



AGENDA 4th ENHANCE THEMATIC WORKSHOP (WS4)

Environmental Statement is more than a Declaration...

Squeeze it and get the most out of it!

Seville, 3rd May 2018

Ayre Sevilla Hotel (Avda. de Kansas City 7, 41018 Sevilla)

DAY 1. PRACTICAL SESSIONS

Session I.- Environmental Statement for Competent Authorities

09:30	Welcome
10:00-10:15	Inauguration
10:15	Best practices and specific indicators to make the most out of EMAS
10:15-11:00	The identification of EMAS best environmental management practices and associated specific environmental performance indicators
	<i>Mr. Paolo Canfora and Mr. Pierre Gaudillat (European Commission, Joint Research Centre, Circular Economy and Industrial Leadership Unit)</i> The EMAS best environmental management practices as a source of inspiration for effective continuous improvement. The associated specific environmental performance indicators as a means to improve management and reporting of environmental performance.
11:00	Life Cycle perspective as a chance to make the most out of EMAS
11:00-11:30	Environmental Statement (EMAS) vs. Environmental Product Declaration (EPD)
	<i>Mr. Enrico Cancila (ERVET – Regional Agency for the sustainable development of Emilia Romagna Region)</i> Life Cycle Analysis (LCA) perspective and EMAS, possible connections with the Environmental Statement
11:30	Environmental Statement for Competent Authorities
11:30-13:00	Environmental Statement and public authorities point of view

	<p><i>Representatives from each participating region / country (10-15 max minutes per partner)</i></p> <p>Examples of best practices on communication&dissemination (i.e. promotional issues, awards, relevance of Register, templates provided by Public Administration) and Improvement opportunities: barriers and obstacles in terms of content (i.e. identified weaknesses and improvement opportunities), structure (i.e. would be useful to include a "Executive Summary" ?) and ¿others? (i.e. case studies on Greenwashing)</p>
13:00	Brunch Break

Session II.- Environmental Statement for EMAS-registered organisations

14:00	Environmental Statement for EMAS-registered organisations
14:00-14:15	Environmental Statement EMAS and its use
	<p><i>Mrs. Marta Sabido (ENDESA)</i></p> <p>Creating Shared Value: The use the Environmental Statement as a communication, transparency and participation tool, communication process, feedback and ways of improvement</p>
14:15-14:45	Environmental Statment and EMAS, somewhere between the verification and communication
	<p><i>Mr. Pablo Chamorro (ECOMUNDIS)</i></p> <p>Some experiences, answers and examples about how the registered EMAS companies could improve their communication, and how EMAS could be a more useful tool for sustainability performance accreditation, making a difference in ISO 14001: 2015 certified organizations.</p>
14:45-15:45	Environmental Statement and bussiness opportunities
	<p><i>Mr. Reinhard Herok – www.waytopassion.com</i></p> <p>EMAS is more than a logo, is a brand: introduction why branding is the key to success, what are the key elements of branding and why we need a good brand story and strategy for EMAS.</p>
15:45	Round Table
15:45-16:30	Debate and discussion
	<p><i>All</i></p> <p>How to build a strong and impactful brand for EMAS: step by step (who is the target audience? what is the branding mission statement? what are the qualities and benefits of the brand? What is the brand story? what is the main brand message?)</p> <p>Improving communication of incentives and good practices: role of competent bodies (format?, communication channel?, proactive vs passive approach?, defined communication plan?)</p>
16:30	End - Closure

DAY 2. STUDY VISITS

Seville, 4th May 2018

09:00 Ayre Sevilla Hotel (<i>Avda. de Kansas City 7, 41018 Sevilla</i>)	
09:00-09:30	EMAS from an hotel point of view
	<i>Mrs. M^a José Cupido</i> “Sustainability and profitability in Hotel Sector. Hand in hand”
09:30 Piscifactoría PIMSA Veta La Palma (<i>Finca Veta la Palma, 41130 La Puebla del Río</i>)	
09:30-13:30	EMAS from the aquaculture sector point of view
	<i>Mr. Miguel Medialdea</i> “Enhancing the competitiveness of SMEs in Maritime Fisheries and Aquaculture Sectors”
14:00 Lunch at “EL ESTERO Restaurant” (<i>not provided by the organizer</i>)	
14:00-15:00	Tasting the food from PIMSA Veta La Palma
	<i>*** After lunch, we will come back by bus to get Ayre Hotel at 17:00 APROX. ***</i>