

# EMAS - Newsletter

## The European Eco-Management and Audit Scheme

Improving your environmental  
and business performance

<http://www.europa.eu.int/comm/environment/emas>

### Editorial The Industry Issue

Welcome to the first 2005 EMAS newsletter!

2004 ended with a record number of EMAS registered sites – 4,093. Of the 396 new registered organisations in 2004, 107 come from Spain and 92 from Italy. Some industrial sectors, such as food and textiles, have also grown for the first time since 2001.

In addition to the normal activities carried out by Member States, 2005 will see a wide-ranging European Commission marketing drive to promote the EMAS scheme. Activities will include the EMAS Awards conference, a possible TV spot, and publication of a variety of brochures including: EMAS in sporting events, an Energy Efficiency Toolkit and a brochure for NGOs. The European Commission expects to publish its own environmental statement in November.

In this issue we highlight EMAS in industry, which makes up 70% of all registrations. We see how EMAS is providing a tool for dialogue between a Finnish waste management centre and its local community. In the automotive industry, where EMAS is the state-of-the-art environmental management system, we look at Volkswagen AG, a frontrunner in EMAS since 1995. Finally, Beacon Press shows how to use new technology to achieve the aims of their environmental management system, reducing carbon emissions while making energy savings.

Enjoy your reading.

The EMAS Team, Environment Directorate General, Unit G2, European Commission.



European Commission

### Stakeholder Relations

## Communicating municipal waste management achievements through EMAS



Bio waste composting close to residential areas may cause a bad smell – EMAS statements may provide a base for mutual understanding and transparency of technological counter measures.

The waste management centre **Mustankorkea Oy** is located in the middle of an urban area southwest of Jyväskylä, the capital of Central Finland Region. The distance between the Waste Management Centre and the nearest residential area is only a couple of hundred meters. Where the activities of waste management are so close to a community, dialogue and communication are particularly important. Their EMAS registration should help provide a first step in developing the relationship.

"Mustankorkea Oy has pursued an open communication within all its operations. Continuously better cooperation with all interested parties has been the key aim. There were about a thousand visitors at three public events organised during 2003" says Managing Director Veikko Tissari. In addition, a thesis was carried out to develop communication and cooperation with interested parties, which included looking at their opinions towards the company and its communication. An environmental panel, comprising thirty volunteers

from the neighbouring area, makes continuous observations of environmental impacts of the Centre.

Even though the company has invested in cooperation with the community, a clear and coherent channel of communication was seen to be missing. Consequently the Centre decided to invest in EMAS registration. One purpose of the EMAS report is to increase the knowledge of the



**EMAS**

Performance, Credibility, Transparency



Neighbours enjoy recycling waste when centres are close at hand – not to the nose.

interested parties and neighbouring areas regarding the Centre's responsible environmental work. The report tells openly of both positive developments and any problems which have occurred. The Finnish Environment Institute registered Mustankorkea Oy to EMAS in November 2004 (SF-00049). In addition to EMAS registration, the Centre also has a certified ISO 14001 environmental management system and an ISO 9001 quality system.

"The EMAS statement is seen as being a channel of effective communication and a good source of information for those who are interested in the

environmental aspects of the Centre. Whether it will fulfil its expectations or not will be seen in near future. A key aspect is that information validated by the external verifier is seen to be reliable" says Veikko Tissari and continues "and above all the management sees EMAS as an effective tool for better environmental management."

The EMAS environmental statement of Mustankorkea Oy is available on the Internet at [www.mustankorkea.fi](http://www.mustankorkea.fi) (in Finnish).

For more information please contact Ms. [Piia.Puustinen@vapo.fi](mailto:Piia.Puustinen@vapo.fi)

## Best practice Volkswagen: EMAS keeps on running

As early as 1995 the Volkswagen site at Emden was registered under EMAS, making it the first EMAS-registered automotive manufacturer in Europe. In the following years all Audi and Volkswagen sites in Germany were registered, and soon others in Belgium, Spain and Hungary. The Dresden and Poznan sites will follow in 2005.

Volkswagen's Environmental Managers Gerhard Mogg and Stefan Wellge (Department Environmental Planning Production) summarize the pros and cons of Volkswagen AG and ten years in EMAS.

### Recent experience with EMAS

Volkswagen's environment managers Mogg and Wellge found that EMAS was highly appreciated by both employees and the management, given that the expected effects have materialised: unambiguous and

replicable analysis of strengths and weaknesses (SWOT), both in technology and organisation, and high motivation of employees and management.

The EMAS procedure entails improved legal certainty and third party liability. By running the audits potential cost savings were identified and quantified in the following fields:

- reduced rate for environment liability insurance;
- improved waste separation and recovery;
- intensified measures for energy savings;
- reduced material input through innovative production processes;
- reduced fees in permit procedures regarding the Federal ambient pollution control act (BlmSchG) in Lower Saxony and Hesse.

Additional savings were made when high financial and staff costs for the environmental statements and documentation were reduced through a continual improvement process. For example, the SEBU IT Tool was introduced in all VW sites to assist in the collection and evaluation of all environmental aspects in a standardised way, making them objective, comparable, and comprehensive.

### Disappointing response regarding expectations in customers' environmental buying habits

Unfortunately, the expected growth in customers' demand for products of Volkswagen did not take place. The market and the public did not respond to Volkswagen's participation in the EMAS poster campaign run by the German Ministry of the Environment and the Ministry of the Economy.

With regard to cooperation with the authorities, the already introduced deregulation measures did not bring about the expected benefits. Volkswagen sees its internal efforts to be disproportionate to the deregulation incentives established by the authorities.

### What's to be expected for the future?

With regard to the future development of EMAS, Volkswagen expects to benefit from regulatory relief to be set aside by decision makers in politics and public authorities, for organisations participating in EMAS. Recent examples such as the 30% reduction on



Volkswagen production sites were registered in the EU and overseas following the availability of EMAS or ISO 14001.



permit fees (ranging from € 600 to more than € 3,000) from Lower Saxony and Hesse have created hopes for more courageous and practical EMAS applications.

Environment certificates for production sites are taken for granted by managers of the Volkswagen Corporation today. These management tools are highly esteemed by the corporation and the tools are used for continual improvement of environmental protection performance. Global recognition of EMAS as a form of ISO 14001 PLUS would further facilitate global players' intentions to export environmental protection along EU standards worldwide. The management would welcome further initiatives of the European Commission to promote EMAS globally. A global application of EMAS validation can only take place if the added value against ISO 14001 can be identified and used world wide.

For more information on the environmental performance of the Volkswagen Corporation visit [www.volkswagen-umwelt.de](http://www.volkswagen-umwelt.de) or contact Mr. Steffen Wellge ([steffen.wellge@volkswagen.de](mailto:steffen.wellge@volkswagen.de)).



Panorama of Wolfsburg with one of the Volkswagen sites registered under EMAS.

## DID YOU KNOW?

Passenger car manufacturers apply EMAS in many of their European production sites: Volkswagen runs EMAS in 10 out of 15 sites, Audi in 3 of 3, BMW in 5 of 13, DaimlerChrysler in 6 of 6, Ford in 2 of 5, Honda in 3 of 3, Magna in 1 of 2, Opel in 1 of 9 and Porsche in 1 of 2. It was rumoured that even Ferrari may consider participating in EMAS.

## Report

# Beacon Press Takes Action on Energy Costs

New technology designed to slash soaring energy costs is to be installed at the Uckfield-based (East Sussex, UK) printing company Beacon Press as part of its award-winning environmental management programme under EMAS. Beacon is the first British commercial printer to use a "powerPerfactor voltage optimiser" – a Japanese technology which automatically steps down the incoming voltage from the usual wasteful high setting common in the UK ( $\pm 240V$ ). This increases efficiency, not only cutting costs but prolonging equipment life. This innovative approach shows how new technology can be used to help achieve the aims of an environmental management system.

Beacon, winner of a Queen's Award for Sustainability in 2004, say the cost of installing the technology – around € 16,500 – will be paid back in energy savings within three years. After five years, the company will have saved nearly € 30,000. Operating at the reduced voltage will also save 46 tons of carbon emissions per annum. The installation is being funded by an interest-free loan from Action Energy from the Carbon Trust, the UK national body helping business and public sector organisations reduce their emissions.

Beacon chairman Mark Fairbrass said the technology was good news for the environment and a sound business investment. "This is a simple way of reducing carbon emissions and making a welcome cost cut amounting to over € 5,700 a year."

More information is available from the website [www.beaconpress.co.uk](http://www.beaconpress.co.uk).

## Top 100

In May 2004, the EMAS Helpdesk researched the top 100 stock market registered companies for their commitment to EMAS. This research has been repeated in January 2005 on the basis of the 2003 turnover ranking. Five out of six at the top use EMAS at least in some of their organisations. Other top brand names in this list are ENEL, Lufthansa, BMW, EADS, Saint Gobain, Vodafone, Roche, to name but a few. New brands associated with EMAS are British Telecom and Centrica.

Rank	Organisation	Country	Sector	EMAS organisations 2004	Turnover in Mio € 2003
1	BP	UK	Energy	5	200,600
2	Daimler-Chrysler	DE	Automotive	12	136,437
3	Royal Dutch	NL	Energy	5	106,132
4	Total	FR	Energy	2	104,652
6	Volkswagen	DE	Automotive	11	87,153
9	Siemens	DE	Electric devices and technology	9	74,232.9



## EMAS in figures

Figures are recorded for organisations and sites since March 2004. The number of sites of 10<sup>th</sup> February 2005, 4,143, has topped the all time high of 3,912 reached in December 2001. The number of organisations has reached 3,084, which is a little lower than in November 2004.

Registered organisations	and sites
Austria	253 333
Belgium	32 178
Cyprus	0 0
Czech Republic	19 21
Denmark	120 263
Estonia	0 0
Finland	41 49
France	20 20
Germany	1,619 2,048
Greece	6 6
Hungary	1 1
Ireland	8 8
Italy	258 331
Latvia	0 0
Lithuania	0 0
Malta	1 1
Luxembourg	1 1
Netherlands	25 29
Norway	28 28
Poland	0 0
Portugal	25 28
Slovak Republic	2 2
Slovenia	1 1
Spain	445 573
Sweden	118 133
United Kingdom	61 62
<b>TOTAL</b>	<b>3,084 4,143</b>

### Leading industrial sectors:

Sectors	Registrations
• Chemicals	268
• Food and beverages	260
• Fabricated metal products, except machinery and equipment	215
• Sewage and refuse disposal	213
• Electricity, gas, steam and hot water	149

### Leading service sectors:

Sectors	Registrations
• Hotels and restaurants	199
• Public authorities	143
• Transport	101
• Health and social work	91
• Education	88

## News

### Guidelines on product dimension in EMAS under development

Annex III point 5.a of the EMAS Regulation asks that product-related issues be considered as part of companies' indirect environmental aspects. The Annex indicates what stages of the production process, what type of environmental aspects and what kind of information should be considered, when analysing product-related issues.

The new Guidelines, expected to be ready in autumn, will be drafted to facilitate the above task for organisations and verifiers.

### Messer Slovnaft is the first manufacturing site in the Slovak Republic to apply EMAS

In December 2004, Messer Slovnaft became the first Slovak manufacturing company to complete EMAS registration. The manufacturer of technical gases, based in Bratislava, has been selected from a number of competitors in a PHARE Project, said Milan Gala, responsible for EMAS within Messer Slovnaft.

Italian auditors "Certquality" involved their lead verifier, who was the first ever EMAS verifier in technical gases production, in the audit. Given its status as a pilot site, the organisation received high profile visitors from the Ministry of the Environment, Environmental Agency and Accreditation Body, as well as researchers, verifier candidates and consultants during the audit.

For more information contact Mr. Marian Gajarsky ([marian.gajarsky@messer.slovnaft.sk](mailto:marian.gajarsky@messer.slovnaft.sk)).

### Energy Efficiency Brochure paves the way for EMAS

The Environment Directorate General is about to publish a brochure on how SMEs can establish an efficient energy management under EMAS. The brochure comprises checklists and measures for setting a base-line of energy consumption in a company and provides easy measures like load management, humidity control, light management during cleaning hours, ventilator monitoring and many more. Nearly all measures have a return on investment within one year.

The brochure aims to make environmental management principles easy to understand and shows the steps necessary to upgrade energy management for EMAS registration.

The Energy Efficiency Brochure will soon be available from the EMAS Competent Bodies and can be downloaded from the EMAS web site <http://europa.eu.int/comm/environment/emas/>.

The EMAS newsletter is published by the EMAS Helpdesk on behalf of the European Commission. An electronic copy is available on the Internet at <http://europa.eu.int/comm/environment/emas> or by subscribing to the mailing list.

For a free subscription, comments or further information send an email to the EMAS Helpdesk at: [emas@cec.eu.int](mailto:emas@cec.eu.int) or write to the following address:  
EMAS Helpdesk — c/o Bradley Dunbar Associates — Rond Point Schuman 6 — B-1040 Brussels  
Voicemail/Fax: + 32 2 282 84 54

## Upcoming events

### 7 > 8 June, 2005 Worcestershire, UK IEMA 2005 Annual Conference & Exhibition

Further details to follow, any enquiries please contact the Communications & Marketing Team at [events@iema.net](mailto:events@iema.net).

### 1 > 2 June, 2005 Villach, Austria National EMAS Conference

### 24 > 26 May, 2005 Birmingham, UK ET2005

### The UK's largest environmental technology & management services exhibition

ET will feature the Environmental Management Forum (EMF) which will address the in's and out's of corporate social responsibility, accreditation corporate governance and sustainable procurement strategy. ET this year will again be co-located with the ever-popular International Clean exhibition and conference featuring Landfill Expo & the national energy management exhibition, NEMEX. For more information and entries visit [www.et-expo.co.uk](http://www.et-expo.co.uk).

### 12 May, 2005 London, UK Environmental legislation and regulations review

For the full curriculum of the seminar read [www.cronertraining.co.uk/auto/events/22495.html](http://www.cronertraining.co.uk/auto/events/22495.html)

### 28 > 29 April, 2005 Stockholm, Sweden SIFU Seminar EMAS and ISO 14001

Basic course on how to implement an EMS and integrate it into existing management systems. For more information read the curriculum on [www.sifu.se/12965](http://www.sifu.se/12965).

### 8 April, 2005 Frankfurt/Main, Germany Refresher Course Environmental Management Systems and their auditing

Update for all auditors seeking refreshment of their audit abilities as required by ISO 19011.

### 9 > 11 March, 2005 Graz, Austria ECOPROFIT conference: promoting sustainable economic

ECOPROFIT® (Ecological Project For Integrated Environmental Technology) is a programme that aims to promote cooperation between local government and the private sector with the view to achieve sustainable economic development.

The Graz conference's main aim is to introduce the ECOPROFIT® concept to European municipalities. More information on the ECOPROFIT conference is available from [www.iclei-europe.org/1192.html](http://www.iclei-europe.org/1192.html).

### 7 March, 2005 London, UK UEAPME EMAS Conference

