

Promoting and Marketing your Environmental Credentials

UK Guidance on the Use of the EMAS Logo

Introduction

The Eco-Management and Audit Scheme (EMAS) is a voluntary scheme for organisations willing to commit themselves to evaluate, improve and report on their environmental performance. It gives companies a badge of credibility for their environmental achievements and is strongly supported by Government and the environmental regulators.

This guidance sets out how EMAS registered organisations may use the EMAS logo to market, promote and demonstrate their environmental achievements and the environmental characteristics of their products. It has been adapted for use in the UK from technical guidance issued by the European Commission (web link for the full version). In case of doubt on the rules governing the use of the EMAS logo, organisations should refer to the Commission's Guidance.

The EMAS Logo – adding value to the companies and their products

The EMAS logo is a trademark of the EMAS regulation and has a threefold function:

- to indicate the *reliability and credibility of information* provided by an organisation with regard to the environmental performance of its activities, products and services;
- to indicate the *organisation's commitment to improvement in environmental performance* and to the sound management of its environmental aspects;
- to *raise awareness* about the scheme in the public, among interested parties and among organisations willing to improve their environmental performance.



Only those organisations that have had their environmental management systems verified and which publish independently validated environmental performance information are eligible to use the logo. As such, *the EMAS logo is an essential tool for companies wanting to market their green credentials. It is an opportunity to associate themselves and their products with a recognisable symbol and high value brand.*

One of the core features of EMAS is options for validated communication of environmental performance information to interested parties. Registered organisations are encouraged to use the EMAS logo as part of their environmental communications and marketing strategies, to differentiate themselves, and their products and services, in the marketplace. In order to gain maximum advantage from using the logo, *it is strongly recommended that those responsible for environmental management in the organisation closely liaise with the organisation's marketing and communications department.*

There are two versions of the EMAS logo – one which can be used to demonstrate the organisation’s EMAS registration, the other to communicate the accuracy and reliability of environmental information associated with the organisation, or its activities, products and services.

What the Regulation Says

Article 8 of the Regulation (“Logo”) defines:

- the conditions under which the EMAS logo may be used, namely the requirement of a current EMAS-registration,
- the five options for its use, and;
- the cases where it shall not be used, namely on products or their packaging and in conjunction with comparative claims.

Annex III, 3.5 “Publication of Information” provides options for publication of information in addition to the environmental statement and in points a) to f) specifies the requirements that have to be met if selected information from the environmental statement is generated and used bearing the EMAS logo. Annex III, 3.5 requires the information to be:

- Accurate and non deceptive
- Substantiated and verifiable
- Relevant and used in an appropriate context or setting
- Representative of the overall environmental performance of the organisation
- Unlikely to result in misinterpretation
- Significant in relation to the overall environmental impact

Organisations shall take into account the requirements of Annex III, 3.5, points a) to f) also when using the EMAS logo on adverts for products, activities and services as explained in section 5 of this guidance.

Annex IV “Minimum Requirements for the Logo” defines the two forms off the logo: one indicating “verified environmental management” (version 1), the other indicating “validated environmental information” (version 2). In both cases the registration number of the organisation must be indicated.



Using Version 1 of the Logo

Version 1 of the logo indicates that the organisation has an EMS in place that meets the requirements of EMAS and ISO 14001. It is intended to inform the public that the organisation is registered. It can be used on registered organisation's letterheads and on information advertising an organisation's participation in the scheme (see examples below), but must not be used on the organisation's products.

It is important that the *logo is clearly and exclusively attributed to the registered organisation.*

Examples of using EMAS Logo Version 1

- Organisation's website or letterhead
- Building placard
- Cover of a registered organisation's information brochure or business report.
- Next to the name of a registered organisation on its vehicles or storage tanks.
- Cover of organisation's product brochure.



The logo must be used with the words “verified environmental management”, the organisation's name and with the unique EMAS registration number.

Using Version 2 of the Logo

Version 2 of the logo indicates that selected information, to which the logo relates, has been independently validated as being accurate and reliable. It is a powerful marketing and communication tool, because users of the information can rely on the quality of the information.

The logo can be used with selected information from the environmental statement, or with other validated environmental information in adverts for the organisation's products or services. *In all cases, the verifier must ensure that the criteria in Annex III 3.5 a-f have been met, that the logo is clearly associated with the validated information and that the logo isn't used on the organisation's products.*

Using the EMAS Logo Version 2 with extracts from the Environmental Statement

In using the logo with validated extracts of the environmental statement, it is important that the logo is clearly associated with the validated information.

If the entire publication's content is covered by the environmental statement and validated by the verifier, the logo may be used in any way considered appropriate (e.g. on the cover page, the head of an advert, as a graphic background of the text). If the validated information is only a part within another publication (e.g. the environment page of a company's annual financial report and accounts), or is presented with other non-validated environmental information (one block within a larger text, or one section of a company report), it must be clearly distinguished from the rest of the text, e.g. by a frame or different coloured background.



- information brochures
- product datasheets and declarations
- handouts
- adverts in newspapers
- environmental chapters in non-environment related publications
- websites
- TV adverts
- data returns to environmental regulators
- information to demonstrate compliance with climate change agreements
- information to be used as a basis for climate change emissions trading

Using the EMAS Logo with Validated Green Claims in Adverts

The EMAS logo can be used in adverts with green claims about the registered organisation's products, activities and/or services. In all cases there must be a clear visible link in the advert between the logo and the validated information, and the information must be validated by the verifier against the criteria in Annex III 3.5 of the EMAS Regulation.

The logo cannot be used to make comparative claims with other products, services or activities from competitors. And, to avoid confusion with eco-labels, the EMAS logo must not be used on the organisation's products. However, the logo can be used at the point of sale to consumers, for example on shelving displays with products, or on product information leaflets.

Using the EMAS logo in Adverts

Examples include:

- “Energy efficiency in production enhanced by 20% from 1998 to 2000.”
- “60% of our suppliers EMAS registered in 2000.”
- “energy consumption of the product reduced by 10% compared to 1998’s model.”
- beside a statement from a retailer listing environmental criteria for its suppliers.
- “We publicly report our CO₂ emissions in line with government reporting guidance.”
- “All our printing inks are VOC free.”
- “We comply with industry standards on sustainability reporting.”

Further Information

For further information on how your organisation can register to EMAS, visit the web site www.emas.org.uk or contact:

EMAS Competent Body

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