

Green Standards Framework,

Assignment A. Environmental Reviewing of a micro or small-scale enterprise

International Organisation for Standardization (ISO) provides a family of standards that guide the environmental management of companies and organisations of all kind looking to manage their environmental responsibilities. The 14000 standard family provides more generic management frameworks (such as 14001) but also more detailed supporting standards with instructions and approaches – including specific focuses on communications, (eco)labelling, LCA, carbon footprint, among others. (ISO 2018)

The framework of ISO 14001 is applicable to organisations of any size, from, companies already established and audited environmental management systems to those without any prior experience on environmental management.

The ISO 14001 standard is used here as a generic guidance and inspiration for reviewing the business practices, identifying the essential environmental aspects and environmental impacts, and managing those in effective and coordinated manner. This type of initial review can provide better understanding also on strengths and positive impacts that can be utilised in marketing. The knowledge over the environmental impacts (both positive and negative) is bases for the improvement activities and for conducting green marketing.

0. Select and contact a business enterprise.

It can be from any sector, but ideally it would be micro- or small-scale and environmental issues are important for them. Make a contract according to the practices of your home university as needed.

1. Describing the case business.

Describe the business sector and business activities. Describe the organisation, roles and responsibilities of the key staff members, products and services produced, and production processes utilised. Please describe also any already existing environmental management practices (systems, standards, labels, routines).

SCOT -analyses

Provide SCOT (Strengths, Challenges, Opportunities, Threats) –analyses over the generic and environmental management issues. Ideally, this could be presented as a table and explanatory text.

2. Stakeholder analyses

Please generate a stakeholder analyses over the key stakeholders:

- Who are the key stakeholders and their relation to company? (Customers, suppliers, collaborates, authorities, competitors, NGO's, media, public etc).
- What are the opportunities of environmental / sustainable development with those stakeholders? (e.g. savings, cooperation, markets)
- Does the company have expectations to its stakeholders in environmental issues?
- How the cooperation with each stakeholder group is managed (documents, contracts, audits, marketing messages etc.)?



3. Identifying the environmental aspects and impacts

Please identify together with the business management the main environmental aspects and impacts related to the business and its products and services (previous, current, potential future impacts)

- Resources (materials and energy) consumed/produced
- Emissions and waste (to air, ground, water, waste, energy, noise, dust, odour etc.
- Are there any potential risks / accidents that could create harmful environmental impacts of danger to health/safety? How is / should the risk be avoided?

Environmental impact is either positive or negative change resulting from the operation. It could be for instance, acidification, eutrophication of waters, change in air quality, soil degradation, ozone layer depletion, global warming etc.

- Please describe main environmental aspects (operation) and related positive and negative impacts. Example provided below:

Aspect: Chemical storage	Impact: leakage of hazardous chemicals, or avoided impact because of chemical management plan
Aspect: Energy production	Impact: CO2 emissions of combusting fossil fuel, OR avoided CO2 emissions by utilising renewable solar power
Aspect: Logistics/transportations	Impacts: acidification and global warming impacts of transportations, OR avoided emissions by utilising renewable fuels, joint logistics and route planning

After identifying the environmental impacts, also their importance should be considered. ISO 14001 gives businesses and organisations freedom to find most suitable methods for this.

Following exemplar criteria for assessing the significance of environmental impacts can be utilised:

Table 1. Scale for assessing the severity of the impact

1	Limited impact
2	Local impact
3	Regional impact
4	Significant national/international impact
5	Not acceptable

Table 2. Scale for assessing the severity of the impact

1	Very seldom
2	Seldom
3	Occasionally



4	Often
5	Very often

These criteria can be extended into additional factors, such as possibilities to affect the impact and impact on the company image. However, the criteria used in assessment should not downgrade any significant environmental impacts.

Table 3. Defining environmental aspects, impacts and their significance. (For more detailed assessments, see e.g. ISO 14004.)

Operation	Environmental aspect	Quantity Indicator	Environmental impact	Severity	Likelihood	Total (severity* likelihood)
Logistics	oil leakage	X litres	Negative impact on ground in area of ground-water protection	5	3	15
Renewable energy production	Reduced GHG emissions	X kWh produced. CO ₂ eqv. emissions	Positive climate impact through reduced emissions	2	5	10
n	n	n	n	n	n	n

If the company/organisation has interest to investigate environmental impacts of its products and services in more detail, life cycle approach (following the ISO 14040 / 14044 standards) can be applied (See chapter 3).

4. Analyses of legislation and mandatory requirements

Environmental management includes identification, access and understanding of the environmental legislation, requirements and commitments related to company.

- Please describe the environmental legislation, requirements and commitments related to company and its operations. All operations that require environmental permissions or statements are also relevant environmental aspects.

5. Environmental programme: objectives, roles and responsibilities

Basing on the environmental review, the environmental programme defines the goals and objectives and their implementation activities and responsibilities.

- Please describe any goals/objectives that company could commit to? For instance: waste reduction, emission reduction, energy efficiency, risk prevention, renewable energy use.
- Please describe any activities to reach those goals/objectives? For instance: training, communications, investments in efficiency, monitoring
- Please define the roles, responsibilities and schedule for the activities.



Table 4. An example of environmental programme structure.

Environmental policy	Energy saving		
Environmental objective/goal	Minimizing the use of energy in production processes		
Indicator	Reducing the use of energy by 10% or X kWh annually		
Responsibility:	Production manager		
Activity	Operation	Schedule	Person responsible
	- Reducing air-leakages from compressors - LED lights	Feb 2020 Nov 2020	n.n. n.n.
Resources:	x €'s budgeted		
Follow-up:	1/2021, team meeting		

6. Environmental Policy

According to ISO 14001, the management establishes implements and maintains environmental policy that defines the scope of its environmental management. According to ISO 14001 (5.2.) The policy should”:

- a) *be appropriate for the purpose and context of the organisation including the nature, scale and environmental impacts of its activities, products and services;*
- b) *provide a framework for setting environmental objectives'*
- c) *include a commitment to the protection of the environment, including prevention of pollution and other specific commitment(s) relevant to the context of the organization;*
NOTE other specific commitment(s) to protect the environment can include sustainable resource use, climate change mitigation and adaptation, and protection of biodiversity and ecosystems.
- d) *include a commitment to fulfil its compliance obligations;*
- e) *include a commitment to continual improvement of the environmental management system to enhance environmental performance.*

The environmental policy shall be maintained as documented information, and be communicated within the organization.”

- Please describe if the company already has an environmental policy or commitments. If not, please discuss the opportunity and potential contents for an established environmental policy.



7. Implementation, communicating and marketing

- Please discuss the potential of coordinated environmental management at the company – is there interest and potential to develop toward environmental management system or adoption of green standards?
- Please discuss what are the key messages related to environmental performance of the company (and its products/services), to whom are they targeted, and could those be utilised in green marketing? These can be more generic about Social/Environmental Responsibility, or specific related to certain processes (Clean-Tech) or characteristics of the products/services.

Reporting and presenting the assignment

- Please compile a report of 10-20 pages, in which you summarise the findings in each section. You may use this assignment structure in your report and write the report by answering the questions provided. Produce also a presentation (for instance PowerPoint or Prezi) of the key findings. Remember to use pictures and examples from you case enterprise.

