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Ravnanje z okoljem - Okoljsko komuniciranje - Smernice in primeri (ISO/DIS 14063:2018)

Environmental management - Environmental communication - Guidelines and examples (ISO/DIS 14063:2018)

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Management environnemental - Communication environnementale - Lignes directrices et exemples (ISO/DIS 14063:2018)

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Management environnemental — Communication environnementale — Lignes directrices et exemples

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ISO copyright office
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Fax: +41 22 749 09 47
Email: copyright@iso.org
Website: www.iso.org

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Contents

Page

Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Principles of environmental communication	2
4.1 General	2
4.2 Principles	3
4.2.1 Transparency	3
4.2.2 Appropriateness	3
4.2.3 Credibility	3
4.2.4 Clarity	3
4.2.5 Regionality	3
5 Environmental communication policy	3
5.1 Management commitment	3
5.2 Developing the policy	4
6 Environmental communication strategy	4
6.1 General considerations	4
6.2 Integrating environmental communication into the organizations general communication process	5
6.3 Resource efficiency and relation to the purpose and context of the organization	5
6.4 Establishing environmental communication objectives	6
6.5 Identifying interested parties	7
7 Environmental communication activities	8
7.1 Planning an environmental communication activity	8
7.1.1 General	8
7.1.2 Situational analysis	9
7.1.3 Setting environmental communication objectives	10
7.1.4 Identifying target groups	11
7.1.5 Defining geographic scope	12
7.1.6 Identifying environmental information	12
7.2 Selecting environmental communication content, approaches and tools	14
7.2.1 General	14
7.2.2 Defining responsibilities and involvement (internal and external)	21
7.2.3 Tracking input from interested parties	22
7.2.4 Planning for environmental communication activities on environmental crises and emergencies	22
7.3 Performing an environmental communication activity	24
7.3.1 Collecting and evaluating data	24
7.3.2 Conducting environmental communication activities	24
7.3.3 Recording and responding to feedback	25
7.4 Evaluating environmental communication	26
7.5 Conducting management review and planning revisions	27
Annex A (informative) Reference table within the ISO 14000- series	28
Bibliography	31

ISO/DIS 14063:2018(E)

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

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ISO 14063 was prepared by Technical Committee ISO/TC 207 *Environmental management*, Subcommittee SC 4, *Environmental performance evaluation*.

This second edition cancels and replaces the first edition (ISO 14063:2016), which has been technically revised.

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Introduction

In today's global economy communication on environmental values, actions and performance has become an essential activity of organizations due to both increased public concern and interest, and governmental activities related to the environment. Organizations all over the world are increasingly confronted with the need to provide information to support policy positions and actions, and present and explain the environmental implications of their activities, products and services. There is also a growing need to listen to interested parties, and incorporate their views and requirements as part of environmental communication.

Organizations have a need to obtain and provide information about and respond to environmental issues, concerns and programmes. Furthermore, with the general availability of devices such as smart phones and tablets, communication is almost instantaneous requiring the organization to be able to respond to any issue or information request in a timely manner. Information to be communicated is influenced by factors such as the organization's geographic location and distribution, size and types of activities. Motivations for communication should include the following:

- the interest of the organization to share information on its environmental practices;
- a request for information by employees or investors, a government agency, a community group, a customer or supplier, or any other interested party;
- the need to discuss with interested parties, especially with target groups, a proposed action of the organization, such as expansion of an existing facility, or siting of a new facility, or the introduction of a new product or service;
- environmental risk management;
- compliance obligation requirements;
- response to suggestions (negative or positive) from interested parties;
- response to false and/or malicious accusations of environmental impropriety by parties intending to disparage the organization to promote their agendas;
- the increasing importance of addressing environmental issues.

Environmental communication is the process of sharing information to build trust, credibility and partnerships, to raise awareness, and to use in decision making. The processes used, and the content of environmental communication will vary with the objectives and circumstances of the organization and can be built on substantive information.

Environmental communication is broader than environmental reporting. It has many purposes and takes many forms. Environmental communication can be *ad hoc* or planned. An example of *ad hoc* communication occurs when a facility manager attends a community event and answers questions. Planned communication can cover the range from limited to full participation of interested parties as shown below.

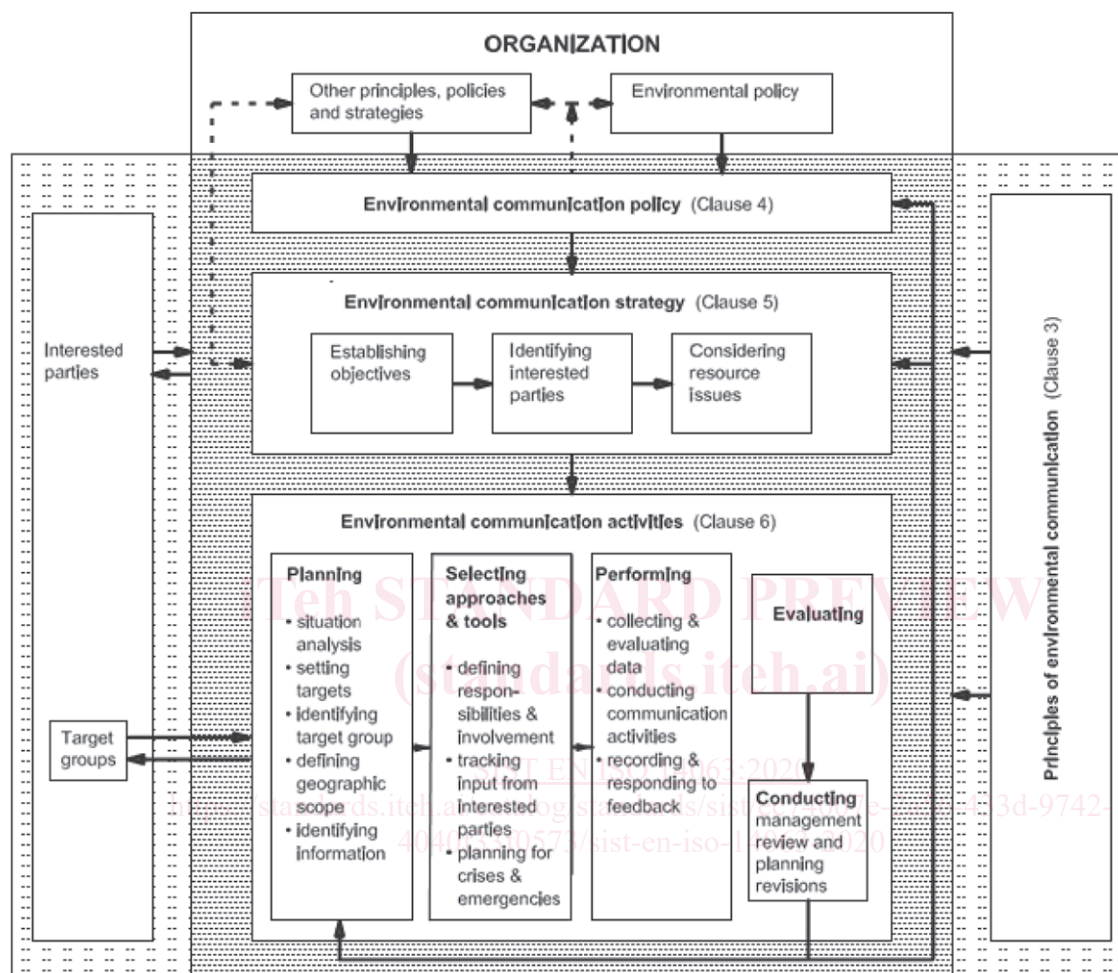
- a) One-way communication occurs when the organization distributes information, for example when an organization issues an environmental report with no opportunity for questions or discussion.
- b) Two-way communication occurs with an exchange of information and ideas among the organization and interested parties.
- c) In participatory decision-making, including effective feedback that affects the organization and/or the local community, an organization collaborates with interested parties.

Engagement with interested parties provides an opportunity for an organization to learn their issues and concerns; it can lead to knowledge being gained by both sides and can influence opinions and perceptions. When properly done, any particular approach can be successful and satisfy the needs of the organization and interested parties. Understanding the communication pattern/behaviour of

ISO/DIS 14063:2018(E)

each interested party (or target group) can be important in environmental communications. The most effective environmental communication process involves ongoing contact by the organization with internal and external interested parties, as part of the organization's overall communications strategy.

Figure 1 shows the interrelationships and flow of environmental communication.



NOTE 1 Titles in bold and numbered refer to the clauses in this document.

NOTE 2 Dotted line arrows indicate the environmental communication system relationship with other elements of the organization; full arrows indicate the interrelationship within the environmental communication system.

NOTE 3 Shading indicates the scope of the environmental communication system; darker shading indicates the overlap of the environmental communication system with the organization.

Figure 1 — Environmental communication

Environmental communication often results in many benefits, such as:

- assisting interested parties in understanding an organization's environmental commitments, policies and performance;
- providing inputs/suggestions for improving the environmental performance of an organization's activities, products and services, and progress toward sustainability;
- improving understanding of interested parties' needs and concerns to foster trust and dialogue;
- promoting an organization's environmental credentials, achievements and performance;

- raising the importance and level of environmental awareness to support an environmentally responsible culture and values within the organization;
- addressing interested parties' concerns and complaints about operational and emergency environmental hazards;
- enhancing interested parties' perceptions of the organization;
- increasing business support and shareholder confidence.

Environmental communication is one of the crucial issues to be dealt with by any organization, with or without an environmental management system (EMS) in place. Environmental communication is more than a question of organization and management, it relates to organization values as well. To ensure successful communication processes, it is important for the organization to consider itself a responsible partner within society and to address the environmental expectations of interested parties.

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Environmental management — Environmental communication — Guidelines and examples

1 Scope

This document gives guidance to an organization on general principles, policy, strategy and activities relating to both internal and external environmental communication. It utilizes proven and well-established approaches for communication, adapted to the specific conditions that exist in environmental communication. It is applicable to all organizations regardless of their size, type, location, structure, activities, products and services, and whether or not they have an environmental management system in place.

This document is not intended for use as a specification standard for certification or registration purposes or for the establishment of any other environmental management system conformity requirements. It can be used in combination with any of the ISO 14000- series of standards, or on its own.

NOTE 1 A reference table to the ISO 14000- series is provided in [Annex A](#).

NOTE 2 ISO 14020, ISO 14021, ISO 14024, ISO 14025 and ISO 14026 provide specific environmental communication tools and guidance relating to product labels and declarations.

2 Normative references

ISO 14063 provides guidance, not requirements. Therefore, no normative references are cited. This clause is included in order to retain clause numbering identical with other ISO management system standards.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1

environmental communication

process that an organization conducts to provide and obtain information, and to engage in dialogue with internal and external interested parties to encourage a shared understanding on environmental issues, aspects and performance

3.2

environmental communication policy

overall intentions and directions of an organization related to its environmental communication as formally expressed by top management

Note 1 to entry: The environmental communication policy can be a separate policy or part of other policies within the organization.

3.3

environmental communication strategy

organization's framework for implementing its environmental communication policy and for the setting of environmental communication objectives

ISO/DIS 14063:2018(E)

3.4

organization

person or group of people that has its own functions with responsibilities, authorities and relationships to achieve its objectives

Note 1 to entry: The concept of organization includes, but is not limited to sole-trader, company, corporation, firm, enterprise, authority, partnership, charity or institution, or part or combination thereof, whether incorporated or not, public or private.

[SOURCE: ISO 14001:2015, 3.1.4]

3.5

interested party

person or organization that can affect, be affected by, or perceive itself to be affected by a decision or activity

EXAMPLE Customers, communities, suppliers, regulators, non-governmental organizations, investors and employees.

Note 1 to entry: To “perceive itself to be affected” means the perception has been made known to the organization.

[SOURCE: ISO 14001:2015, 3.1.6]

3.6

target group

interested party or parties selected as the focus of an organization’s environmental communication activity

3.7

environmental communication objective

result, consistent with the environmental communication policy, that an organization sets itself to achieve as part of its environmental strategy

Note 1 to entry: The definition is changed from the previous edition of this document to be harmonized with definition of objective in ISO 14001:2015 and in ISO Directives Part1, Annex SL.

Note 2 to entry: The term environmental communication target used in the previous edition of this document is not used in this new edition, to be harmonized with ISO 14015:2015 where target is not used. The organization can however still use two levels of objectives as is described in 7.1.3, Practical help box 7, in this document.

3.8

social media

online technologies and practices that people use to share opinions, insights, experiences and perspectives with each other, transforming traditional one-to-many interactions into many-to-many interactions

[SOURCE: ISO 20252:2012]

4 Principles of environmental communication

4.1 General

Organizations apply principles of environmental communication taking into account the identification of their interested parties and their needs and expectations.

4.2 Principles

4.2.1 Transparency

Make the processes, procedures, methods, data sources and assumptions used in environmental communication available to all interested parties, taking account of the confidentiality of information as required. Inform interested parties of their role in environmental communication.

4.2.2 Appropriateness

Make information provided in environmental communication relevant to interested parties, using formats, language and media that meet their interests and needs, enabling them to participate fully.

4.2.3 Credibility

Conduct environmental communication in an honest and fair manner, and provide information that is truthful, accurate, substantive and not misleading to interested parties. Develop information and data using recognized and reproducible methods and indicators.

Ensure that environmental communication is open to the needs of interested parties. Respond to the queries and concerns of interested parties in a full and timely manner. Make interested parties aware of how their queries and concerns have been addressed.

Given that the use of social media provides instantaneous communication, consider controlling the speed in which queries are posted and responded to.

4.2.4 Clarity

Ensure that environmental communication approaches and language are understandable to interested parties to minimize ambiguity.

4.2.5 Regionality

Environmental communication takes into consideration the local or regional environmental context relevant to the area where the corresponding environmental impact occurs.

[SOURCE: ISO 14026:2017, 5.5]

5 Environmental communication policy

5.1 Management commitment

The organization's top management should set, express its commitment to, and promote the environmental communication policy. The policy should be consistent with the principles in [Clause 4](#) and should clearly state the following:

- a) commitment to engage in dialogue with interested parties;
- b) commitment to disclose information about its environmental performance;
- c) significance of internal and external environmental communication in the organization;
- d) commitment to implement the policy and provide the necessary resources;
- e) commitment to address key environmental issues.

The environmental communication policy may form part of, or be integrated into, an organization's communication policy or environmental policy, or may be a separate policy.