



Communicating environmental results in an attractive way: tips & tools



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Organised by the EMAS Helpdesk



OCTOBER 25th / 2022

10.00 - 11.30



90'
ON LINE
EVENT

BACKGROUND

It is not always easy to communicate effectively about our environmental management and achievements, especially if we do not have experience in communication or if we cannot count on an expert to help us.

If you want to **learn some tips and get inspired** by the experience of other companies, take part in this short webinar. You will also learn first-hand about the **toolkit** that the European Commission will make available to EMAS organisations to help them improve their internal and external communication.

We look forward to seeing you!

AGENDA

- 10.00** Welcome note by the EU EMAS Helpdesk
Mrs. Maria Passalacqua

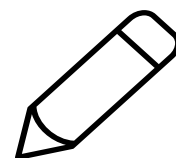
- 10.05** How to communicate our environmental management achievements in a smart and attractive way
Mrs. Laura Empl & Mr. Maximilian Engel, **Arctik**

- 10.25** Organizations sharing their experience
Mr. Thomas Voß, **LWL-Kliniken Lengerich / Münster (Germany)**
Mrs. Laia Padrós and Mr. Jordi Pujadas, **Institut Català de la Salut (Spain)**
Dr. Heli Lesjak, **Energy Community Secretariat (Austria)**
Mr. Giuliano Giacomelli, **Trentino Trasporti S.p.A. (Italy)**

- 11.10** #EMAS campaigns in social networks
Mr. Frank Kermann, **UGA**

- 11.20** ...and here's the toolkit!
Presentation of the EMAS communication toolkit.
Mrs. Laura Empl & Mr. Maximilian Engel, **Arctik**

- 11.30** Questions & Answers



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