



# Examples of best practices on communication & dissemination

## EMAS Awards

Seville, May 3rd/2018

# EMAS Awards: an EMAS promotional tool

**PREMIS  
EMAS  
CATALUNYA**



# Catalan EMAS Awards



## MAIN ASPECTS & EVOLUTION:

- A **joint initiative** of the EMAS organizations through the EMAS Club and the EMAS Competent Body, the Directorate General for Environmental Qualification and Climate Change, Ministry of Territory and Sustainability (private – public collaboration)
- First edition in 2008
- Yearly, from 2008 to 2012
- Every two years, since 2012
- No economic reward, only recognition.



# Catalan EMAS Awards



## CATEGORIES:

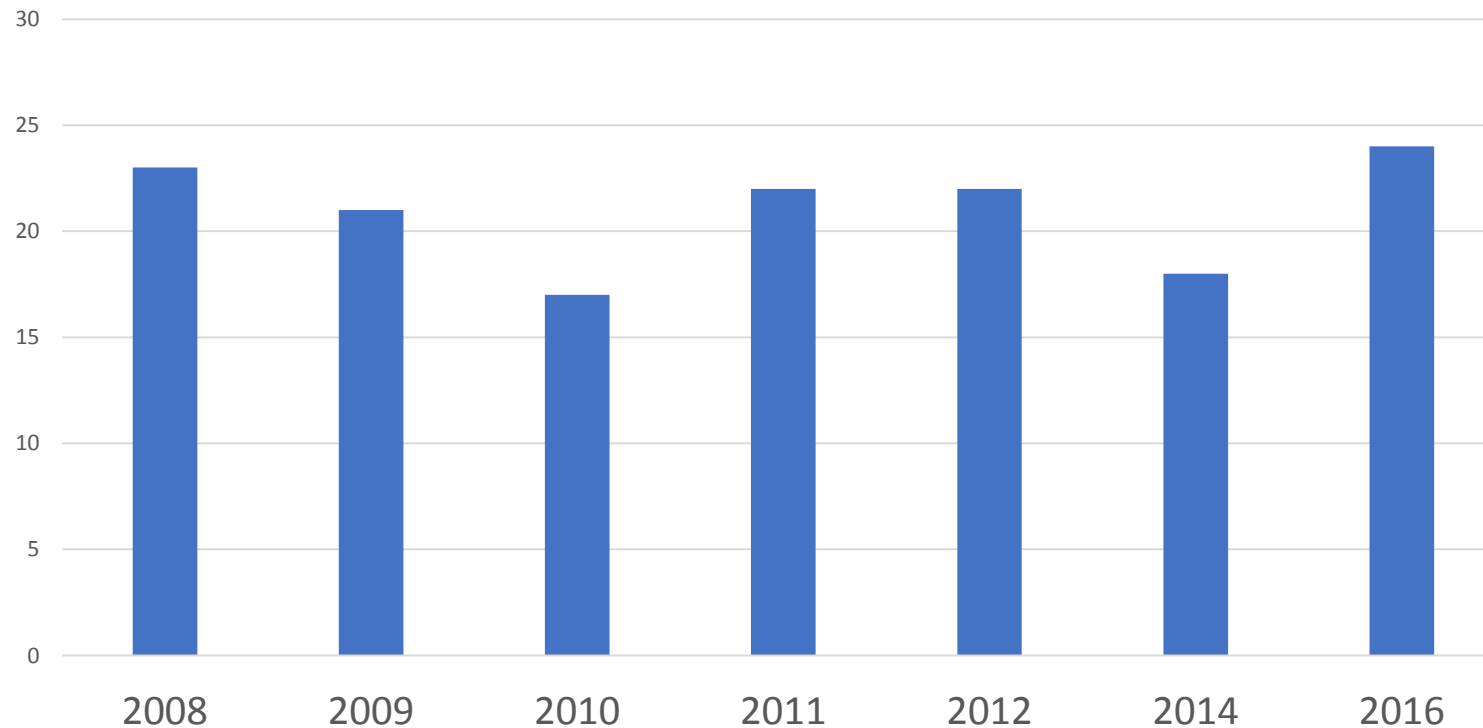
1. **Best environmental statement.** Back in 2007 we realise that environmental statements were really poor from the communicational point of view, the awards were the opportunity to stimulate improvements.
  2. **Best action to involve interested parties.** It was also an aspect that could be improved in terms of new formats and strategies.
  3. **Best environmental performance.** Normally innovation and technologies were presented, organisations not always realize that also good practices could be awarded.
- **Special edition awards:** only used in specific cases. In 2016 as a subcategory of environmental performance on sustainable mobility, and soon in 2018 as projects developed with other organizations (NGOs, etc.).



# Catalan EMAS Awards



CATALAN EMAS AWARDS  
Number of candidacies



Minimum: 17. Maximum: 24. Average: 21.

The awards regulation is **simple** and also the template for the presentation of the candidacies (1 single page).

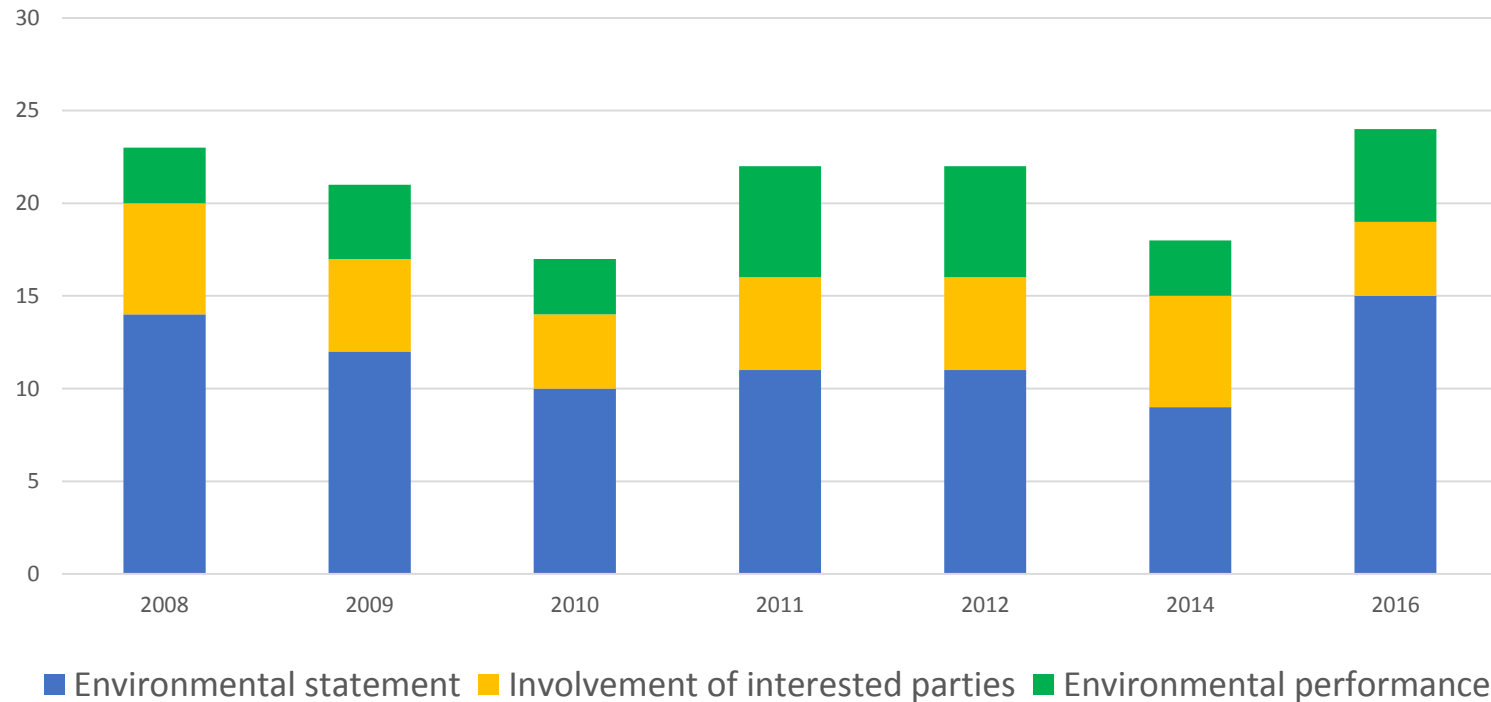
All documents are available at the EMAS Club **webpage**.

There's no specific template requested in order to describe the initiatives presented in categories 2 & 3, but a clear description, data and results must be provided. This allows companies to use documents that they already use or have prepared for internal use.

# Catalan EMAS Awards



CATALAN EMAS AWARDS  
Candidacies per category



Even if there's still space for improvement, environmental statements **have definitely improved along the years.**

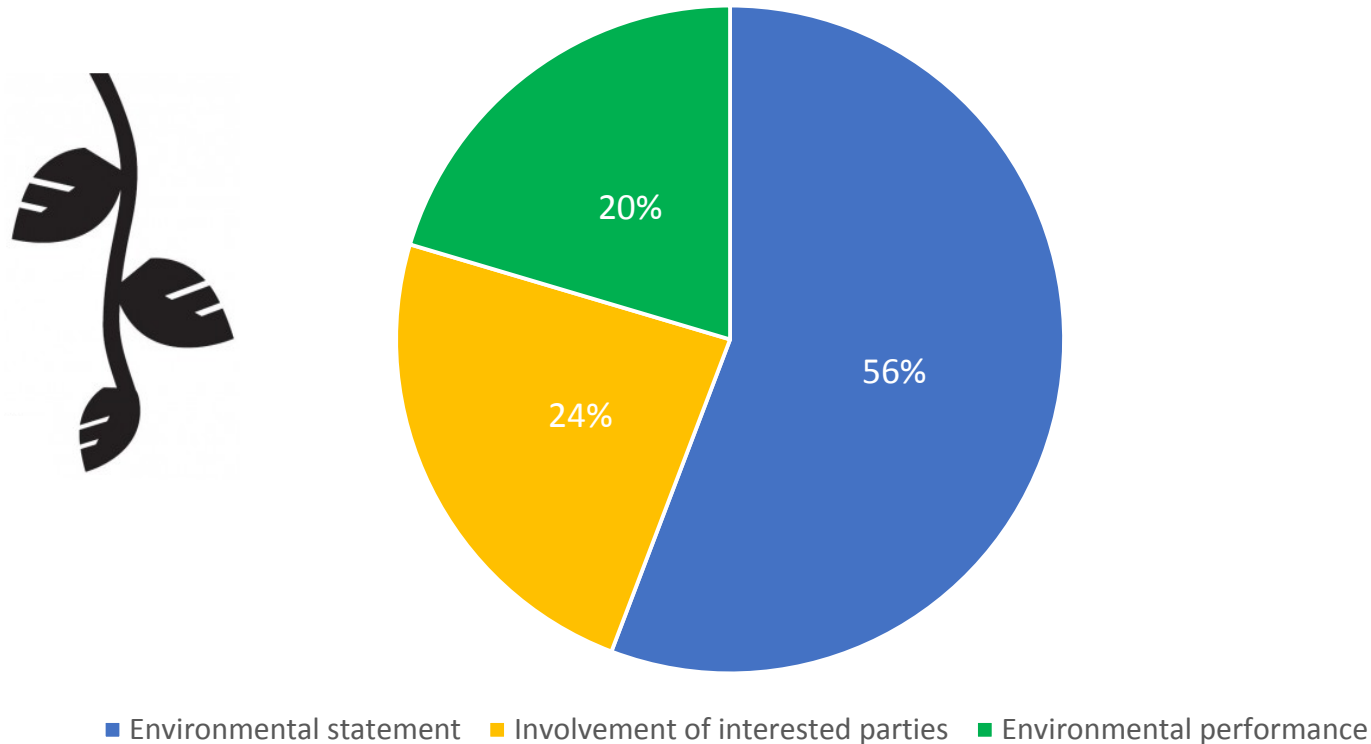
Actions involving interested parties have been **an inspiration for other EMAS organizations**, we have identified in the following years activities similar to those presented at the awards.

Environmental statement has been always the category with the higher number of participants.

# Catalan EMAS Awards



Candidacies per category 2008 - 2016



The Environmental statement category is the easiest to be presented, besides the template they are only requested to provide the current statement and the previous version.

All candidates (public / private) can participate to the same categories without any distinction.

There's no distinction either between SMEs and large organizations.

Environmental performance category is not associated to a specific environmental aspect. Limiting it to a specific issue could also limit the participation capacity of the organizations.



# Catalan EMAS Awards



## MEMBERS OF THE JURY:

- General Directorate of Environmental Quality of the Ministry of Territory & Sustainability
- General Directorate of Environmental and Natural Environment Policies of the Ministry of Territory & Sustainability
- A member of the EMAS Club Management Board (this member cannot present its organization as a candidate that year)
- A representative of an enterprise association
- A representative of the communication sector
- A representative of a trade union
- A representative of the Academia (university or any other organizations linked to the research and education)

All members rotate in each edition, except the first two members.





# Catalan EMAS Awards



## PROCESS:

- Call for proposals: April
- Selection of members of the jury: before summer
- Deadline for the presentation of candidacies: September
- Club EMAS carries out the 1<sup>st</sup> check of the documents (candidacies): August - September
- Preparation of documents for the jury: September
- Meeting of the jury: End of September – First days of October
- Awards ceremony: October - November



# Catalan EMAS Awards



"The image of the prizes is based on a sheet designed to make the EMAS Awards trophy and wants to suggest a plant that climbs and grows until it reaches the entire surface. It can serve as a metaphor of the will of the awards to motivate growth and multiplication of companies committed to the environment through their certification. "

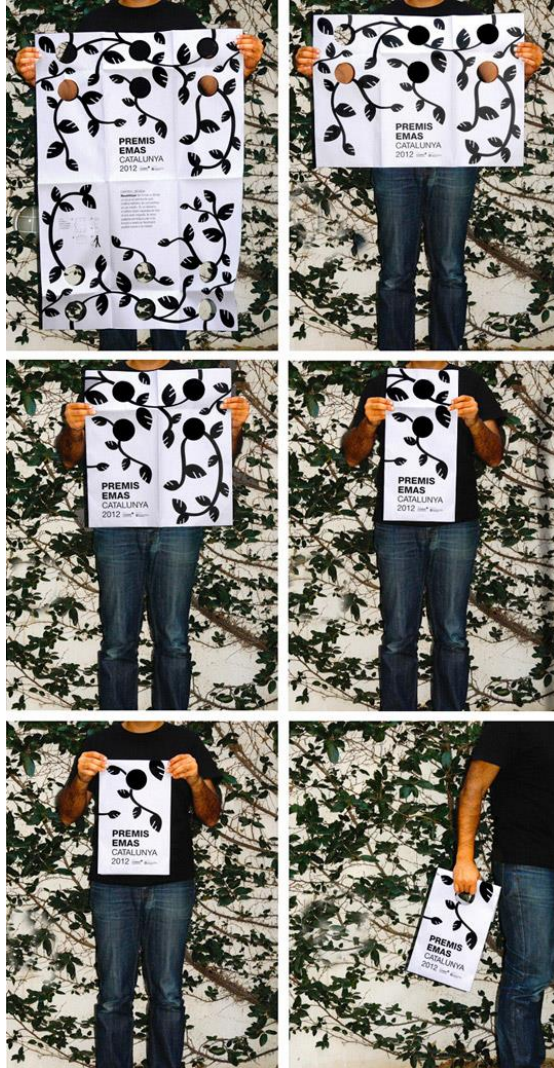
# Catalan EMAS Awards



LA PAGE ORIGINAL, a visual communication studio and an EMAS organization, designed the poster for the Awards with the printed image in a single ink and with a single side with a double use: once it is converted into a bag to transport the trophy. No queues or any link element.



# Catalan EMAS Awards



The image of the Awards had to be consistent with the principles he announced. A sustainable design, which in addition to announcing the Awards as a poster, would solve the way to take the trophy at home.



# Catalan EMAS Awards



## A TOUCH OF ORIGINALITY!



Stage made with reused paper and chairs with cardboard. At the end, each participant took his/her own chair as a souvenir.

EMAS' Kitchen: a recipe for waste prevention.



# Catalan EMAS Awards

A TOUCH OF ORIGINALITY!



Simulation of an “EMAS Radio Programme” with a real radio journalist





# Catalan EMAS Awards



## TIPS TO INCREASE **PARTICIPATION** AND **SENSE OF EMAS COMMUNITY**:

*(Around 150 – 180 people attending the event)*

- Delivery of EMAS certificates for new comers
- Delivery of recognition to +10 years of EMAS
- Delivery of the awards
- Participation of high level representative (Catalan Ministry of Territory and Sustainability)
- Participation of a relevant media representative (artist, weather presenter, journalist, etc.)





# Catalan EMAS Awards



**ENHANCE**  
Interreg Europe



European Union  
European Regional  
Development Fund

## ENVIRONMENTAL CRITERIA :

- Eco-designed trophy (made with waste material from an EMAS organization and designed by an EMAS organization)
- Reuse of materials for the stage
- Catering service (organic and/or fair trade products + social association)



# PREMIS EMAS CATALUNYA



Organitza  
**ClubEMAS**  
associació d'organitzacions  
registrades EMAS a Catalunya

Amb el suport de  
 Generalitat de Catalunya  
Departament de Territori  
i Sostenibilitat

**ENHANCE**  
Interreg Europe

 European Union  
European Regional  
Development Fund



**OCTOBER 17<sup>th</sup>/2018**

# Other communication tools



**ENHANCE**  
Interreg Europe



European Union  
European Regional  
Development Fund

## Sector guides :

- Pharmaceutical sector
- Beaches
- Ports
- Public Administration
- Hospitals
- Cultural Sites

Manuels d'ecogestió

Manuels d'ecogestió, 28

Manual per a la implantació  
de sistemes de gestió  
ambiental als  
**PORTS ESPORTIUS**



28

Generalitat de Catalunya  
Departament de Medi Ambient  
i Habitatge



**ENHANCE**  
Interreg Europe



European Union  
European Regional  
Development Fund

# THANK YOU!



Generalitat de Catalunya  
**Departament de Territori  
i Sostenibilitat**