

EMAS - newsletter

The Eco-Management and Audit Scheme



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Editorial

The first issue of the EMAS newsletter, providing an update on the EU Eco-Management and Audit Scheme's latest developments, coincides with the EMAS II conference in June 2002. In this edition, Manfred Heller, Director of Environmental Protection at BMW, explains the role EMAS plays for a large car manufacturer. It also accounts on "best practices" in the financial sector by highlights the activities of MPS BancaVerde.

Furthermore, the latest developments on the implementation of EMAS in the EU Commission are revealed, and a list of upcoming events and new EMAS registrations are provided.

The EMAS team, Directorate-General for the Environment, European Commission

Report **EMAS II conference in Brussels**

More than 300 participants are expected to attend the EMAS conference on 26-27 June 2002 in Brussels. After a year, the first benefits, as well as the challenges, of the new EMAS Regulation are beginning to emerge. The conference will provide a platform for environmental management stakeholders to exchange experiences and discuss the benefits of the scheme.

At the conference, Margot Wallström, the European Commissioner for the Environment, and Catherine Day, the new Director General of DG Environment, will lay out the Commission's future environmental management policy.

The conference will also feature a variety of presentations to address issues of interest to stakeholders. Specific emphasis will be placed on the following key areas: benefits and incentives for registered organisations, the service and public sectors, regional sustainable development, and new marketing opportunities. The floor will also be given to government and business representatives of candidate countries.

Developing the scheme in new sectors

Since opening EMAS to organisations outside of the industrial sector in 2001, the prospect for new registrations among public and private service providers is showing considerable potential. When considering the indirect impact of their planning decisions, their procurement policies and their promotional activities, public entities play an especially important role. Accordingly, it is from the new sectors that most new EMAS registrations are originating.

Emphasising the benefits and exploring incentives

The environmental performance and external visibility of organisations which have been

registered with EMAS for several years, SMEs in particular, have reached a plateau. Organisations therefore need to feel that EMAS can provide them with some additional added value. The scheme will need to be better recognised and accepted by regulators and businesses. In this respect, regulatory relief, tax reduction, financial grants, credits, and procurement are issues which should be considered.

Marketing the scheme

The new EMAS offers new tools to increase the external visibility of EMAS. The second day of the conference will specifically concentrate on the ways to advertise the EMAS logo and communicate the essence of the scheme. Innovative marketing and communication activities will be presented.



The results of the conference, speakers' notes and background information will be published immediately after the conference at the following website: www.ecologic.de/emas.



Interview **Manfred Heller**

All BMW Group manufacturing facilities adhere to a uniform environmental management system. The car manufacturer is recognised as the worldwide automobile industry leader in corporate sustainability. Manfred Heller, Director of Environmental Protection, explains the role of EMAS at BMW Group.

What motivated BMW to register with EMAS in 1997?

In Germany there are between 7000 and 10 000 pieces of environmental legislation. Most of them deal with only one particular environmental aspect such as air, water, and waste. We realised that tackling these aspects individually would not be efficient. We were looking for an integrated approach to address the environmental impact of our activities. An environmental management system was therefore the solution. What we liked with EMAS was the involvement of all employees.

How is EMAS put in practice within the BMW Group?

We conduct annual environmental audits at each site. We have set specific minimum technical requirements for all environment relevant areas and we require our suppliers to comply with international environmental guidelines and our own procurement regulations. We do not force our suppliers, many of which are SMEs, to register with EMAS but we try to convince them of its advantages.

» Best practice :
Green commitment at its best

How to implement EMAS and convince customers that by increasing their environmental performance they can only win? How to support other organisations to implement EMAS?

MPS BancaVerde, an Italian bank, is exemplary in this respect. The bank was initially specialised in providing financial support to the agricultural industrial sector. It later extended its services to financial, legal, technical and environmental consultancy. It is now working in close cooperation with the Italian Environment Ministry to promote EMAS, especially among SMEs.

For organisations in the non-industrial sectors it is of particular importance to take their indirect environmental aspects into consideration. For a financial institution this could concern the way money is spent by its clients. As a consequence, MPS BancaVerde has adjusted the way it lends money to its clients. It has drawn up a specific screening procedure to measure the environmental impact of their customers' projects. Projects considered to have low environmental risks are offered attractive interest rates on their loans. In addition, the bank has defined a new range of financial products tailored to its environmental commitments.

MPS BancaVerde is also actively involved in the promotion of EMAS amongst its customers. The bank has signed an agreement with the Italian Environment Ministry to make available more than _50 million worth of low interest loans to SMEs as a way of supporting their efforts to implement EMAS. MPS BancaVerde is organising conferences and seminars on EMAS and has a new website which was specifically designed to inform stakeholders about the bank's proactive environmental activities. The bank itself will be registered with EMAS by the end of summer 2002.



For more information visit the following website : www.bancaverde.it
E-mail: emas@bancaverde.it



Manfred Heller

has been involved in environmental affairs for almost 30 years. He has been working for the BMW Group since 1973 and was appointed Director of Environmental protection in 1982.



The revised regulation improved the scheme considerably. What additional developments are needed to enable a company to fully benefit from EMAS?

Deregulation is an important issue to discuss. Reduced fees for permits and licenses are also justified. For SMEs, the administrative burden should be further reduced.

What issues would you like to see addressed at the EMAS II conference?

We need to raise awareness about EMAS. EMAS is a great tool to improve environmental performance but it also has to pay back in terms of sales figures. We need better marketing tools

for the scheme as well as the support of politicians. We also have to convince registered organisations to use the EMAS logo in their promotional activities.



For more information on the BMW Group environmental policy and a full copy of their Sustainable Value Report visit the website at: www.bmwgroup.com/sustainability

Update: EMAS in the Commission

If industry and other sectors are to be convinced of joining EMAS, opinion builders have to promote the scheme and set an example themselves. Within this context, the European Commission has taken a first step forward: it has committed itself to apply EMAS internally.

A project titled "EMAS in the European Commission" will be set up soon to look at the Commission's environmental performance. It focuses on buildings, energy consumption, treatment of waste, staff commuting, and product purchasing. In the first phase, the Commission will apply EMAS to three of its services in Brussels: the Secretariat-General, DG Environment and DG Administration.

Subsequently, based on the results of the first phase, the Commission will decide whether to extend the application of EMAS to all its departments and request EMAS registration.

Update: art 14 Committee

On 30-31 May 2002, the Article 14 Committee - the official Steering Committee of EMAS at the EU level (representing the EU Commission, Member States and interest groups) - held its fourth meeting. Several items were on the agenda, including a guideline on environmental indicators, a discussion on regulatory relief and incentives for EMAS registered organisations. The Committee also had the opportunity to listen to several presentations of EMAS initiatives including two projects in the Bodensee region (Germany) funded by the LIFE programme¹ and a Walloonian promotion initiative.

On the second day, the chairman of the newly created Logo Working Group reported on different ways to use the EMAS logo. A pilot study comprising a small number of EMAS registered organisations will test the different possibilities to use the EMAS logo on products and their packaging. Several companies presented examples on the ways they would like to use the EMAS logo.

The Article 14 Committee meeting was preceded by the first joint EMAS and Eco-label meeting. The aim of this event was to discuss and exchange the main characteristics of both instruments and to explore ways to take advantage of the schemes' existing and future synergies.

¹ EU financial instrument which funds environmental projects

> Emas website

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

In May 2002, the new EMAS website went on-line. Besides an improved design and layout the contents were substantially revised. The new sections include: a comprehensive overview of EMAS; key elements of the scheme and general information

on environmental management systems, ISO 14001 and product labels; a list of bodies involved; and, a historical overview of the scheme. The new website will regularly provide updates on the progression of EMAS in the Commission and in candi-

date and third countries. A registration guide, a news archive and a calendar of events have also been included.

>> News

> In the second half of 2002, adverts on EMAS produced by the UK Competent Body will be featured in a number of UK environmental trade magazines. A new introductory guide on EMAS will also be published.

> Quelle/Móda Prima, a subsidiary of the biggest German mail order company is the first organi-

sation to be registered with EMAS in the Slovak Republic.

> The EMAS Local Authorities Campaign: the next seminar is scheduled for November 20 (Amiens, France). Other workshops planned in 2002 will be held in Spain, Sweden, Belgium, Ireland, Finland and the UK.

> Spain continues to set the trend in EMAS registrations in the tourist sector. The state owned Paradores de Turismo has just registered 39 of its hotels.

>>> Emas in figures

Registered organisations > TOTAL 3 852

Austria **366** | Belgium **15** | Denmark **170** |
Finland **40** | France **32** | Germany **2 537** |
Greece **10** | Ireland **8** | Italy **94** | Luxembourg **1** |
Netherlands **27** | Norway **64** | Portugal **2** |
Spain **205** | Sweden **212** | United Kingdom **86** |

Quasi-registrations in the Candidate Countries

Czech Republic **7** | Malta **1** | Romania **1** |
Slovak Republic **1**

Leading industrial sectors:

metals, machinery and equipments	705	
recycling and disposal	442	
chemicals	357	
food and beverages	302	

Leading non-industrial sectors:

trade (except motor vehicles)	94	
public authorities	93	
transport	89	
hotels and restaurants	76	

Upcoming events

1-2 July	Leeds, UK	Corporate Social Responsibility And Environmental Management Conference. Contact: elaine@erpenv.demon.co.uk
26 Aug > 4 Sep.	Johannesburg, South Africa	Conference linked to the World Summit on Sustainable Development EMSU, Environmental Management for Sustainable Universities: "The role of Higher Education in Sustainable Development"
17 Oct.	Brussels, Belgium	Series of workshops on environmental management, 3rd module: "Raising personnel's awareness and involvement" E-mail : bauraing@ful.ac.be
17 Oct.	Brussels, Belgium	Environment Council
23-24 Oct.	Prague, Czech Republic	5th meeting of the Article 14 Committee, preceded by the 3rd meeting of the EMAS Logo Working Group meeting

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 or write to the following address:

EMAS Helpdesk: c/o Bradley Dunbar Associates, Rond Point Schuman 6 | B-1040 Brussels [T / F] + 32 2 282 84 54

