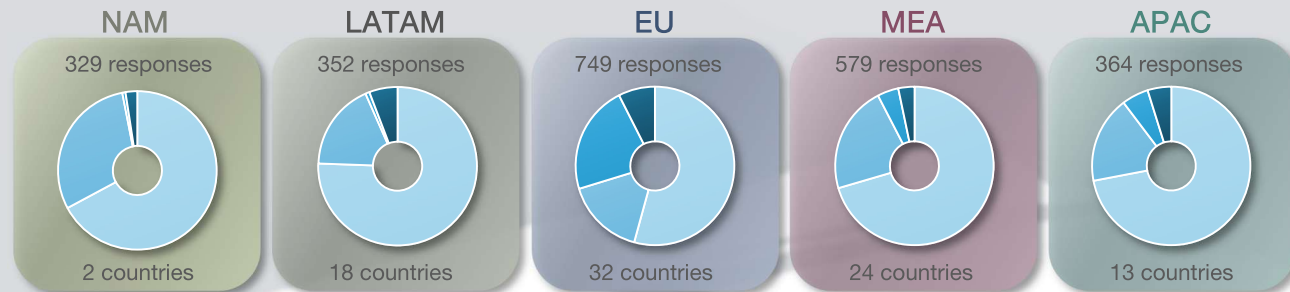
Number of responses



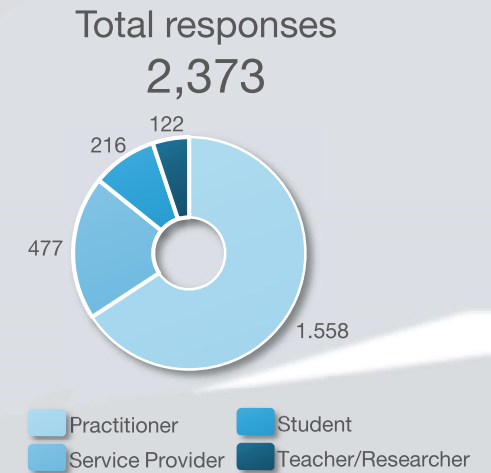
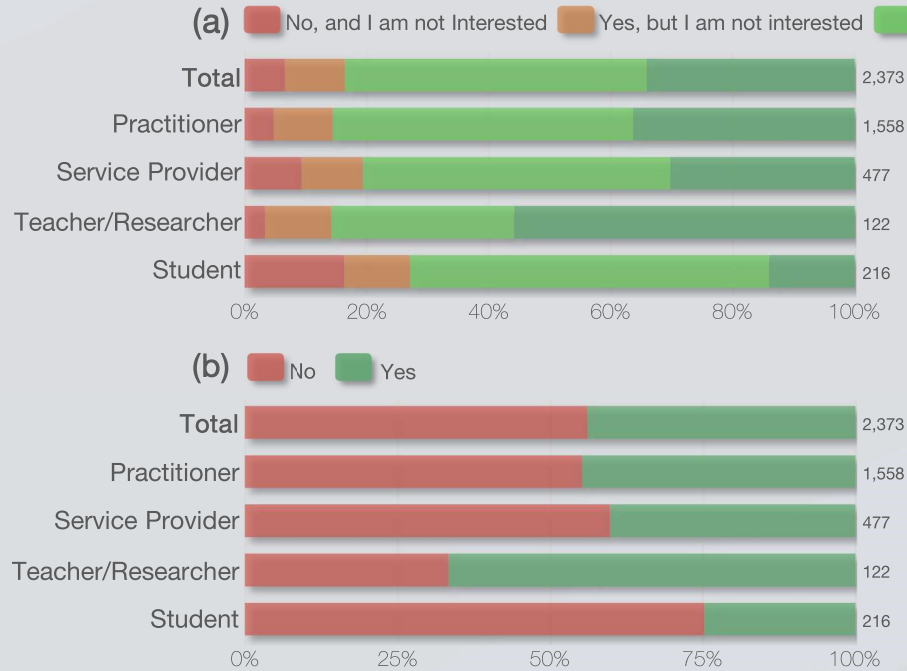
Responses per profile



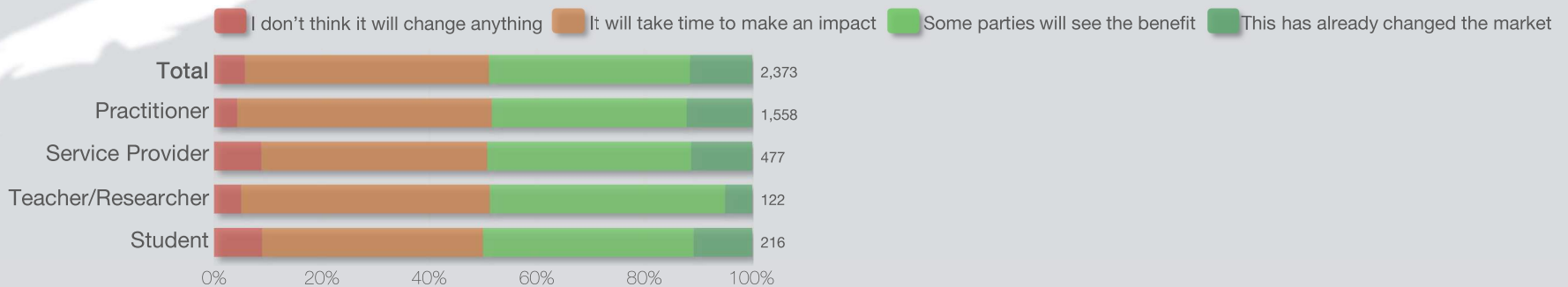
Responses per region and profile



Q3 · Have you heard of the Facility Management family ISO Standards 41000?

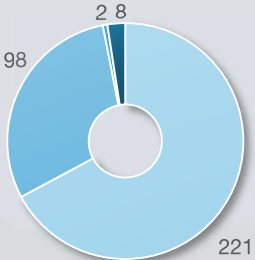


Q4 · What could be the impact of the Management System Standard ISO 41001?



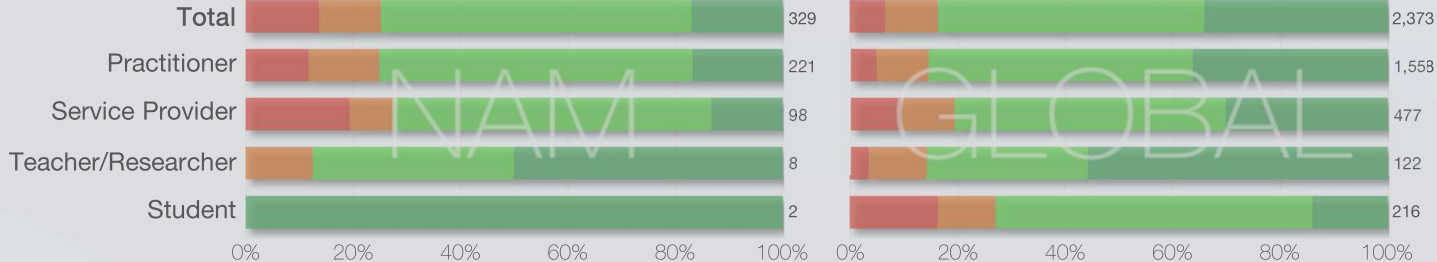
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NAM responses
329

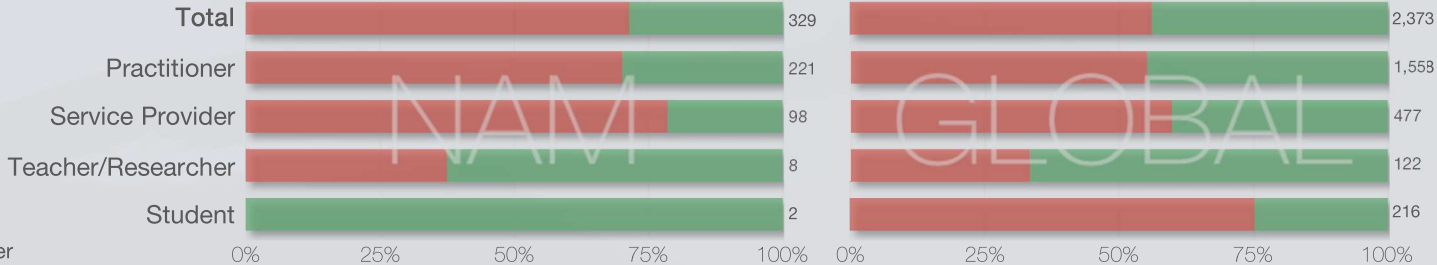


Practitioner Student
Service Provider Teacher/Researcher

(a) No, and I am not Interested Yes, but I am not interested No, but I would like to know more Yes, and I am following the process

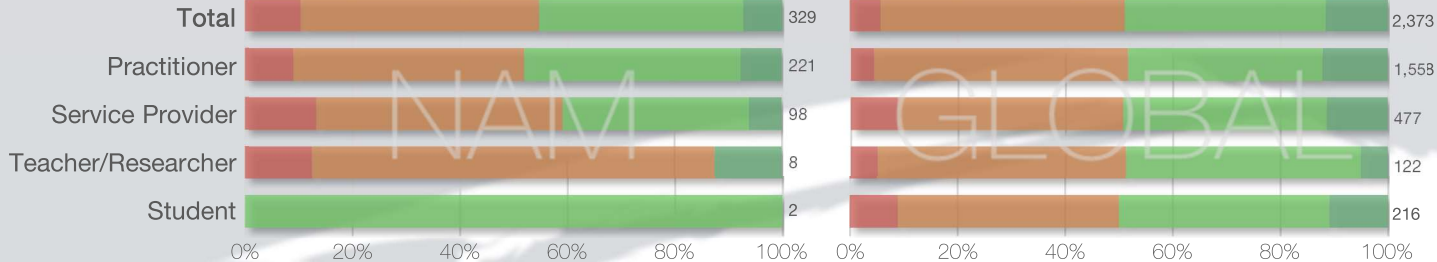


(b) No Yes

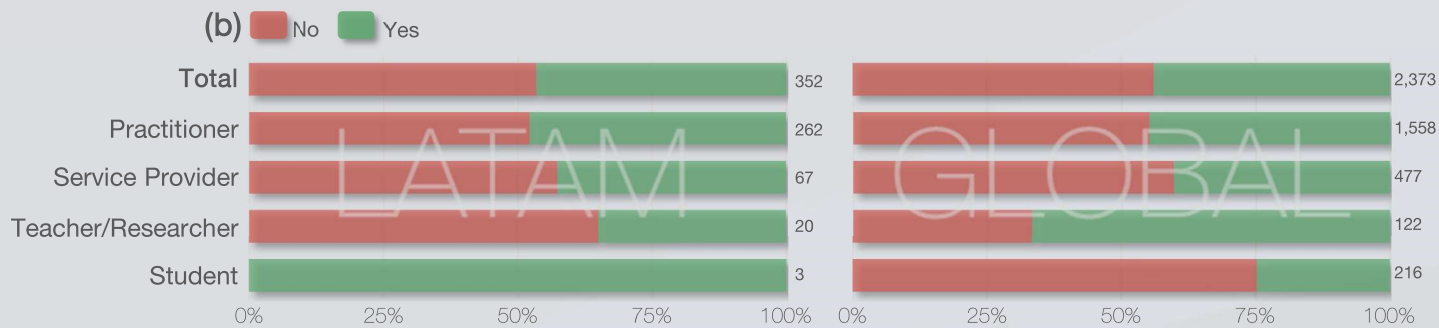
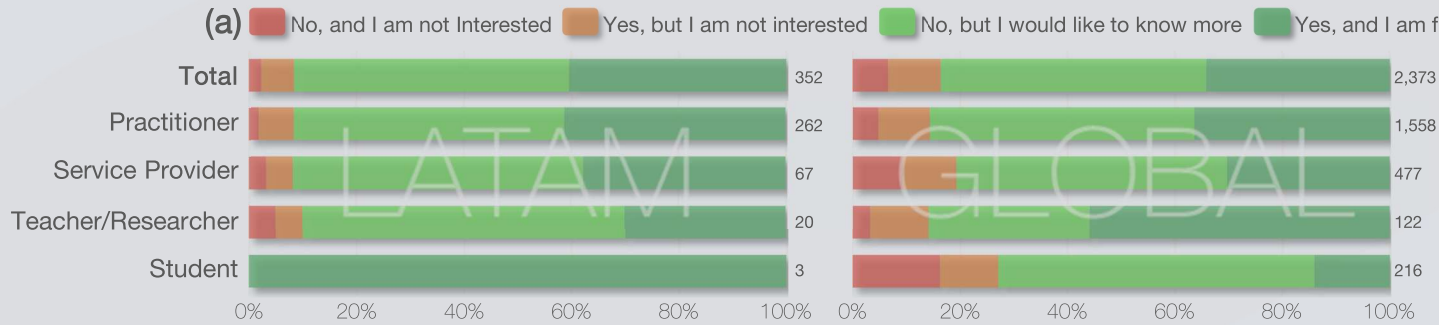


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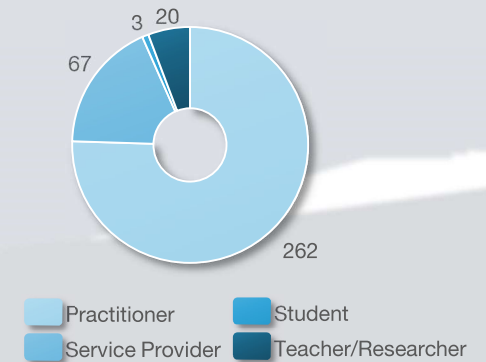
I don't think it will change anything It will take time to make an impact Some parties will see the benefit This has already changed the market



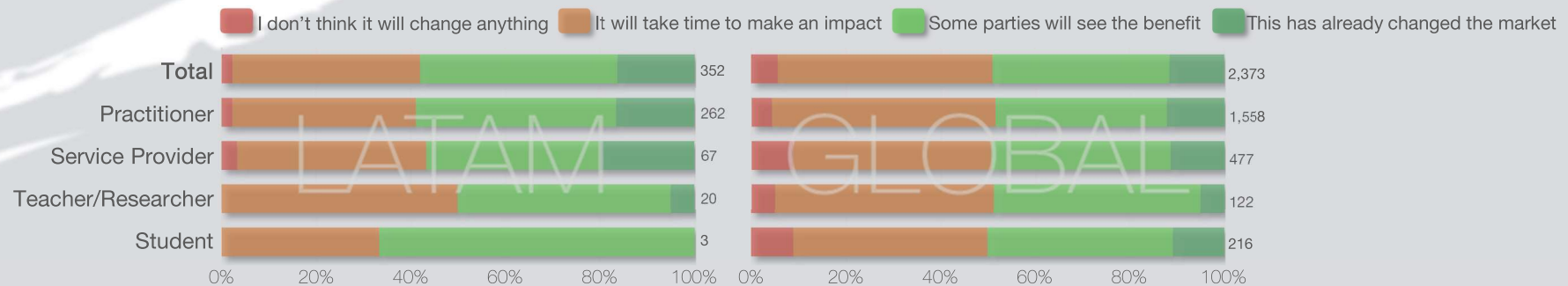
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LATAM responses
352

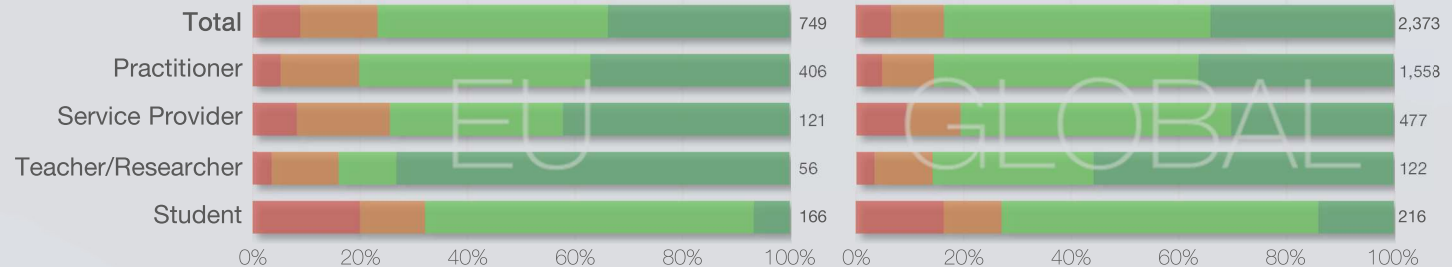


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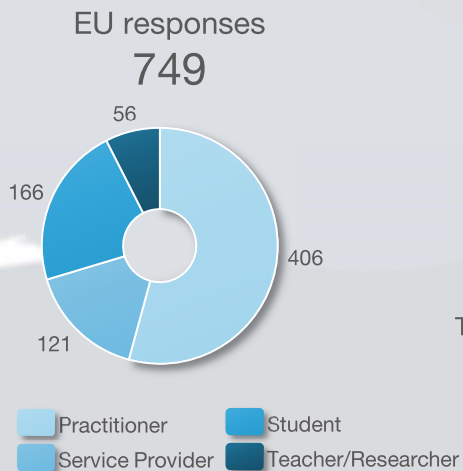
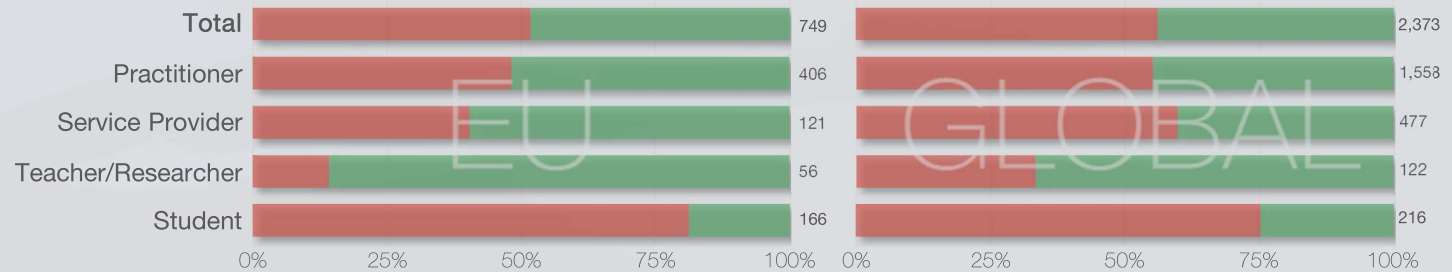


Q3 · Have you heard of the Facility Management family ISO Standards 41000?

(a) ■ No, and I am not Interested ■ Yes, but I am not interested ■ No, but I would like to know more ■ Yes, and I am following the process

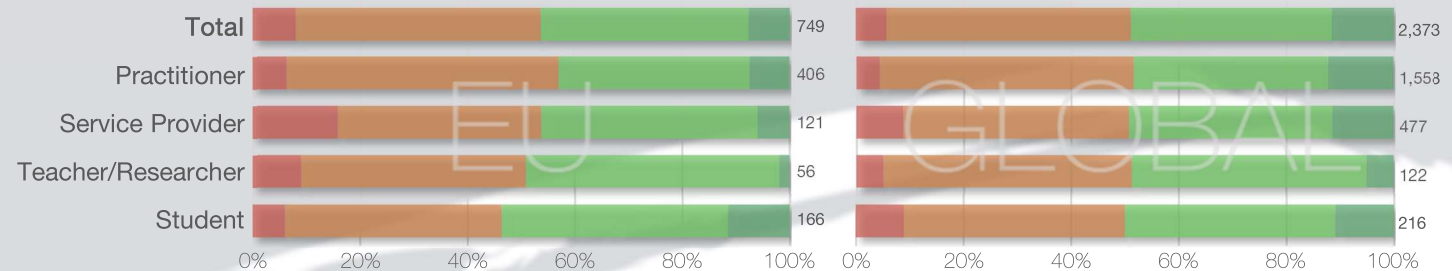


(b) ■ No ■ Yes

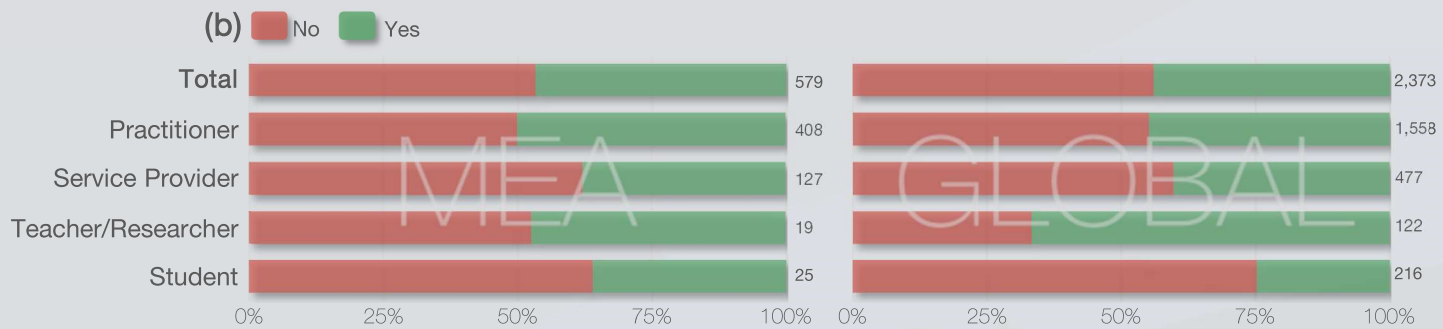
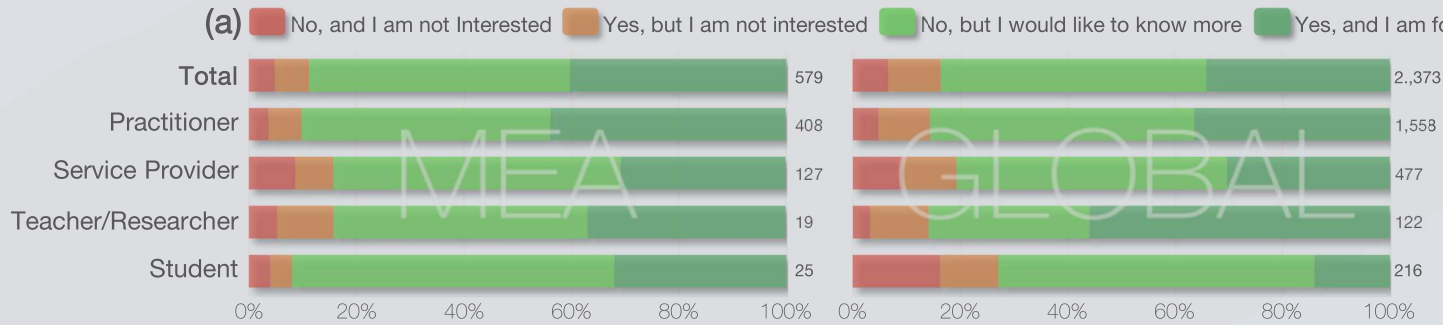


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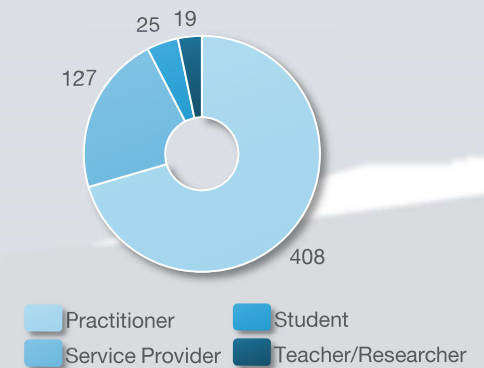
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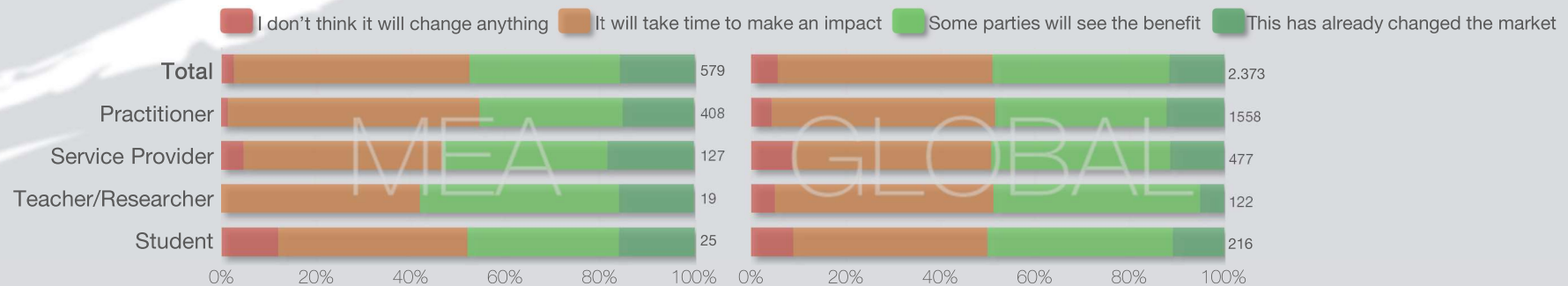
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MEA responses
579

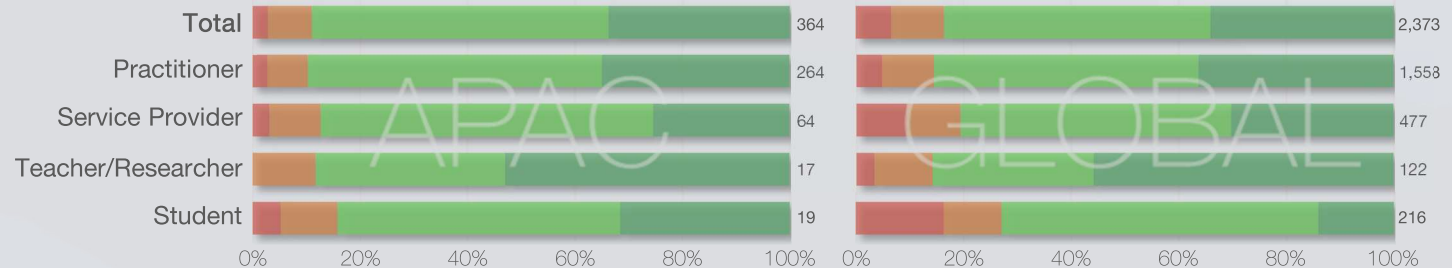


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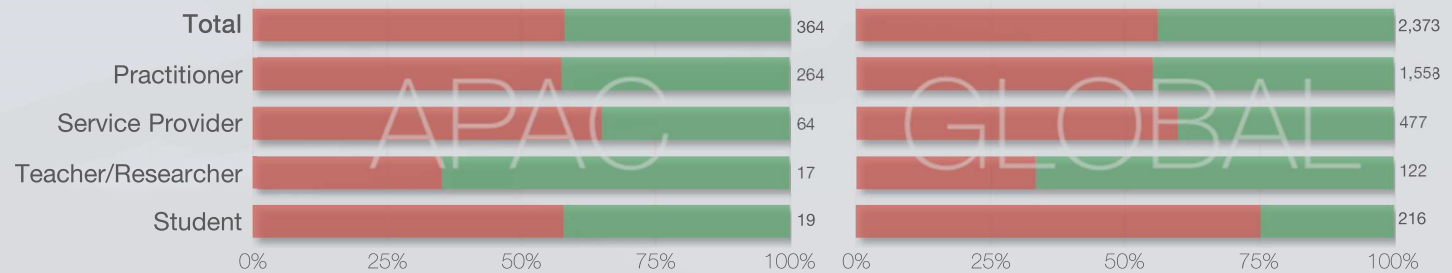


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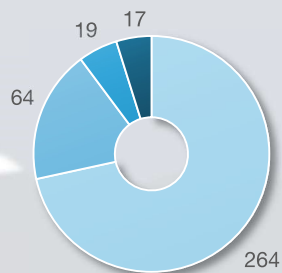


(b) ■ No ■ Yes



APAC responses

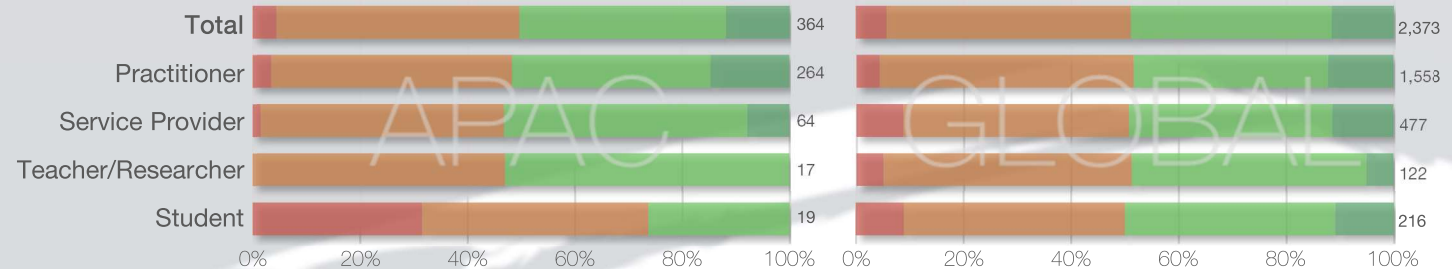
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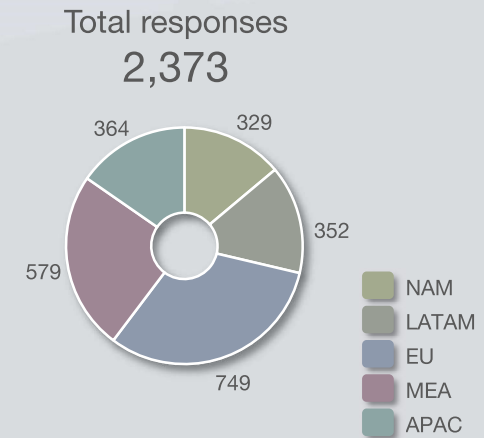
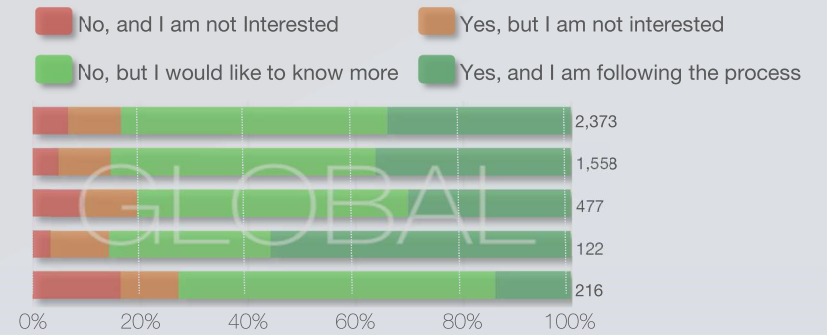
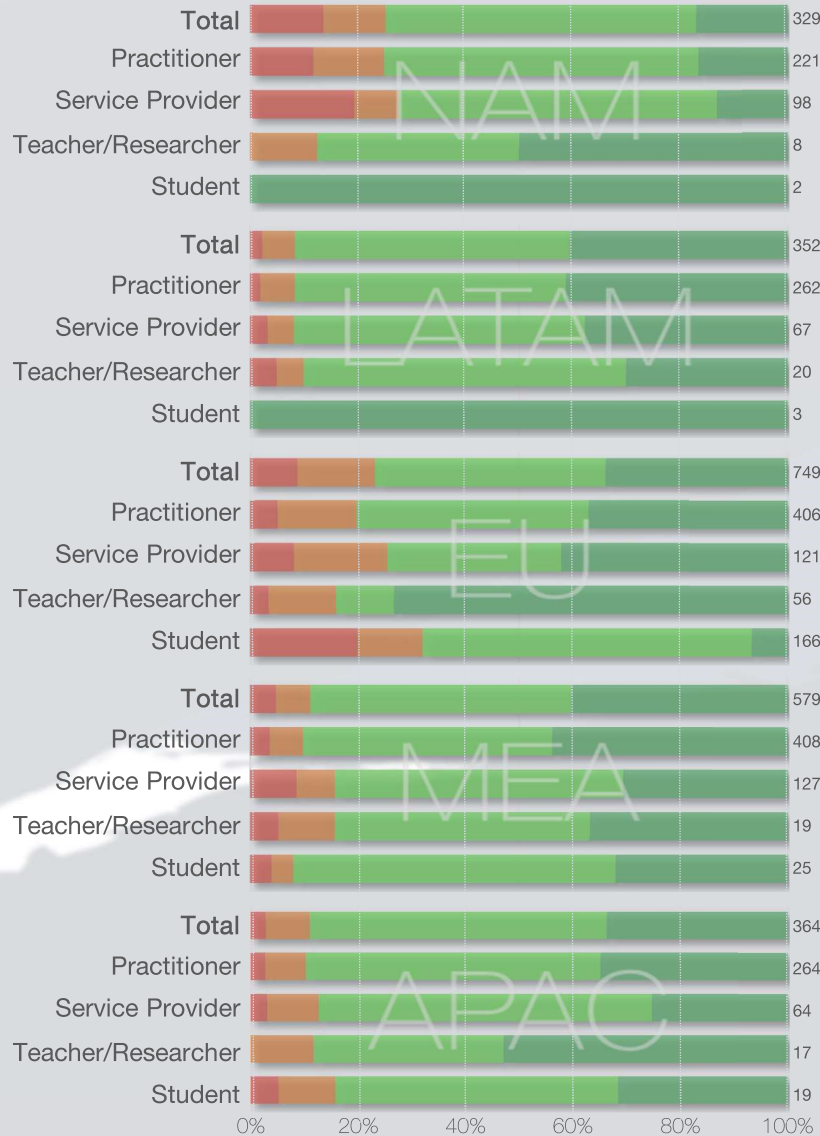
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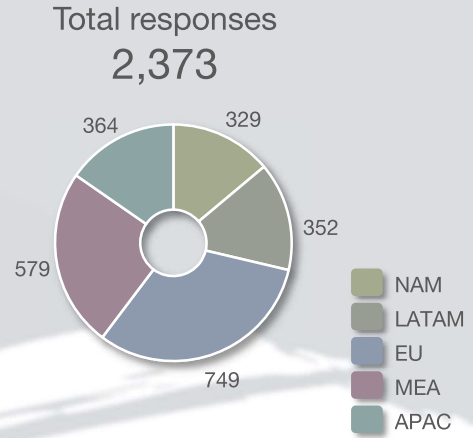
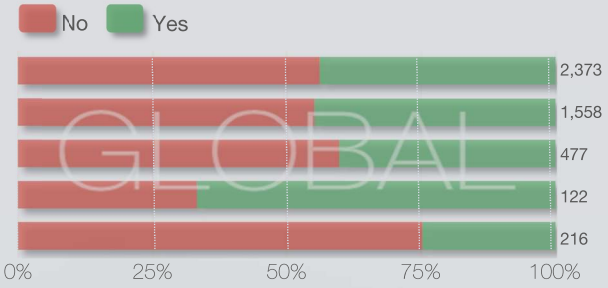
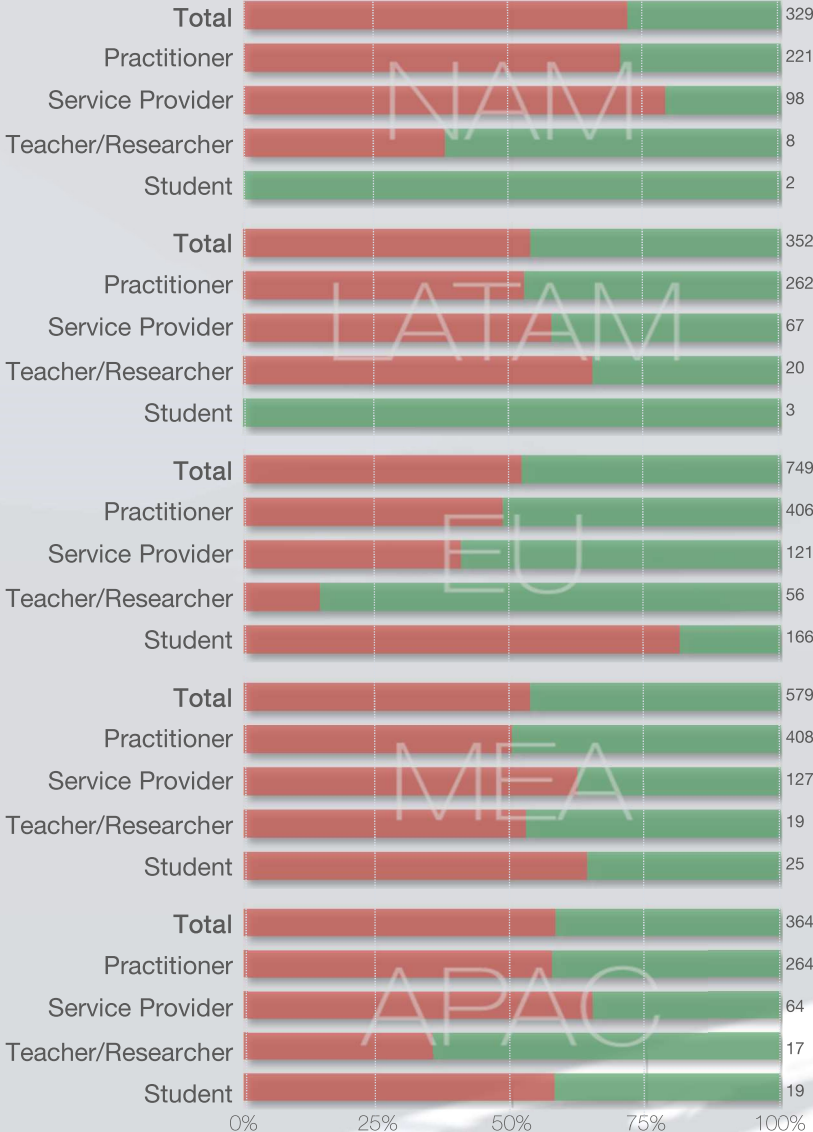
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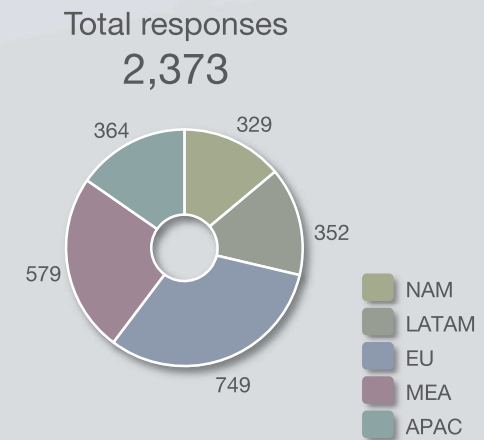
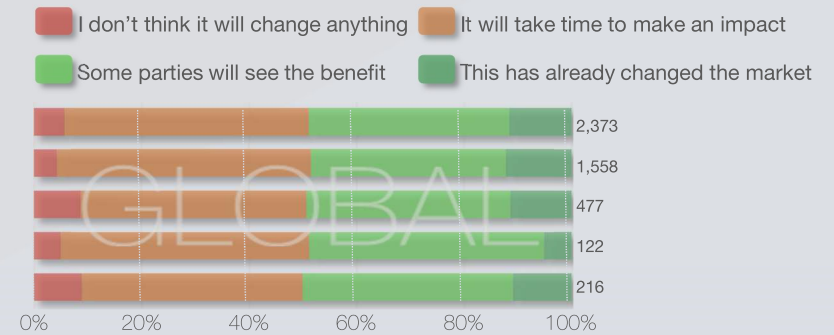
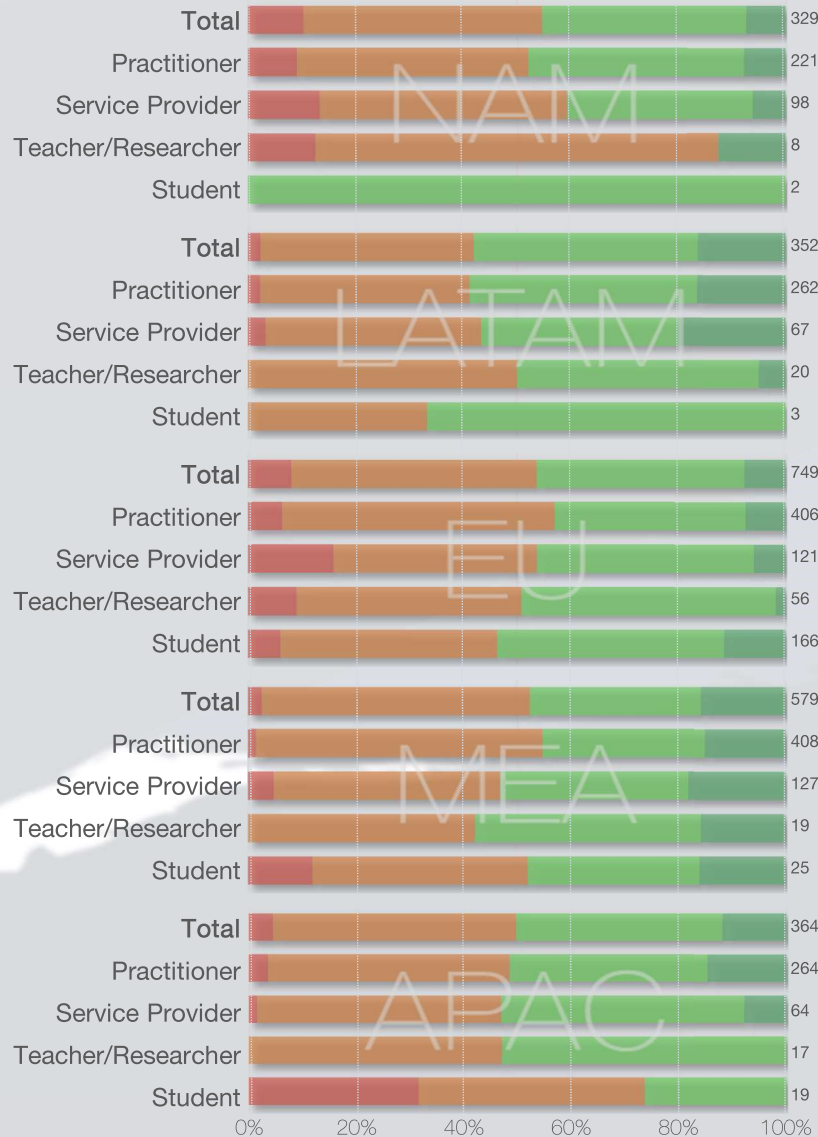
Q3(a) · Have you heard of the Facility Management family ISO Standards 41000?



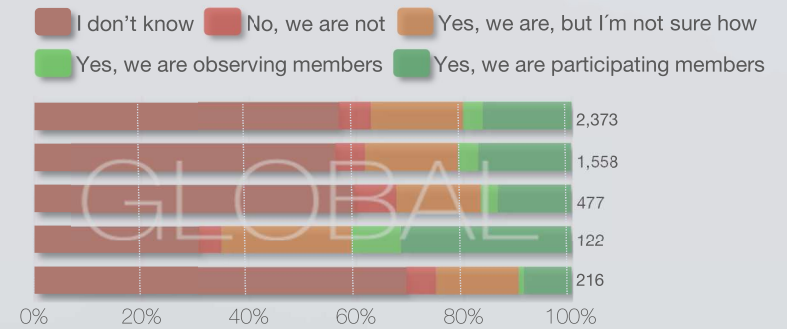
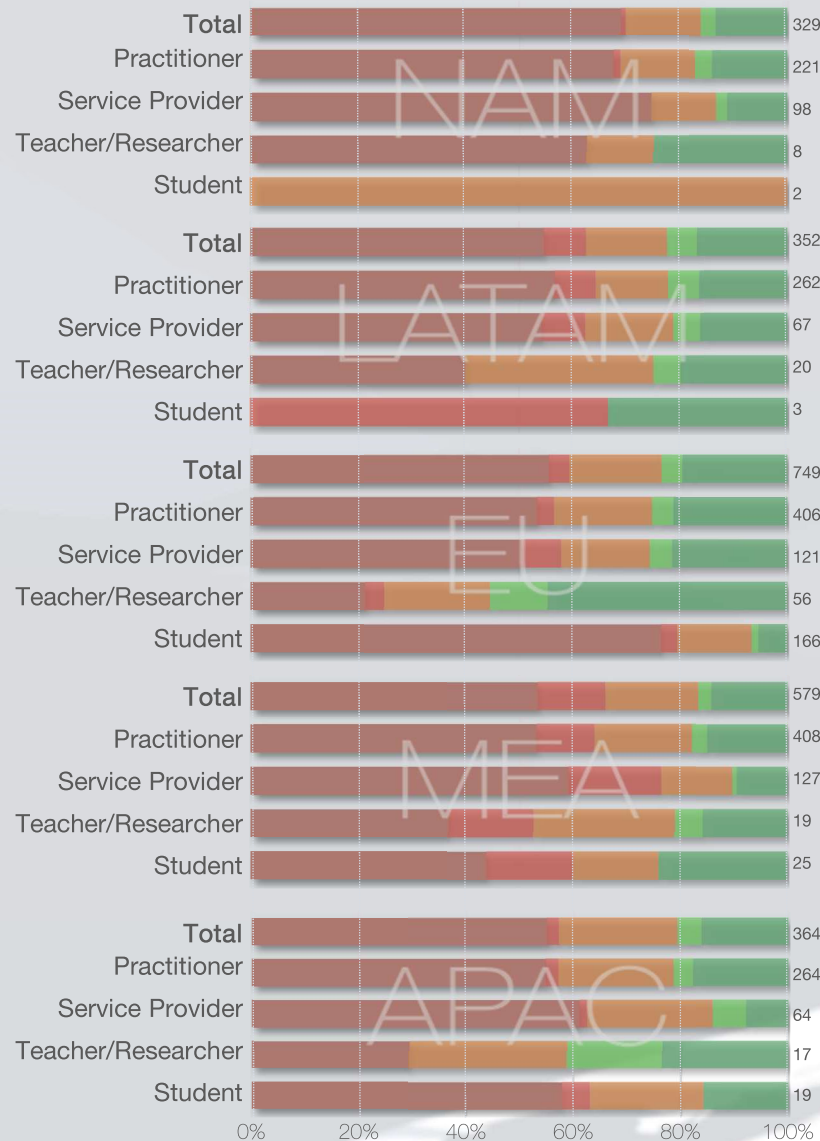
Q3(b) · Have you heard of the Facility Management family ISO Standards 41000?



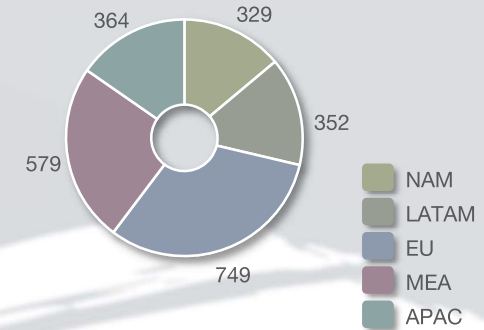
Q4 · What could be the impact of the Management System Standard ISO 41001?



Q5 · Do you know if your country is represented in the ISO Technical Committee?



Total responses
2,373



Author

David Martinez, PhD 
CEO FMHOUSE

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National Information

Specific data from the 89 participating countries could be shared if a local institution is interested. Please contact us for more information.

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