

1.2 Policy Statement

How to secure direction of the business toward resource efficiency?



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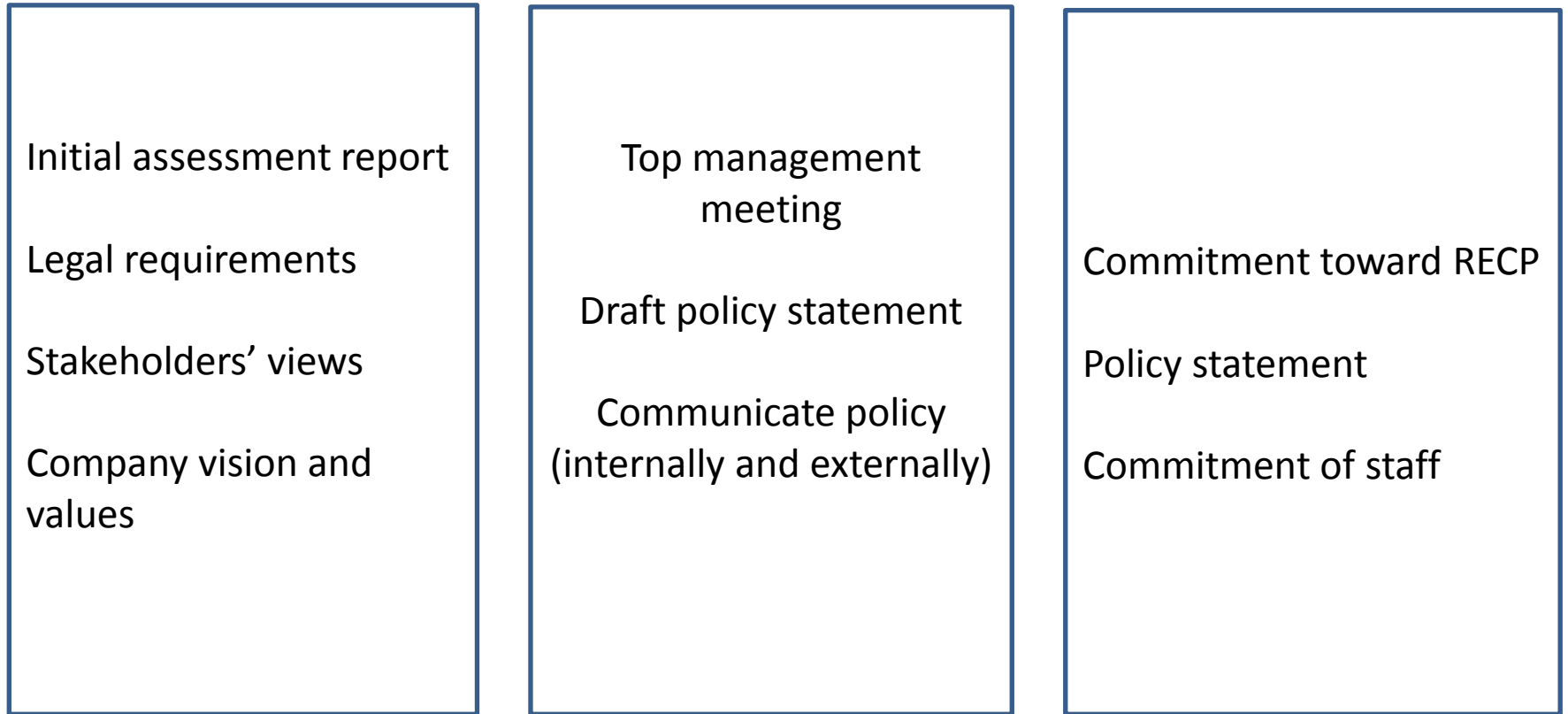


Rationale

Top management commitment is needed to initiate changes at the level of the enterprise goals and guiding ideas, which will influence and determine the performance of the whole enterprise



Overview of Step 1.2



Inputs

Activities

Outputs



Key elements of a policy statement

Framework for relevant RE objectives

- Action principles:
 - Saving of resources
 - Energy efficiency
 - Prevention and reduction of environmental burdens
 - Legal compliance
 - Information and training of staff
 - Continual improvement of company's environmental performance and adoption of BATs
 - Address key environmental issues of the business along the life cycle and applying Eco-design criteria for designing products



Policy design

Collection of information

- Initial Review
- Stakeholders' expectations
- Existing policies (quality, safety...)

Draft policy

- Feedback of employees
- Management decision on the policy



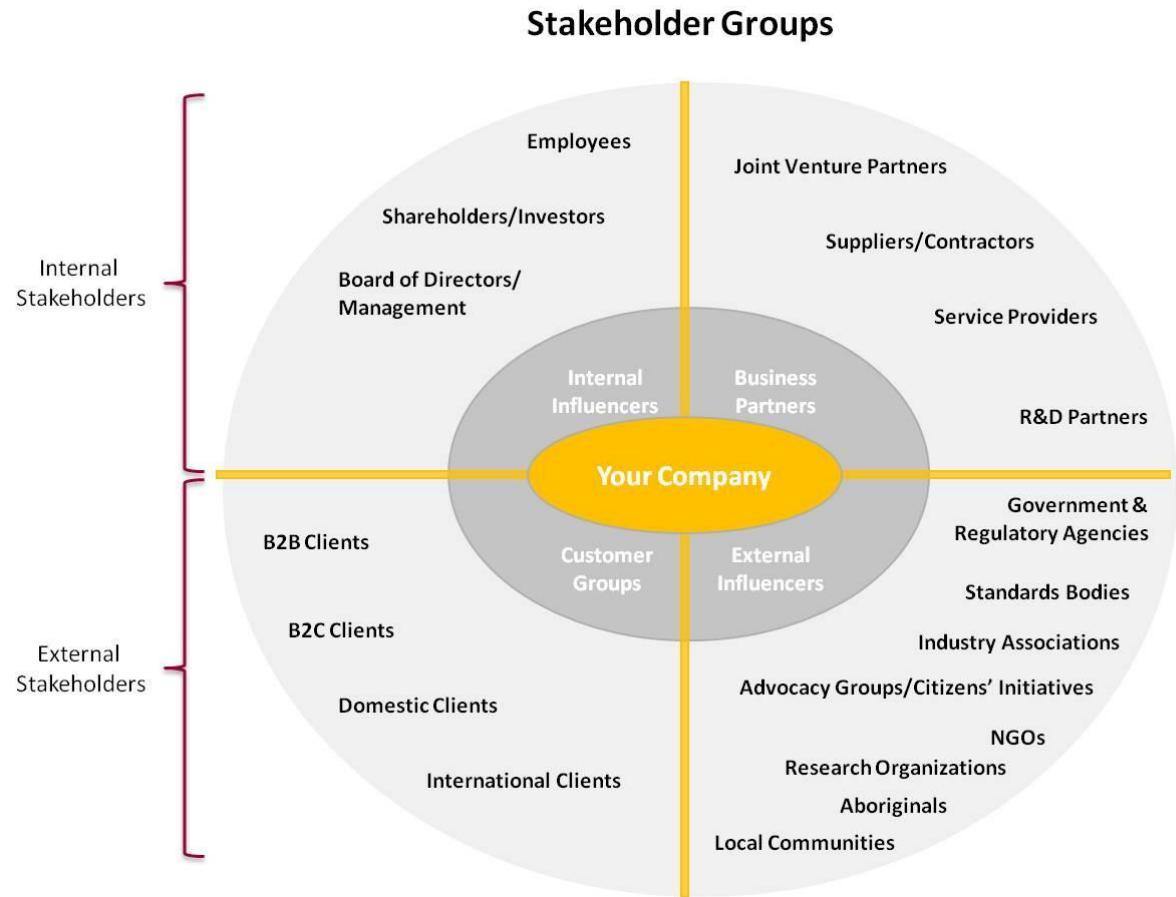
Tools:

[Policy check list](#)
[Stakeholder analysis](#)

How to integrate stakeholders views?

4 STEPs:

- Mapping
- Analysis
- Engagement
- Communication



Stakeholders identification (mapping)

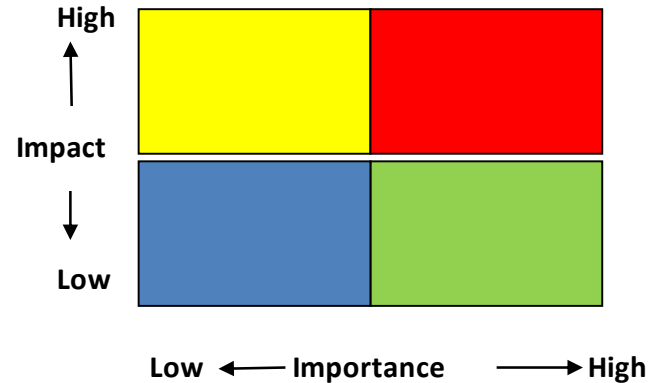
- Who are the stakeholders with a legal relationship with the company?
- Who could be concerned by future decisions or activities of the company?
- Who was affected by our decisions or activities in the past?
- Who could assist in mitigating our negative impacts?
- Who could be affected by our activities in the value chain?



Stakeholders analysis

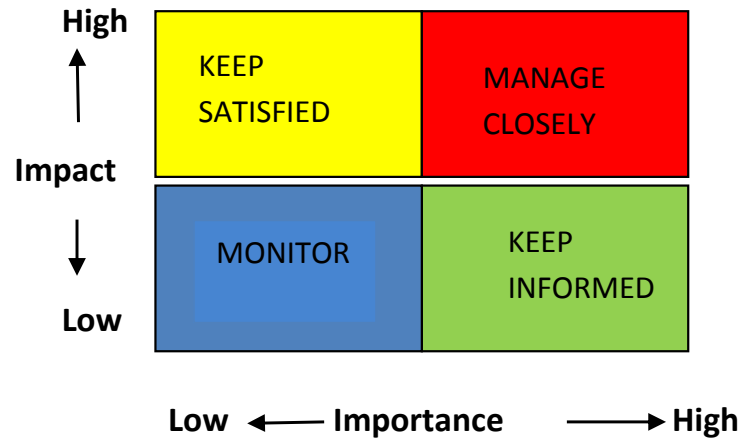
The relevance of stakeholder relationship to the business can be assessed by:

- ✓ Materiality analysis
- ✓ Stakeholders Interview (incl. external)
- ✓ Management interview (only internal)



Priority stakeholders	Challenges/ expectations	Importance for the company	Engagement

Stakeholders engagement and communication



- Stakeholder interest/concern alignment to enterprise goals
- Strategic risk or an opportunity?
- Existing communication channels
- What commitment is the stakeholder prepared to give?

Policy use

Internal use

Management

- RE gets strategic relevance
- Commitment to RE
- Provides needed resources

Employees

- Informed about RE objectives
- Know that management supports RE

External use

Communication of policy to:

- Clients
- Suppliers
- Authorities
- Neighbours
- Media
- NGOs
-

Policy implementation

Principle: To apply RE principles if technically and economically feasible

Objective: Reduce energy consumption by 5% by 12/2015

Measure: Preventive maintenance program of production machinery

Linkages with EMS

EMS
Not in place

- Policy statement as the starting point for developing an Environmental Policy .

EMS
In place

- Amend existing environmental policy to include clear commitment to resource efficiency objectives.

Conclusions

- **Strong top management commitment**
- Integration of company vision and values as well as stakeholders expectations
- Clear reference to resource efficiency, cleaner production and energy efficiency objectives
- Internal and external communication of the policy statement
- Review for ensuring pertinence and implementation.



Thank YOU for your Attention

