



# EMAS PROMOTION & POLICY SUPPORT IN THE MEMBER STATES

COMPENDIUM 2015





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Compendium 2015*

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Within this Compendium, four typologies of policy and promotional support measures are presented: legal instruments, economic & financial instruments, informational instruments, and marketing & promotional instruments. These categories were derived from the specific types of support measures specified in Articles 34-38 of the EMAS Regulation.



#### LEGAL INSTRUMENTS

- REGULATORY RELIEF
- PUBLIC PROCUREMENT
- INTEGRATION IN GOV'T STRATEGIES OR FRAMEWORKS



#### ECONOMIC & FINANCIAL INSTRUMENTS

- TAX REDUCTIONS OR EXEMPTIONS
- FEE REDUCTIONS FOR INSPECTIONS OR PERMITS
- FUNDING FOR EMAS IMPLEMENTATION OR CONSULTANCY
- INVESTMENT REBATE
- WAIVED OR REDUCED EMAS REGISTRATION FEE



#### INFORMATIONAL INSTRUMENTS

- GUIDEBOOKS / LINES
- REPORTS OR SCIENTIFIC ARTICLES
- SEMINARS, WORKSHOPS OR TRAINING COURSES
- INFOSHEETS
- (NATIONAL) EMAS WEBSITE
- (NATIONAL) EMAS REGISTER OR DATABASE
- STAKEHOLDER DIALOGUE / ROUNDTABLE
- LONG-TERM INFORMATIONAL PROJECTS



#### MARKETING & PROMOTIONAL INSTRUMENTS

- NATIONAL EMAS CONFERENCE OR EMAS DAY
- NATIONAL EMAS AWARDS
- CONFERENCES
- SECTORAL PROMOTION CAMPAIGNS
- PROMOTIONAL MATERIAL
- EMAS AMBASSADORS
- ADVERTISEMENTS
- SOCIAL MEDIA
- NEWSLETTERS
- CLUSTER INITIATIVES

# FOREWORD

*For 20 years, the European Environmental Management and Audit Scheme (EMAS) has been helping organisations reduce their environmental impact and systematically integrate environmental aspects into their management processes. EMAS gives environmentally proactive organisations the tools they need to manage the ever more pressing challenges of resource consumption, climate change and corporate social responsibility. With each new EMAS registration, we are one small step closer to achieving the 21<sup>st</sup> century goal of a sustainable, low-carbon circular economy.*

*The promotion and policy support measures contained in this compendium provide the means for attracting newcomers to EMAS, and for supporting and rewarding the commitments of EMAS-registered organisations. They also reflect the creativity and commitment of the Member States and the EMAS Competent Bodies that have helped thousands of organisations to achieve their environmental goals. And more than anything, measures like these are vital for the achievement of our wider goals, as we strive to turn Europe into a genuinely circular economy.*

*Organisations that register with EMAS have shown an outstanding commitment to going »above and beyond« in their work towards a more sustainable future. The examples contained in this compendium can be used to reinforce successful methods and as a basis for generating new ideas to increase support for EMAS at local, regional and national levels.*

*EMAS can help modernize Europe's economy, putting us on a path to the more efficient use of resources and creating the conditions for employment opportunities to build the sustainable Europe of the future.*

*Happy reading!*

**KARMENU VELLA**

EUROPEAN COMMISSIONER FOR THE ENVIRONMENT, MARITIME AFFAIRS AND FISHERIES

# 1. INTRODUCTION

## 1.1. PURPOSE

In 2015, the European Eco-Management and Audit Scheme (EMAS) is celebrating its 20<sup>th</sup> anniversary as the premiere instrument for voluntary environmental management in the European Union. Today, over 4000 organisations and 7500 sites in the EEA are EMAS registered. Since 2011, EMAS has also begun to extend to distant corners of the globe, with organisations implementing the scheme at sites in countries as far away as China or Uruguay.

In order to join EMAS, organisations must first be aware of the scheme and its many advantages. Here the Member States<sup>1</sup> play a crucial role, providing promotion of and information on EMAS to various stakeholder groups. In addition to defining the European Commission's role in providing information on and promoting EMAS, the current EMAS Regulation (Regulation EC 1221/2009) obligates the individual Member States to promote the EMAS scheme under its Articles 33-38. These promotion activities include but are not limited to:

- providing information about EMAS to the public and to organisations;
- facilitating the exchange of best practice knowledge;
- providing technical support to organisations with their EMAS-related marketing activities;
- facilitating access to EMAS for small and medium-sized organisations (SMEs);
- encouraging cooperation among organisations and other stakeholders for promotional and informational purposes
- encouraging local authorities and other stakeholders to provide assistance to clusters of organisations seeking to register EMAS
- promoting the presence of EMAS as a tool in the application and enforcement of legislation and in public purchasing.

This compendium serves primarily as a reference tool for Member State policy makers, EMAS representatives and Competent Bodies to aid in selecting and designing future EMAS support measures. It gives an overview of the various EMAS policy and promotional instruments employed over the past five years. In a few more detailed examples, it also includes descriptions of the creation, implementation and effects of example promotion activities, many of which have resulted in increased registration numbers. Policy makers and EMAS Competent Bodies can thus use this compendium both to find interesting measures and to identify Member States to contact for more information.

A second aim of the compendium is to provide EMAS registered organisations and other stakeholders interested in EMAS with an overview of the different advantages and informational opportunities currently on offer in the Member States. They can read about the types of regulatory relief or financial advantages available for EMAS registered organisations, learn about the chance to apply for events such as the national EMAS Awards, and discover networking or informational opportunities regularly offered in their countries. Because the compendium covers all Member States, organisations can also find interesting opportunities on offer in other countries where they may have connections or do business.

<sup>1</sup> Similarly to the EMAS Regulation, this compendium uses the term »Member States« to refer not only to the 28 Member States of the European Union but also to countries belonging to the European Economic Area (EEA).



## 1.2. METHODS

The information contained in this Compendium stems from the biannual Tour de Table reports, desk research, and informal interviews with Member State representatives, EMAS Competent Bodies, and external EMAS experts. The majority of information comes from the European Commission's *Tour de Table* reports from November 2010 to May 2015, which detail the Member States' various promotion activities as presented at the biannual EMAS Committee meetings. On the basis of the information contained the reports, representatives from 12 Member States were contacted and asked to provide more information about particular promotion measures. Desk research included the evaluation of selected laws and promotional and informational documents produced by the Member States and of larger research projects such as the BRAVE study.<sup>2</sup>

This compendium thus provides an overview rather than an exhaustive list of policies and support instruments for EMAS in Europe. In most cases, measures introduced prior to 2010 and those not mentioned in the Tour de Table reports do not appear. Readers interested in learning more about all policy and promotion measures in a particular Member State should contact that country's EMAS Competent Body.<sup>3</sup>

## 1.3. STRUCTURE

Following this introduction, Chapter 2 will briefly examine the role of policy support in promoting EMAS, discussing both the advantages that a higher uptake of EMAS can bring to regulators and the benefits of providing organisations with incentives to join the scheme. Chapter 3 then gives a brief overview of the different types of promotional and policy support measures in the Member States, including their frequency. Chapter 4 explores each of the different categories of support measures in the Member States, giving extensive examples of legal, financial and economic, informational, and marketing and promotional instruments, respectively. For each category, several examples and their implementation are discussed in more detail. Finally, Chapter 5 summarises the content of the previous chapters, highlights important lessons learned from the Member States, and looks to a few examples of exciting developments for future EMAS promotion.

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<sup>2</sup> [www.braveproject.eu](http://www.braveproject.eu)

<sup>3</sup> Contact information for the EMAS Competent Bodies can be found here: [www.ec.europa.eu/environment/emas/tools/contacts/countrymap\\_en.htm](http://www.ec.europa.eu/environment/emas/tools/contacts/countrymap_en.htm)

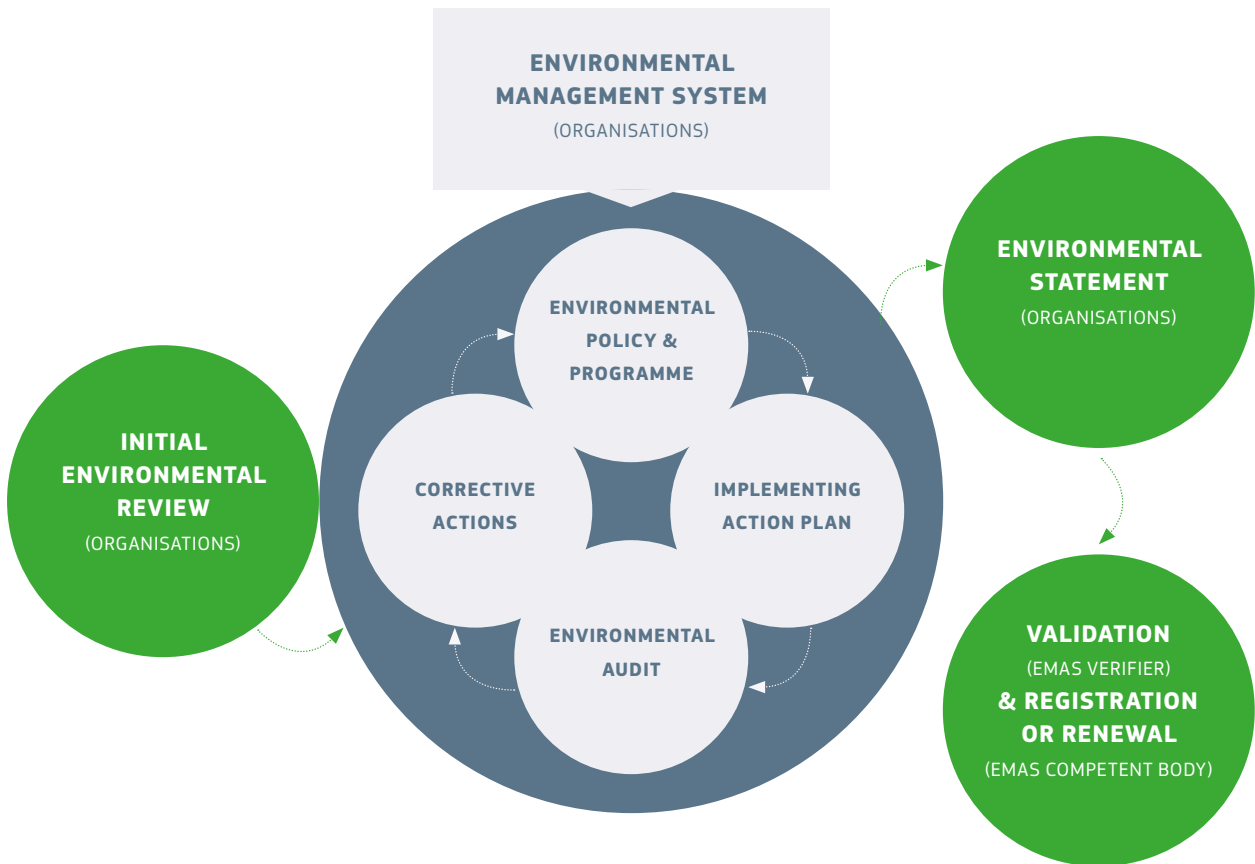
# 2. THE ROLE OF GOVERNMENT SUPPORT FOR EMAS

EMAS is more than a voluntary management standard; it is also an environmental protection instrument and an integrated reporting tool on environmental obligations. As such, its implementation on the policy level plays a role in promoting the common good and furthers the environmental goals not only of private enterprises and public organisations but also of governments and regulators. Moreover, EMAS’s transparent reporting contributes to a more efficient determination of legal compliance. EMAS registered organisations voluntarily commit themselves to the scheme’s rigorous requirements. When recognized in policy support measures, these requirements can bring a number of advantages for governments and regulators:

FIGURE 1: ADVANTAGES FOR GOVERNMENTS

EMAS REQUIREMENT	ADVANTAGES GAINED FOR GOVERNMENTS AND REGULATORS THROUGH POLICY SUPPORT
<p><b>STRICT, EU-MANDATED REQUIREMENTS FOR THE MEASUREMENT AND EVALUATION OF ENVIRONMENTAL PERFORMANCE AGAINST OBJECTIVES AND TARGETS</b></p>	<ul style="list-style-type: none"> <li>• RELIABLE REDUCTIONS IN ENVIRONMENTAL IMPACTS CAN REDUCE HEALTH CARE COSTS, LOWER THE RISK OF ENVIRONMENTAL ACCIDENTS, KEEP TOURIST DESTINATIONS PRISTINE, AND CONTRIBUTE TO ACHIEVING NATIONAL ENVIRONMENTAL AND CLIMATE GOALS WITH LITTLE ADDITIONAL EFFORT ON THE PART OF GOVERNMENTS AND REGULATORS</li> </ul>
<p><b>COMPLIANCE WITH ENVIRONMENTAL LEGISLATION DETERMINED BY INDEPENDENT THIRD-PARTY AUDITS AND ENSURED BY GOVERNMENT SUPERVISION</b></p>	<ul style="list-style-type: none"> <li>• PROOF OF LEGAL COMPLIANCE BROUGHT THROUGH EMAS REPORTING CAN SAVE ENFORCEMENT AGENCIES TIME AND RESOURCES, ESPECIALLY IF ASSOCIATED WITH REGULATORY RELIEF DELIVERED TO EMAS ORGANISATIONS</li> </ul>
<p><b>PUBLICATION OF AN ANNUAL, INDEPENDENTLY VALIDATED ENVIRONMENTAL STATEMENT WITH DETAILED ENVIRONMENTAL CORE INDICATORS</b></p>	<ul style="list-style-type: none"> <li>• REGULATORY RELIEF AND/OR EXEMPTION FROM REPORTING OR AUDITING REQUIREMENTS CAN SAVE ENFORCEMENT AGENCIES TIME AND RESOURCES</li> <li>• ENHANCED TRANSPARENCY OF EMAS REGISTERED ORGANISATIONS SUPPORTS CREDIBILITY AND SETS BEST PRACTICE EXAMPLE</li> </ul>
<p><b>REGISTRATION BY A PUBLIC AUTHORITY AFTER VERIFICATION BY AN ACCREDITED ENVIRONMENTAL VERIFIER</b></p>	<ul style="list-style-type: none"> <li>• STRENGTHENS CREDIBILITY OF EMAS REGISTERED ORGANISATIONS AND PROVIDES OPPORTUNITIES FOR REGULATORY AGENCIES TO SAVE TIME AND RESOURCES THROUGH EASY ACCESS TO ORGANISATIONS’ ENVIRONMENTAL DATA</li> </ul>
<p><b>ACTIVE PARTICIPATION AND INFORMATION OF ORGANISATIONS’ EMPLOYEES</b></p>	<ul style="list-style-type: none"> <li>• INCREASED ENVIRONMENTAL AWARENESS OF EMPLOYEES, SUPPORTING TRANSITION TO CIRCULAR ECONOMY</li> </ul>

FIGURE 2: EMAS REGISTRATION AND RENEWAL PROCESS



As the EU’s only public environmental management standard, EMAS is administered by public authorities (EMAS Competent Bodies) who work closely with organisations and environmental verifiers to check organisations’ legal compliance and environmental reporting. Organisations must undergo regular third-party audits through a government-approved EMAS environmental verifier, during which the organisations must demonstrate how they comply with the relevant environmental laws and permits.

In order for organisations to achieve or maintain EMAS registration, their EMAS environmental verifier must sign a declaration that the organisation fulfils the requirements of the EMAS Regulation. The organisations then give this declaration to the EMAS Competent Body. Additionally, organisations must submit their validated environmental statements, which contain key data on the organisations’ environmental impacts, to the EMAS Competent Bodies every year<sup>4</sup>. At present, EMAS is the only environmental management standard requiring organisations to publish their environmental data and have a third-party auditor submit a declaration of legal compliance to a public authority.

4 Article 7 of the EMAS Regulation provides the opportunity for small organisations meeting certain conditions to request permission from the EMAS Competent Body to extend this frequency to every two years and the renewal of registration from every three years to every four years.

Regulators in a number of countries have recognised the usefulness of these EMAS requirements, for example by introducing regulations that reduce the frequency of inspections for EMAS registered organisations. In some cases, regulators accept the EMAS environmental statement or proof of EMAS registration as a substitute for a government-mandated inspection, report or audit (see Chapter 4.1). According to a representative of the German Ministry for Environment, »These types of policy support instruments help allocate scarce resources for both organisations and regulators in a more efficient manner, leaving environmental protection agencies more time and resources to increase inspection frequencies in higher-risk facilities.«

The EMAS Regulation also encourages Member States to develop financial incentives for organisations, particularly micro and small and medium enterprises (SMEs), to join the scheme. The benefits of such financial and economic instruments and of regulatory relief do not accrue only to the organisations; they can bring a number of direct and indirect advantages for governments and regulators as well. Direct benefits include potential reductions in inspection costs, as described above. According to an Italy EMAS Competent Body representative, environmental protection through EMAS registered organisations also »has a high value for the local economy, particularly among European tourists and in regions whose natural beauty makes them popular tourist destinations.«

More indirectly, EMAS registered organisations' improved environmental performance – demonstrated in several studies over the past decade – can contribute to reducing potentially costly local health impacts resulting from environmental pollution. EMAS registered organisations provide best practice examples in the environmental field, creating pressure for other organisations to follow in their footsteps. Voluntary environmental improvement in private organisations also helps Member States to achieve more general national environmental targets (e.g. greenhouse gas emissions goals) with little additional enforcement effort.

Additionally, because of EMAS's requirement to actively involve the workforce in an organisations' environmental management system, employees of EMAS registered organisations are better informed about the environmental consequences of their behaviour. This increased awareness and active participation, which frequently extends to the organisations' business partners and customers, forms an essential step in the transition to the EU goal of a circular economy.

Indeed, government plays an important role in supporting EMAS particularly because many of the scheme's environmental benefits are intangible or go beyond the organisation itself. The market does not always adequately encourage such achievements, especially in the case of smaller organisations. Policy support and promotion efforts thus play an essential role in EMAS's success: regulatory and financial relief give EMAS registered organisations additional incentives to participate in the scheme, while promotion measures ensure that organisations are aware of the scheme's benefits.

In the following chapters, this compendium illustrates a number of these important policy and promotional support measures currently in place in the Member States. These examples provide ideas and inspiration for continuing and expanding policy support for EMAS in the coming years.

## 3. OVERVIEW OF EMAS SUPPORT MEASURES IN EUROPE

Within this Compendium, four typologies of policy and promotional support measures are presented: legal instruments, economic & financial instruments, informational instruments, and marketing & promotional instruments. These categories were derived from the specific types of support measures specified in Articles 34-38 of the EMAS Regulation.



### LEGAL INSTRUMENTS

apply the Member States' legislative, executive and judicial powers to provide policy support and advantages to EMAS organisations. Examples include laws, directives, and binding regulations. Regulatory relief and green public procurement/purchasing belong to this category.



### ECONOMIC & FINANCIAL INSTRUMENTS

employ financial incentives to EMAS organisations. This category includes tax abatements, fee reductions, subsidies, and awards.



### INFORMATIONAL INSTRUMENTS

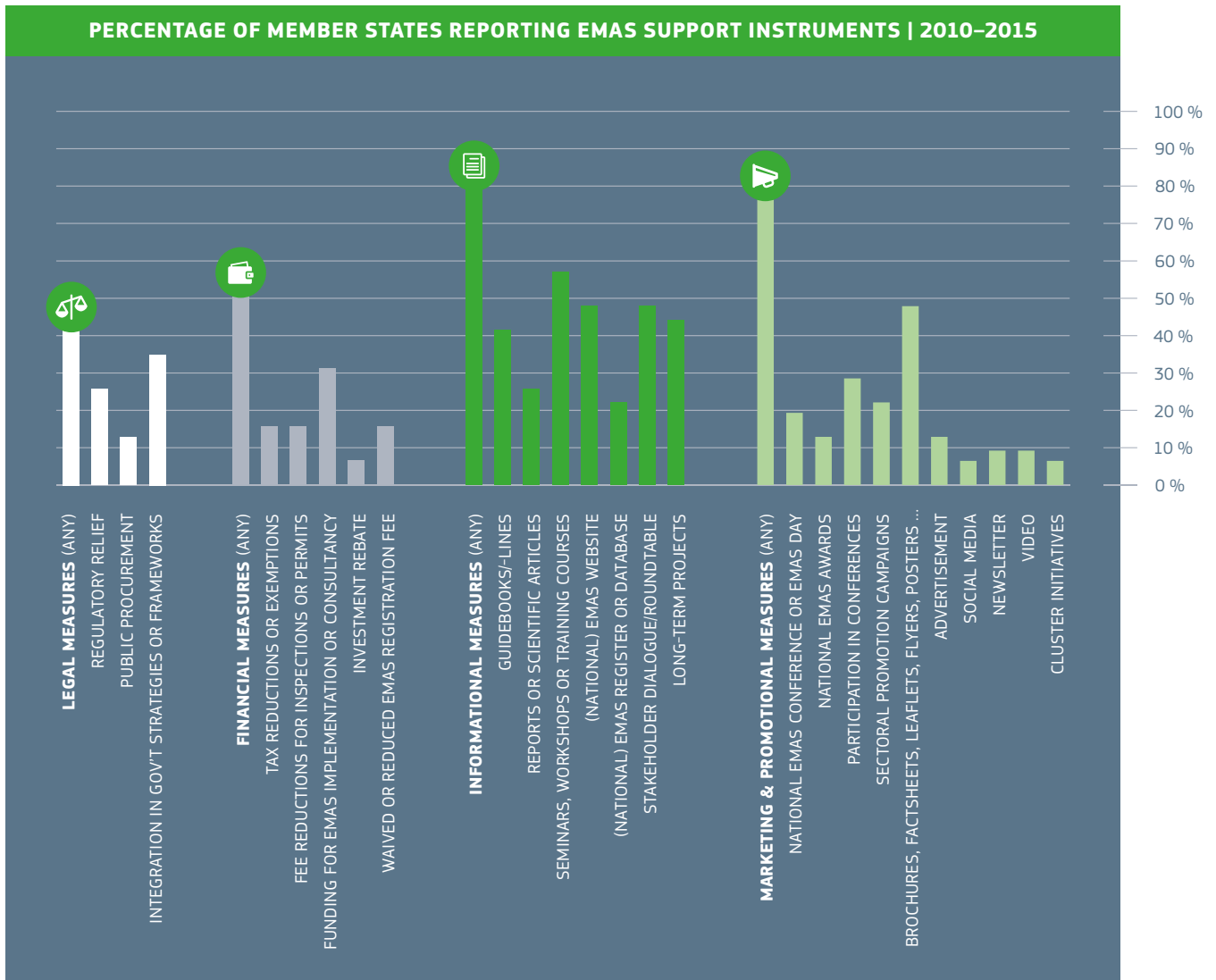
provide information on EMAS implementation, and maintenance to various stakeholders. These instruments take the form of printed and digital publications, training courses, conferences and workshops.



### MARKETING & PROMOTIONAL INSTRUMENTS

is a more general category encompassing measures taken primarily to increase awareness of EMAS and attract new organisations. Examples include events, ceremonies, printed and digital publications, and conferences/fairs.

FIGURE 3: PERCENTAGE OF MEMBER STATES REPORTING EMAS SUPPORT INSTRUMENTS 2010-2015



While this Compendium separates these different categories of instruments to increase its usefulness as a reference, a certain degree of overlap necessarily exists between the categories. Laws, regulations and ordinances appear not only as legal instruments, but also as means of introducing or in combination with financial and informational measures.

In particular, the informational and promotional categories involve many similar instruments. As far as possible, the Compendium separates the measures according to their primary purpose. For example, instruments are included in the informational category when their primary aim is to inform and educate about specific aspects of EMAS. The main intended targets of such measures are registered organisations or other stakeholders with some previous knowledge of EMAS and/or environmental management systems. In contrast, instruments in the marketing and promotional category aim to raise general awareness of EMAS, attract new organisations, and/or increase public awareness of the efforts of EMAS registered organisations.

The above chart gives a general overview of the different types of EMAS support measures implemented in the Member States between 2010 and 2015. The information in the chart comes from the European Commission's EMAS *Tour de Table* reports from November 2010 to May 2015. For simplification purposes, similar instruments have been grouped into subcategories.

The chart shows that Member States much more frequently supported EMAS through informational and marketing promotional instruments than through legal and financial ones. Over 80% of countries implemented instruments from the marketing and promotional categories, while 55% had financial instruments. Only 35% of Member States reported legal instruments promoting EMAS, leaving substantial room for expanding these measures. Nonetheless, a number of Member States employed all four types, and nearly all Member States reported having at least one promotion measure.

## 4. SELECTED INFORMATION & PROMOTION MEASURES FOR SUPPORTING EMAS

As outlined in the previous chapters, Member States employ a number of different measures for supporting EMAS under Articles 33-38 of the EMAS Regulation. The following chapter provides examples of these various activities, which range from EMAS's integration into environmental laws and regulations to more traditional informational and promotional measures such as brochures, educational workshops and EMAS Awards ceremonies.

A few selected examples in each category serve to give a more detailed account of how Member States implemented these support measures and, when possible, their effects on the number of EMAS registrations. These and other initiatives listed in this compendium provide key ideas for how policymakers in all Member States can support EMAS. Replication is possible in all cases, although of course Member States and other stakeholders must take into account a number of differences among the countries and find the initiatives that best fit their own circumstances.

Both the types of support measures and their means of implementation reflect Member States' different legal and administrative frameworks on the national, regional, and local levels. For instance, a number of countries administer EMAS on a largely regional level, with a central coordinating Competent Body responsible for national support measures. Spain, Italy, Germany and Belgium all employ variations of this model. Other countries use more centralised models, with a national Competent Body holding primary responsibility for implementing all aspects of the EMAS regulation as well as liaising with organisations, regulators, ministries, parliaments, and other stakeholders.

Differences in administrative, political, and legal culture may also play a role in selecting appropriate support measures. Additionally, the budgets dedicated to EMAS vary considerably among the Member States. As some promotional measures require more resources than others, this chapter aims to provide examples from all countries and which would fit all types of budgets.

## 4.1. LEGAL INSTRUMENTS



Over the past twenty years, a number of Member States have passed laws and created regulations that grant advantages to EMAS registered organisations. Multiple studies, ranging from a 2001 article in the journal *Environmental Policy and Governance* to the 2013 BRAVE project conducted by Italy's Scuola Superiore Sant'anna, have demonstrated that this type of policy support is crucial for the success of the scheme. Researchers have also mentioned the necessity of providing regulatory relief for EMAS registered organisations based at least in part on requirements and advantages offered only by EMAS and not other environmental management standards.

Regulations and laws supporting green public procurement and sustainability in public administrations present further opportunities for public bodies to support the EMAS scheme. A 2015 survey of EMAS registered organisations revealed that the vast majority desired this type of increased regulatory relief, support in public procurement and a strengthened presence of EMAS in EU and Member State law.<sup>5</sup> European public procurement legislation (Directive 2014/24/EC) allows authorities to refer to EMAS or other relevant European or international environmental management standards from accredited bodies as a means of proof that a bidder possesses the technical environmental management capability to execute a specific contract. However, the Directive does not allow regulators to insist on an EMAS certification only. Instruments supporting EMAS in GPP must thus be carefully worded to take into account the many specifications of relevant European and Member State legislation. Member States are advised to consult with an expert before adding EMAS to legislation on GPP.

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<sup>5</sup> This survey will be detailed in the European Commission's forthcoming study on EMAS.





### 4.1.1. IMPLEMENTATION

As the research shows, legal support instruments providing regulatory relief and other advantages reward EMAS registered organisations for their uniquely high level of transparency. They can also be effective in increasing and maintaining numbers of EMAS registrations. Including advantages for EMAS registered organisations in laws and regulations often requires repeated coordination between the EMAS Competent Body or Bodies and the environment ministries of the respective Member States. Coordination with other ministries and regional and/or state governments is frequently necessary as well. In some Member States, this liaising also takes place with national, regional and local environment agencies that implement national or regional laws mentioning EMAS. These agencies are often responsible for drafting binding regulations that define and specify the advantages available to EMAS registered organisations.

External stakeholders such as EMAS Clubs can also play a role in assisting the Competent Bodies to achieve policy support for EMAS. In Germany, the Environmental Ministry has an independent EMAS Advisory Board that actively promotes EMAS. Such stakeholders can provide Competent Bodies with logistical and informational support. They also maintain contact to both organisations and industrial associations and to Competent Bodies and ministries, acting as EMAS advocates on several levels. Researchers and experts in academia may also aid in the creation of legal instruments. Several examples of regulation mentioned in Chapters 4.1 and 4.2 were implemented as part of the BRAVE project, in which national and regional Competent Bodies worked with academic researchers to design and implement EMAS support policies.

### 4.1.2. EXAMPLES

Member States have used laws and regulations to provide support for EMAS registered organisations in a number of different ways. These include:

- a reduction in the frequency of environmental inspections
- exemptions from meeting certain environmental requirements
- accepting EMAS registration or the EMAS environmental statements as proof of compliance with certain environmental requirements
- using EMAS as a criterion in laws governing public procurement
- referring to EMAS in other government strategies or plans

In most cases, organisations receive regulatory relief in the form of exemptions or less frequent environmental inspections. One important justification for this relief lies in the EMAS Regulation's Annex II, which requires all organisations receiving an EMAS registration to prove legal compliance. Annex IV also requires an environmental statement containing specific information about the organisations' environmental impact. A third-party government-certified verifier must perform an audit, determine legal compliance and confirm the accuracy of the information in the environmental statements every three years.

Additionally, because the registration will only be confirmed by the public authority (EMAS Competent Body) after reception of the verification report and the environmental statement, EMAS registered organisations' legal compliance is in effect already examined at regular intervals and validated by a public authority. As mentioned in Chapter 2, when policy makers take advantage of this opportunity to reduce regulatory controls for EMAS registered organisations and accept proof of registration and/or the environmental statement as a substitute, they may save both the organisations and the regulatory bodies time and resources.

European laws provide one opportunity to illustrate this type of [regulatory relief](#). The European Industrial Emissions Directive (Directive 2010/75 EU; henceforth IED) names EMAS registration as one criteria for evaluating companies' environmental impact and the resulting frequency of inspection under this law.

A number of Member States have taken advantage of the opportunity laid forth in the IED to provide reductions in inspections for EMAS registered organisations. Italy's legislative decree 46/2014 grants EMAS registered organisations a 16 year period between obligatory IED inspections, while Germany extends the inspections for low-risk organisations from one to three years.

France exempts EMAS registered organisations under the IED from environmental inspections provided they have demonstrated legal compliance in their environmental statements. French organisations with ISO 14001 but not EMAS must, however, still submit to inspections every 10 years. Other Member States, including the United Kingdom, Poland, Malta and Spain (Box 4.1.1), have either reduced or are in the process of reducing inspections for EMAS registered organisations under their laws transposing the IED.



## BOX 4.1.1

## CATALONIA'S ENVIRONMENTAL INSPECTION PROGRAMME

Beginning in 1998 in the Spanish region of Catalonia, organisations were divided into three groups that determined the frequency of environmental controls, taking into account the IPPC Directive<sup>6</sup> and the regional framework for environmental inspections. **EMAS registered organisations in all three groups were seen as low-risk and did not have to submit to periodic controls.** Instead, the Catalanian government's Department of the Environment, which drafts environmental regulations, accepted a specific check on the organisation's environmental license within the EMAS audits and consider this valid as a periodical control. The Catalanian EMAS Competent Body representative, also part of the Department of the Environment, prepared a template for verifiers to follow during audits. **This template allowed the EMAS audit to double as a government inspection, saving both the organisation and the regulators time and resources.** This advantage was only available for EMAS registered organisations because ISO 14001 does not require organisations to submit an independent verifier's declaration of compliance with the EMAS Regulation (and thus legal compliance) to a public authority.

After the Spanish national and regional governments began to replace the IPPC Directive with the IED, the Catalanian government adapted the inspection process in *Act 20 (2009) related to the environmental inspection programme*. Organisations falling under the two lower risk groups, Annex II and Annex III, still may substitute their EMAS audit and environmental statement for the periodic control. Organisations in Annex I, however, still had to submit to periodic inspections under the IED.

Nonetheless, **the Catalanian government, through the work of the Competent Body, again provided advantages to EMAS registered organisations in Annex I.** The government instituted three levels of inspection frequency depending on whether or not the organisation has EMAS, an environmental management system (EMS) without EMAS, or no EMS at all. **Organisations that are EMAS registered have the least frequent inspections,** followed by organisations with a non-EMAS environmental management system. Organisations without an EMS must submit to inspections most frequently.

Although EMAS registered organisations appreciate the waiving or reduction of inspections, the Catalanian EMAS Club reports that many non-EMAS registered organisations are not aware of this benefit of EMAS registration. In order to maximise the effectiveness of such policy support measures and attract more organisations to EMAS, the Club suggests **combining such legal instruments with additional promotion measures** aimed at publicizing EMAS registered organisations' legal advantage.

Member States have also chosen to include **exemptions for EMAS registered organisations** when transposing EU Directives which do not mention EMAS explicitly. For instance, when Germany transposed the European Energy Efficiency Directive (Directive 2012/27/EU of the European Parliament and of the Council of 25 October 2012) into national law, the Federal Act on Energy Services exempted EMAS registered organisations from the obligation to submit to an energy audit every four years (Box 4.1.2).

Poland's *Act of 13 June 2013 on packaging and packaging waste* requires organisations to submit to regular audits that can only be carried out by an EMAS verifier, although the organisations themselves do not have to have EMAS. A similar requirement is currently planned for Poland's upcoming law transposing the Waste Electrical and Electronic Directive (2012/19/EU).

<sup>6</sup> Council Directive 96/61/EC of 24 September 1996 concerning integrated pollution prevention and control



## BOX 4.1.2

## GERMANY'S ENERGY EFFICIENCY LAW

In 2015, Germany transposed the EU Energy Efficiency Directive (2012/27/EU) as the Federal Act on Energy Services (*Energiedienstleistungsgesetz / EDL-G*). The law **introduced a new obligation for large companies to conduct an energy audit** meeting the specifications of DIN EN 16247-1 every four years. The new rule affects all organisations in the manufacturing and service sectors with more than 250 employees and more than € 50 million annual turnover. Experts estimate anywhere from 20,000 to 100,000 German organisations are now obligated to carry out energy audits.

To integrate EMAS into the EDL-G, Germany's EMAS Member State representatives working in the Federal Ministry for the Environment liaised with their colleagues at the Economics Ministry and with the Federal Office for Economic Affairs and Export Control, which holds responsibility for renewable energy regulation. **The Environment Ministry emphasised EMAS's legal compliance requirement**, which needs to be independently verified and communicated to the administrative authority (EMAS Competent Body) before registration can take place. It also **highlighted EMAS organisations' mandatory environmental statement containing specific energy core indicators**. The Ministry was successfully able to argue that these requirements, confirmed by a specially trained and government approved environmental verifier, set EMAS apart from other environmental management certifications and met the specifications of the EDL-G.

**As a result, EMAS registered organisations now automatically meet the requirements of the energy audit and must only prove their EMAS registration status.** An ISO 50001 certification also exempts organisations from the audits. However, an ISO 14001 certification, which does not contain a guarantee of legal compliance or a mandatory environmental statement, is not sufficient to fulfil the audit requirement.

Because organisations have until the end of December 2016 to fully comply with the EDL-G, the effect of this policy measure on EMAS registrations in Germany is not yet clear. However, **particularly for organisations that already have ISO 14001 but not ISO 50001, EMAS registration may present an easily achievable means of fulfilling their energy audit obligations.** Experts at the German EMAS Advisory Board emphasise that the success of the measure likely depends on the degree to which applicable organisations become aware of the EMAS audit exemption and other EMAS advantages.

A variety of other national and regional laws covering multiple environmentally relevant sectors also provide decreased inspections or exemptions for EMAS registered organisations. For example, in 2011 Greece passed Laws 3982 and 4014 simplifying licensing and planning procedures for EMAS registered organisations in the manufacturing sector. Environmental permits for Greek EMAS registered manufacturing organisations are now valid for 14 years rather than 10, while organisations with ISO 14001 have permits valid for 12 years. The laws also provided financial relief for EMAS registered organisations (see Box 4.2.2).

Spain's Basque region has drafted laws on soils and environmental protection to improve legal regulation for EMAS registered organisations, while Portugal has accepted EMAS registration as proof that EMAS registered nature tourism organisations meet all ecological criteria required by national law.

Member States have also made use of the EMAS environmental statement and the scheme's general environmental management system requirements to provide **policy support**. Under its Grenelle II Act on transparency requirements for social and environmental matters, France allows the EMAS environmental statement to replace part of a mandatory CSR report (Box 4.1.3).



## BOX 4.1.3

## FRANCE'S GRENELLE II ACT ON CSR REPORTING

Since 2001, France has required large companies to provide non-financial reports on social and environmental aspects of their organisations. In 2009 and 2010, after many years of stakeholder consultations, the French government's Grenelle I and Grenelle II Acts introduced the obligation of a Corporate Social Responsibility (CSR) report for all large companies operating in France. The Acts aim to increase transparency among French organisations and came into effect in 2012.

The Grenelle II Act's Section 225 outlines the reporting obligations, detailing which organisations must submit a report, the information the report should contain, and which organisations are exempt from this reporting requirement. Section 225 states that EMAS registered organisations do not have to submit environmental information in their CSR report, as the EMAS environmental statement serves as a substitute. Organisations must submit proof of EMAS registration to authorities to receive this exemption. Although instituted earlier than the EU's Non-Financial Reporting Directive<sup>7</sup>, the Grenelle II Act illustrates how Member State policy makers can integrate EMAS's environmental statement into non-financial reporting obligations. This integration may be particularly suited for Member States' transposition of the Directive.

Other countries have integrated advantages for EMAS organisations into waste management legislation. For instance, Germany's Waste Management and Product Recycling Act allows EMAS registered waste disposal organisations to follow »privileged rules« that eliminate waiting periods and other requirements as long as the organisation's environmental statement contains detailed information on waste. Croatia's 2013 Sustainable Waste Management Act exempts producers of hazardous waste with certified environmental management systems from drafting a waste management plan.

Other countries make use of exemptions set up in the EMAS Regulation itself. For example, in 2011 Greece allowed 13 small organisations to submit to less frequent EMAS audits upon request and confirmation of compliance by environmental verifiers. The EMAS regulation's Article 7 foresees this derogation for small organisations, although the Competent Bodies of the various Member States are responsible for applying it under their own discretion.

<sup>7</sup> Directive 2014/95/EU of the European Parliament and of the Council of 22 October 2014 amending Directive 2013/34/EU


**BOX 4.1.4**
**SUSTAINABLE PROCUREMENT IN AUSTRIA**

Austria's Federal Procurement Agency (*Bundesbeschaffung GmbH*, henceforth FPA) was founded in 2001 to provide central procurement services to federal agencies. **Since 2003, the FPA has included ecological evaluation criteria when selecting service providers**, so that quality and environmental criteria can play a decisive role in addition to price. However, the criteria used must be related to the contract and comply with its fundamental principles.

Article 19 of the Austrian Federal Procurement Act of 2006 also takes ecological criteria into account. **The Act allows public authorities to include environmental aspects in the terms of reference or in consideration of ecological requirements when defining the technical specifications of the award criteria.** Most recently, the FPA implemented a National Action Plan to promote sustainable public procurement in 2010.

When awarding cleaning services contracts for public bodies in Austria, the FPA considers the presence of an environmental management system as part of the technical capacity ecological aspects. **EMAS registered organisations achieve extra points in the bidding evaluation** in comparison to ISO 14001 companies, a distinction made within the definition of technical specifications in the tender's terms of reference. The regulators see this advantage as justifiable primarily because of EMAS's requirement for independently certified legal compliance.

In the past few years, the advantage given to EMAS registered organisations when bidding for public tenders in Austria has **led to an increase in the number of EMAS registered cleaning service companies.** As of July 2015, Austria had 28 organisations and 211 sites in the cleaning sector (NACE code N81). These included six chimney sweeping companies with 148 sites. The Austrian Competent Body reports that including EMAS within the terms of reference has been quite successful, but should only be done within the definition of technical specifications. For product specifications, EU Ecolabel appears more suitable.

Laws and regulations **governing green public procurement** provide further opportunities to include advantages for EMAS registered organisations seeking to sell products to or carry out work for public administrations. Many countries, including Greece, Germany, Spain, and Austria mention EMAS in their laws on public procurement. Article 35 of Spain's Law of Sustainable Economy (2/2011) states that public organisations have to revise their processes regarding goods and services by applying environmental management criteria oriented towards EMAS. Austria's 2010 National Action Plan on public procurement includes provisions that give EMAS registered organisations extra points when being considered for public contracts. This measure has had considerable influence on the cleaning services sector (see Box 4.1.3).

Finally, Member States provide policy support for EMAS by increasing its visibility in environmental and sustainability strategies and plans. Examples include Sweden's ordinance 2009:907 requiring government bodies to introduce an EMS (Box 4.3.1) and Malta's national strategy and action plan to achieve economic recovery and sustainable growth. Greece has included EMAS in several government sectoral action plans, including the areas of »Aquaculture, Processing and Marketing of Fisheries and Aquaculture«, »Sustainable Development of Coastal Fishing Areas«, »Improvement of Business Environment«, »Strengthening of Entrepreneurship and Extroversion«. On a regional level, Castilla y León in Spain is working on integrating EMAS into its regional Sustainable Development Strategy, its Integral Waste Plan and its Strategic Tourism Plan.

## 4.2. ECONOMIC & FINANCIAL INSTRUMENTS



In addition to an increased presence of and support for EMAS in EU and Member State law, EMAS registered organisations report a desire for financial and economic incentives to implement and maintain EMAS registration. Studies on EMAS also strongly recommend the introduction of such instruments in the Member States, particularly those targeted at SMEs. The EMAS Regulation reflects this recommendation as well, with its Article 36 foreseeing »facilitated access to information and support funds« for SMEs.

Such financial incentives, introduced through laws and regulations, can help mitigate organisations' costs. This assistance is particularly important for EMAS implementation and in the first years of registration, when significant cost savings through more efficient resource and energy use have not yet materialised. EMAS's stringent rules – including the requirements for an environmental statement, audits by an accredited EMAS environmental verifier and registration approved by a public authority – distinguish EMAS by increasing transparency and credibility. However, the related costs are not insignificant, especially for smaller organisations. The EVER study on EMAS estimated the costs for organisations start at €22,500 for the first year, with expenses increasing with the size of the organisation and varying considerably among Member States.



### 4.2.1. IMPLEMENTATION

In most Member States, public bodies on national, regional and local levels can all be involved in creating and implementing financial and economic instruments. Usually national or regional legislatures must pass the laws that create tax abatements. Fee reductions and funding for organisations can sometimes be introduced in regulations developed under the discretion of an environmental enforcement agency. When that environmental enforcement agency doubles as the EMAS Competent Body, as is the case for example in the Spanish region of Catalonia, the Competent Body may have more opportunities to introduce EMAS funding measures directly out of their own budgets. Nonetheless, in most cases, the implementation of economic and financial instruments necessitates coordination between the government, environmental and/or economic ministries, environmental regulators and the Competent Body.

### 4.2.2. EXAMPLES

Over the past few years, Member States have implemented a wide variety of financial and economic instruments that bring advantages to EMAS registered organisations. Many of these measures provide support for all organisations with certified environmental management systems, thus making organisations that have ISO 14001 but not EMAS eligible as well. However, a number of effective initiatives from this compendium differentiate between ISO 14001 and EMAS, most often by giving additional advantages to EMAS registered organisations because of their validated environmental statements and proven legal compliance.

The main financial and economic support instruments employed in the Member States include:

- tax reductions or exemptions
- reduced or eliminated fees for inspection, licensing or permits
- funds or grants to offset the costs of EMAS implementation or consultancy
- rebates for investing in environmental technology (e.g. with special provisions for EMAS registered organisations)
- waiving or reduction of EMAS registration fees

Tax abatements provide organisations with a clear and tangible financial advantage that often continues as long as the organisation remains EMAS registered. For instance, Germany's Energy Tax and Electricity Tax Acts changed in 2013 to provide manufacturing organisations with an energy tax rebate of up to 90 % upon specific proof of improvement in energy efficiency. Large organisations fulfil this condition automatically with EMAS or ISO 50001, while small organisations may now also use a DIN 16247-1 energy audit or an alternative system to receive the reduction. ISO 14001 is not sufficient, largely because the certification does not provide the same guarantees of legal conformity as EMAS and ISO 50001. As part of Germany's general energy efficiency strategy, this tax abatement also contributes to Germany's larger energy efficiency goals. Additionally, the abatement is not limited to a specific time period, giving organisations a degree of certainty in their financial planning. EMAS registered organisations must only prove registration in order to receive their rebate.

Other countries and regions have introduced similar tax abatements and rebates for organisations with EMAS or other certified EMS. Examples include Poland, which exempts such organisations from the excise duties on coal and gas, and France, which lowers taxes on polluting activities for EMAS registered organisations. A number of Italian regions have also provided tax reductions or rebates for EMAS registered organisations of certain sizes or in certain sectors<sup>8</sup> (Box 4.2.1). More Member States are working towards implementing such instruments; the Maltese Competent Body reported in 2014 that an EMAS promotion plan submitted to the government proposed, among other measures, tax breaks for registered organisations.

<sup>8</sup> More information on this and other legal and financial instruments introduced in a number of countries through the BRAVE project can be found at the project's website: [www.braveproject.eu](http://www.braveproject.eu)



## BOX 4.2.1

## FINANCIAL SUPPORT MEASURES FOR SMES IN ITALY

Since 2010, a number of Italian regions participating in the BRAVE project have introduced tax rebates, tax credits, grants, and reduced permit fees to EMAS registered SMEs. For example, Tuscany's Law 79/2013 on the reorganisation of tax cuts for businesses affecting the regional tax on productive activities (IRAP) **reduces the IRAP tax for EMAS organisations by 0.6 % for the tax periods between 2014 and 2016**. The same law also provides a tax credit of up to € 15,000 to micro and small enterprises that have at least two management system certifications, at least one of which is ISO 14001 or EMAS.

In 2012, the region of **Lombardy reduced inspection fees by 30 % for EMAS registered organisations** and by 20% for ISO 14001 certified organisations. The Emilia-Romagna region offers a **20 % discount on environmental permits for EMAS registered organisations** because EMAS's requirement of legal compliance can simplify the inspection process. On the national level, a fund **provides up to 80 % of the EMAS implementation costs for SMEs**, while several regional and local governments offer grants covering 50 % of SMEs' implementation and registration expenses.

According to an Italian Competent Body representative, such financial support initiatives have been both effective and efficient. **Because they mostly target small enterprises, these instruments provide relief to those organisations most in need of financial support**. At the same time, tax abatements and credits for small organisations based on income or productive activity have only a slight impact on the government budget. These measures were thus able to pass through the legislature despite the effects of the recent financial crisis. Additionally, some active regions such as Tuscany and Emilia-Romagna have large tourist industries built upon a pristine landscape. The Tuscan government thus experiences not only an environmental but also a clear economic benefit from encouraging organisations to reduce their environmental impacts.

Member States have also provided financial support to EMAS registered organisations by **reducing inspection or licensing fees** in certain sectors. In Greece, EMAS registered organisations in the hazardous waste management sector receive a discount on their insurance fee for environmental remediation (see Box 4.2.2). Also in the waste sector, Poland exempts EMAS registered organisations from paying the fee required to enter the country's mandatory waste registry. Based on EMAS's guarantee of independently verified legal compliance through a government-approved verifier, the Polish discount is only available to EMAS registered organisations and not other certified EMS.

Examples from other Member States include a 50 % rebate on permits for changing or adding new activities with environmental impacts in the Spanish region of Catalonia. Also in Spain, the Basque Country region's Decree 11/2012 exempts EMAS registered organisations from deposits for construction and demolition waste management.



**BOX 4.2.2****GREECE'S ENVIRONMENTAL REMEDIATION INSURANCE FEE**

In 2011, as part of a more general effort to streamline and simplify permitting processes and regulations, the Greek government passed Laws 4014/2011 and 3982/2011 targeting organisations in the manufacturing sector. Under the law, manufacturing and related operations that manage hazardous waste and are EMAS registered **receive a 50 % reduction in the required insurance fee for environmental remediation**. All organisations operating in this sector must pay this fee, so EMAS registered organisations gain a clear advantage. This discount **recognizes the greater transparency and accountability of the EMAS registered organisations**, expressed through their environmental statement and the requirement of legal compliance.

The Laws were the result of more than two years of close collaboration and consultation between two Ministries (Ministry of Environment, Energy and Climate Change and Ministry of Economy and Development). **Members of the EMAS Competent Body participated actively in the legal drafting groups**, which helped significantly to include EMAS in the provisions of these laws. The Greek Competent Body is presently **working to expand the discount to all EMAS-registered manufacturing facilities** falling under the Annex III of the Environmental Liability Directive (Directive 2004/35/EC), not just to those managing hazardous waste.

The Greek Competent Body representative reports that the recognition of EMAS registered organisations in these laws has also helped to raise awareness of EMAS among central, regional and local authorities. A number of **organisations report that the discount and other benefits from the laws have helped them to retain their EMAS registration in a difficult economic climate**. At present, organisations that manage hazardous waste comprise nearly a quarter of Greek EMAS registrations, a number that has remained stable despite the severe economic crisis.

Funds providing grants for EMAS implementation and consultancy fees represent one of the most widespread financial support instruments for EMAS in the Member States. Aiding organisations in paying for consultants can ease financial and organisational difficulties related to implementation. It can also help to ensure the organisations are equipped to fulfil EMAS's environmental statement and legal compliance requirements, both of which can be viewed by regulators as justification for regulatory relief.

Germany's Federal Office for Economic Affairs and Export Control and its Economic and Agricultural Ministries all offer grants to help organisations implementing an EMS pay for consultancy fees. Many organisations have taken advantage of these measures. Denmark offered a similar discount for EMAS Easy consultants in 2010. In Belgium, the Brussels and Walloon regions offer funds covering up to 50% of the cost of EMAS consultancy.

Other countries have provided funds aimed more generally at supporting implementation and not only consultants. In 2010, Slovakia's economic ministry introduced an operational Programme »Competitiveness and Economic Growth« that offered assistance for EMAS implementation. Since 2014, Estonia's Environmental Investment Centre accepts applications from EMAS registered organisations desiring financial support for EMAS implementation (Box 4.2.3). Austria's federal states have Environmental Funding Programmes (*Umweltförderprogramme*) that offer grants for organisations seeking to implement EMAS or another certified environmental or energy management system.



## BOX 4.2.3

## ESTONIA'S ENVIRONMENTAL INVESTMENT CENTRE GRANTS

The Estonian Environmental Investment Centre foundation (EIC) was founded in 2000 with the object of funding environmental protection projects. Regulated by Estonian Environmental Ministry guidelines, the EIC funds its projects from fees for pollution and the rights to use certain natural resources. The foundation has always accepted applications for funding environmental management systems, but recently this opportunity has been highlighted.

After organisations reported during EMAS trainings that they need additional funding for implementation, the Estonian Competent Body liaised with the EIC and the EIC began to highlight EMAS and express support for the scheme more clearly in its programmes. The EIC was convinced by EMAS's ability to help improve competitiveness in SMEs in particular, especially in international tenders. Additionally, the EIC appreciated that EMAS audits help organisations identify their weak points so they can improve and go beyond legal compliance in an efficient manner.

Because of EMAS's emphasis on legal compliance and continuous improvement, the EIC grants give specific advantages to organisations aiming for EMAS registration. Grants to implement ISO 14001 are also available from the EIC's Environmental Programme, but the organisations only receive the funds if they also take the additional steps to EMAS implementation.

Although the programme began to highlight EMAS only last year, three organisations have already applied for grants to implement EMAS. If they all successfully register, the number of EMAS registered organisations in Estonia would increase by 50 %. The Estonian Competent Body emphasises that the use of environmental fees to fund EMS implementation and other environmental projects is an idea that can be applied in all Member States.

In Spain, the Catalan Environment Ministry's General Directorate of Environmental Quality, which is also the regional EMAS Competent Body, provided grants for 2015 covering a total of € 250,000 towards implementing EMAS or ISO 14001. Catalonia's EMAS registered organisations receive higher grants because of the added expense of producing a validated environmental statement. In 2012, the Canary Islands dedicated € 349,000 to funding EMAS verification and implementation, covering 75% of costs for eligible organisations. The Spanish region of Galicia also provides funds for EMAS registration and maintenance.

In large part under the BRAVE project, the Italian national government and a number of Italian regions also introduced funding for EMS implementation. Organisations in the regions of Lucca and Arezza can apply for up to € 3000 in funding, while the national government has set up a fund of € 1.5 million to aid organisations in the southern regions. In Italy, regional Chambers of Commerce also contribute 20-50% of organisations' eligible implementation costs, or up to € 5,000.

A few national and regional governments and authorities have also offered investment rebates to organisations that undertake a significant investment in technologies that reduce their environmental impact. These types of rebates can be restricted to organisations that meet certain criteria, including having EMAS or another certified EMS. In directives dating back more than ten years, the Belgian regions of Walloon and Brussels refund EMAS registered organisations a significant portion of their investment in certain advanced environmental technologies (Box 4.2.4). More recently, in 2013, the Spanish Basque Country region implemented a legislative order granting subsidies to companies making investments in environmental protection. The region further defined and expanded these funds to cover EMAS registration and renewal in 2015.


**BOX 4.2.4**
**BELGIUM'S ENVIRONMENTAL INVESTMENT REBATE**

In 2004, the Walloon region of Belgium implemented the Decree of the Walloon Government of 11 March 2004 pertaining to incentives promoting environmental protection and renewable energy use. Among other incentives, this decree introduced an investment rebate for organisations investing in new technologies that will lower their environmental impact. In order to obtain the rebate, these clean technologies must protect the environment beyond the levels of compliance mandated in European legislation.

The decree differentiates between large organisations and SMEs and between organisations that have EMAS, those that have ISO 14001 but not EMAS, and those without any type of EMS. SMEs with an EMS receive a 20 % refund on their investment, while those with ISO 14001 receive 25 % and those with EMAS 30 %. The maximum amount available for one organisation is € 1,000,000 within a four year period. The Walloon government refunds 20 % of investment costs for large EMAS registered organisations, with slightly lower percentages for organisations with ISO 14001 or without an EMS.

This decree has been amended several times over the past ten years but the benefits for EMAS registered organisations remain in effect today. A Belgian EMAS expert reports that organisations that use this rebate benefit greatly, but many non-EMAS organisations remain unaware of the advantage.

Competent Bodies in other areas have provided smaller financial incentives to organisations as well, often out of the designated EMAS promotion budget. The most common such initiative is waiving or reducing EMAS registration fees. Among other countries, Greece, Belgium and Romania all waive fees for EMAS registration. Slovakia exempts small local organisations and public administrations. Since November 2014, Finnish organisations with EU Ecolabel that also register EMAS receive a 15 % discount on their annual EU Ecolabel fee. A similar discount is available in France (20 %) and in the Spanish region of Basque Country. While such measures do not usually offset the costs of EMAS implementation, they present a low-budget opportunity to remove at least one financial barrier to registration.

Combining these different types of financial support instruments, Member States also offer a number of measures targeted specifically at SMEs. Among other examples, the Italian regions of Livorno and Ravenna subsidise up to 50% of small and medium-sized organisations' EMS implementation costs. Since 2013, Ireland has made up to € 12,000 available for EMS implementation in SMEs. Hungary's state financed development programme, running from 2011 to 2014, offered supporting funds for small organisations implementing environmental management systems. Romania, Lithuania and Belgium all also offer SMEs free or discounted assistance for implementing EMSs. While these funds often comprise only a small proportion of the government budget, they represent a significant reduction in implementation costs for organisations with limited financial resources.

## 4.3. INFORMATIONAL INSTRUMENTS



This chapter focuses on the instruments Member States employ to inform, educate and train EMAS registered organisations, public bodies and other stakeholders on EMAS. Informational instruments primarily provide detailed information on EMAS registration, implementation, maintenance and best practice. This emphasis on educating and supplying information distinguishes them – with some overlap – from the more general *marketing & promotional instruments* covered in Chapter 4.4. Informational instruments lend essential support to EMAS registered organisations, helping them to navigate the implementation process and keep up-to-date on developments in the EMAS regulation and in environmental management.

In some cases, documents, seminars or training courses may be targeted at non-EMAS registered organisations or members of the public. Here the degree of overlap with *marketing & promotional instruments* is particularly high, as these instruments also serve to increase general awareness of EMAS. This compendium still classifies such measures primarily as informational instruments because of their educational focus, although some also appear in Chapter 4.4.



### 4.3.1. IMPLEMENTATION

EMAS Competent Bodies and Member State representatives are the primary actors involved in developing and implementing informational instruments in the Member States, with the costs of implementation stemming primarily from their dedicated EMAS budgets. External organisations such as EMAS Clubs may also help to prepare and distribute information on EMAS implementation and registration. The Competent Bodies or Member State representatives often cooperate with the universities, consultants, EMAS Clubs and other environmental management experts to conduct training courses and workshops, carry out and publish research, and provide additional support for EMAS implementation.

### 4.3.2. EXAMPLES

The most common types of informational instruments employed by Member States over the past five years are:

- implementation assistance and guidelines, including for specific sectors and/or types of organisations
- other informational publications on EMAS (e.g. info sheets/brochures, reports, and scientific articles)
- EMAS websites
- national EMAS registers or environmental statement databases
- informational conferences on EMAS
- workshops, seminars and training courses
- stakeholder dialogues
- long-term information and implementation projects

Given EMAS's rigorous requirements, [EMAS implementation guidelines](#) are an essential support measure both for newcomers to EMAS and for already registered organisations wanting to maintain their registration. Germany and Poland, among other member states, have specific guidelines for the administrative procedures surrounding EMAS registration. As the EMAS regulation has evolved over the years, so have the guidelines; Italy, for instance, has a guidance document specifically detailing the administrative and practical differences included in the change from EMAS II to EMAS III.

Recognising that different types of organisations face different challenges in the implementation process, EMAS Competent Bodies and representatives in the Member States have produced a number of [targeted guidelines](#) in addition to more general ones. In the past five years, Malta and a number of Spanish regions have all created or updated guidelines for implementing EMAS in organisations involved in tourism, including hotels. In 2011, Sweden created guidelines for using EMAS at Swedish county administration boards; the Swedish Competent Body is now planning to add guidelines for EMAS in all Swedish government agencies (see Box 4.3.1).

Germany and Poland have also created and distributed guidelines for public agencies, used in combination with wider promotion campaigns targeting those sectors. Poland's 2012 guidelines on EMAS in waste management and Catalonia's on the implementation of EMAS in beaches, marinas, and museums and other cultural institutions also emerged as part of sectoral promotion campaigns (see Boxes 4.4.1 and 4.4.2). Since 2006, Portugal's PMEmas project (Box 4.3.3) has resulted in the production of guidelines for a number of different sectors, including printing and hotels.



## BOX 4.3.1

## SWEDEN'S GUIDELINES FOR EMAS IN PUBLIC AUTHORITIES

Since the mid-1990s, the Swedish government has recommended the use of an EMS in 190 Swedish public authorities. Six years ago, Ordinance 2009:907 on environmental management in public authorities made this recommendation a requirement. The ordinance includes a paragraph stating that public authorities with a significant environmental impact should have EMAS. On a yearly basis, the public authorities must report their work with their environmental management system and the associated direct and indirect impacts to the Swedish government and to the Swedish Environmental Protection Agency.

As EMAS is the only environmental management standard requiring regular, validated environmental statements, the Swedish Competent Body (the Environmental Protection Agency) has identified EMAS as an excellent match for Swedish public administrations. In order to underline the transparency of government agencies and to set an example of high standards, representatives of the Swedish Competent Body are currently looking at different possibilities to strengthen the use of EMAS in public authorities. One option under consideration would allow EMAS registered public authorities to substitute their EMAS environmental statements for the mandatory report under Ordinance 2009:907.

In the meantime, to support this recommendation for EMAS, the Swedish Competent Body is currently developing guidelines for environmental management systems in Swedish public authorities. This new guideline will highlight EMAS's unique contribution to transparency and credibility through required reporting, as well as the easy transition for authorities who are already required to have an EMS and report their environmental impacts.

Like the sectoral guidelines implemented in other Member States, these guidelines will give public authorities step-by-step instructions for implementing EMAS. The document will also highlight how EMAS can contribute to transparency and holistic, integrated environmental management in public authorities, helping them to set a good example of environmental protection. The Swedish Competent Body anticipates translating this document into English, making it easily accessible for other Member States wishing to encourage EMAS in public administrations.

Member States have also aimed EMAS guidelines at SMEs and specific stakeholder groups. For instance, Lithuania has guidelines for micro and small organisations, while Sweden has a best practice guideline for environmental performance indicators. Germany has produced many guidance documents over the years, including one for environmental verifiers<sup>9</sup> and one detailing the use of the EMAS logo<sup>10</sup> in English. To inform organisations about EMAS' benefits, the German EMAS Advisory Board publishes a guidance document for organisations that lists all available funding opportunities and regulatory and financial relief for EMAS registered organisations.

Other informational publications such as info sheets or brochures, reports, and scientific articles with detailed information or instructions on EMAS benefits and implementation have also served to support EMAS registered organisations and inform stakeholders of EMAS benefits.

<sup>9</sup> [www.emas.de/fileadmin/user\\_upload/06\\_service/PDF-Dateien/EMAS-guidline-tasks-of-Environmental-Verifiers.pdf](http://www.emas.de/fileadmin/user_upload/06_service/PDF-Dateien/EMAS-guidline-tasks-of-Environmental-Verifiers.pdf)

<sup>10</sup> [www.emas.de/fileadmin/user\\_upload/06\\_service/PDF-Dateien/EMAS-Logo-Guide.pdf](http://www.emas.de/fileadmin/user_upload/06_service/PDF-Dateien/EMAS-Logo-Guide.pdf)



Info sheets and brochures, which provide a summary of one specific aspect of the scheme in just a few pages, can be a particularly efficient means of educating many different groups of stakeholders about EMAS. A number of countries, including Austria, Germany, Portugal, and Sweden, have produced info sheets or brochures detailing how to use EMAS environmental performance indicators. The Netherlands' 2011 brochure »Compliance management with a management system« also contains practical examples for regulatory compliance. Germany has used the info sheet format to provide extensive instructional material for organisations on combining EMAS with other environmental and energy management systems such as ISO 14001, ISO 26000 and ISO 50001. Many countries have brochures illustrating the steps for EMAS registration and the process of stepping up to EMAS from ISO 14001 (EMAS Easy).

In a variation on info sheets, Austria has also recently published informational folders containing EMAS best practice examples, including for promotion and environmental performance. Sweden has also produced folders with information on environmental core indicators and advice specifically aimed at SMEs.

Several Member States have also recently investigated the benefits of EMAS and published studies detailing the results. In 2011, the United Kingdom's Department for Environment, Food and Rural Affairs published a study on the benefits of EMS for SMEs.<sup>11</sup> More specifically focused on EMAS, Germany's Federal Ministry of the Environment and Federal Environment Agency published its »EMAS in Germany Evaluation« in 2012.<sup>12</sup> Austria's Federal Environment Agency also conducted a study evaluating EMAS environmental performance in 2014. Germany's study in particular demonstrated how organisations experience increases in transparency and management and resource efficiency through EMAS.

National EMAS websites present another very common informational instrument for supporting EMAS in the Member States. The websites frequently include the info sheets and brochures mentioned previously. In a number of Member States, they also offer a national EMAS register and contact information for a Helpdesk that provides informational and technical support to organisations and environmental verifier.

Usually, the national EMAS website is a section of the Competent Body's main website. It features information about EMAS, including the publications highlighted in this chapter and Chapter 4.4. However, Germany's EMAS Advisory Board also maintains a separate website dedicated solely to EMAS information and promotion. A number of Member States, including Austria, Belgium, Germany, and the United Kingdom offer an online register of their country's EMAS registered organisations.

Germany's EMAS website includes a great deal of informational material in both German and English and an environmental statement database containing thousands of environmental statements from German EMAS registered organisations. Italy's website also includes a section featuring environmental statements and using them as instructional examples. In 2012, Greece re-launched their EMAS website, adding an environmental statement database and additional information on registered sites. By making registered organisations environmental data publicly accessible and easy to find, these environmental statement databases highlight a key added value of EMAS: increased transparency.

EMAS Helpdesks, largely conducted through the websites, provide important contact points for registered organisations and other stakeholders. In 2012, Sweden set up a national EMAS Helpdesk hotline to give interested and registered organisations a clear and quick point of contact. Croatia launched its EMAS portal in October 2014, aiming to provide information to interested organisations in the new Member State. Other websites, such as Catalonia's, offer organisations easier access through electronic EMAS registration.

<sup>11</sup> [www.randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=0&ProjectID=16942](http://www.randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=0&ProjectID=16942)

<sup>12</sup> [www.emas.de/fileadmin/user\\_upload/06\\_service/PDF-Dateien/EMAS\\_in\\_Germany\\_Evaluation\\_2012.pdf](http://www.emas.de/fileadmin/user_upload/06_service/PDF-Dateien/EMAS_in_Germany_Evaluation_2012.pdf)



Conferences provide an additional venue for distributing information on EMAS with the aims of educating about and promoting the scheme (see also Chapter 4.4). Member States can use these events to inform organisations, policy makers and other stakeholders about changes to the EMAS Regulation, provide implementation guidance and share best practices. For example, Austria holds an EMAS conference every year which highlights organisations' best practices examples. Spain has held a national conference on EMAS and Green Public Procurement, while the country's regions have held conferences on a number of topics. These include »Management instruments for the constant improvement of environmental behaviour« in Valencia in 2011 and »Enhancement of Andalusian companies through the EMAS EMS« in Andalusia in 2013.

Member States have also employed conferences to communicate major changes in the EMAS regulation and support organisations in implementing those changes. For example, in 2010, Slovakia held an international conference titled »From EMAS II to EMAS III«. The conference served to train 30 representatives on the requirements of the new regulation, the revision of national legislation, and EMAS Easy, among other topics. Between 2010 and 2013, Spain held several national and regional conferences focusing on the changes introduced with EMAS III.

Workshops, seminars and training courses provide another opportunity to give detailed information on different aspects of EMAS registration and implementation. Smaller than conferences, workshops and seminars require fewer budgetary and organisational resources and thus can be more easily tailored to specific topics or groups. In the Tour de Table reports, more than half of all Member States mentioned holding at least one workshop, seminar or training course in the past five years. The smaller size of workshops also limits their scope, so these instruments are primarily used to support existing EMAS organisations and select stakeholders in their application of EMAS.

Examples of workshops and seminars include Austria's annual workshops for EMAS organisations to exchange experiences, including lectures on legal compliance, energy efficiency, environmental statements, and employee involvement; Norway's seminar on EMAS Easy for consultants and organisations; and Estonia and Sweden's workshops and seminars introducing EMAS to public authorities. Italy has also recently introduced an innovative e-learning platform with a wider target group, designed to inform and train high school students and their teachers in EMAS implementation (Box 4.3.2).

A less formal method of both disseminating and gathering information about EMAS are stakeholder dialogues or roundtable discussions. The EMAS Competent Body and/or Member State representative usually initiates these informal gatherings, which can have a number of different goals. Hungary holds regular EMAS Roundtables with the purpose of informing regulators, industry and business representatives about the advantages of EMAS. Regulators also receive specific information about how EMAS can assist in the regulatory process. As they joined the European Union and began to implement EMAS in their countries, Romania, Bulgaria and Croatia made use of stakeholder dialogues and meetings with business and industry representatives to inform potentially interested organisations about EMAS. In addition to meetings with industry and business associations, the Maltese Competent Body has held one-to-one meetings and interviews educating university students about EMAS.





## BOX 4.3.2

## ITALY'S EMAS E-LEARNING PROGRAMME

In 2014, the Italian Competent Body (*Istituto Superiore per la Protezione e la Ricerca Ambientale*, henceforth ISPRA) began developing a new informational instrument to promote knowledge of EMAS: an e-learning course for high school teachers. This pilot programme, which starts in autumn 2015, presents teachers with a curriculum designed to educate pupils about the idea of environmental management, introduce them to EMAS and explore the different steps of EMAS implementation. Teachers and pupils also learn about EMAS requirements such as environmental statements and environmental reviews. The lessons demonstrate how these requirements can help improve organisations' environmental performance and increase employees' environmental awareness, contributing to fundamental changes in how the organisations view and manage environmental impacts.

The e-learning programme's goal is to increase knowledge of EMAS among the younger generation, many of whom display a keen interest in environmental matters and who will soon be joining the workforce. Additionally, the programme aims to increase EMAS registrations in schools by creating interest and knowledge among teachers and the student body. Because the teachers and pupils will already have a working knowledge of EMAS, they will also be able to assist in implementing EMAS or elements of the scheme.

After reaching out to schools and universities, the Competent Body is enrolling up to 10 several schools in the pilot programme. This autumn, they will provide these institutions with power point slides, references and instructional materials available on an e-learning platform on the ISPRA website. ISPRA plans to expand the programme offerings to all schools after the end of the pilot phase.

Hungary, Italy, Finland, Belgium, Sweden and Austria have had stakeholder dialogues with representatives of particular industries, but also consult regularly with EMAS registered organisations. Estonia has also conducted round tables with environmental verifiers. The meetings with EMAS registered organisations allow the Competent Bodies to provide organisations with technical information and advice and allow the Competent Bodies to gather ideas on the types of support registered organisations desire and need. For example, Germany has used its regular stakeholder meetings to evaluate opportunities for better promoting EMAS and to honour organisations for their examples of best practice.

Stakeholders from academia also provide EMAS Competent Bodies with an important point of information exchange and support. In cooperation with universities and other institutions, Several Member States have developed long-term projects providing target organisations with EMAS knowledge and implementation support. These instruments can have excellent results. The Portuguese PMEmas project, running since 2006, has produced EMAS registrations in a number of sectors and has also provided information for several sector-specific guidelines (Box 4.3.3). Environmental management experts from academia also partnered with EMAS Competent Bodies in the BRAVE project, leading to the introduction of various policy and financial support measures in Italy, Spain, Denmark, Portugal, Germany and Austria (see Box 4.2.1 for examples).



## BOX 4.3.3

## PORTUGAL'S PMEMAS PROJECT

In 2006 Portugal began its PMEMas project <sup>13</sup>, aiming to promote EMAS participation among SMEs in certain sectors. By cooperating with a Portuguese university with expertise in the implementation of environmental management systems, the Portuguese Competent Body has been able to provide extensive information and step-by-step support for EMS implementation and EMAS registration. Several rounds of PMEMas have occurred, with the latest starting in 2013 and targeting the wine and olive oil production sectors. Previous PMEMas projects have focussed on the printing industry, tourism, military, cultural and public administration sectors.

The Portuguese Competent Body and the university partners trained staff within the organisations, breaking down EMAS implementation into six phases. These phases took into account the methodology of the BS 8555 standard and the EMAS regulation requirements:

- Phase I: Environmental review
- Phase II: Identification of legal requirements
- Phase III: Environmental management objectives, targets and programmes
- Phase IV: EMS implementation and operation
- Phase V: Verification
- Phase VI: Preparation for external evaluation

When a phase has been completed, the Competent Body provides the organisation with a statement confirming that the requirements of this phase have been met. This confirmation requires evaluation by the Competent Body and its cooperation partners at the end of each phase of the programme. These evaluations also provide an excellent opportunity for Competent Bodies to exchange experiences with organisations and increase stakeholders' trust and confidence in EMAS as well as their capability for successfully implementing an EMS.

In the last round of PMEMas, focused on olive oil production sector, the Competent Body used the »Stepping up to EMAS« methodology rather than the BS 8555 approach because the organisation was already ISO 14001 certified.

As a second objective of the PMEMas project, the Competent Body uses the experience gained during the exchanges and the implementation process to produce an EMAS implementation guideline for organisations from that particular sector.

<sup>13</sup> More information in Portuguese here: [www.apambiente.pt/index.php?ref=17&subref=120&sub2ref=125&sub3ref=408](http://www.apambiente.pt/index.php?ref=17&subref=120&sub2ref=125&sub3ref=408)



Other Member States have created long-term projects as well. Starting in 2011, Estonia's project on »EMAS in public sector organisations« led to a number of seminars, guidance documents and workshops. The project ultimately doubled the country's EMAS registrations. Germany's long-term project on environmental audits in sports facilities ended in 2012, having successfully provided participating associations with improved reputations and more legal certainty. As of May 2015, the Luxembourg Competent Body was working to set up a cooperation project with the Luxembourg Institute of Technology.

Participation in various [binational and multinational projects](#) has also given Member States the opportunity to support each other in providing EMAS implementation assistance. For example, in 2011 the Nordic countries of Denmark, Finland, Sweden and Norway conducted the project »Profitable Resource Efficient Management in the Value Chain« to introduce holistic management options, including EMAS, to organisations. From 2012 to 2013, the Commission's Enterprise Europe Network implemented the Go4EMAS project.<sup>14</sup> Go4EMAS produced step-by-step guides for implementing EMAS and held training workshops for SMEs in the United Kingdom, Spain, Germany, Poland, Bulgaria and Italy.

The European Commission's LIFE programme regularly gives Member States and external organisations funding opportunities for projects supporting EMAS. One such example is the CHAMP (Climate Change Response Through Managing Urban Europe-27 Platform) project. CHAMP ran from 2009 to 2012 and promoted EMAS as a step towards an integrated management system (IMS). The project involved the EMAS Competent Bodies in Finland, Germany, Italy, Hungary, Spain, Poland, Romania and the United Kingdom. National training hubs were established in those countries in which EMAS environmental verifiers received training on how to implement an IMS. The EMAS Competent Bodies also worked with 58 sub-regional and local authorities and actors working to combat climate change, informing them about the benefits of EMAS and IMS as an instrument for national authorities. Through web-based training packages, they also assisted the authorities to implement an IMS. These training hubs will continue to offer information in the future.

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<sup>14</sup> [www.go4emas.eu](http://www.go4emas.eu)

## 4.4. MARKETING & PROMOTIONAL INSTRUMENTS



This chapter focuses on instruments used by Member States to raise awareness and encourage adoption of EMAS. The measures mostly target potential EMAS users, but may also aim to increase knowledge of EMAS and its benefits among other groups of stakeholders. These stakeholders include industrial and business associations, Chambers of Commerce, NGOs, and the general public. In contrast to the informational instruments presented in Chapter 4.3, marketing and promotional instruments focus less on providing detailed information on and assistance for EMAS registration and implementation and more on advertising the benefits and usefulness of the scheme.

Nonetheless, this chapter contains examples of several promotion measures that overlap with other typologies. For example, presentations at conferences can present both informational and promotional opportunities for supporting EMAS. Instruments such as sectoral promotion campaigns appear here in Chapter 4.4 in their overriding role as a marketing and promotion instrument. However, they often include measures from several of the typologies mentioned in this Compendium. This hybrid nature adds to the campaigns' effectiveness as a support measure for EMAS. They provide organisations with clear incentives to join EMAS (legal and financial instruments) while at the same time ensuring that potentially interested organisations are aware of these benefits and have the informational tools to implement the scheme.



#### 4.4.1. IMPLEMENTATION

Similarly to informational instruments, EMAS Member State representatives and Competent Bodies can design and implement most marketing and promotional instruments at their own discretion. Most of the funding for the marketing and promotion comes from the allocated EMAS budget. In many cases, Competent Bodies find synergies with marketing and promotion for EU Ecolabel, ISO 14001, local and national environmental labels and environmental management systems in general.

Many instruments require a degree of coordination with public bodies, business associations and other external stakeholders. EMAS Clubs may provide significant support, generating ideas and providing personnel resources in regions in which they are active. Sectoral campaigns can involve liaising with government bodies to help create legal and financial support instruments for EMAS registered organisations in a particular sector. Through networks established with professionals, business associations and academics in relevant sectors, Competent Bodies also gain opportunities to raise awareness of EMAS through speeches and participation in conferences and fairs.

#### 4.4.2. EXAMPLES

The most common types of informational instruments employed by Member States over the past five years are:

- EMAS Awards
- EMAS Day/ EMAS conference
- Participation in related or sectoral conferences to promote EMAS (e.g. Tourism Fair; CSR conference)
- Distribution of promotional material (e.g. brochures, leaflets, flyers, posters, logo stickers, magazine articles)
- Social media
- Newsletters
- Videos and other advertisements
- EMAS ambassadors
- Sectoral promotion campaigns
- Cluster registration initiatives

The 2005 EVER study on EMAS identified [EMAS Awards ceremonies](#) as one of the most effective promotion options for raising awareness of EMAS and recognizing the achievements of outstanding EMAS registered organisations. These awards ceremonies focus on organisations' achievements in a particular area – for example, eco-innovation, eco-design or energy efficiency – and take place regularly on the European level and in a number of Member States. Since 2010, Germany, Italy, Austria and the Spanish regions of Catalonia and the Basque Country have each held at least one EMAS Awards ceremony. In 2012 and 2013, the Balearic Islands held a special award ceremony recognizing EMAS registered organisations with the greatest impact in the local media.

Creating an [EMAS Day](#) presents another opportunity for publicizing and celebrating the achievements of EMAS registered organisations. The Spanish regions of Catalonia, Basque Country, Murcia and Andalusia have all held official EMAS Day celebrations, including fairs with information on EMAS. Italy has held an EMAS Promotion Day showcasing outstanding organisations. Germany's 2015 EMAS Day celebration included a travelling exhibition on EMAS and an awards ceremony recognizing organisations that had achieved 20 years of EMAS registration. Several other member states, including Spain and Austria, are celebrating EMAS's 20 year anniversary and recognizing EMAS front runners as well.

In Austria, the EMAS Awards ceremony is integrated into an annual [EMAS Conference](#). Such conferences give EMAS stakeholders the opportunity to gather and exchange information and experiences while enjoying presentations by EMAS experts. They also present an excellent opportunity for publicising EMAS. As mentioned in Chapter 4.3, Member States have hosted EMAS conferences with a number of different subthemes. For instance, Romania's Competent Body hosted a 2013 conference focused on EMAS's role in improving environmental performance and business, bringing advantages under the Industrial Emission Directive, and compatibility with EU Ecolabel. Catalonia has held a conference on EMAS implementation, while Germany has hosted one on EMAS Easy.



In addition to conferences focused solely on EMAS, EMAS Competent Body representatives often give presentations at business conferences and gatherings with an environmental-related theme. Having a presentation on EMAS or a stand giving out EMAS information can attract new organisations. It also raises EMAS's profile among the generally environmentally-conscious audience, providing interested consumers with a new logo to look for when choosing a business partner, accommodation or service provider.

Examples include the Slovak Republic's EMAS presentation at the 2011 conference on »Environment – problems and possible solutions«; the United Kingdom's presentation of research on EMS for SMEs at the 2010 Environment and Business conference; Romania's EMAS stand at the 2010 conference TOP of SMEs; and France's distribution of an EMAS brochure at the country's 2012 conference on CSR. Feedback from Member States indicates that these types of presentations are most successful at spreading awareness of EMAS when employed in combination with different types of EMAS support instruments.

Member State Competent Bodies have also been involved in giving presentations at conferences for specific economic sectors. The Spanish region of the Balearic Islands gave a presentation on EMAS for the tourism sector at the 2012 Conference on Sustainable Tourism in the Balearic Islands, while Catalonia presented on EMAS in cultural institutions at a 2011 conference on culture and the environment. France spoke on the topics of EMAS and CSR at a 2013 public conference on the health care sector. Over the past few years, Poland has given information on EMAS at a number of conferences on waste management. Several member states have integrated these appearances at sectoral conferences into a more general promotion campaign advertising EMAS for organisations in specific sectors (Boxes 4.4.1 and 4.4.2), which will be discussed later in this chapter.

Such conferences and fairs present opportunities to employ another EMAS marketing and promotional instrument: the production of written promotional material. Member States have been very active in producing promotional items, flyers, pamphlets, leaflets, and brochures advertising EMAS's benefits for organisations. Germany's 2012 brochure »Towards a green economy with EMAS«<sup>15</sup> includes testimonials towards EMAS as the world's »best environmental performance system« and highlights its requirement for legal compliance and its use of core performance indicators in a mandatory environmental statement. Spain's Asturias region has published information advertising the benefits of EMAS for local companies, while Sweden provides brochures and leaflets targeting organisations in the public sector and SMEs. In a creative application of the EMAS logo as a promotion instrument, Belgium has distributed logo stickers to organisations and other stakeholders.

Member States have also been active in translating European Commission brochures and info sheets on EMAS into their own languages. Competent Bodies have translated the 3 x 3 Good Reasons for EMAS Brochure into a number of different community languages. Germany has also produced a number of brochures in English so as to reach a more international audience. These include »Creating Added Value with EMAS«<sup>16</sup>, which highlights the added value of EMAS in comparison to ISO 14001, and »7 Good Reasons for EMAS«<sup>17</sup>.

15 [www.emas.de/fileadmin/user\\_upload/06\\_service/PDF-Dateien/Green-Economy-with-EMAS\\_rio20.pdf](http://www.emas.de/fileadmin/user_upload/06_service/PDF-Dateien/Green-Economy-with-EMAS_rio20.pdf)

16 [www.emas.de/fileadmin/user\\_upload/06\\_service/PDF-Dateien/Creating\\_Added\\_Value\\_with\\_EMAS.pdf](http://www.emas.de/fileadmin/user_upload/06_service/PDF-Dateien/Creating_Added_Value_with_EMAS.pdf)

17 [www.emas.de/fileadmin/user\\_upload/06\\_service/PDF-Dateien/7-good-reasons-for-EMAS.pdf](http://www.emas.de/fileadmin/user_upload/06_service/PDF-Dateien/7-good-reasons-for-EMAS.pdf)

**BOX 4.4.1****POLAND'S PROMOTIONAL CAMPAIGN IN THE WASTE SECTOR**

Around 2012, the Polish Competent Body (the General Directorate for Environmental Protection - GDEP) identified the waste sector as a good match for EMAS because of its need for legal compliance, credibility and frequent inspection. It was also an excellent promotion target because of the changing legal circumstances surrounding the sector. Between 2012 and 2015, Poland has undertaken major reforms of its waste management policies, often to fulfil obligations of EU directives on waste. As a result, many organisations in the sector began to look for effective tools to deal with the new regulations and to improve environmental management, legal compliance and credibility. At the same time, several recent legislative acts on waste gave financial advantages to organisations with a certified EMS, including EMAS registration.

The Polish Competent Body followed up these legal and financial measures with a number of informational and promotional tools aimed at emphasizing EMAS's usefulness for the waste management industry. In December 2013, GDEP hosted a conference on EMAS in waste management with nearly 100 participants from the waste industry. Participants received information about how EMAS guarantees legal compliance through regular audits by government-approved verifiers and how EMAS can give organisations a reputational advantage through increased transparency and credibility.

Between 2013 and 2015, GDEP produced additional promotional material on EMAS, including five articles on EMAS in waste management magazines and the publication of a guidebook detailing the process of EMAS registration. Competent Body representatives also gave lectures on EMAS at more than 15 seminars and conferences on environmental and waste management throughout Poland.

The promotion measures have been highly successful, with organisations from the waste sector increasing from 13 % of all Polish EMAS registrations in 2011 to 30 % in 2015.

Some Member States' Competent Bodies have also published articles promoting EMAS in magazines targeting specific sectors or audiences interested in environmental protection. Slovakia has contributed two articles to *Enviromagazin*, an environment-focussed publication. Poland has written five articles on EMAS for the waste sector in waste management magazines (Box 4.4.1). In 2010, Norway contributed an article on EMAS and ISO 14001 to the business magazine *Green companies*. EMAS publicity can also be integrated into local issues, as shown by the Spanish region of Valencia in an article on »Green Compromise in the Valencian Community«.

Competent Bodies usually pay a fee to publish these articles in magazines, but others accept submissions free of charge, particularly if they feel EMAS will be of interest to their reader. In at least one case, a Competent Body instead used their budget to develop their own magazine. In 2011, the Catalanian Competent Body collaborated with the region's EMAS Club to create a magazine on environmental quality that emphasises EMAS's role in sustainable business.



Websites, social media and online newsletters comprise further instruments for promoting EMAS in the Member States. The Italian Competent Body has implemented an EMAS Facebook page and produces a bimonthly newsletter for EMAS registered organisations and other stakeholders. The newsletter details best practices, interesting events and updates on EMAS. The German EMAS Advisory Board maintains a website with regular EMAS relevant news articles. Germany employs social media as well, with an EMAS Facebook page and Xing group.

Other marketing and promotional instruments used to support EMAS have employed personal networking rather than written communication. A number of Member States have trained and used EMAS ambassadors. These ambassadors can be members of business associations, environmental management experts or auditors, employees of public bodies, or other persons who have received education on the advantages of EMAS. They have regular contact with organisations and can use the opportunity to advertise EMAS's benefits for organisations, including improved environmental performance, resource efficiency, legal compliance, and transparency and credibility through government-approved environmental reporting. For example, in 2011, the Swedish Competent Body trained EMAS ambassadors to find candidates among SMEs. The Spanish region of Basque Country has set up an IPPC (now IED) working group promoting EMAS in companies that fall under the IED.

Other Member States have created ambassadors indirectly. For example, the Catalanian Competent Body's cooperation with the Catalanian Tourist Board (see Box 4.4.2) has resulted in the Competent Body and the Catalanian EMAS Club educating tourist board employees on EMAS. The tourist board employees then pass on their knowledge to tourists and to organisations in the tourism sector. Hungary holds EMAS Roundtables in which the Competent Body offers training and support to public authorities and parties interested in EMAS, providing them with the knowledge to promote EMAS to businesses asking for information on environmental management. Malta has established contact to hotel and restaurant associations, providing them with information on EMAS benefits and encouraging them to pass the information on to their members.

Several member states have employed online media such as videos and other advertisements to reach a wider audience through more extensive promotional campaigns. In 2010, Poland aired 150 TV and 80 radio broadcasts promoting EMS and EMAS as part of the campaign »Environmental Management in the Enterprise«. Two years later, in 2012, Germany introduced the internet campaign »*Wir für EMAS*« (Voices for EMAS). It focused exclusively on EMAS and included a video, banners and brochures in German and English. The website<sup>18</sup> for the campaign included testimonials on EMAS benefits coming not only from EMAS registered organisations but also from a number of high profile businesspeople and politicians. Catalonia has also aired interviews with EMAS representatives describing and promoting the scheme on an online TV channel.

Other countries have made similar use of the material from the European Commission's promotional campaigns. Ireland, for example, is in the process of actively promoting the 2015 EMAS video<sup>19</sup> on its own website and on that of Ireland's national Enterprise Body. The Irish Competent Body is also liaising with the country's Environmental Authority to publish the video on their website as well.

18 [www.wir-fuer-emas.de/index.php](http://www.wir-fuer-emas.de/index.php)

19 [www.ec.europa.eu/environment/emas/videoPage.htm](http://www.ec.europa.eu/environment/emas/videoPage.htm)



**BOX 4.4.2****CATALONIA'S PROMOTION OF EMAS IN TOURISM**

The Catalonian Competent Body has been especially active in promoting EMAS in tourism, which plays a **key economic role in this Spanish region**. Over the past ten years, the Competent Body has employed several typologies of instruments to attract and bring advantages to EMAS registered organisations from all areas of the tourism sector. In addition to developing **EMS guidelines for recreation and cultural facilities** (beach management, marinas, and museums), the Competent Body gave a presentation on **EMAS implementation in museums** at a cultural conference in 2011. More recently, they have included EMAS as one of the criteria on the search engine within the Catalan Tourism Board's accommodation website. In the past, they have also undertaken **joint pilot projects with the Association of Campgrounds**. These projects provided the campgrounds with financial and informational support for EMAS consultancy and training.

Additional cooperation has taken place with the Catalan Tourism Board. Since 2012, the Competent Body and the Catalonian EMAS Club have run a **stand on EMAS inside the Catalonian Tourist Board's tent** at the annual International Tourism Exhibition in Barcelona. Representatives of the Competent Body and the EMAS Club display **information on EMAS targeted at tourist companies and accommodations**, but also at tourism schools and tourists themselves. **The schools in particular become multipliers, with some adding EMAS to their courses** on sustainable tourism and giving seminars on EMAS and EU Ecolabel. Using promotional items such as EMAS postcards and gadgets have been key to attracting attention at the fair.

Although the EMAS Competent Body and EMAS Club run the stand, **the cooperation with the Catalan Tourism Board has also provided the opportunity for the Competent Body to give presentations on EMAS to tourism board employees**. The employees can then provide information on EMAS registered establishments to tourists interested in sustainability. This type of publicity is especially important to organisations in the tourist industry, which can then use the EMAS logo to advertise. The Catalonian EMAS Club reports that these initiatives have been quite successful at attracting organisations from the tourism sector and also at raising awareness of EMAS among the general public, a frequent request of EMAS registered organisations.

**Sectoral promotion campaigns** for EMAS have been particularly successful in several Member States. More focussed than a general EMAS promotional campaign, Member State representatives and Competent Bodies conducting sectoral campaigns generally select a specific industrial, manufacturing or service area that they see as being a particularly good fit for EMAS. Examples include public administrations with their high need for transparency and accountability (Box 4.3.1) and waste management organisations, which have a high need for demonstrated legal compliance and environmental accountability (Box 4.4.2). The Member State then develops instruments from at least two of the four typologies explored in this Compendium, ultimately tying them together in a promotional campaign. The most common measures employed are sectoral guidelines, brochures, and training courses. Several Member States have developed more extensive campaigns including regulatory and financial relief for specific sectors.

Italy has heavily promoted EMAS in municipalities, holding conferences and producing informational tools detailing the usefulness of EMAS for municipal public bodies. In 2010, the Italian Competent Body also produced a video on EMAS for municipalities. Germany has focused on public administrations among other sectors, conducting a pilot project for introducing EMAS into federal ministries. Estonia and Sweden have also concentrated on promoting EMAS in public administrations, particularly within national government agencies.



### BOX 4.4.3

#### FRANCE'S PROMOTIONAL CAMPAIGN IN THE HEALTH CARE SECTOR

Since 2011, the French Competent Body has targeted the health care sector as a good match for EMAS. The Competent Body (*Ministère de écologie, du développement durable et de l'énergie*, or Ministry for Ecology, Sustainable Development and Energy) employed a **mix of field operations, grants for implementation, public conferences, and guidance documents** to encourage the uptake of EMAS in the health care field.<sup>20</sup>

Cooperating with the organisation C2DS (*Comité développement durable santé* or Sustainable Health Development Committee), the French Competent Body began the campaign in 2011 with a roundtable introducing EMAS to 259 health establishments. The Competent Body and C2DS have since **provided EMAS implementation trainings** to 17 of these health care centres, **resulting in a large increase in French EMAS registrations**. The EMAS Competent Body covered 50% of the costs for this implementation assistance.

Using the draft health care sectoral reference document, the Competent Body and C2DS also developed a **public users' guide for environmental management in the health care sector**. This guide may potentially be used to inform about 10000 organisations about EMAS, substantially raising awareness of the scheme.

Given the important role of tourism and its connection to sustainability in many European regions, this sector has been the target of a number of EMAS promotional campaigns. In Spain, the Competent Body of the Balearic Islands has worked together with the sustainable hotel network »Xarxa d'Hotels Sostenibles«, highlighting EMAS registered hotels. They also gave a presentation on EMAS for the tourism sector at the 2012 Conference on Sustainable Tourism in the Balearic Islands. Catalonia has also targeted the sector (Box 4.4.2), as has Portugal and the Italian region of Puglia.

Since 2014, the Maltese Competent Body has been working on a tourism sector campaign as well, contacting hotel and restaurant associations and providing them with guidelines and information on EMAS implementation. They also have widely advertised the draft EMAS Sectoral Reference Document on environmental management best practice in tourism. As mentioned previously, the Maltese Competent Body encourages the associations to inform its members about EMAS benefits.

In 2013, Romania and Bulgaria cooperated on a project called »Raising awareness of the tourism cluster on trans-boundary environmental management« which involved promotion EMAS in the tourism sector. The two countries produced material promoting the sustainable use of natural resources and using it to train both a tourism cluster and travellers on the ways in which an EMS can support sustainability.

<sup>20</sup> Additional information (in French) here: [www.developpement-durable.gouv.fr/Le-C2DS-accompagne-17.html](http://www.developpement-durable.gouv.fr/Le-C2DS-accompagne-17.html)


**BOX 4.4.4**
**PROMOTING EMAS IN CLUSTERS IN ITALY**

Since 2006, the Italian Competent Body (ISPRA) has recognized EMAS registration in cluster projects. Although each organisation is encouraged to register separately, the cluster itself receives a certificate of recognition from ISPRA. As a result of the programme, Italy has granted 12 certificates, registering over 100 organisations in clusters in the past five years.

One of the most successful programmes took place in the region of Latina. A cluster of pharmaceutical companies, motivated to improve their environmental performance in the face of local air pollution problems, formed a round table with representatives from the industrial district and local public authorities. After investigating their options, the environmental committee decided the best method of addressing environmental concerns and proving their accountability to their stakeholders was to apply for EMAS as a »cluster«, in accordance with the guideline provided by the national Competent Body.

Two representatives of the national Italian EMAS Competent Body visited the group, giving presentations on EMAS and encouraging the organisations to register. The cluster ultimately invited a representative of the local authority to join their committee, assisting them to form environmental goals and conceive an environmental programme for the area. An EMAS environmental verifier visits the cluster every year to verify their joint environmental programme and management system, for which they received cluster certificates from ISPRA in 2012 and 2015. In order to share its experience, the Latina cluster has also signed an agreement to help the nearby chemical/pharmaceutical area of Frosinone to implement a similar model of environmental management and communication.

After receiving this guidance and recognition, a number of the organisations in the Latina cluster also chose to pursue their separate EMAS registration. The EMAS cluster recognition has improved the organisations' local reputation, making this type of promotion option particularly suitable for organisations from sectors with high and visible environmental impacts. An Italian Competent Body representative highly recommends cluster recognition as a useful promotion instrument.

Recognition of clusters themselves can also be used to raise awareness of EMAS and encourage organisations to join. Article 37 of the EMAS Regulation foresees that Member States encourage local authorities to partner with actors such as industrial associations or chambers of commerce to assist clusters of organisations to meet the requirements of EMAS registration. These clusters consist of similar organisations from the same area, usually from the same sector. This approach thus allows both the local authorities and the organisations to conserve resources when implementing EMAS and gain added benefits from knowledge sharing.

Competent Bodies may provide local authorities and/or these clusters with guidelines and training for implementing EMAS and a certificate recognizing their achievements as a cluster. However, each organisation must ultimately register separately. This recognition of clusters can be used to promote EMAS among groups of organisations while expanding relatively few of the Competent Body's resources. Spain, France and Italy have all successfully registered organisations in industrial clusters (Box 4.4.3).

## 5. SUMMARY

*EMAS is an important component of the European Union's overall policy goal of transitioning to a 21<sup>st</sup> century, circular economy. As shown in Chapter 2, the EU and Member States in general benefit from increased environmental protection and transparency and the opportunity to reduce administrative burdens through higher EMAS registration numbers. At the same time, the organisations contributing to those goals benefit not only from improvements in resource efficiency through EMAS but also from increased policy and promotional support from the Member States.*

*This compendium illustrates numerous legal, financial and economic, informational, and marketing and promotional instruments used to support EMAS. Approximately 35% of Member States reported implementing regulatory and financial relief for EMAS registered organisations, recognising that tax abatements, implementation funding and/or regulatory exemptions can save both organisations and regulators time and resources. Others have concentrated primarily on informational and marketing and promotional measures, with over 80% of countries reporting employing at least one of those types of instruments. No one-size-fits-all approach exists; nonetheless, the examples in this compendium demonstrate that numerous opportunities exist to provide both policy and promotional support for EMAS.*

*Indeed, support for EMAS registered organisations appears most successful when the policy and promotional elements are combined. Additionally, although EMAS registered organisations report a desire for more regulatory and financial relief, interviewed experts in Spain, Belgium and Germany all mentioned that organisations are not always aware of existing EMAS support measures. A combination of legal and/or financial instruments with effective promotion and information strategies thus appears essential for helping organisations and Member States to gain the maximum benefit from EMAS.*



*Sectoral promotion campaigns, which may combine all typologies of instruments, have frequently shown themselves to be successful in rewarding EMAS registered organisations and increasing EMAS registration numbers in France (health care), Italy (public administration), Poland (waste), and Spain (tourism). The hybrid nature of such measures adds to the campaigns' effectiveness. They provide organisations with clear incentives to join EMAS (legal and financial instruments) while at the same time ensuring that potentially interested organisations are aware of these benefits and have the informational tools to implement the scheme.*

*Other countries have conducted or are working on additional sectoral campaigns. At the time of publication, Sweden is planning to encourage the adoption of EMAS in government agencies through legal and informational instruments. Malta is working to promote EMAS in the tourism sector, combining both promotional and legal measures. The Maltese Competent Body has also proposed tax breaks for EMAS registered organisations.*

*In addition to sectoral campaigns, the compendium indicates a number of other areas in which Member States may focus support efforts in the future. For example, France has integrated EMAS into its legislation on non-financial reporting, providing exemptions for EMAS registered organisations. Germany has done the same when implementing the Energy Efficiency Directive, accepting the EMAS registration and environmental statement as a substitute for energy audits.*

*Looking at financial instruments, Greece is working to expand a discount on environmental insurance fees for certain EMAS-registered manufacturing facilities under the Environmental Liability Directive. In the realm of informational and promotional measures, Italy is pioneering an innovative e-learning education programme designed to raise awareness and knowledge of EMAS implementation among future leaders. These and the many other innovative instruments contained in this compendium all have the potential for replication and adaptation in other Member States.*

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## LIST OF ABBREVIATIONS

<b>BRAVE</b>	Better Regulation Aimed at Valorising EMAS and Ecolabel
<b>CSR</b>	Corporate Social Responsibility
<b>EDL-G</b>	Federal Energy Services Act (Energiedienstleistungsgesetz – Germany)
<b>EIC</b>	Environmental Investment Centre (Estonia)
<b>EMAS</b>	Eco-Management and Audit Scheme
<b>EMS</b>	environmental management system
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>FPA</b>	Federal Procurement Authority (Austria)
<b>GDEP</b>	General Directorate for Environmental Protection (Poland)
<b>IED</b>	Industrial Emissions Directive (Directive 2010/75 EU)
<b>IMS</b>	integrated management system
<b>IPPC</b>	Directive on Integrated Pollution Prevention and Control (Directive 96/61/EC)
<b>IRAP</b>	Tuscany's Law 79/2013 on the reorganisation of tax cuts for businesses affecting the regional tax on productive activities (Italy)
<b>ISPRA</b>	Istituto Superiore per la Protezione e la Ricerca Ambientale (Italy) SME – small or medium enterprise



