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# Toolkit Zone 2 Navigating EU Sustainability Frameworks

## EMAS vs ISO

Green and Circular Economy in Business by  
Digital Solutions

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### ***Validated environmental statements: credibility built in***

A defining feature of EMAS is the requirement to publish a **public environmental statement**:

- This statement summarises the organisation's **environmental policy, significant environmental aspects, objectives and targets, indicators and actual performance**.
- The content must be **validated by an accredited environmental verifier** and then accepted by national authorities before the organisation can be registered and use the EMAS logo (European Commission, 2025).

This has two important consequences:

- EMAS combines an **environmental management system** with a **verified public report** on performance.
- Stakeholders—customers, banks, authorities, neighbours—do not just see internal claims; they see **checked and approved information**.

Compared with ISO 14001, which does not require such a public validated statement, EMAS offers a **higher degree of transparency and assurance**. For SMEs, this can be a powerful way to strengthen credibility when dealing with large buyers, public-sector clients or financial institutions.



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