

How to communicate your environmental management achievements in a smart and attractive way?



www.emas.eu



Topics covered in this presentation

1. The Question “Why” and EMAS benefits
2. Two categories of stakeholders
3. Off to a good start (The communication plan)
4. Examples
5. Final thoughts and ideas



Why should we participate in the Scheme, let alone talk about it?



Because... if you do good and talk about it,
you and your organisation's bottom line will
benefit.

The benefits of joining EMAS at a glance



Reduces resources & emissions → Efficiency goes up → more money in the bank!



Reduces many risks → Avoids material and reputational cost down the line

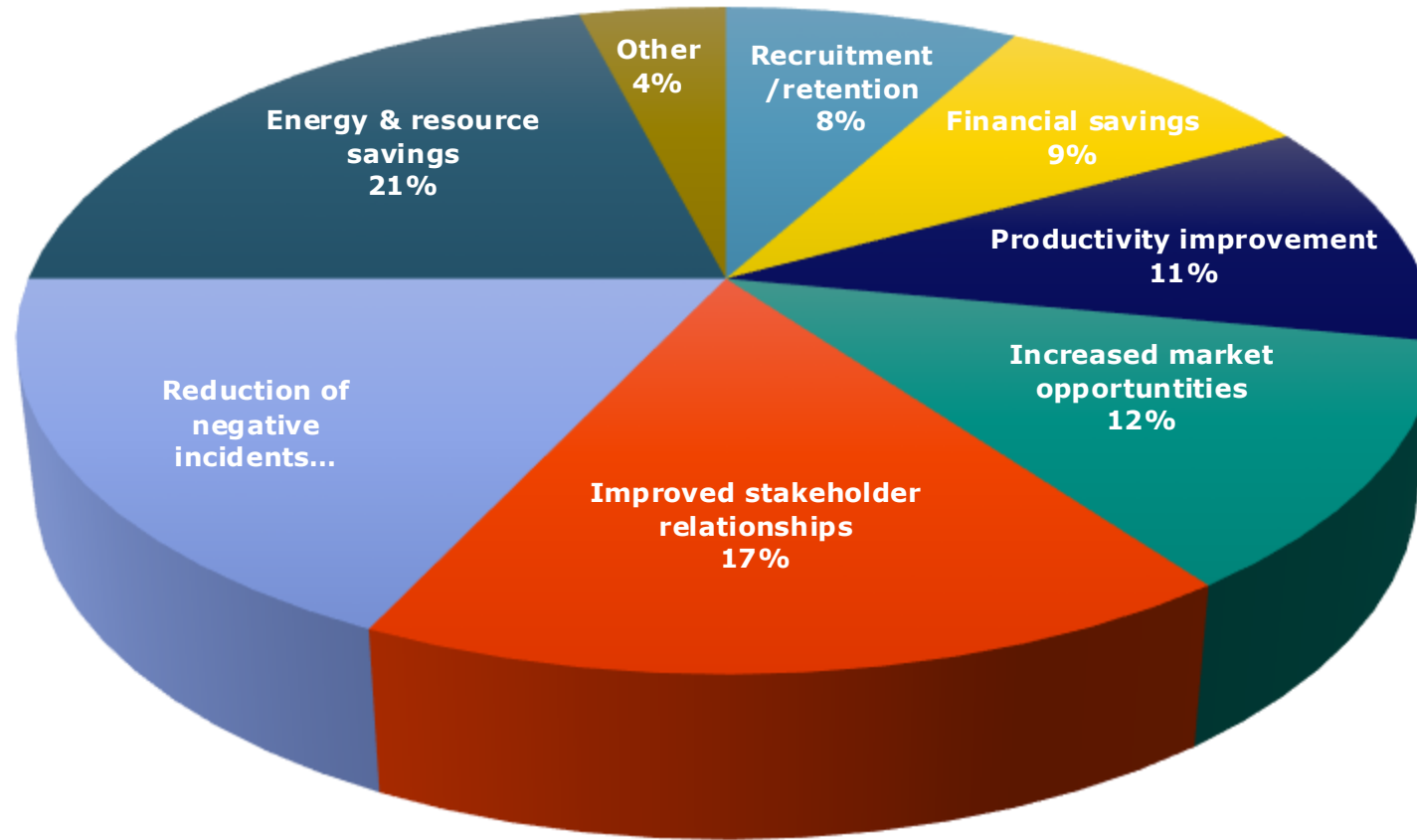


Forces business to walk the talk → Increases purpose → Increases employee retention and workforce growth



Increases reputational perception → Customers/clients feel drawn to your business/brand

The most noticeable advantages according to a business survey



Who are we communicating with?



Internal

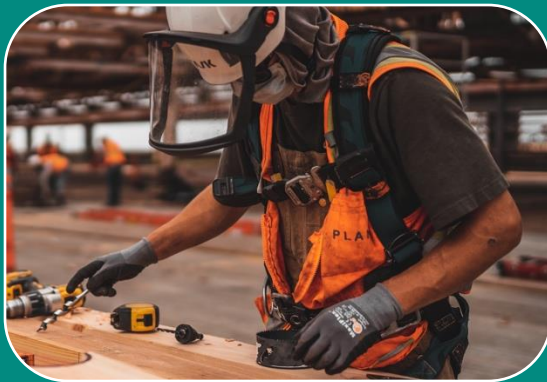


Suppliers

External



Customers



Employees



General public



Off to a good start (The Comms Plan)

1. Identify any **existing communication strategies** in your organisation!
2. Identify **internal and external communication channels** (Which ones work best???)
3. Answer **the 4 Ws and 1 H Questions** when drafting your communication plan!





Before setting sail...

1. Be very clear about your objectives!
2. Divide into internal and external objectives!

> Internal

- > Awareness raising
- > Get people involved
- > Behavioural change

> External

- > Make the project and the company visible
- > Get other organisation to join EMAS



Who are the actors with whom we communicate?

Stakeholders that will be
influenced by the
campaign

Stakeholders that **will**
influence the campaign

Stakeholders that will
block or restrict it

Stakeholders that can
make a difference and
contribute



When to communicate and with what materials?



Examples for **Information Campaign**

Internal	External
Provide something tangible like a statue made of waste materials to remind employees of your new environmental scheme	TV, radio, newspapers
(Fun) Workshops: on (food) waste	EMAS branding: on clothing, well-displayed EMAS certificate at event entrance for EMAS inauguration

Examples for One-off Information

Internal	External
Themed events: zero-waste breakfasts/lunch	Pavillion at event: on World Environment Day, Eco Fair
Encourage Internal surveys on important issues	Guided tours of your company (builds trust with the public)

Examples for Regular Communication

Internal	External
Welcome package for new employees with info on good environmental practices and green goods	Public newsletters and magazines to inform the public about environmental performance
Open display of environmental achievements (e.g. reduction of electricity, water etc.)	Annual report

Examples for **Daily Communication**

Internal	External
Appointment of EMAS ambassador	Regular & well-designed social media engagement
Visible awareness-raising materials: Switch off lights/screens poster, “Water is life, treat it that way” next to sink	Make EMAS visible in all your communication: E-mails, documents, invoices etc.

Parting thoughts and advice!

- The more original you are, the more people will talk about it!
- Harness the collective intelligence of your organisation!
- Be as transparent as possible with your internal and external staff (even if you are not perfect yet!).



**Use the EMAS toolkit, available for
download [here](#)**