



Task 2 Local pilot demonstration of the integrated system
Sixth training event
(introduction and planning of point 11)

Ravenna, 4-5 July 2007



Project realized with the contribution of the European Commission

Introduction: Different levels of involvement of the stakeholders

Autoreference

**Involvement/
negotiation**



**Communication &
information**

Participation



Point 11 “Communication and Information”

Communication and information: What do we mean for?

According to EMAS, by communication we mean both:

- internal communication among the various levels and functions of the organisation;
- external communication from and towards interested parties.

(Reg.CE 761/01, I A.3 4.)

Both processes are closely linked to point 6 “Stakeholder engagement”. In particular, regarding Internal communication, EMAS refers to “employees involvement”



Communication and information in the three tools

➤ EMAS:

➤ Principle:

The objective of EMAS shall be to promote continual improvements in the environmental performance of organisations by: [...]

EXTERNAL
COMMUNICATION

the **provision of information** on environmental performance and an **open dialogue** with the public and other interested parties



Environmental statement

The aim of the environmental statement is to provide environmental information to the public and other interested parties regarding the environmental impact and performance and the continual improvement of environmental performance of the organisation. It is also a vehicle to address the concerns of interested parties and considered as significant by the organisation. Environmental information shall be presented in a clear and coherent manner in printed form for those who have no other means of obtaining this information.

Communication and information in the three tools

➤ Reporting

The objective of *reporting* is the communication of the government's environmental commitments and *performances* throughout the drafting of environmental budget.



Environmental Budget

For CLEAR, the account scheme is conceived to answer for environmental repercussion of the Organisation activities with respect to the undertaken engagements; beneficiaries are councillors of Municipality and Province and stakeholders, the document need therefore to guarantee great transparency and to be easy to read . When environmental budgets are ticked over, they are two (the environmental budget and the environmental budget balance) and they follow the path of financial documents of the Organisation. In ECO-BUDGET, main communication events are presentations of Master Budget and Budget Balance

➤ CLEAR AND ECO-BUDGET

INTERNAL AND EXTERNAL COMMUNICATION

Proposed Requirements (1/3)

Access to
Environmental
information

- Public authorities shall organise the environmental information which is relevant to their functions and which is held by or for them, with a view to its active and **systematic dissemination to the public**. Environmental information progressively becomes available in electronic databases.
- The information shall be **updated, accurate and comparable**
- National, regional or local **reports on the state of the environment** shall be published at regular intervals not exceeding four years; such reports shall include information on the quality of, and pressures on the environment.
- in the event of an imminent **threat to human health or the environment**, all information which could enable the public likely to be affected to take measures to prevent or mitigate harm arising from the threat is disseminated, immediately and without delay.

References

- **Directive 2003/4/EC** of the European Parliament and of the Council of 28 January 2003 on public access to environmental information
- **D.Lgs 195/05**
- **Aarhus Convention and Decision 2005/370/EC**
- **Reg. 1367/06**

Proposed Requirements (1/2)

Effectiveness of
Communication

Environmental communication should be:

- flexible: different deepening levels
- responding to community needs
- essential, focused on materialities
- linked to or part of a network
- exhaustive: PA should communicate both good and bad environmental performances

- From environmental data to indicator (useful information)

