

## The European Eco-Management and Audit Scheme

Improving your environmental  
and business performance

<http://ec.europa.eu/environment/emas>

### Editorial

This newsletter focuses on EMAS registered organisations that have less than 15 employees. Micro and Small organisations represent the majority of private enterprises in the European Union and are recognised as an important source of economic growth and employment in the EU. Collectively, small organisations are also an important contributor to environmental pollution. The implementation of EMAS ensures environmentally friendly business management and compliance with all relevant environmental legislation. It also allows for the introduction of efficient and well thought-out management procedures that create synergies, optimise input/output ratio and reduce costs. Other benefits from a successful EMAS implementation in micro organisations also often include a better image and higher employee motivation.

In this edition we report on the Butchery Steinmetz in Germany and Chimney Sweeper Engelbrechtsmüller in Austria, who have achieved outstanding environmental and economic results, as well as sweeping success in promoting EMAS within their scope of business. If you are concerned that you may not have the resources to implement EMAS in your micro-organisation, our interview with the International Network for Environmental Management (INEM) introduces "EMAS-Easy" as the tool to facilitate the implementation of EMAS in Micro and Small Enterprises in a matter of months. SMEs currently represent 60% of all EMAS registrations in the EU. We hope that more micro organisations will join this growing trend.

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



## EMAS in SMEs with less than 15 employees

### Report

## Award winner Butchery Steinmetz share their **success**

**Butchery Steinmetz in Brauneberg, Germany, is a family business that has been EMAS registered since 1998. The butcher, Michael Steinmetz, and his mother, Waltraud, are managing the company together with 6 employees and have received a number of environmental awards for their business management.**

In accordance with the company's philosophy, family Steinmetz actively promotes the idea of environmentally friendly management within and beyond its own organisation. Initially it was global environmental pollution that made them launch improvements in the company and register under EMAS. Business owner Michael Steinmetz appreciates the benefits of EMAS, for example using EMAS consultants and verifiers to help his organisation detect



EMAS helps employees at butchery Steinmetz to continuously improve environmental performance and safety at work.

Photo © Piel-Media

deficiencies and also ensure compliance with future legislative requirements at an early stage. "This helps us launch corrective measures well in advance, which minimises the risk of environmental accidents and misdemeanours" he says. Cost savings have been another benefit. Through the elaboration of the annual environmental

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**EMAS**

Performance, Credibility, Transparency

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statement, all relevant data are evaluated regularly. Data shows that diesel consumption has been reduced continuously since 1998 by more than 50%, and water and electricity savings have reached 5% per quantity of meat per year. Steinmetz is convinced that every individual should make environmental protection a personal concern. As a family business that serves people's everyday needs, the butcher also encourages his customers to improve their environmental behaviour. Waltraud Steinmetz is proud to encourage customers to

contribute to the protection of the environment: "for instance our service includes recycling glasses, through a deposit system where we take them back from our customers for re-use, instead of using cans. We give linen bags as Christmas gifts and organise tasting evenings to provide information about our environmentally friendly production and management of the company". This combination of proactive campaigning for EMAS and the business together is a key aspect of the butchery's formula for success.

## Best practice

# Chimney Sweeper sets example for EMAS in SMEs

**Since Peter Engelbrechtsmüller took over the family business in 1984 he has worked continuously to optimise its management in order to remain competitive in this privately organised business sector in Austria. The chimney sweeper, who has been EMAS registered since July 2001, attends to 10,000 buildings in Lower Austria with his team of 11 employees.**

"EMAS is an excellent tool that corroborates our image of good standing and credibility" says Peter Engelbrechtsmüller, manager of the company. His organisation offers a range of services including maintenance, cleaning and measuring of heating systems. In Austria customers choose their chimney sweeper from a number of providers in each district, so the company's reputation in terms of professional management and customer satisfaction are crucial for competitiveness. Since their first EMAS registration in 2001 Engelbrechtsmüller has appreciated the scheme as a distinctive feature that reflects competence and high standards that match their clients' wish for an environmentally friendly performance. "Our customers recognise the company's environmental policy and like to participate and identify with the environmentally favourable practices". Since 2003 the company has planted one tree for each new client in order to balance the loss of oxygen through combustion caused by heating and the production of new oxygen. In this way

an EMAS forest with more than 3,000 trees has been created. The forest is a visible symbol of their clients' valuable contribution to the environment and benefits the public at large. Peter Engelbrechtsmüller continues to recommend EMAS, in particular to SMEs, in accordance with the company's philosophy that everybody should realize his responsibility for his own environmental impact in order to safeguard, maintain and improve the environment as our only habitat. He dismisses concerns that SMEs may be put-off by EMAS registration costs or any additional administrative effort and notes only benefits from joining the scheme. In his experience EMAS is very motivating for employees and considerably increases the staff's efficiency. Moreover, the registration has enhanced the company's reputation and, therefore, has demonstrated the potential for small organisations to profit from an elaborated management system. With regard to administrative efforts, Engelbrechtsmüller is convinced that an economically efficient organisation



The company received twice the National Austrian EMAS and in 2005 the European EMAS Award in Villach (Austria) for exemplary implementation and outstanding promotion of EMAS.

keeps track of all relevant data and figures as a matter of course. A basic computer programme allows for simple transfer of these data into the appropriate format for regular EMAS reporting.

"Promoting one's good standards through transparent and efficient performance throughout the whole company" is his device for a successful management strategy. "An environmentally friendly attitude and the need to save our common living space should be reflected in our every day performance. EMAS is both a tool and figurehead at the same time, which communicates your high performance efficiently to the customer" says Engelbrechtsmüller.



## Interview

# The easy way to implement EMAS in small organisations: EMAS easy by INEM

**INEM, The International Network for Environmental Management, is the world federation of non-profit national business associations for environmental management, and has a special focus on small business\*. Among the most popular tools conceived by the organisation are "Ecomapping" and, now, "EMAS easy", which has been developed recently by the Belgian-affiliated member Eco Conseil E Scrl. Its founder, Heinz Werner Engel, interviewed below, has worked with his in-house team, as well as with organisations from several other EU nations.**

### Why do you recommend EMAS to SME's and could you describe EMAS easy?

EMAS brings many benefits - it helps to cut costs, it introduces management in different areas and it helps participating organisations understand and comply with environmental legislation. Furthermore, analysis of environmental aspects frequently offers more effective or less costly methods of production or business processes. In some countries it is already essential to be competitive in public and private sector supply chains. EMAS is a great internal project, it helps organisations to stay competitive in the market and it is great for the organisation's image and marketability. EMAS easy is based on a popular tool called "Ecomapping", now in use in more than 80 countries. The purpose of Eco-mapping is to provide small organisations with a free, visual, simple and practical tool to analyse and manage their environmental aspects and create an understanding of their current environmental situation. This is the basis for EMAS easy, which is a smart, informal and lean way of implementing EMAS in a company in a way which is complementary to its business cycle. It is a participatory and robust approach, which is manageable by any small business. EMAS easy is a coaching process for SME's, using adult learning

techniques and visual communication, which is inexpensive to implement.

### How are SMEs responding to EMAS Easy?

They love it, because everyone in the organisation can participate without having to read complicated written procedures and instructions. The system does not require 'environmental literacy', is simple, easy to understand and easy to apply. It is very straight forward and allows for starting with EMAS right away. Companies do not lose energy in step-by-step approaches. The first 'EMAS-easy' company was revalidated after 3 years and demonstrated that a system, even lean and informal, can deliver sound, lasting and meaningful results.

In September 2006, there are about 20 SME's, in France, the Baltic States, Belgium and Hungary, which are either EMAS registered or certified against ISO 14001 and have applied the tool. These organisations have between 3 and 35 workers and operate in various sectors. Projects under way aim to double or triple this number soon.

### What are the benefits of EMAS easy compared to other approaches?

'EMAS-easy', when compared to the traditional way of implementing EMAS in small business, can bring significant training and administrative advantages to an SME. It is easy to understand. Currently several 'EMAS-easy' applications are being run by people without higher environmental education and their involvement has proved to be simple and enduring.

Barriers to the successful introduction of EMAS in small organisations have mainly been related to administrative procedures and the external costs of consulting and certification. These are gradually being removed through innovative approaches, using the simple, visually-based Ecomapping and very lean information systems to make EMAS implementation easier.

It is fast to implement. Depending on the size and complexity of the SME, it takes between 4 and 9 months to implement EMAS instead of, more typically, 15 to 18 months.

It is lean and un-bureaucratic. The entire management system documentation is a tenth of that in any other system. The environmental management handbook is reduced to two pages, the environmental statement to one double page. This is a significant revolution in current practice.

'EMAS-easy' cuts down costs of certification. The architecture of the management system is easy to grasp and it can be audited within a day. This represents a potential cost reduction of 60%.

It cuts down consulting costs. The need for external assistance is reduced to a third, which could mean significant savings for small organisations.

It takes a third of the internal resource from the SME. The internal effort by an SME to build the system, maintain it and deliver environmental improvements is reduced to an average of 55 days compared with the 133 days required in the normal way of doing things. In a small business, this represents an economy of several thousand Euros.

With these types of benefits, it is easy to see why EMAS easy is proving to be such a success.



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\*A number of innovative tools can be found in the EMAS Toolkit at <http://ec.europa.eu/environment/emas/toolkit/>





## EMAS in figures

The number of sites, 5,029, on September 10<sup>th</sup>, is at an all-time high. The number of organisations has reached 3,391, which is also the highest number ever registered since EMAS II. EMAS registrations have grown steadily in 2005 and 2006. The statistics are now collected for both registered organisations and registered sites.

Registered organisations	and sites
Austria	250 355
Belgium	37 232
Cyprus	0 0
Czech Republic	21 22
Denmark	118 281
Estonia	1 1
Finland	42 49
France	17 17
Germany	1,485 1,918
Greece	36 36
Hungary	6 8
Ireland	8 8
Italy	529 699
Latvia	0 0
Lithuania	0 0
Malta	1 1
Luxembourg	1 1
Netherlands	17 21
Norway	25 25
Poland	2 2
Portugal	53 58
Slovak Republic	3 3
Slovenia	1 1
Spain	593 752
Sweden	84 85
United Kingdom	61 361
<b>TOTAL</b>	<b>3,391 5,029</b>

### Leading industrial sectors:

Sectors	Registrations
• Food and beverages	260
• Chemicals	259
• Sewage and refuse disposal	234
• Fabricated metal products, except machinery and equipment	220
• Electricity, gas, steam and hot water supply	176

### Leading service sectors:

Sectors	Registrations
• Hotels and restaurants	217
• Public authorities	179
• Education	140
• Other business activities	136
• Health and social work	110

## News

### Family business "Pelé Decoraciones" integrates EMAS in its business expansion strategy

*Pelé Decoraciones* is a family business which, since 1987, has extended its range of activity from painting buildings to marketing paint and varnish along with furniture restoration. The company expansion has led to an increasing concern about waste management and legal compliance. EMAS has been found to be an opportunity to ensure systematic application of environmental law and a way to deal with all environmental issues. In 2004, the company became the first Spanish EMAS registered organisation in the field of building completion. Its 12 employees are involved actively in the implementation of the scheme, which has helped them to introduce new changes in the production process and day-to-day practices. They have achieved, for instance, a significant reduction in the generation of mud and water from paint activities, both dangerous wastes. Ramon Vázquez Rouca, Director and responsible for the environment, highlights their positive experience: "Although we had to make a considerable effort, EMAS has proved worthwhile. For a small company, EMAS is a very good opportunity in terms of knowledge, better functioning, staff involvement, image and a better relationship with all clients".

### Italian cheese and wine: EMAS, guarantee of San Martino and La Gironda's environmental responsibility

When you taste some wine by *Azienda Agricola "La Gironda" di Galandrino* (Piemonte) and "Parmigiano Reggiano" by *Caseificio Sociale S. Martino* (Parma), you are enjoying excellent products produced by small companies engaged in a process of continual improvement of their environmental performance. The family business "La Gironda" proudly achieved EMAS registration in April 2006. Its four employees value the greater effectiveness achieved and have tackled hazardous products, energy and water consumption, striving to integrate organic agriculture principles. San Martino, EMAS registered since early 2003, is a cooperative with three employees, who see the preventive and systematic approach towards its environmental impacts as an opportunity to ensure continual modernisation of their equipment and production process. Furthermore, they highlight a significant improvement in their relationship with public administrations as well as a reinforcement of the company's competitiveness in the market. In Italy, EMAS is very much appreciated by all levels of public organisations, including the Emilia-Romagna Region, which strongly promotes the scheme..

Please find the environmental statements of *Pelé Decoraciones* and *San Martino* at: [http://ec.europa.eu/environment/emas/es\\_library/library\\_en.htm](http://ec.europa.eu/environment/emas/es_library/library_en.htm). *La Gironda's* environmental statement may be obtained from the Italian Competent Body - Comitato Ecolabel Ecoaudit (tel.: +39-0650072434 - e-mail: [oldani@apat.it](mailto:oldani@apat.it)).

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://ec.europa.eu/environment/emas/index\\_en.htm](http://ec.europa.eu/environment/emas/index_en.htm) or by subscribing to the mailing list.

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## Upcoming events

21>24 March 2007

Seville, Spain

**Fifth European Conference on Sustainable Cities & Towns - Sevilla 2007 "Taking the Commitments to the Streets"**

For further information please visit:  
[www.sevilla2007.org](http://www.sevilla2007.org)

05>06 December 2006

NN, Austria

**EMAS promoting the ecologically active local authority Workshop 3**

More information is available here:  
[http://www.oewav.at/upload/medialibrary/Programm\\_EMAS\\_WS01\\_06.pdf](http://www.oewav.at/upload/medialibrary/Programm_EMAS_WS01_06.pdf)

13 November 2006

Athens, Greece

**European EMAS Awards 2006**

Detailed information is available here:  
<http://www.emasaward2006.eu>

November 2006

London, United Kingdom

**IEMA - EMS National Forum 2006**

More information is available on  
[http://www.umweltinstitut.de/programme/oekoauditor\\_ganz.pdf](http://www.umweltinstitut.de/programme/oekoauditor_ganz.pdf)

6-9 November 2006

Offenbach am Main, Germany

**Seminar on Environmental Auditing**

More information is available on  
[http://www.umweltinstitut.de/programme/oekoauditor\\_ganz.pdf](http://www.umweltinstitut.de/programme/oekoauditor_ganz.pdf)

8 November 2006

Dresden, Germany

**5<sup>th</sup> Conference on Environmental Management for Economy and Agriculture**

More information is available on  
<http://www.emas.de/load.php?name=Kalendar&sess=8&action=details&eid=7&date=1162976400>

31 October 2006

Headquarters, Northampton

**CIWM Training Courses - Environmental Management Systems & Environmental Auditing**

For more information please visit  
<http://www.ciwm.co.uk/pm/108/dataID2058829>

11>14 October 2006

Saarbrücken, Germany

**2<sup>nd</sup> EASY\_ECO Conference**

For more information visit  
<http://www.sustainability.at/easy/?k=conferences&s=saarbruecken>

04>05 October 2006

NN, Austria

**EMAS promoting the ecologically active local authority Workshop 2**

More information is available here:  
[http://www.oewav.at/upload/medialibrary/Programm\\_EMAS\\_WS01\\_06.pdf](http://www.oewav.at/upload/medialibrary/Programm_EMAS_WS01_06.pdf)