

The EMAS logo

A guide with examples of use for
excellent environmental protection



IMPRINT

Publisher



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The logo for LASERLINE features the word 'LASERLINE' in a bold, blue, sans-serif font. The letters 'L', 'A', 'S', 'E', 'R', 'L', 'I', 'N', 'E' are spaced out, and the 'I' and 'N' are stylized with horizontal lines through them.



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With the kind support of the
German Federal Environment Agency and the
German Federal Ministry for the Environment

Title / Content photo © Vitaly Krivosheev - Fotolia.com

English Edition: October 2013

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THE OBJECTIVE AND PURPOSE OF THE BROCHURE

EMAS places the highest demands on in-plant and systematic environmental protection and stands for the European Eco-Management and Audit Scheme Regulation (EC) No 1221/2009¹.

The EMAS logo, which was established in 2001, is awarded to companies or organisations which meet the stringent requirements of the European EMAS Regulation where this has been confirmed by an independent environmental verifier.

The EMAS logo is the visible sign of:

- the introduction and verified implementation of an environmental management system pursuant to the EMAS Regulation,
- compliance with all legal requirements relating to the environment,
- the credibility of verified environmental reporting,
- the active involvement of employees in the protection of the environment,
- the provision of information on its own environmental performance,
- readiness for open dialogue with the public and with all interested parties as well as
- the commitment to evaluate its own environmental performance regularly and to improve it continuously.

Environmental performance comprises direct environmental aspects such as emissions or waste and indirect aspects such as the selection of services or product design. The EMAS logo may not be portrayed directly on products in order to ensure that any confusion with product labels is avoided. It is therefore desirable that EMAS participants use the EMAS logo as often as possible and on a regular basis within the permissible limits, so that the general public becomes more aware of the logo which is then better able to fulfil its purpose as a powerful communication and marketing tool for customers, business partners, or in dealings with public administrations.

This brochure published by the German EMAS Advisory Board follows the version published in 2004. The entire text has been completely revised



EMAS
VERIFIED
ENVIRONMENTAL
MANAGEMENT

and all of the illustrations are current examples from German and European EMAS organisations.

This cross-section of well publicised examples of the EMAS logo is intended to contribute to

- providing ideas and stimuli for the use of the logo
- increasing the awareness of the EMAS logo in public and
- the use of the EMAS logo in accordance with the Regulation.

The Executive Office of the German EMAS Advisory Board would like to thank all the EMAS participants who have responded to our appeal and provided examples of their use of the logo for this publication. Please bear in mind that due to the limited space available within the brochure we have had to make a selection and that not all submissions were able to be included.

¹ REGULATION (EC) No 1221/2009 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 November 2009 on the voluntary participation by organisations in a Community eco-management and audit scheme (EMAS), repealing Regulation (EC) No 761/2001 and Commission Decisions 2001/681/EC and 2006/193/EC

THE BASICS FOR USING THE LOGO

The contents of this guide are based on the requirements of the valid EMAS Regulation (EC) No 1221/2009 of 25.11.2009, on the User's Guide from the European Commission of 04.03.2013 ², on the German Environmental Audit Act (Umweltauditgesetz/UAG ³), as well as on the Environmental Verification Committee's Guideline of Tasks for environmental verifiers ⁴.

Technical Specifications

With the revision of the EMAS Regulation in 2009, the EMAS logo for „verified information“ has been dropped and a reproduction of the EMAS logo on transport and tertiary packaging is no longer permitted.

The logo is composed of the EMAS symbols (a semi-circle of stars, green leaf, blue wave and the letters „EMAS“), the wording „Verified Environmental Management“ and, if applicable, the registration number of the organisation.

Colour

The logo shall be used either (cf. Annex V of the EMAS Regulation):

- in three colours (Pantone No 355 Green; Pantone No 109 Yellow; Pantone No 286 blue),
- in black,
- in white or
- in a grey scale.

² | Commission Decision of 4 March 2013 establishing the user's guide setting out the steps needed to participate in EMAS, under Regulation (EC) No 1221/2009 of the European Parliament and of the Council on the voluntary participation by organisations in a Community eco-management and audit scheme (EMAS)

³ | Act on the Implementation of Regulation (EC) No. 1221/2013 of the European Parliament and of the Council of 25 November 2013 allowing voluntary Participation by Organisations in a Community Eco-Management and Audit Scheme (EMAS), repealing Regulation (EC) No 761/2001 and Commission Decisions 2001/681/EC and 2006/193/EC (Environmental Audit Act – UAG)

⁴ | Guideline of the German EMAS Advisory Board (UGA) to the tasks of Environmental Verifiers in accordance with Regulation (EC) No 1221/2009 ("EMAS III"). Berlin, 6. Edition November 2012

The EMAS Regulation allows for the EMAS logo to be reproduced in one of two ways:

Logo without registration number



Logo including registration number



The text is available in all of the languages of the EU and in this wording may be reproduced in accordance with Annex V; for example „Verified environmental management“, „Geprüftes Umweltmanagement“, „Gestión medioambiental verificada“, „Gestione ambientale verificata“, etc.

The format of the registration numbers is not defined in the Regulation. The German numbers begin with the country abbreviation DE, followed by the three-digit number of the respective competent body and then the serial number of the organisation in the respective regional chamber. Using the logo example DE-107-00130 depicted above, the 107 stands for the regional chamber of the Berlin Chamber of Commerce and Industry (IHK Berlin) and the 00130 stands for the 130th EMAS registered organisation of the IHK Berlin.

A classification system for the registration numbers is not stipulated and therefore differs in each Member State, for example AT-000529 (Austria), BE-BXL-000003 (Belgium), BG-000002 (Bulgaria), ES-CAT-000033 (Spain), HU-23 (Hungary), IT-000015 (Italy), PL-2.02-001-7 (Poland) or S-000061 (Sweden).

The abbreviation „REG.NO“ shown in Annex V of the EMAS Regulation is simply a placeholder for „Registration Number“ and does not form part of the logo.

Who can use the logo?

The logo with the registration number may only be used by registered organisations and only during the period of validity of the registration.

In order to communicate the properties, for which the logo stands, with credibility, EMAS registered companies and organisations must be aware of the following (examples follow in the next chapter):

- A clear relationship must be recognisable between the logo and the organisation. The registration number unambiguously identifies the EMAS organisation; this is why the number is integrated in the logo. An exception to this is its use for EMAS-related marketing and promotional purposes (see Article 35 (2) EMAS Regulation, as well as examples in this brochure).
- Environmental information that is published by a registered organisation may carry the EMAS logo if it has been verified.

Provided that reference is made in such information to an organisation's latest (updated) environmental statement and it has been validated by an environmental verifier, it may bear the EMAS logo (cf. Article 10 (5) EMAS Regulation). This also applies e.g. to extracts from the environmental statement or environmental product declarations.

The logo can be used without a registration number by „stakeholders“ for marketing and promotional purposes.

These „stakeholders“ are the Competent Bodies (in Germany, the Chambers of Commerce and Industry, as well as the Chambers of Skilled Crafts), the Accreditation and Licensing Bodies for environmental verifiers (in Germany, DAU GmbH) and the public authorities. Representations of the logo in media reports (newspapers, Internet etc.), teaching materials (textbooks and schoolbooks) and other uses which aid EMAS public relations are also covered.

In such cases it must be clearly evident that this use is related to EMAS promotion and information. The impression must not be created that the „promoter“ itself is registered under EMAS, if this is not the case.

The registration of organisations under EMAS only applies to the site or sites which have been included in the verification by the environmental verifier and have been named in the notification of registration. Organisations may only display the EMAS logo for the sites which are registered; other related sites, which are not registered, may not use the logo. Details of the organisation's economic sector or field of activity must be provided for registration. The environmental verifier carrying out the verification must be licensed for the particular economic sector.

Who issues the logo?

The allocation of the registration number and the EMAS logo is incumbent upon the „competent bodies“; in Germany, these are the Chambers of Commerce and Industry (IHK) or Chambers of Skilled Crafts (HWK). Companies or organisations are issued an individual registration number by the local competent body upon their inclusion in the EMAS register. This number must be declared as part of the logo, so that the reference to the company or organisation is unambiguous. As a rule, the competent bodies also provide the logo combined with the registration number as a graphics file along with the EMAS registration documents.

Practical tip:

- Printable versions of the EMAS logo in different file formats can be obtained from the competent body. The EU logo generator can be downloaded here: http://ec.europa.eu/environment/emas/join_emas/logo_generator_en.htm

The logo without a registration number can be downloaded from the EMAS website www.emas.de/service.

Joint usage of the logo

EMAS registered organisations with multiple sites or organisational units can advertise using a joint logo. In this case, all the registration numbers are to be displayed beneath each other in the logo. If an organisation has implemented an EMAS-compliant environmental management system in a number but not all of its sites, it must always be clear when using the logo which sites are included in its registration. In order to avoid misunderstanding, it is recommended that the locations included are named in the immediate proximity of the logo.

Organisations are increasingly making use of the option of corporate registration. In this case the registration is carried out at a central location, generally the site of the corporate headquarters. All sites are managed under a joint registration number. This option can also be used across national borders. In future it should be possible to see which of an organisation's sites are grouped within a corporate registration in the EMAS register.



Corporate registration Schaeffler Group

Examples:

- Besides its headquarters in Dessau-Roßlau, the German Federal Environment Agency has eleven additional sites and measuring stations registered under registration number DE-157-00119.
- The registration number DE-158-00016 stands for the EMAS registration of the Schaeffler Group at its headquarters in Herzogenaurach with numerous other company sites throughout Europe.

Limitations on the use of the logo

The logo shall not be used (Art 10 (4) of the EMAS Regulation):

- on products or their packaging - not even on outer and transport packaging,
- with comparative claims concerning other activities and services,
- in a way that may create confusion with environmental product labels.

The EMAS logo is an award for organisational and operational environmental performance, not for environmentally friendly products. For this reason, the risk of confusion with product eco-labels is to be avoided (conversely, a product eco-label also says nothing about the operational environmental performance of a company). The organisation's commitment to EMAS may only be referred to in writing on the products themselves.

The organisation is responsible for ensuring the logo is used correctly. The requirements of the EMAS

Regulation are directly binding for the individual logo user. Improper use, which may cause damage to EMAS and consequently its credibility and quality, is to be averted. The control of the use of the logo takes place as follows:

- Illegal use of the logo can be prohibited or if necessary punished as an administrative offence under the Environmental Audit Act (Article 37 (1) No 11 UAG).
- A competitor can demand the cessation of an illegal use of the logo under the Unfair Competition Act (Article 1 UWG).
- The environmental verifier shall ensure compliance with all of the requirements of the EMAS Regulation when updating/re-validating the environmental statement. This also includes compliance with the provisions relating to the use of the EMAS logo in accordance with Article 10 and Annex V of the EMAS Regulation.
- In so far as financial gain is sought through the improper use of the logo, criminal prosecution will be taken into consideration.

Examples taken from the EMAS users' guide of how not to use the logo:

Logo on a product with the message 'ecological product'.



NO, it might be confused with ecolabels for products.

Logo stamped on a non-registered tourist accommodation photo, included in registered travel agency catalogue.



NO, the use of the logo is confusing. It can only be applied to the travel agency.

Logo in a newspaper, as an underlying graphic in a joint advertisement of two companies announcing their environmental cooperation along the supply chain (one is registered, the other is not).



NO, it is confusing, as one of the organisations is not registered.



EXAMPLES OF THE USE OF THE LOGO

The examples are grouped into the following topic areas in order to structure the numerous possible applications:

- Correspondence (e.g. post, mail, fax)
- Organisation's internal documents (e.g. training, information, processes)
- Media and public image (e.g. environmental statement, reports, Internet, job advertisements)
- Advertising (e.g. catalogues, product declarations, advertisements, marketing)

Examples of use from the European Commission user's guide are shown in the corresponding topic areas.

By placing the logo on envelopes, in letterheads or email signatures, the participation in EMAS is regularly communicated to a large audience. The awareness and recognition value of the EMAS logo increase.

Letter with EMAS logo and EMAS stamp of the Office of the German EMAS Advisory Board



Letter with EMAS logo of the LWL Clinic Münster

Correspondence



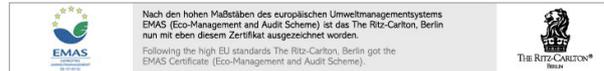
Letter with EMAS logo of Helmut Dörr GmbH



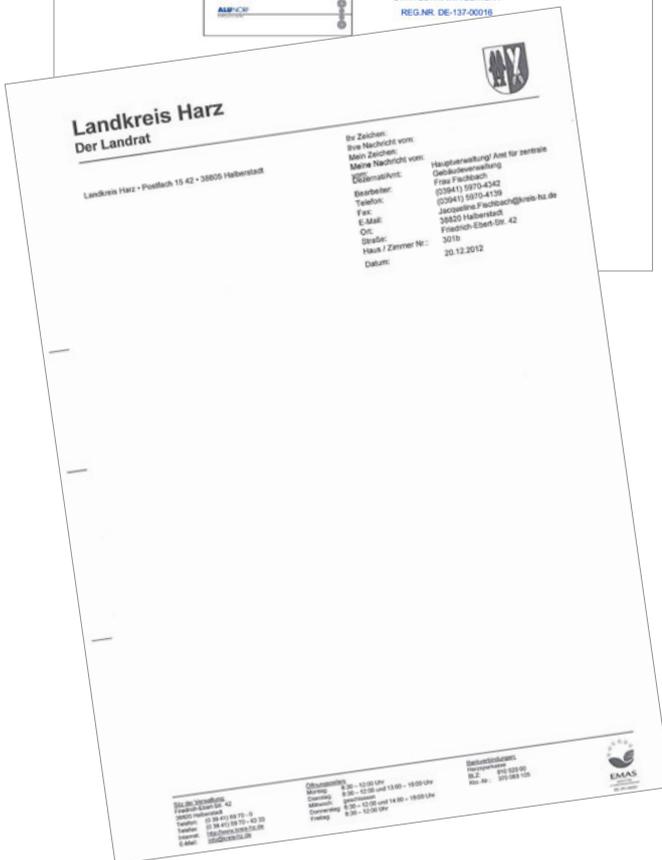
EMAS reference in the permit application of Aluminium Norf GmbH



Business card Office of the German EMAS Advisory Board



Email signature Ritz-Carlton Berlin



Sample fax CIMPOR, Portugal

Letterhead administrative district Harz

Examples taken from the EMAS user's guide:

Logo on a registered organisation's letter, envelope, business card, corporate uniform, corporate PC, bag, EMAS flag and other similar use of the EMAS logo, for promotional purposes at corporate level.



YES, together with registration number, since it promotes the EMAS registered organisation.

Internal Documents

A crucial factor for the success of an efficient environmental management system is the extent to which the employees are involved. That is why all organisations should report on their current issues, challenges and results on a regular basis, for example in the company newspaper or on bulletin boards.

This raises the motivation of the staff, encourages creativity and increases the level of identification with the company. The use of the logo within daily internal communication flows demonstrates its high level of importance to the employees.

Status - (FY2012)
EMAS III - Eco-Management and Audit Scheme

- ✓ EMAS III - (EU)
- ✓ Be certified ISO 14001
- ✓ Generate environmental feed-back with the workers, customer and suppliers
- ✓ Integrate the environmental management of our main suppliers and dedicated companies in our model of environmental management.
- ✓ 1247 organizations have been certified in Spain, of which 170 in the Community of Madrid
- ✓ Identify the indirect aspects of our operations and implement the improvement of such
- ✓ It requires an initial Environmental Declaration and one update audit every 3 years
- ✓ We Obtained certification in November, 2009 and has been renewed this past February, 2012

EMAS
 GESTIÓN AMBIENTAL VERIFICADA

SWITCH ME OFF

is You
 EMAS

Freie Hansestadt Bremen
 Organisationsplan des Senators für Umwelt, Bau und Verkehr (SUBV)

Order form IBW, Belgium

Hint of the European Parliament

1	Landwirtschaft, Forst und Jagd	51	Verkehrsprojekte	71	Städteentwicklung
2	Flächen-, Wasser- und Anrechtsschutz, Landschaftsplanung, Eingriffskatalogen	52	Sicherungsverkehr	72	Bauordnung, Stadtentwicklung, Flächennutzungsplan
3	Wasserwirtschaft, Hochwasser-, Grundwasser- und Küstenschutz	53	Verkehrs- und Straßenrecht	73	Stadtumbaue
4	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	54	Wasser- und Schifffahrt	74	Wohnungswesen
5	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	55	Wasser- und Schifffahrt	75	Wohnungswesen
6	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	56	Digitale Fachverfahren, Geoinformationssysteme	76	Wohnungswesen
7	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	57	Digitale Fachverfahren, Geoinformationssysteme	77	Wohnungswesen
8	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	58	Digitale Fachverfahren, Geoinformationssysteme	78	Wohnungswesen
9	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	59	Digitale Fachverfahren, Geoinformationssysteme	79	Wohnungswesen
10	Umweltverschmutzung, Luftreinhaltung, Abfallwirtschaft, kommunale Abwasserbehandlung	60	Digitale Fachverfahren, Geoinformationssysteme	80	Wohnungswesen

Presentation
for new colleagues of
Lufthansa Global Tele Sales GmbH



Poster
waste separation
IBW, Belgium



Safety information CIMPOR, Portugal

Examples taken from the EMAS user's guide:

Logo placed on an internal hand-out for employees, containing exclusively validated information on the operation of the environmental management system. → YES, the logo does not need the registration number, since it is an internal communication for general awareness raising purposes.

Media and Public Image

Open communication is a core element of EMAS. The image and trust in organisations increases as a result of continuous reliable reporting (e.g. information brochures, forums).

In order to inform the public, contractors, suppliers, customers, public authorities, associations, etc. about the existing environmental management system, a great variety of paths can be taken and a broad variety of media can be employed.

■ Environmental Statement

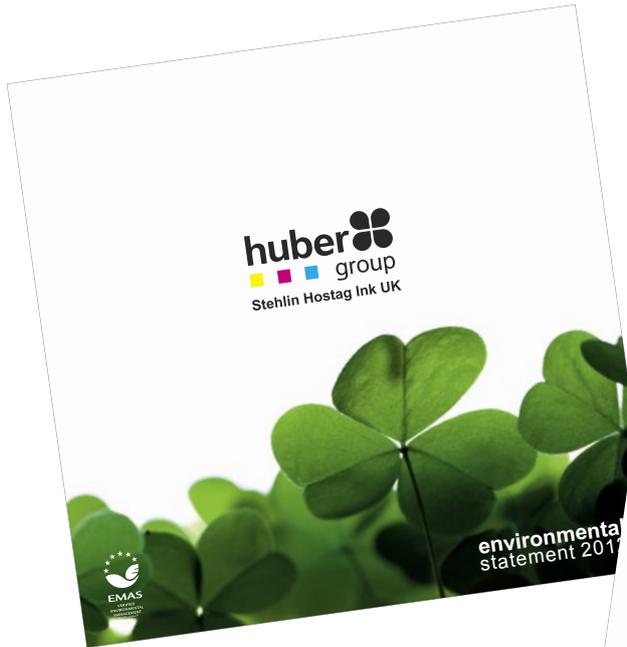
The environmental statement validated by the environmental verifier summarises the environmental activities concisely and comprehensibly. It is therefore an important communication tool for interested

members of the public. For this reason the logo should form a part of every environmental statement. The environmental statement can be integrated along with the logo as the environmental part of a sustainability report. Reference can also be made to environmental management in the Annual Report.

Front page of the environmental statement Aluminium Norf



Excerpt from the environmental statement of the Mobility and Transport Federal Public Services Belgium



Excerpt from the environmental statement Stehlin Hostag Ink United Kingdom



Front page of the environmental statement of the Heidelberg Municipal Utilities



Front page of the environmental statement Studiosus



Examples of the use of the logo

Internet

An organisation's corporate website is now probably the most common variant for presenting a public image. In order to draw attention to its commitment to the environment, the EMAS logo can be placed directly on the homepage and/or for example, in its own „Environment“ section and linked with further information. In this case the logo is the eye-catcher which should be recognisable to users of the web page as a label for excellent environmental protection.

The environmental statement, environmental policy, the environmental programme or the descriptions of environmental measures subsequently provide further information. Moreover, the web is multimedia and almost all of the senses may be addressed using texts, images, videos, music, and animation. In addition to the integration of these elements on the web page, information can also be spread quickly through social networks.



Facebook post
Besondere Orte Berlin

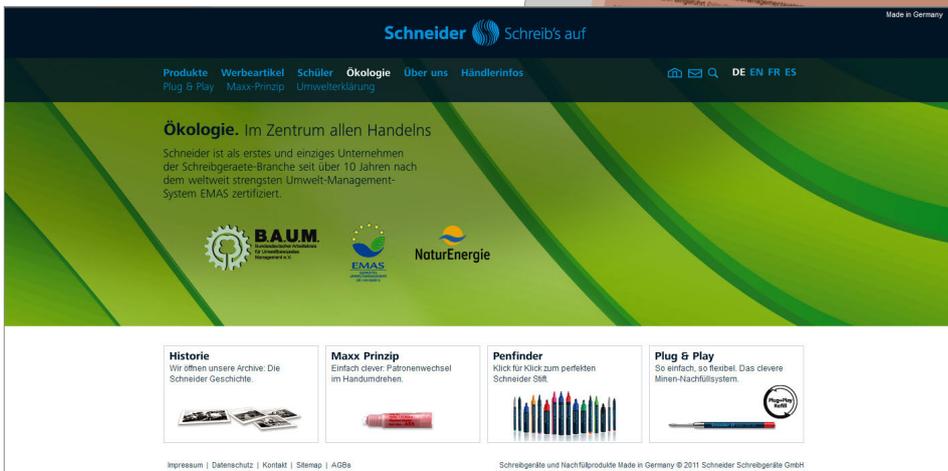
Screenshot Cadagua, Spain



Screenshot Märkisches Landbrot



Screenshot Spenerhaus Frankfurt



Screenshot Schneider Schreibgeräte GmbH (Schneider Pen)

Information relating to the product and the organisation

The EMAS Regulation permits the use of the logo on validated (checked by the environmental verifier) environmental information. This includes e.g. environmental product declarations, which provide

information about the environmental performance of individual products. The logo may also be used in the registered organisation's general brochures, catalogues or other information material.



Catalogue Schneider Pen

Examples of the use of the logo



Brochure Hotel Jordanbad



Environmental Product Declaration
Bombardier Transportation GmbH



Flyer addiction walk-in centre
LWL clinic Münster

Ausrede Nr. 542:
**ICH BIN PRIVAT ÖKO, ABER
 IN UNSERER FIRMA RECHNET
 ES SICH LEIDER NICHT.**

* Wir sehen das anders: gugler* ist Österreichs Pionier in nachhaltigem Wirtschaften. Jetzt EMAS-zertifiziert!

gugler*

gugler* wurde als erster Kommunikationsdienstleister in den Bereichen Agentur, Neue Medien und Printproduktion ISO 14001-zertifiziert und EMAS-validiert. Von dieser kontinuierlichen Pionierarbeit profitieren alle! Die Veröffentlichung der Kennzahlen und regelmäßige Audits ermöglichen einen Vergleich der Umweltperformance und schaffen Vertrauen bei Kunden und Partnern.

Detaillierte Informationen dazu finden sich im aktuellen gugler*-Nachhaltigkeitsbericht, der auf Wunsch gerne zugesandt wird. Die besonders umweltfreundliche Smartpaper-Version kann online auf www.gugler.at durchgeblättert werden. Anfragen zu diesem Thema richten Sie bitte an Reinhard Herok +43 (0) 2752/500 50-234 oder herok@gugler.at

Marketing postcard Gugler, Austria

Nur was man messen kann,
kann man auch verbessern!

Hettich - Technik für Möbel
 Das ist seit über 100 Jahren unser Leitbild und basiert auf dem soliden Fundament des Familienunternehmens Hettich.

Unser Leitbild wird von vier zentralen Werten getragen:
 Qualität, Innovation, Kundennähe, Zuverlässigkeit. Dafür steht Hettich, dafür stehen wir!

Wir produzieren Qualität „made in Germany“ und setzen in unserem Haus mit den neuesten Testmaschinen nach allen relevanten Normen und Richtlinien.

Excerpt from catalogue Hettich GmbH

DIE BLUMENINSEL IM BODENSEE
EMAS auf der Insel Mainau

Wir setzen ein Zeichen für die Zukunft

Was ist EMAS?
 EMAS steht für „Eco-Management and Audit Scheme“.

EMAS ist ein Umweltmanagementsystem für alle Organisationen, die ihre Umweltleistung verbessern möchten, unabhängig von ihrer Größe oder Branche. Dieses System hilft den Unternehmen bei der eigenverantwortlichen und kontinuierlichen Verbesserung ihres betrieblichen Umweltschutzes.

EMAS gilt als anspruchsvolles Umweltzertifikat in Europa.

EMAS auf der Insel Mainau
 Die Insel Mainau wurde 1998 als erster botanischer Garten in Europa und erstes Tourismusunternehmen in Deutschland nach EMAS zertifiziert.

Ein Leitsatz der Mainau GmbH lautet: **„Nachhaltigkeit für Region und Umwelt“**. Hierbei arbeitet die Mainau GmbH vorwiegend regional und setzt das Erreichen eines ökologischen und sozialen Gleichgewichts als ihr Ziel und gleichzeitig als Verpflichtung an.

Beispiele aus unserem Umweltprogramm

- Reduktion des CO₂-Ausstoßes
- Förderung von Substratverwertung
- Behälterung unserer Abwassererzeuge
- Starke Kontrolle in der Anwendung von Pflanzenschutz- und Düngemitteln
- Bezug von Produkten aus der Region
- Förderung des ökologischen Landbaus durch Verwendung von Bio-Lebensmitteln in unseren Gaststätten
- Angabe zur Anzahl in Form von Kreiseln mit Bio, Fair oder Schell
- Verwendung von FSC-zertifiziertem Papier für Prospekte in den Unternehmen
- Bewirtschaftung des Mainau-Waldes unter Naturschutz-, Sozial- und Wirtschaftsgesichtspunkten nach FSC
- Öffentlichkeitsarbeit zum Thema EMAS

Fählich in unsere kundentypischen Umweltschritte, nicht sind, umzusetzen kann jeder Garten in unserer Unternehmensstruktur einführen. www.mainau.de/landbrotschland
 Weitere Informationen erhalten Sie unter: Telefon +49 (0) 7531 7 903 214, info@landbrotschland.de

EMAS poster Mainau Island

MÄRKISCHES LANDBROT GMBH
 BROTRÄCKEREI **dometor**

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 12057 Berlin-Neukölln
 Fon: 030/613 912-0
 Fax: 030/684 51 84
www.landbrot.de

EMAS
 KLIMASCHUTZ
 FSC

Unser Team auf der 1. Brotbackmesse im September 2009
 links: Sabine Jansen (Verkauf), Michael Wacksmann (Geschäftsführer),
 in der Mitte: Gert-Heinrich Grubel (Geschäftsführer),
 rechts: Gert-Heinrich Grubel (Geschäftsführer),
 Gert-Heinrich Grubel (Geschäftsführer)

Chruppe Döner • Jambon Würstchen
 Brot • Brötchen • Semmel
 Torten
 Waffeln • Bio-Schokolade
 Kuchen
 Plunder-Gläser
 Pasteten
 100% Recycling Glas
 100% Recycling Glas

MÄRKISCHES LANDBROT hat alles, was wir ihm geben können. Das erfüllt uns mit Freude und Gelassenheit. Im Namen aller Mitarbeiterinnen und Mitarbeiter

Christoph Döner
 Joachim Wacksmann

Die Brotbackerei in Bismarckpark, Berlin. Über 60 Jahre Pionierarbeit im Bereich des ökologischen Landbaus. Mehr Informationen unter www.landbrot.de

Imprint Brotfabrik Märkisches Landbrot

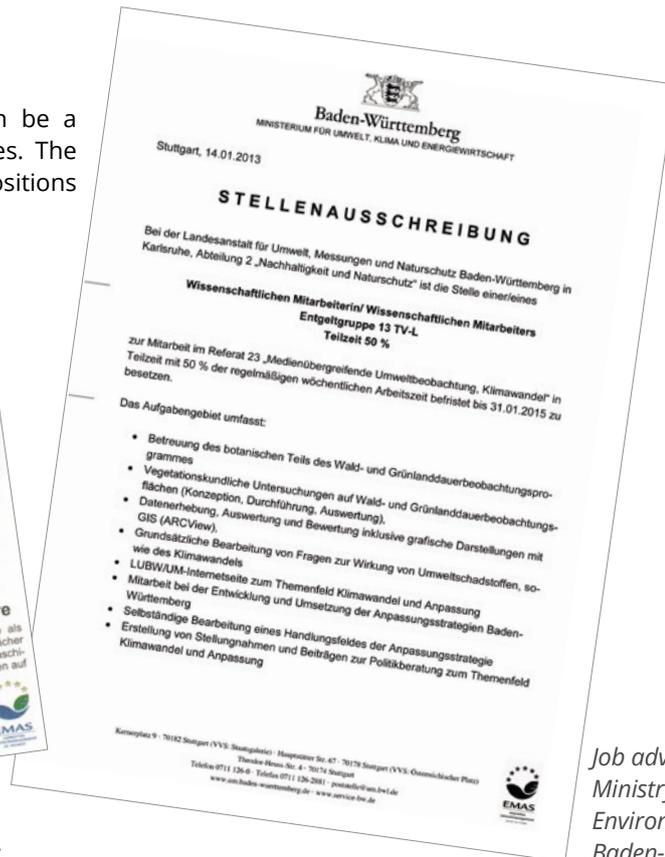
Examples of the use of the logo

Job Advertisements

Outstanding environmental commitment can be a factor in the recruitment of future employees. The use of the EMAS logo in job advertisements positions a company as a responsible employer.



Job advertisement
University of Applied
Sciences Landshut



Job advertisement
Ministry of the
Environment
Baden-Württemberg

Examples taken from the EMAS user's guide:

Logo on a folder containing a report on a partially registered organisation.



YES, together with registration number, but the logo must mention only the registered sites.

Logo in the (in-flight) magazine of a registered airline, along with some validated information.



YES, together with registration number.

Logo stamped on a registered travel agency catalogue, containing validated information on sustainable tourism measures, implemented by the organisation.



YES, together with registration number.

Logo on the newsletter or the cover of a brochure for customers and suppliers, content taken from the validated environmental statement.



YES, together with the registration number, because it is a communication to the general public using concrete examples of a specific EMAS registered company, coming from that registered organisation.

Logo as an underlying graphic for a compilation of validated environmental data in a business report.



YES, together with registration number.

Logo beside validated environmental information on an organisation's website.



YES, together with registration number.

Advertising

It is precisely because the EMAS logo is not displayed directly on products that all the more creative thinking is required as to how information about an organisation's own environmental commitment can be conveyed to the public and its (potential) customers.

Fly the flag: The EMAS registration should always be visible for employees, customers or visitors.

The reception area, for example, can be decorated with the EMAS logo on a flag, a sign or the registration certificate. The EMAS logo on company vehicles is a real eye-catcher. Displayed on exhibition stands, it can be a conversation starter for new business contacts. The EMAS logo also cuts a good figure on promotional gifts. This is where marketing experts can show their imagination.



Giveaways of the German EMAS Advisory Board's Office: mug, USB flash drive, pin and shopping bag

Examples of the use of the logo



EMAS logo as a flower bed at Mainau Island



LASERLINE's large poster "climate-friendly"



Cotton bag Streb



EMAS booth EU Parliament



Giveaway of the EU Commission for every guest at the EMAS Awards ceremony 2012



Product presentation Schneider pen

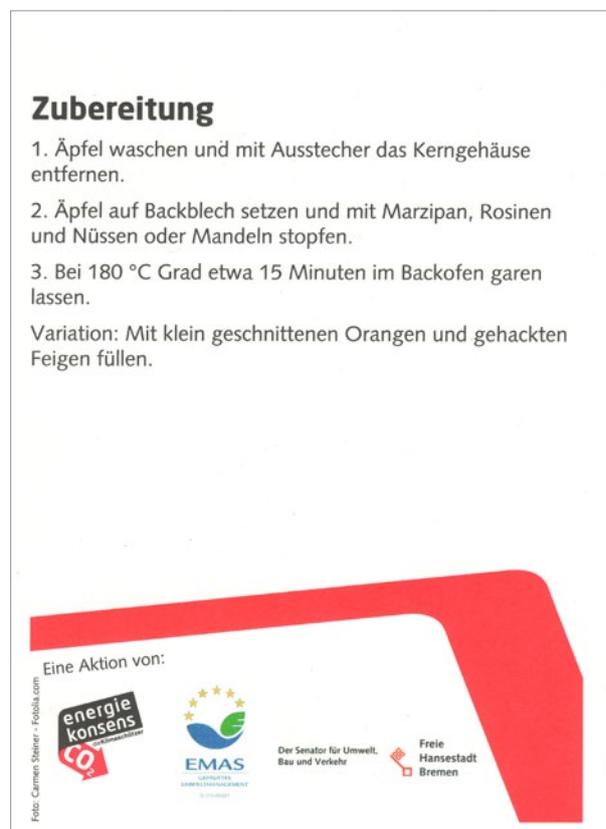




VAUDE Marketing: edelweiss seeds



Cooking recipe, Climate friends Bremen





Bus municipal utilities Lübeck



Company cars Hakawerk



Company car IBW, Belgium



Entrance area Ritz-Carlton Berlin



Flags of the EMAS Club Catalonia, Spain

Examples of the use of the logo



Factory premises
Märkisches Landbrot



EMAS flag Kiel University



EMAS flag Wege-Zweckverband Bad Segeberg



Trade fair booth Girbau Group, Spain



City of Münster, site: building yard Höltenweg



Main sewage treatment plant ebs Vienna, Austria



Entrance area theatre Augsburg



Entrance area Central Bank of Hungary



Entrance area botanical garden Chiavenna, Italy



Entrance area district heating power station Mellach, Austria



Entrance area Port Andratx Mallorca, Spain

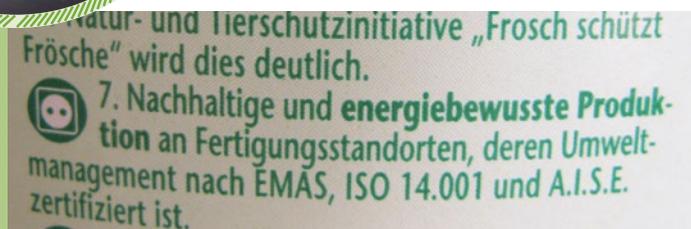
Examples of the use of the logo



Entrance area open air pool Rosenheim



Entrance area Hotel Jardines de Nivaria Tenerife, Spain



EMAS reference on Frosch cleaning supplies manufactured by Werner Mertz GmbH

Examples taken from the EMAS user's guide:

Logo on an aeroplane, on a train, on a bus, on a corporate car or truck, or on a metro of an EMAS registered company.



YES, together with registration number.

Logo placed on a registered distribution company's truck along with the company name, beside a validated statement saying 'We have reduced the average diesel consumption of our truck fleet by 20 % to x litres per 100 km between 2009 and 2012'.



YES, together with registration number.

Logo on exhibition stands of the registered organisation, promoting the registered organisation as such.



YES, together with registration number.

Logo on exhibition stands of a registered organisation but promoting EMAS as Environmental Management System in general.



YES, the logo does not need registration number, since it is for promotional purposes.

Logo without a registration number used for promotional purposes by a non-registered organisation.



YES, but only for EMAS promotion activities and not for the promotion of the organisation itself.

Logo on tickets of a registered municipal transport organisation.



YES, the logo does not need registration number, if used to promote EMAS in general. If the logo on the tickets is promoting a specific EMAS registered organisation it would have to carry the registration number of that specific organisation.

CONTACTS

German EMAS Advisory Board appointed by the Federal Ministry for the Environment

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Phone: +49 30 297732-30
E-Mail: info@uga.de

www.uga.de/hilfszeile/english-summary
www.emas.de/meta/english-summary
www.wir-fuer-emas.de

EMAS Competent Bodies

Germany:

**Association of German Chambers of Commerce and Industry (DIHK)
Unit European Environmental and Resource Policy**

Deutscher Industrie- und Handelskammertag (DIHK)
Referat Europäische Umwelt- und Rohstoffpolitik
Phone: +49 30 20308-2204

www.dihk.de/themenfelder/innovation-und-umwelt/umwelt/umweltmanagement
www.emas-register.de

Europe:

http://ec.europa.eu/environment/emas/tools/contacts/countrymap_en.htm
www.emas-register.eu

EMAS Accreditation and Licensing Bodies

Germany:

Deutsche Akkreditierungs- und Zulassungsgesellschaft für Umweltgutachter mbH (DAU)
Tel.: +49 228 280 52-0
www.dau-bonn-gmbh.de/dauDtl.htm?cid=75&id=947

Europe:

http://ec.europa.eu/environment/emas/tools/contacts/countrymap_en.htm

FOR FURTHER INFORMATION ON EMAS

EMAS Helpdesk of the European Commission
http://ec.europa.eu/environment/emas/index_en.htm

EMAS Register EU
www.emas-register.eu

German EMAS website
(Please note: You can quickly translate our website in over 30 languages. Please use the google translation button in the right column)
www.emas.de

EMAS Register Germany
www.emas-register.de

German EMAS Advisory Board
www.uga.de

German Accreditation and Licensing Body DAU
www.dau-bonn-gmbh.de

Voices for EMAS - German Internet Campaign
www.wir-fuer-emas.de

Collection of German environmental statements
www.emas.de/teilnahme/umwelteklaerungen/sammlung

German statutory sources
www.emas.de/rechtliche-grundlagen

German EMAS Newsletter
www.emas.de/aktuelles/newsletter

EMAS News
www.emas.de/aktuelles

EMAS Event Calendar
www.emas.de/aktuelles/termine

EMAS Statistics
www.emas.de/ueber-emas/emas-in-zahlen

International EMAS Tenders
www.emas.de/aktuelles/ausschreibungen-tenders

English publication examples available at the EMAS website:

www.emas.de/meta/english/english-publications

- EMAS information leaflets:
 - With EMAS to more resource efficiency
 - Using the EMAS logo
 - EMAS: The Credible Environmental Management System
 - The new EMAS III regulation
 - The German EMAS Advisory Board
 - The new core indicators of EMAS III
- EMAS in Germany; Evaluation 2012
- Systematic Environmental Management: Creating Added value with EMAS - The Differences Between EMAS and ISO 14001
- 7 Good Reasons for EMAS
- Guideline of the German EMAS Advisory Board (UGA) to the tasks of Environmental Verifiers in accordance with Regulation (EC) No 1221/2009 ("EMAS III")
- Towards a green economy with EMAS; German companies are on track with the best environmental performance system
- Voices for EMAS (VIPs)



The Office of the German
EMAS Advisory Board
is an EMAS-registered
organisation

This brochure is linked on the German EMAS website:
www.emas.de/service/pdf-downloads/ugags-broschueren