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Toolkit Zone 2 Navigating EU Sustainability Frameworks

When ISO makes sense

Green and Circular Economy in Business by
Digital Solutions

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Voluntary and process-based, not a new law

ISO 14001 is an **internationally agreed standard** that sets requirements for an EMS. It is **not legislation** and it does not impose fixed performance levels (e.g. “you must cut CO₂ by X%”) (ISO, 2015). Instead, it describes a **process**:

- understand your context and environmental impacts,
- set a policy and objectives,
- put procedures and controls in place,
- monitor what happens, and
- **improve continuously** (Plan–Do–Check–Act).

Certification is also **voluntary**. An SME can use ISO 14001 as a framework **with or without** obtaining a third-party certificate; certification simply adds external proof that the system is in place and working (ISO, 2015).

This makes ISO 14001 very different from something like CSRD: it’s not another reporting obligation, but a **management toolkit** that SMEs can scale to their size and ambition.

Structuring environmental responsibilities in an SME

Many SMEs already “do things” for the environment—separating waste, fixing leaks, switching lights off—but it’s often ad hoc and person-dependent. ISO

14001 helps turn that into a **structured, shared system**.

An ISO 14001-based EMS typically requires an SME to put in place (ISO, 2015; Compliant Ltd., n.d.):

- A clear **environmental policy** approved by top management.
- A way to **identify environmental aspects and impacts** (e.g. energy use, waste, emissions, water, chemicals) and decide which are **significant**.
- A register of **legal and other requirements** that apply to the company.
- **Objectives and targets** (e.g. reduce electricity use by 10 %, cut general waste, prevent spills).
- Defined **roles and responsibilities** – who coordinates the EMS, who monitors what, who responds if something goes wrong.
- Simple **procedures and work instructions** for activities with higher impact (storage of hazardous substances, waste handling, maintenance, emergency response).
- Regular **internal audits** and **management reviews** to check whether the system is working and what needs to improve.

Research on ISO 14001-certified SMEs shows that, when taken seriously, the standard leads to **real internal changes**:

new audits, clearer responsibilities, more systematic target-setting and more frequent discussions about environmental issues, rather than everything being left to one “green person” (Johnstone, 2022).

In practice, ISO 14001 gives an SME a **ready-made blueprint** for turning “environment is everyone’s job” into **concrete roles, routines and documents** that can survive staff changes and growth.

Preparing for compliance and competitiveness

ISO 14001 sits in a sweet spot between **compliance** and **market advantage**.

a. Staying on top of environmental law

The standard requires organisations to **identify and keep up to date with applicable environmental legislation** and to plan how to comply (ISO, 2015). For SMEs that don’t have in-house legal or environmental departments, this is valuable discipline:

- know **which laws apply**,
- have someone **responsible** for tracking changes, and
- show customers and regulators that you have a **systematic approach**, not just good intentions.

b. Competing in more demanding markets

ISO 14001 is internationally recognised and widely requested in **tenders and supply chains**, especially in sectors like construction, manufacturing, logistics and public procurement. Buyers often either:

- make ISO 14001 **mandatory** for suppliers, or
- treat it as a strong **selection or tie-breaking criterion**.

For an SME, certification can therefore:

- open doors to **new contracts**,
- make it easier to pass **supplier audits**, and
- provide credible backing for ESG claims in a world shaped by CSRD and Taxonomy expectations (ISO, 2015; Compliant Ltd., n.d.).

Case examples compiled by ISO show companies using 14001 to achieve “zero landfill”, standardise greener methods and prove that their solutions emit far less CO₂ than competitors—benefits they then use in marketing, tenders and negotiations (ISO, 2015).

c. Business tool, not just eco-badge

Empirical work in SMEs confirms that ISO 14001 is rarely *only* a PR exercise. While certification certainly brings legitimacy, SMEs also use their EMS as a **practical management tool**: to document processes, support quality control, engage staff and make greener operations part of the way they do

business, not a side project (Johnstone, 2022).

Ultimately, ISO 14001 works as a **bridge**: it helps SMEs both **stay compliant** and **strengthen their competitive position** in value chains that are becoming more sustainability driven.



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