



#WeforEMAS
Show your commitment!

Post on World Environment Day!

Are you one of the more than 3,800 EMAS organisations in Europe or a supporter of the European premium Environmental Management System? If so, join the social media campaign #WeforEMAS that the EMAS Helpdesk and the German EMAS Advisory Board (Umweltgutachterausschuss, UGA) are running with other supporters from 31 May to 13 June 2021. With your commitment, you will convince others to do more to protect the climate and the environment.

The European Green Week and the World Environment Day - more than enough reason to talk about climate and environmental protection in your own company. Tell the world what made you do it, and collect your messages to share them on social media as an incentive for others.

About the campaign

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 based on EMAS. Please tell us in a short statement what motivated you to do so. Why did you decide to introduce EMAS? What were you able to achieve with it?

How it works

1. Think of an answer to the question: "What is your motivation to apply EMAS in your company?" or "Why are you a supporter of EMAS"?
2. You can formulate your answer 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 a short presentation.
3. Add the hashtag **#WeforEMAS** to the short message. You are also welcome to add other suitable hashtags, e.g. #WorldEnvironmentDay, #ZeroPollution #EUGreenWeek.
4. Invite other people, organisations and institutions to share and like the post by adding others with the social media short name (@...) to the picture or message. You could for example add your national Competent Body, if they have a social media account. This will give you additional reach. You can also link to your website and/or your latest environmental statement.
5. Post your response on your social media channels (e.g. Twitter, Facebook, LinkedIn) between 31 May and 13 June 2021. The message should be short and concise. Please note: Twitter posts are limited to a maximum of 280 characters.

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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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 2021

The European Green Week 2021 is dedicated to the subject "Zero Pollution Ambition". It will start with an opening event on May 31 in Lahti/Finland. A virtual conference will be held from June 1 to 4.

There will be events across Europe between May 3 and June 13. These will also cover other relevant European Green Deal initiatives such as climate initiatives, the upcoming chemicals strategy, and initiatives in energy, industry, mobility, agriculture, fisheries, health and biodiversity.

Organisations can register their own events as part of European Green Week.

More information:

ec.europa.eu/info/events/eu-green-week-2021_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, ...)

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