

BETTER
REGULATION
AIMED AT
VALORISING EMAS

During the action 7, “Communication and training” the partners define the “Guidance tool for the EMAS-based regulation and better regulatory relief” for the operative application of better regulation and regulatory relief as identified e.g. in the Action Plan of ECAP or in Inter-institutional agreement on better law-making (2003/C321/01). The Guidance (on-line on the project web-site) will be useful both for the actors directly involved in the project and for external stakeholder, such as other states or regions. This action also provides the implementation of a set of training and communication activities (Communication Plan) aimed at diffusing the knowledge about the existing incentives and training how this incentive could be applied.

This action is made up by 3 sub – actions:

7.1 Creation of the “Guidance tool for the EMAS-based regulation and better regulatory relief” (February 2014 - April 2014).

7.2 Communication process (February 2014 – September 2014).

7.3 External Communication (May 2014 – September 2014).

Andalusian Institute of Technology is responsible for Action 7. They coordinate all the anticipated activities.

The purpose of this Deliverable (according to the Action 7.2 Communication process) is to introduce the partners the information needed and rules to develop the Communication at regional level. In this regard, each Communication Plan will contain, at least, the following information:

- Type of incentive available in the region.
- Tools selected in the region for the communication process and actions planned for their use.
- Time scheduling for the planned actions.
- Stakeholders and target – groups considered relevant (e.g. EMAS adopters, not adopters, public employees involved in the application of incentives).
- Responsibilities and roles involved.

At least 8 actions for each Plan will be carried out (5 communication activities and 3 training initiatives). These actions could include the following ones:

- Seminar and meetings.
- Brochure for specific incentives or target.
- Article in technical magazines.
- Workshops.
- Training initiatives.

A very important elements of the communication plan will be certainly training initiatives. In each Region, the BRAVE partners will organize internal training activities for:

- The 7 Regions and the provinces directly involved in the actions of the project.
- SMEs operating in the territory involved in the project.
- Representatives of industrial associations.
- Organisations related with the local society.
- EMAS adopters.

These training initiatives will focus on technical aspects concerning, for example:

- The environmental priorities and the corresponding simplifications analysed and adopted during the whole project.
- The methodologies for the implementation of the “Guidance tool for the EMAS-based regulation and better regulatory relief” at every considered level.
- The key-elements of the “Guidance tool” and ways and operational solutions for an effective implementation.
- The opportunities introduced by the adopted simplifications.

According to the instruction (give above) each partner must compile the table include in the Annex I.

Pilot Area: Liguria

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Tools selected for the communication process ³	Time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
Brochure	All proposal (BRAVE proposals and others adopted)	Brochure with all proposals, in Italy and Liguria Brochure for : • Companies • Institutions	June/July 2014	Companies Regional institutions Local institutions	Confindustria Genova e Liguria
Seminars	Regulatory reliefs connected with environmental certifications (all our regional proposals)	Seminar with companies placed in our country, with or without certifications Slides/ Laws For the schedule of the communication action: - Agenda sent by e-mail to the participants. For the development of the communication action: Presentation of regulatory reliefs and EMS	June/July 2014	Companies Industrial association Local institutions	Confindustria Genova e Liguria

Seminar	Guidance tool for the EMAS e for the ISO 14001 – based regulation and better regulatory relief.	For the schedule of the communication action: -Agenda sent by e-mail to the participants For the development of the communication action: -Presentation of the Guidance tool BRAVE and for ISO 14001	July/September 2014	Representatives of other Regional Governments. Companies	ConfindustriaGenova e Liguria
Training activities	Implementation, after the adoption by Liguria Region /Arpal , about the new procedure of reduce inspection (l.r. n. 50/12)	Seminar with companies placed in our country , with or without certifications For the schedule of the communication action: -Agenda sent by e-mail to the participants For the development of the communication action: -Presentation of Arpal annual plan and new procedure - open discussion about the new procedure	July/September 2014	Companies Industrial association Local institutions	ConfindustriaGenova e Liguria
Training activities	Implementation, after adoption by Liguria Region with the 2014-	Seminar with companies placed in our country , with or without certifications	July/September 2014	Companies Industrial association Local institutions	ConfindustriaGenova e Liguria

	2020 Plan, about the introduction of specific economic measures to co-finance environmental investments	For the schedule of the communication action: -Agenda sent by e-mail to the participants For the development of the communication action: -Presentation of the 2014-2020 plan - open discussion about the new opportunity			
Article	All regulatory reliefs proposed and adopted by BRAVE	Article on GenovaImpresa	November 2014	All stakeholders	ConfindustriaGenova e Liguria
Conference	All regulatory reliefs proposed and adopted by BRAVE	Involving in <i>Forum dell'Ambiente</i> conference Slides	June 2014	Regional Government for Environment Representatives of other Regional Governments. Local institution Companies	ConfindustriaGenova e Liguria/Liguria Region

Explanatory note

1. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
2. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
3. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE's project: BRAVE's website, the press, the e-mail, special materials to target groups, etc.
4. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.

Pilot Area: Tuscany

Communication Action¹	Regulatory reliefs targeted by the Communication Action²	Tools selected for the communication process³	Time scheduling for the planned actions	Stakeholders and target – groups considered relevant⁴	Responsibilities and roles involved
Brochure	All regulatory reliefs adopted (BRAVE proposals and others)	Brochure with all regulatory reliefs adopted in Italy and Tuscany Brochure to send to: <ul style="list-style-type: none"> • Trade organizations • Companies • Institutions 	May 2014	Companies, trade organization, Chamber of commerce Regional institutions Local institutions	SSSUP
In site training initiative	All regulatory reliefs adopted by Tuscany	EMS assessment and introduction of regulatory reliefs adopted in Tuscany by BRAVE	May 2014	Company (Mondialcarta)	SSSUP
In site training initiative	All regulatory reliefs adopted by Tuscany	EMS assessment and introduction of regulatory reliefs adopted in Tuscany by BRAVE	May 2014	Company (Eurocarta)	SSSUP
Seminar	IRAP reduction and other fiscal incentives for EMAS companies Proposal n. 1	Seminar with the fiscal business consultants to promote the regulatory reliefs	July 2014	Fiscal business consultants	SSSUP

		<p>and EMAS</p> <p>For the schedule of the communication action: -Agenda sent by e-mail to the participants</p> <p>For the development of the communication action: -Presentation of regulatory reliefs - Laws with the regulatory reliefs adopted -Guidance tool BRAVE</p>			
Seminar	All regulatory reliefs for ISO14001 All proposals	<p>For the schedule of the communication action: -Agenda sent by e-mail to the participants</p> <p>For the development of the communication action: -Presentation of regulatory reliefs - Guidance tool</p>	July/September 2014	Companies	SSSUP



		BRAVE - Guidance tool for ISO 14001			
Training initiative	Homogenization of IPPC checks among Tuscany provinces	The regional department of ARPAT organizes a meeting with ARPAT department of Pisa (province). Training on the method tested with action 5. Document: method presentation.	May 2014	Staff of ARPAT Pisa department and SSSUP	SSSUP
Article	All regulatory reliefs adopted by BRAVE	Article on regional/national journal operating in environmental topic	November 2014	All stakeholders	SSSUP
News (Brave web site)	IRAP reduction and other fiscal incentives for EMAS companies	Article on ARPAT news	April 2014	All stakeholders	SSSUP
Conference	All regulatory reliefs adopted in Tuscany and in other regions by BRAVE	Involving in the regional conference Slide presentation	May 2014	All stakeholders	SSSUP/ Tuscany Region

Explanatory note

5. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
6. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
7. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE's project: BRAVE's website, the press, the e-mail, special materials to target groups, etc.
8. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.

Pilot Area: Basilicata

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
1. Training initiative: “EMAS nelle scuole della Basilicata”	Public tender for the granting of loans for programs on environmental education and training for increasing the number of registered EMAS school organizations.	<ul style="list-style-type: none"> - E-mail for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results) 	Potenza June 2014	Schools and local government	Ambiente Italia / Basilicata Region (REDUS network)
2. Training initiative: “Controlli e semplificazioni per aziende in AIA”	<p>Simplifications of the procedure relating to environmental controls and inspections.</p> <p>Reduction of costs of preliminary authorization charges and costs of routine checks for companies with an Integrated Environmental Authorization.</p>	<ul style="list-style-type: none"> - E-mail for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results) 	March 2014	Regional and local government. ARPA Basilicata Companies. Trade/industrial associations	Basilicata Region / ARPA Basilicata / Ambiente Italia
3. Training initiative: “Le semplificazioni normativa in materia di acquisti verdi di prodotti e servizi in	Incentives to certified organizations (ISO 14001, EMAS) or those with Ecolabel products of supplies to the public bodies (Green public procurement).	<ul style="list-style-type: none"> - E-mail for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results) 	September 2014	Regional and local governments, especially municipalities. Companies (potential suppliers)	Ambiente Italia / Basilicata Region

Communication Action¹	Regulatory reliefs targeted by the Communication Action²	Actions and tools selected for the communication process³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant⁴	Responsibilities and roles involved
Basilicata ²	Reduction of financial guarantees for EMAS registered or ISO 14001 organizations from the sector of waste landfill and other waste treatment.				
4. Article	All regulatory reliefs proposed and adopted in Basilicata by BRAVE	Article on Basilicata Region and REDUS network newsletter	May 2014	All stakeholders	Ambiente Italia / Basilicata Region
5. Conference	All regulatory reliefs adopted in Basilicata and in other regions by BRAVE and presentation of “Guidance tool for the based regulation and regulatory relief”.	<ul style="list-style-type: none"> - E-mail and brochure for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results) 	October 2014	All stakeholders	Ambiente Italia / Basilicata Region

Explanatory note

9. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
10. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
11. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE’s project: BRAVE’s website, the press, the e-mail, special materials to target groups, etc.
12. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.

Pilot Area: Andalusia

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
1. Meeting: Presentation of amendments.	<p><u>Proposal n. 2:</u> Reduce the frequency of self monitoring, inspection and reporting's activities in EMAS registered organizations.</p> <p><u>Proposal n. 5:</u> Establish a simplified permitting procedure (revision and update) for the IPPC permits in EMAS registered organizations.</p>	<p>For the schedule of the communication action:</p> <ul style="list-style-type: none"> - Agenda sent by e-mail to the participants. <p>For the development of the communication action:</p> <ul style="list-style-type: none"> - Presentation to the participants. - Open discussion about the proposal of amendments. - Conclusions. <p>For the dissemination of the results of the communication action:</p> <ul style="list-style-type: none"> - Minutes of meeting (diffusion internally) 	Sevilla March 2014	Regional Government for Environment. Environmental verifiers. EMAS registered organizations.	IAT
2. Training activity: Presentation of	Guidance tool for the EMAS – based regulation and better regulatory relief.	<p>For the schedule of the communication action:</p> <ul style="list-style-type: none"> - Agenda sent by e- 	Madrid May 2014	Regional Government for Environment. Representatives of other	IAT

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
Guidance tool for the EMAS.		<p>mail to the participants.</p> <p>For the development of the communication action:</p> <ul style="list-style-type: none"> - Presentation of Guidance tool for the EMAS to the participants. - Open discussion about Guidance tool for EMAS. - Conclusions and closing. 		<p>Regional Governments. Representatives EMAS competent bodies of Spain. Representatives of Ministry of Environment of Spain. Environmental verifiers.</p>	
3. Training activity: Business sostenibility roundtable.	<p><u>Proposal n. 2:</u> Reduce the frequency of self monitoring, inspection and reporting's activities in EMAS registered organizations.</p> <p><u>Proposal n. 5:</u> Establish a simplified permitting procedure (revision and update) for the IPPC permits in EMAS registered organizations.</p> <p>Guidance tool for the</p>	<p>For the schedule of the communication action:</p> <ul style="list-style-type: none"> - Agenda sent by e-mail to the participants. <p>For the development of the communication action:</p> <ul style="list-style-type: none"> - Presentation of obtained results of the BRAVE project to the participants. - Question time for clarifications and suggestions. 	Sevilla May 2014	<p>Regional Government for Environment. Representatives of other Regional Governments. Representatives EMAS competent bodies of Spain. Representatives of Ministry of Environment of Spain. Environmental verifiers. EMAS registered organizations.</p>	IAT

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
	EMAS – based regulation and better regulatory relief.	<ul style="list-style-type: none"> - Conclusions and closing. <p>For the dissemination of the results of the communication action:</p> <ul style="list-style-type: none"> - Press release 			
4. Training activity: Presentation of amendments.	<p><u>Proposal n. 2:</u> Reduce the frequency of self monitoring, inspection and reporting's activities in EMAS registered organizations.</p> <p><u>Proposal n. 5:</u> Establish a simplified permitting procedure (revision and update) for the IPPC permits in EMAS registered organizations.</p>	<p>For the schedule of the communication action:</p> <ul style="list-style-type: none"> - Agenda sent by e-mail to the participants. <p>For the development of the communication action:</p> <ul style="list-style-type: none"> - Presentation and validation of amendments to Provincial Delegations. - Roundtable for discussions. - Conclusions and closing. 	Sevilla June 2014	Regional Government for Environment (Provincial Delegations).	IAT
5. Article presented in CONAMA 2014. (National Environmental	<u>Proposal n. 2:</u> Reduce the frequency of self monitoring, inspection and reporting's activities in EMAS registered	<p>For the schedule of the communication action:</p> <ul style="list-style-type: none"> - Development of the abstract of the article. 	Madrid September 2014	Attendees to the CONAMA: 10,000 attendees in the last edition.	IAT

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
Congress)	organizations <u>Proposal n. 5:</u> Establish a simplified permitting procedure (revision and update) for the IPPC permits in EMAS registered organizations. Guidance tool for the EMAS – based regulation and better regulatory relief.	For the development of the communication action: - Development of the full paper. For the dissemination of the results of the communication action: - Publication on the CONAMA Congress website.			

Explanatory note

13. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
14. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
15. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE's project: BRAVE's website, the press, the e-mail, special materials to target groups, etc.
16. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.

Communication Plan - Action 7.2

Pilot Area: Friuli Venezia Giulia

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
1. Training initiative: “GPP e semplificazioni in Friuli Venezia Giulia”	<u>Proposal n. 7:</u> Incentives to certified organizations (ISO 14001, EMAS) or those with Ecolabel products of supplies to the public bodies (Green public procurement)	<ul style="list-style-type: none"> - E-mail for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results) 	Pordenone May or June 2014	Public bodies Companies (potential suppliers) FVG EMAS Club	Ambiente Italia /ASDI Livenza / Regione FVG
2. Training initiative: “Controlli e semplificazioni per aziende in AIA”	<u>Proposal n. 1:</u> Simplifications of the procedure relating to environmental controls and inspections. <u>Proposal n. 2:</u> Reduction of costs of preliminary authorization charges and costs of routine checks for companies with an Integrated Environmental Authorization.	<ul style="list-style-type: none"> - E-mail for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results) 	Udine/Palmanova April 2014	Regional and local government. ARPA FVG Companies (with IEA) Trade/industrial associations	ARPA FVG / Ambiente Italia
3. Training initiative: Presentation of amendments in public sector	<u>Proposal n. 6:</u> Introduction in the 2014-2020 plan of specific economic measures applicable to the EU structural funds to co-finance	<ul style="list-style-type: none"> - E-mail for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the 	FVG Region September 2014	Regional Government. Municipalities. Environmental verifiers.	Ambiente Italia / FVG Region

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
	environmental investments. <u>Proposal n. 3</u> : Rewarding conditions and incentives for EMAS registered municipalities relating to their functions in terms of air pollution, noise pollution, light pollution containment and energy saving.	results) - Conclusions			
4. Article	All regulatory reliefs proposed and adopted in Friuli Venezia Giulia by BRAVE	Article on ARPA FVG and FVG EMAS club's newsletter	FVG Region June or September 2014	All stakeholders	Ambiente Italia / ARPA FVG
5. Conference	All regulatory reliefs adopted in Friuli Venezia Giulia and in other regions by BRAVE and presentation of "Guidance tool for the based regulation and regulatory relief".	- E-mail and brochure for the promotion. - Powerpoint presentation (for the development of the action and the dissemination of the results)	Pordenone November 2014	All stakeholders	Ambiente Italia / FVG Region / ARPA FVG

Explanatory note

17. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
18. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
19. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE's project: BRAVE's website, the press, the e-mail, special materials to target groups, etc.
20. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.

Pilot Area: Lombardy

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
1. Seminar: <i>Ambiente, strumenti volontari e semplificazione: L'approccio della "better regulation" per agevolare e incentivare le imprese certificate</i>	/	Website; powerpoint	Regione Lombardia, Milan, May 16 th , 2012	EMAS registered and ISO14001 certified organizations; other experts.	IEFE Bocconi and ARPA Lombardia: speakers.
2. Workshop: <i>Lesson on EMAS and BRAVE project</i>	BRAVE project – EMAS and regulatory reliefs; Lombard proposals.	Powerpoint	Assolombarda, Milan, Oct 8th, 2013	Potential EMAS registered organizations	ARPA Lombardia: speaker.
3. Training initiative: <i>Ecogestione - Modelli 231 e reati ambientali: integrazione tra SGA e 231</i>	Proposal no. 6	Website; powerpoint	Assolombarda, Milan, March 4 th , 2014	EMAS registered and ISO14001 certified organizations.	IEFE Bocconi: teaching
4. Article in technical magazine:	BRAVE project – European survey	Online and printed article	Magazine: <i>Energie & Ambiente oggi</i>	/	IEFE Bocconi and ARPA Lombardia: article draft.

<i>EMAS in Europa tra benefici, barriere e semplificazioni</i>					
5. Training Initiative: <i>Lesson on BRAVE project</i>	BRAVE project – EMAS and regulatory reliefs; Lombard proposals.	Webinar; powerpoint	Master MAGER, Bocconi University, Milan, <i>planned in June, 2014</i>	Students, alumni, other experts.	IEFE Bocconi: teaching
6. Workshop/ Training activity: <i>Regulatory Relief role towards EMS adoption in view of EMAS and ISO14001 revision process</i>	BRAVE project – EMAS and regulatory reliefs; Lombard proposals.	Website; powerpoint	Assolombarda, Milan, May 23 rd , 2014	EMAS registered and ISO14001 certified organizations, other experts.	IEFE Bocconi: teaching

Explanatory note

1. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
2. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
3. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE's project: BRAVE's website, the press, the e-mail, special materials to target groups, etc.
4. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.

Pilot Area: Valencia

Communication Action¹	Regulatory reliefs targeted by the Communication Action²	Actions and tools selected for the communication process³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant⁴	Responsibilities and roles involved
1. Brochure	All regulatory reliefs adopted (BRAVE proposals tested and adopted)	<p>Brochure with all regulatory reliefs adopted in Spain (National and Regional Level)</p> <p>Brochure to be sent to :</p> <ul style="list-style-type: none"> • Trade organizations • Firms • Institutions • Local and Regional Authorities 	July 2014	<p>Companies, trade organization</p> <p>Regional Authorities</p> <p>Local Authorities</p>	Chamber of Commerce of Valencia
2.Seminar. “Reduction of packaging waste through environmental innovation”	Proposal nº 5.Packaging Monitoring Reports	<p>For the schedule of the communication action:</p> <ul style="list-style-type: none"> - Promote the event by e-mail to the potential participants. <p>For the development of the communication action: presentation to the participants in Chamber of Commerce training</p>	Valencia, April 2014	Enterprises and public bodies interested in innovation and environment	<p>Chamber of Commerce. General presentations and coordination.</p> <p>Regional environmental staff working in the field of packaging waste.</p> <p>Administration</p>

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
		classroom For the dissemination of the results of the communication action: slides of presentations and other documentation			point of vue
2.Seminar. “Benefits in the implementation of an environmental management system. The European model EMAS III”	All regulatory reliefs for EMAS All proposals	For the schedule of the communication action: - Promote the event by e-mail to the potential participants. For the development of the communication action: presentation to the participants in Chamber of Commerce training classroom For the dissemination of the results of the communication action: slides of presentations and other documentation	Valencia, May2014	Enterprises and public bodies interested in innovation and environment	Chamber of Commerce. General presentations and coordination. Regional environmental staff working in the field of packaging waste. Administration point of vue
3. Seminar “Tools for supporting the implementation of	All regulatory reliefs for EMAS All proposals	For the schedule of the communication action: - Promote the event by	April-May 2014	Companies with EMAS registration or ISO 14001 certified or in the process	Chamber of Commerce. General

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
systems of quality and the environment management. El tutor.es “		<p>e-mail to the potential participants.</p> <p>For the development of the communication action: presentation to the participants in Chamber of Commerce training classroom</p> <p>For the dissemination of the results of the communication action: slides of presentations and other documentation</p>		of obtaining	presentations and coordination. Certification body Technology provider
4. Press note	All regulatory reliefs proposed and adopted in Valencia by BRAVE	Creation of press note and distribution by Press Office of the Chamber of Commerce	Valencia Region May 2014	All stakeholders	Chamber of Commerce
5. Article in Ambientum	All regulatory reliefs adopted by BRAVE.	Information about the BRAVE project	Pending confirmation	All stakeholders	Chamber of Commerce http://www.ambientum.com/ . Professional Portal for Environment
6. Training Initiative: <i>Results from BRAVE project</i>	BRAVE project – EMAS and regulatory reliefs;	Conference in Master Class related to Environmental Management Systems	Interuniversity Master in environmental engineering. UV and	Students, alumni, other experts.	Chamber of Commerce UCV-AIMME

Communication Action ¹	Regulatory reliefs targeted by the Communication Action ²	Actions and tools selected for the communication process ³	Place and time scheduling for the planned actions	Stakeholders and target – groups considered relevant ⁴	Responsibilities and roles involved
			UPV. Pending Date University Master in Quality, Environmental and Occupational Risk Prevention. Pending Date		UV (www.uv.es)

Explanatory note

21. At least 5 actions for each Plan will be carried out. Remember that these actions could include: Seminar and meetings, Brochure for specific incentives or target, Article in technical magazines, Workshops, Training initiatives (at least 3 training initiatives in each region involved).
22. Each communication action can be aimed at disseminating one or more regulatory reliefs adopted or proposed in each region.
23. The following tools could be utilized for the promotion of project and so as to inform about the results of the BRAVE's project: BRAVE's website, the press, the e-mail, special materials to target groups, etc.
24. Could be considered as target groups: Representatives of Regional and National Governments, policy makers, national industrial and trade Associations, representatives EMAS Competent Bodies, representatives of national and international Institutions, SMEs, Other interested parties – General Public, etc.