

*Synthesis of arguments of the
Middle – Term conference*

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VALORISING EMAS

Sintesys of Mid term Conference

On May 7, It was held at the Fundació Bancaja of Valencia, the conference “EMAS: Added value in times of crisis”, in the framework of the European Project BRAVE (LIFE/ENV/IT/000515). This conference brought together over 60 participants from various activities, companies and public administration. This event was promoted by all project participants BRAVE. The presentations and papers are hosted at the project's website www.braveproject.eu

In this case, the coordination of this Conference has been made by the Chamber of Valencia and it has been publicized through emailing and its weekly news service *Camara On Line*.

The conference was a meeting place of diverse experiences and management tools in order to give value to the efforts that a company makes with the aim of reducing the environmental impact of its activities and products. It has also served as a showcase for companies and various governments, about the works that are being carried out in the framework of the LIFE + project BRAVE.

Already in the same opening D. Manuel Garcia Portillo, President of the Committee on Industry, Energy and Environment of the Chamber of Industry, Commerce and Navigation of Valencia, invited attendees to bet for organizing their activities and know well the opportunities provided by implementing an environmental management system according to the EMAS Regulation. He also informed the audience of the next edition of ECOFIRA 13, an international exhibition on environment, inviting BRAVE Project members to exhibit at its various sessions the results being obtained and encouraging the Italian group to participate through their companies and institutions with the aim of getting closer and to integrate both countries in a technology transfer and environmental knowledge exchange.

Subsequently Ms. Angels Ramón-Llin, Councillor-Delegate of Environment and Sustainable Development Area of the City of Valencia, gave the welcome to the Italian group and to all the attendees to the City of Valencia. Valencia is a city that has made in recent years a great effort for improving their environmental infrastructure and equipment, in order to build a truly sustainable city where tourism is very important and this is the reason why Valencia has the EMAS registration of the two main beaches. She highlighted that betting on the environment is a social and business requirement therefore encouraged those present to go for EMAS as a model of environmental management that helps prevent the impact to the environment.

Subsequently they began the technical speakers developing the themes included in the program. **Mrs. Maj Britt Larka**, Deputy Director of Air Quality and Industrial Environment from Ministry of Agriculture, Food and Environment, explained what is the current situation and future outlook of the EMAS.

Then, **D. Francesco Testa**, from Scuola Superiore Sant'Anna, Institute of Management, spoke broadly about BRAVE Project objectives and expected outcomes after the implementation of this project

Ms. Carmen Canales, Head of Industrial Environment Area from Ministry of Agriculture, Food and Environment commented the work of transposition of the Industrial Emissions Directive (IED): transposition into Spanish State, by amending the law 16/2002 and Royal Decree IPPC industrial emissions.

Then, **D. Victor Vazquez**, Technical Coordinator for Environment of the Andalusian Institute of Technology - IAT, described the relationship between the mechanism of Regulatory Environmental Control (DEI) and volunteers (EMAS), as well as their application in the framework of the BRAVE project.

Another fundamental aspect and complementary to EMAS, with the aim of providing companies of tools



aimed at the prevention and reduction of environmental impact are specifically *the ecolabels or European eco-labeling schemes*. **D. Enrico Cancila** of ERVET Spa Italy described the experience of success in Italy of the European ecological Ecolabel and **Ms. Alicia Arjona** of AENOR, (Branch systems. Technical Management Certification) spoke about environmental communication opportunities between companies which opens with the new environmental labeling system, EPD.

As a concrete example of the foregoing explained by AENOR, **Ms. Victoria Zaera**, of Department of Industrial Affairs explained ASCER experience in the ceramic coatings.

From the ScuolaSuperioreSant'Anna, Institute of Management, **Ms. Sara Tessitore**, presented the case of the Red CARTESIO: EMAS approach for clusters, their advantages and clustered solutions in order to promote EMAS with particular cluster companies. Following the implementation of concrete EMAS projects and analyzing the advantages provided, **Ms. Aurora Garcia**, of the Andalusian Institute Technology - IAT presented "What benefits has meant implementing EMAS in your company / organization?", and explained the situation of "Go4EMAS Project: EMAS in 4 steps", where companies are gradually implanted with the help of a software tool an environmental management system according to EMAS Regulation

To end the conference, there was a panel discussion with an EMAS registered company, BP and **D. Javier Ariño**, Director of Masuno, a consultancy company who has helped various companies and local authorities, to implement the EMAS Regulation, including Chamber of Commerce of Valencia. This panel discussion was moderated by **Dr. Rafael Mossi**, Sectorial Project Coordinator from Chamber of Valencia. The BP recounted his experience of implementation, their difficulties and their virtues, and the large existing business commitment to respecting the environment. Then, **D. Javier Ariño** talked about existing difficulties when implementing EMAS in local administration and, even more, when they have to involve several departments in different locations, etc. ..,

The panel discussion concluded with questions from the audience.

The final speech of the day was made by the **Hon. Mr. D. Vicente Tejedo**, D. G. Environmental Quality of the GeneralitatValenciana, encouraging attendees to continue investing in the implementation of EMAS as a guarantee of compliance with environmental legislation and commitment to prevent environmental impact by conducting economic activities of enterprises.

