



#EMAS4CLIMATE
Show your commitment!

Post on the EU GREEN WEEK!

Is your company one of the 3,800 EMAS organisations in Europe or are you a supporter of European premium environmental management? Then take part in the social media campaign **#EMAS4Climate**, which the German Environmental Verification Committee is organising together with the German Confederation of Skilled Crafts (ZDH) and the German Chamber of Industry and Commerce (DIHK) and the EMAS Helpdesk from 30 May to 5 June 2022. With your commitment, you will convince others to do more for climate and environmental protection.

The European Green Week and the World Environment Day - more than enough reason to talk about climate protection in your own company. Tell the world how you use EMAS to promote climate protection in your company with the **#EMAS4Climate** campaign. Start preparing your messages for the social media.

Let's take action

As a manager or representative for environment, climate or sustainability, you have decided at some point in your work to introduce an Environmental Management System according to EMAS and use this to increase your resource efficiency or achieve climate neutrality.

Please present your individual best practice example for reducing greenhouse gas emissions of your company in a social media post. Key questions could be:

- How do you use EMAS on the way towards climate neutrality?
- What "aha" experiences, magic moments or best practices have there been in your company that were triggered by EMAS?
- What unusual goals and new paths are you pursuing within the framework of your environmental programme on the way to climate neutrality, e.g. with regard to Scope 3 emissions in your supply chain or in purchasing or procurement?
- What ideas/suggestions would you like to share with others?

How it works

1. think about a contribution on the topic of how you are using EMAS to promote climate protection in your company and supply chain.

You can formulate your contribution directly as a short message for your social media presence. However, you will attract more attention if you record it as a video message or include it as a quote in an image or short presentation (see example image below).

Add the hashtag **#EMAS4Climate** to the short message. Add other appropriate hashtags, e.g.: [#GreenDeal](#) [#Makeitreal](#) [#EUGreenWeek](#) [#WorldEnvironmentDay](#) [#WorldEnvironmentDay](#) [#WeforEMAS](#) [#WeforEMAS](#).

4. invite other people and institutions to share and like the post by addressing the post to:

[@EMAS_Germany](#), [@DIHK_News](#), [@zdh_news](#) [@EMAS.Germany](#), [@DIHKBerlin](#), [@ZDHHandwerk](#)
[@adelphi_berlin](#) [@Umwelt_AT](#) [@clubemas](#) [@21Solutions_BE](#)

Do you have questions about the campaign?

Contact us!

EMAS Helpdesk

Tel : +49 (30) 89 000 68 - 141

<http://www.emas.eu/>



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5. you can also link your website and/or your latest environmental statement.
6. post your contribution between May 30th and June 5th 2022 via your social media channels (e.g. Facebook, Twitter, LinkedIn). The message should be short and concise. Attention: Twitter posts are limited to a maximum of 280 characters.

World Environment Day

On 5 June 1972, the first UN World Conference on the Environment was opened in Stockholm. To commemorate this event, the United Nations in 1974 declared June 5 as the annual "World Environment Day".

On this day, various events, campaigns and activities are held around the world to encourage action for the protection of the environment and to raise awareness of the fact that it is primarily us humans who threaten the diversity and stability of the environment.

More information:

<https://stg.worldenvironmentday.global/>

European Green Week 2022

The European Green Week 2022 focuses on the European Green Deal - the EU's sustainable and transformative growth strategy for a resource-efficient and climate-neutral Europe by 2050.

The Green Week hybrid conference starts on 30 May with a high-level debate on what happens to the EU environmental policy in times of crisis. Throughout the week, partner events will be taking place across Europe and beyond.

More information:

https://ec.europa.eu/environment/eu-green-week-2022_en



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More outreach both internally and externally - tips for a successful social media campaign

What can you do to implement your campaign in a creative and effective way? The following compilation is intended to give you ideas and inspiration:

Get your employees on board

Present the campaign to your communications/marketing department and get them on board. A professional photo/video creates more advertising impact. In the best case, it can lead to a new advertising campaign that gives your company more authenticity.

Initiate an in-house photo competition for all employees involved in environmental management.

Make more of your photo

Present your data, e.g. CO₂ savings from the environmental statement, in unconventional, original ways, e.g.: Invent fun units/presentations: Air jumps, apple slices, pie charts, hugs, penny pieces, Lego bricks, pebbles, sit-ups, rope jumps, cubic meters of air, distances between two objects, ...

EMAS as tangible proof of your credible environmental and climate commitment

Show what you and your employees are doing/have done with your own hands to protect the environment and climate in your company.

Start an internal photo competition: Entries could have the following criteria: photo of at least one hand, an environmental indicator within the framework of EMAS and the EMAS logo.

Moving pictures can move more

It is also possible to publish a short video. Film scenes with a mobile phone or camera, max. 30 seconds. Content can be e.g.:

- Capture words or statements from your colleagues' commitment to corporate environmental protection.
- What showcase projects have you been able to implement within the framework of EMAS, and what CO₂ savings have been achieved as a result?
- Original everyday scenes from your environmental management work
- Data from your environmental statement packaged in an original way (e.g. bake a real pie chart, fruit salad, origami leaflet, ...)

Tools for your smartphone

You don't have to be a commercial artist to compile photos into beautiful collages and enhance them with text and graphics. Have a look to the following apps and turn your mobile phone snapshots into interesting collages or even works of art:

App for [photo collages](#). App for [video editing](#)

Photo apps: [Futurezone](#) [Creativeblog](#)

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