ISO 14063:2020-03 (E)

Environmental management - Environmental communication - Guidelin es and examples

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 organization's general communication process ... 5
- 6.3 Resource efficiency ... 6
- 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
  - 7.2.5 Establishing a communication plan ... 23
- 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) **Environmental communication within the ISO 14000 family** ... **28**

Bibliography ... **31**