4th Thematic Workshop
Environmental Statements and point of view of Public Authorities

Seville, 3rd of May of 2018

Czech Republic
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Examples of Best Practices on Communication & Dissemination - CENIA

Brand new web sites for voluntary tools

- Ecolabel and EMAS
- national EMAS register
- 14 000 EUR, 6 months
- started in 10/2017, finished 04/2018

https://ekoznacka-emas.cz/user
Examples of Best Practices on Communication & Dissemination - CENIA
Examples of Best Practices on Communication & Dissemination - CENIA

Databáze EMAS

Seznam organizací registrovaných v programu EMAS v České republice

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<thead>
<tr>
<th>Registrační číslo</th>
<th>Subjekt</th>
<th>Registrační datum</th>
<th>Registrační do</th>
<th>Environmentální profiláží</th>
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<tr>
<td>CZ.0000014</td>
<td>ČEH, T. s.r.o.</td>
<td>26.5.2007</td>
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<td>Bombardier Transportation Czech Republic, a.s.</td>
<td>25.5.2012</td>
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<td>CZ.0000049</td>
<td>Hyundai Motor Manufacturing Czech, a.s.</td>
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Examples of Best Practices on Communication & Dissemination - CENIA
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• Chrudim – municipality (23 000 inhabitants)

  Motto: „The city, where worth to live“ 😊

  http://www.chrudim.eu/emas/d-2306

• HYUNDAI MOTOR MANUFACTURING CZECH

  http://www.hyundai-motor.cz/

  http://www.hyundai-motor.cz/?rubrika=environment
FERAMO METALLUM COMPANY INTRODUCTION
Where is this Chechnia…Czechia..Cze…?
FERAMO METALLUM - company introduction

What do we do?

- A foundry specializing in nodular iron casting.
- Almost 100% of production – brake parts for automotive industry.
- Current production 16 000 t/year.
- Single and double piston calipers, torque members, brake pads…
FERAMO METALLUM – company introduction
2012: things were looking not so good…

- constant complaints from residents
- huge penalties from inspectors
- constant pressure to close the company
- raging customers
- we were the worst company in city
FERAMO METALLUM COMPANY INTRODUCTION
2013...we finally registered in EMAS...after a great effort and big investments

Why did we register?

• To prove we really mean it...nobody believed we could change to a eco friendly company.

• To gain credibly in eyes of customers, authorities and citizens of surrounding city quarters.

• To be pushed into continuous improvement and towards higher environmental performance.
FERAMO METALLUM company introduction
2018...future looks bright...with DRAXTON

- new furnaces
- new forming lines
- new filters
- total investment of € 20 mil.
- new projects and customers
Improvement Opportunities

Environmental statement CONTENT

• W: maybe too much information... Do we really need so many details about environmental aspects, key indicators, R factors...
• O: can make environmental statements shorter, maybe less time consuming to read
Improvement Opportunities

Environmental statement STRUCTURE

• Usually structured according to EMAS regulation, chapters defined in annex IV. We add short foreword.
• We prefer to use graphics instead of text – graphs, charts and pictures can many times tell more than pages of explanation.
• Easier to understand than complicated text.

W and O: we never had any issues with structure.
Environmental statement STRUCTURE

...charts and tables sometimes speak more than words...
Improvement Opportunities

Environmental statement USE

• communication with AUTHORITIES – they are always informed about our performance and progress
• more informative than classic reports (which are mostly just numbers)
• communication with RESIDENTS – the hardest one. They dont want to read it, they dont trust it. Even harder with citizen associations.

• W: people do not trust the statement (despite being verified)
• O: people are still not informed about EMAS, they dont know what it means, they dont trust it.
Improvement Opportunities

Environmental statement USE
- Communication with CUSTOMERS
- great way how to present your environmental efficiency
- automotive industry puts great emphasis on product cycle ecology
- however they use their own forms and questionares
GREENWASHING
...falsely acquired environmental performance...

• Certainly an unacceptable practice
• Sometimes can become inevitable
• E.g. You are about to sign a contract which can make or break your company.
  • Would you greenwash your customer?
  • Many smaller companies would, just to survive.
  • Who can help them?
  • Many established ones would to make bigger profit.
• Can we stop them?
Thank you !!!

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Czech Republic
let's do it!