

EMAS and **Environmental Statement**

somewhere between the verification and communication

Reliable
Trustworthy

Some experiences, answers and examples about how the registered EMAS companies could improve their communication, and how EMAS could be a more useful tool for sustainability performance accreditation, making a difference in ISO 14001 certified organisations.

Pablo Chamorro
Ecomundis



EMAS

...engaging?

EMAS
1995 – 2020
PERSPECTIVE



EMAS
Environmental
Statement



EMAS
COMMUNICATION
TOOLS



Government Bodies
Registering roles



Validation and
Verification



Corporate
Communication



What we expect from EMAS in the near future?





EMAS is meant to be the worldwide premium environmental management instrument

A hallmark of an successful organization

- ✓ Become legally compliant
- ✓ Improve their environmental performance worldwide
- ✓ Save resources and money
- ✓ Proactive approach to tackling environmental challenges
- ✓ Improve employees and stakeholders engagement thanks to transparent and validated commitment, performance and reporting

EMAS seeks to be the most credible environmental management tool due to its high requirements for external auditing and official registration with government bodies.

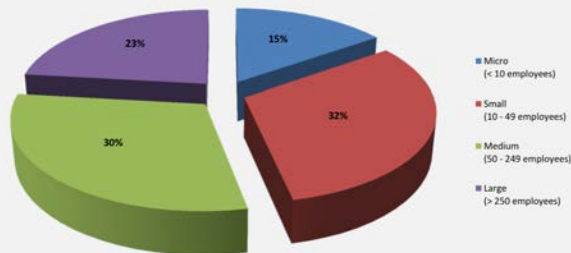


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1995 – 2020
PERSPECTIVE





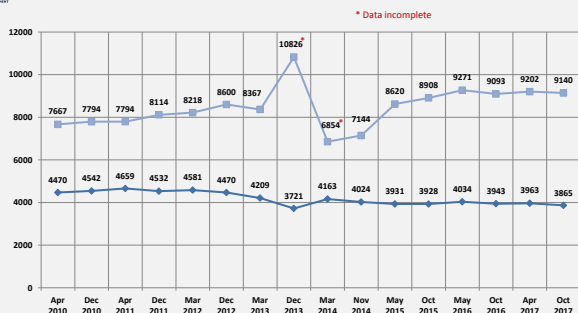
-Official statistics of the European EMAS Helpdesk- Size of EMAS-registered Organisations (October 2017)



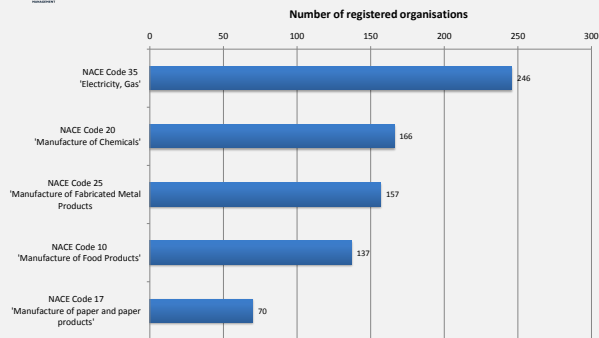
-Official statistics of the European EMAS Helpdesk- Leading Service Sectors (October 2017)



-Official statistics of the European EMAS Helpdesk- Evolution of Organisations and Sites (October 2017)



-Official statistics of the European EMAS Helpdesk- Leading Industrial Sectors (October 2017)



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How could those EMAS registered companies could **better perform** their environmental **management and communication?**

How could EMAS become more feasible and successful to **them** on a middle and long term basis?



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Communication & Sustainability



Everything has changed in company's context, risks & opportunities...

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PERSPECTIVE



2008-2018

Regrettably, little has changed with respect to EMAS in the past ten years...



2009 · Keynote About EMAS Statements

Improvement opportunities

1. Generally edited without budgetary endowments / or low budget
2. Focused only in verification and only leaded by the EMS responsible
3. Quite often are “word/excel” not carefully-edited documents that, in a few cases, generate engagement o interest.
4. Elaborated generally without the participation of the personnel/employees
5. Edited without a previous analysis of the interested parties or stakeholders
6. The E. Statements rarely are integrated into the corporate communication plans
7. Rarely generates other communication products like summaries, information leaflets, posters, newsletters, annexes or references in other corporate documents or news delivering.
8. Companies usually do not bear in mind the perspective of the profitability of a good dissemination

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PERSPECTIVE



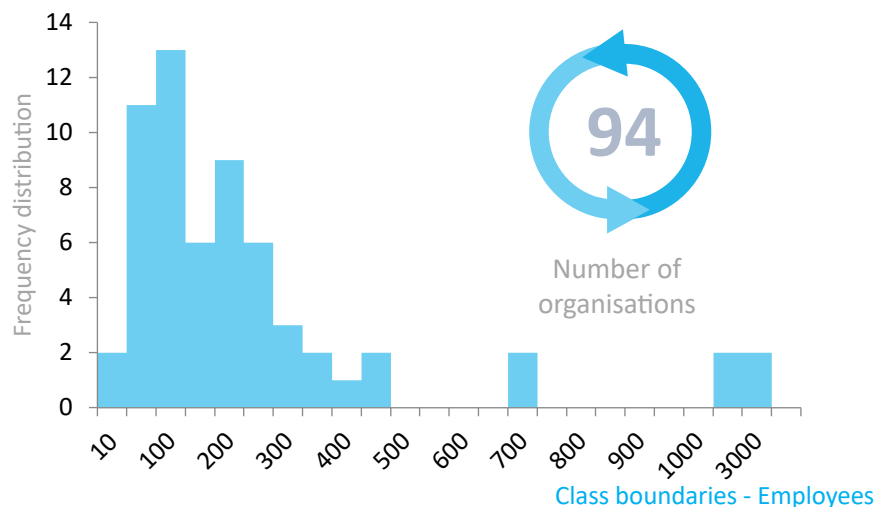
Environmental Statement · Study 2017

Case study in progress

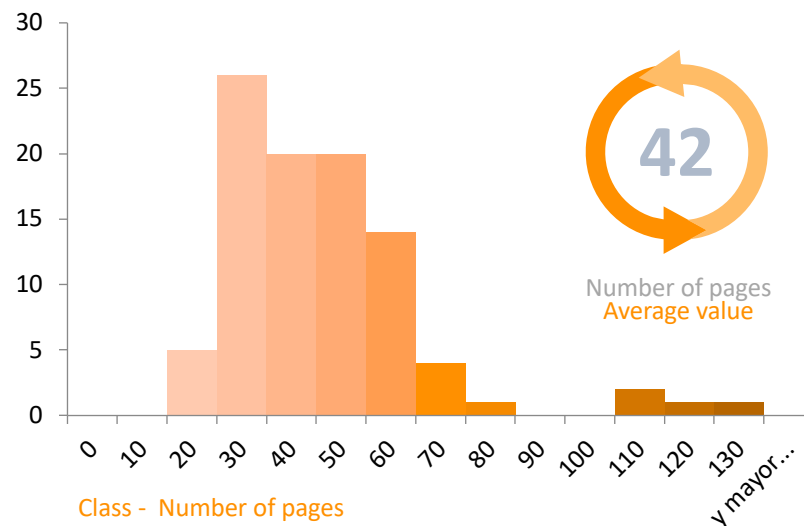
EMAS
Environmental
Statement



Number of organisations by size workforce



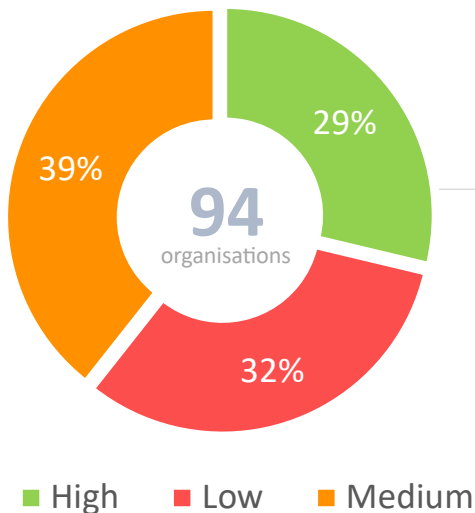
Organisations by E.Statement number of pages



Environmental Statement · Study 2017

Case study in progress

EMAS
Environmental
Statement



General quality evaluation of the reports

Low Quality

It shows difficulties
in the presentation
of information

Not edited carefully

Medium Quality

Information and
texts presented in
coherent order and
in an appropriate
manner.
Digital ready.

High Quality

Well designed report
for communication
Shows data accuracy,
and good quality of
facts and figures with
text presentations



61 % EMAS logo is on the front cover



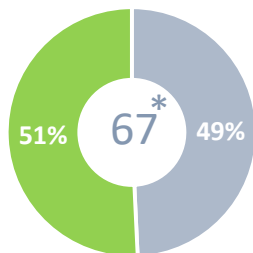
<10 % Display a professional and well designed report

Environmental performance improvements

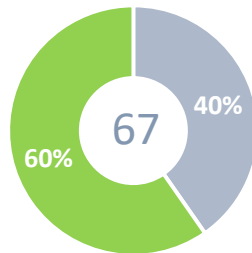
Case study in progress · Phase 1 · From trends of absolute values declared



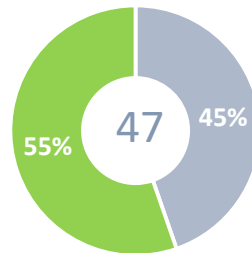
Non-hardwos water production



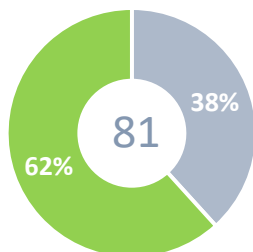
Hazardous Waste production



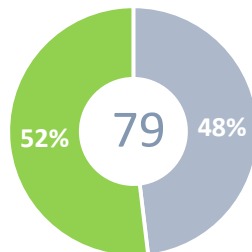
Gas&Fuels Consumption



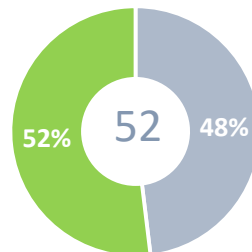
Water Consumption



Electric Energy Consumption

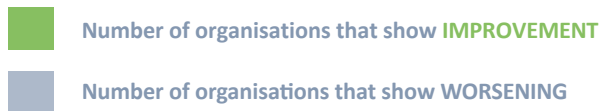


CO2 Emissions declared

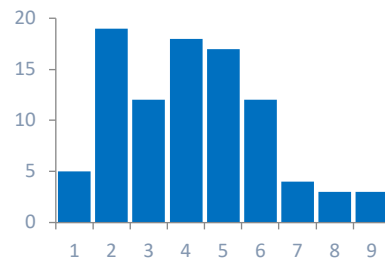


* Sample: Number of organisations

By Ecomundis – Practicum Barcelona University



Number of organisations by number of years of the evaluation period



PROJECT PLAN

Phase · 2 · 2018

Ratios per unit of production
Sample: 150 companies

Phase · 3 · 2019

EMAS · Survey & Environmental
Improvement platform



In our humble opinion

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PERSPECTIVE



We'll believe in **EMAS**
possibilities depending on the
differences between **ISO 14.001**
standard requirements

**What has to be
changed or done
before?**



Build public credibility for EMAS organisations

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FROM THE END CONSUMER OR A PUBLIC POINT OF VIEW

A step forward to make a difference...

By Government & Registering bodies

TO EASE A MORE DYNAMIC WEB PLATFORM

- Environmental Statement summaries
- Global achievements stats
- Company catalogue
by sector / **products!** and location

By companies / organisations

ADOPT BEST SUSTAINABILITY PRACTICES

- **Low carbon** / energy efficient certified
- Renewable energy based
- **Circular Economy** approach · LCA based
Supply chain management · EMAS Global

EMBRACE “ECO-LABELED” PRODUCTS & SERVICES

- **Eco-labeled** products (B2C)
- **EPD's** (B2B) Environmental Product Declarations
- **Eco-designed** products



Build public credibility for EMAS organisations



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FROM THE COMPANIES AND ORGANISATIONS POINT OF VIEW

By Public administrations

STRICT GREEN PUBLIC PROCUREMENT (GPP) PRACTICES

- Authorities on EU, at national and regional levels should limit or restrict some purchases only to EMAS companies.

At EU Level · European Commission

AUTOGENERATED ENVIRONMENTAL STATEMENT · Especially addressed to SMEs

- Facts and figures, core/sector indicators and company achievements, validated by the relevant verifier, **should be input online into a database registered by EU.**

EMAS

Environmental
Statement





What it is!

And What it is not !



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Environmental Statement is not only an environmental manager's reporting duty or task is a **social marketing tool** that has to be planned, design and communicate with the company's executives or other CEOs implication and known by the director's board.

Environmental Statement's objective is not solely addressed for verification purposes is a corporate report on Sustainability for engage people and communicate.



Data & Message

Environment & Sustainability

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Statement



Rather than focus heavily on the data, the report serves also to generate **enthusiasm** and **inspiring** viewers to consider **engagement** to the **sustainability values** of the company.



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Our recipe for the Environmental Statement

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CONTENTS

25%	COMPANY COMMITMENT · SCOPE PRESENTATION	50%	PERFORMANCE · INDICATORS	25%	STAKEHOLDER ENGAGEMENT
ANNEX IV E. Statement	<p><i>B (a): Activities, products & services</i> <i>B (b): Policy and brief description of the EMS</i> <i>B (c): Direct & Indirect aspects/impacts</i></p> <p><i>ANNEX I : Environmental Review</i> <i>(1.) Internal & External Context</i></p> <p><i>ANNEX II: B(6) Employee involvement</i> <i>Directors / managers presentation</i></p>	<p><i>B (d): Environmental objectives and targets</i> <i>B (e): Core& other performance indicators</i> <i>B (f): Performance legal provisions & significant impacts</i> <i>B (g): References to applicable legal requirements</i></p>			<p><i>ANNEX I : (2.) Inform about the interested parties needs related with the environment describing the actions undertaken in order to satisfy its relevant expectations</i> <i>(Voluntary adoptions as a compliance obligations)</i></p>

- Interviews, quotes, explanations and general commentary on their areas of expertise or about actions, practices or whatever key contribution to organization's sustainability.
- Involve community actors, customers/consumers and suppliers.

Some editing recommendations

By Ecomundis Editorial

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SUMMARIZE CONTENTS

Corporate presentation vision, mission and values are as important as environmental policy

Summarize briefly every key information at the beginning of each chapter

Try to use as less words as possible



IMAGES AND PICTURES

Use real pictures of facilities and the employees



GRAPHS · TABLES & CHARTS

Use icons · charts and bullets use infographic illustrations



Move detailed data on tables in annex at the end of the report



STAKEHOLDER

Stakeholder participation, engagement and activities are essential for an interesting Environmental Statement.

Company “speaks” its facts and figures in third person singular

Our team/crew we write text in first person plural



LAYOUT AND STYLE

Design the E. Statement for **an easy reading** prepared for screen view (desktop or tablets)





...Some help?

Resource for sustainability reporting

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The reporting world is complex.

Understanding what, **where** and **how to report sustainability information**, while keeping up with the latest developments, is tough and time consuming.



https://youtu.be/AGqE4O00_7g
<https://youtu.be/6LkrhaIWIMc>

<https://www.globalreporting.org/standards/>



<https://www.reportingexchange.com>

<https://vimeo.com/176747186>



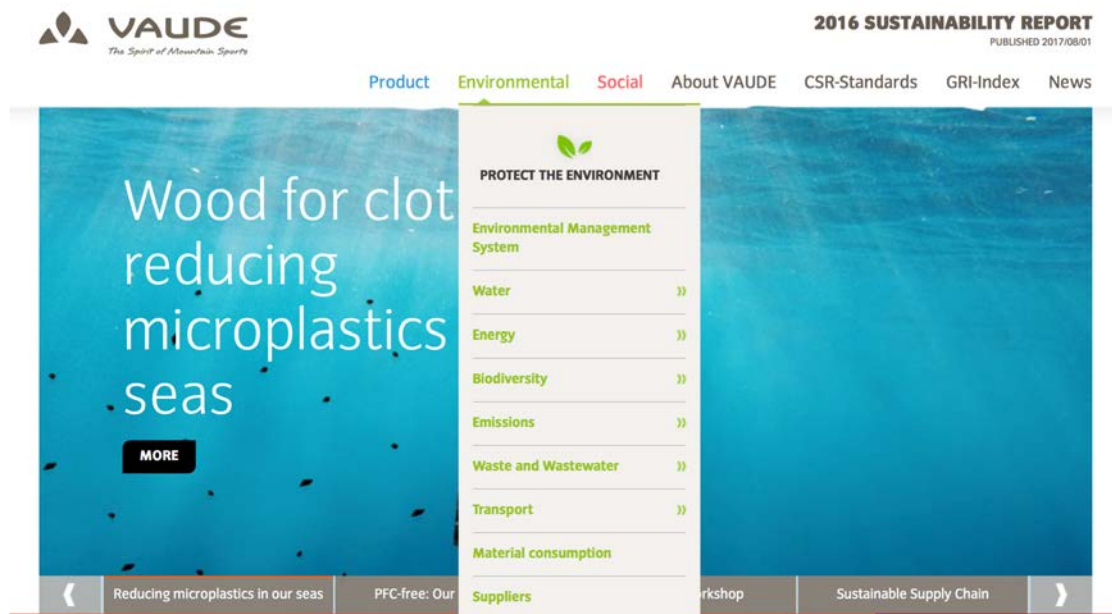
On the WWW and integrated with CSR Report (GRI)

*Instead of a separate printed Environmental Statement, publish an overview with links to related pages in a comprehensive GRI(4) Sustainability Report as a part of our EMAS certification. **This conserves resources – paper and working hours.***

ON THE WEB



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On a single web page WWW owned by the company

The whole content of the Environmental Statement inside a single web page.

*Perfect choice for SME's
and also for large companies*

EMAS

Environmental
Statement



INFORME AMBIENTAL 2015
COMPROMISO Y GESTIÓN AMBIENTAL
PROGRAMA AMBIENTAL 2014-2016
INVERSIONES Y GASTOS AMBIENTALES
CONSUMO DE MATERIAS PRIMAS
CONSUMO DE ENERGÍA
CICLO DEL AGUA
EMISIONES
RESIDUOS
BIODIVERSIDAD
CONTROL Y PREVENCIÓN DE RIESGOS AMBIENTALES
FORMACIÓN, COMUNICACIÓN Y SENSIBILIZACIÓN

COMPROMISO Y GESTIÓN AMBIENTAL

Seguimos la **política ambiental**, el *Manual Corporativo de Medio Ambiente*, conforme al estándar ISO 4001, permite unificar y coordinar de forma global la gestión ambiental de la compañía.

Comprometidos con la sostenibilidad

GESTIÓN AMBIENTAL EN LOS CENTROS PRODUCTIVOS



ON THE WEB



MEMORIA AMBIENTAL 2015

GRIFOLS 75 años

Delivering objects/gifts to stakeholders

EMAS Environmental Statement



Summaries & Informative abstracts

An informative abstract (summary) is an abbreviated version of the most significant points in an Environmental Statement.

The digest or integration of different E.St. in one document.

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Our recipe for Environmental Communication

EMAS
COMMUNICATION
TRICKS·TOOLS



Interact with workers, suppliers, customers, community actors, business associations and final end user as possible to create new contents or go beyond EMS's scope to achieve live cycle perspective environmental challenges.

Take every opportunity to recall the environmental values, sustainability policies, plans, goals and achievements.



WWW

Create a Web Version



USE SOCIAL MEDIA



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EMAS
COMMUNICATION
TOOLS



Government Bodies
Registering roles



Validation and
Verification



Corporate
Communication



 Thank you !

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ECOMUNDIS EDITORIAL

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Pablo Chamorro
CEO & Founder



About Us & Our Company ?

Acerca de nuestra organización



2004-2018

Misión

Impulsamos el valor sostenible, el progreso y la reputación corporativa de las empresas y organizaciones.

Motivamos el personal, formando equipos de trabajo que afrontarán con éxito sus nuevos retos ante los grupos de interés y la comunidad.

Visión

En Ecomundis deseamos ofrecer la mejor experiencia y servicios de atención, asesoramiento y comunicación a nuestros clientes.

Compartir experiencias y conocimientos como un equipo integrado forma parte de nuestra visión como organización.



Miembro stakeholder 2005-2011, del Global Reporting Initiative a efectos de promoción y elaboración de Informes de Responsabilidad Social Corporativa.



Mención especial a la creatividad en los Premios EMAS Catalunya 2009, por el diseño de Declaraciones Ambientales y empresa editorial de la Declaración Ambiental ganadora en la edición 2010 del mismo premio. (Generalitat de Catalunya)



Empresa valorada como una de las mejores iniciativas empresariales por la Diputación de Barcelona en las categorías de Medio ambiente (2007) y Responsabilidad Social Corporativa (2006).



Formadores para la Fundación Universidad de Castilla la Mancha en máster y conferencia sobre RSC, en materia de Sistemas de Gestión Ambiental y memorias de sostenibilidad.

Sustainability Services in brief

Nuestros servicios



LICENCIAS Y PERMISOS

Trámite y coordinación de apoyo ante permisos, licencias y autorizaciones medioambientales



ADMINISTRACIÓN AMBIENTAL

Externalización de gestiones administrativas y trámites ante las diferentes administraciones



AUDITORÍAS ISO 14001/EMAS

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia



ANÁLISIS DEL CICLO DE VIDA

Cálculo de la Huella ecológica
Huella de carbono, Huella Hídrica
EPD - Declaraciones Ambientales de Producto



SOPORTE JURÍDICO

Plataforma on-line de disposiciones legales y de evaluación de requisitos ambientales. Atención a procedimientos y consultas.



DISEÑO Y COMUNICACIÓN

Edición técnica y gráfica de memorias corporativas verificables y otros materiales de comunicación.

RSC · Stakeholders

PLANES DIRECTORES

Coordinación ejecutiva de Planes Directores de Sostenibilidad y de Responsabilidad Social Corporativa



FORMACIÓN AMBIENTAL

IN-COMPANY
Organización de conferencias
E-Learning