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SUCCESS STORY

“How to engage external stakeholders in your company’s sustainable projects? Collaborative initiatives examples from Epson Iberica”

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Epson Iberica

With a global turnover of €8.5 billion per year, Epson is one of the world's largest manufacturers of printers and information- and imaging-related equipment. As a multinational company, Epson has numerous sites worldwide. In Spain, Epson (Epson Ibérica) has been present for more than 33 years, operating from six sites with a workforce of 111 employees. The company's philosophy is centered around generating efficient, compact and precise innovations while actively engaging in sustainability practices that contribute to a more circular economy. This includes, among other things, the production of smaller, lighter and more efficient appliances with extended lifecycles and as well as a comprehensive collection and recycling program.

Industry: Electronics

Size: Around 79,900 employees worldwide, 111 in Spain

Date: EMAS registered since 2020



What is your approach towards sustainability?

Epson has outlined four key strategies with regard to sustainability: achieving sustainability in a circular economy; advancing the frontiers of industry; improving quality of life; and fulfilling its social responsibility. These principles are also at the core of the Corporate Vision “Epson 2025”, which was renewed in March 2021 and guides our approach towards sustainability. The key priorities are addressed by fostering innovation across six areas: office and home printing, commercial and industrial printing, manufacturing innovation, visual innovation, lifestyle innovation, and microdevices.

An integral part of the “Epson 2025” strategy is the “Environmental Vision 2050”. This initiative sets forth our plan to become carbon negative and “underground resource-free” by 2050. “Carbon negative” entails limiting emissions of all greenhouse gases (GHG scopes 1, 2, 3) from our business activities, offsetting the remaining greenhouse gases by removing an equivalent amount of CO₂ from the atmosphere, and ultimately to surpass carbon removal targets. By being “underground resource free”, we aim to completely eliminate the use of non-renewable resources, such as oil and metals. Several environmental initiatives are laid out in the “Environmental Vision”, together comprising decarbonization of the manufacturing process and products and services, closing the resource loop, the development of environmental technologies and the provision of products and services that minimise environmental impacts. To realise these goals, we invest approximately €1.14 million in Research & Development (R&D) daily and have committed €770 million to support sustainable innovation. Epson Ibérica is deeply committed to implementing the Corporate Environmental Vision, and all related activities are reported in the Annual Environmental Declaration, available at www.epson.es/emas.

This commitment will enable us to play a major role in addressing societal issues and in contributing to the achievement of the United Nations’ Sustainable Development Goals.

“To commit and work towards sustainability goals achievement is not worthy if you cannot demonstrate it and get independent guidance and validation. That’s why it is so important for Epson to be part of EMAS. And we really trust in this scheme to be even more relevant in procurement decisions, especially in public administration. I hope this can be even stronger in the near future”.

Pilar Codina,

Corporate Sustainability Manager at Epson Ibérica



Why did your company join EMAS?

The decision to join EMAS aligns with Epson’s objective of obtaining third party verification on various aspects related to our above-mentioned impact reduction plans and our overall commitment to sustainability. This enables Epson to focus even more on the environmental aspects of the business, such as emissions calculations, to help facilitate improvements and drive forward our plans to reduce environmental impacts.

Furthermore, Epson’s commitment to fulfilling social responsibility has led us to increase stakeholder engagement. Stakeholders, in this context, encompass not only suppliers, but also public authorities, civil society organisations, customers, local communities, and the media. Engaging stakeholders and actively involving them in environmental management is seen as a means to improve our environmental performance and drive innovation. EMAS provides us with tools to develop and improve these stakeholder relationships.

Joining EMAS has also provided us with access to tangible methods for continuous improvement in our sustainability efforts and has strengthened our governance related to sustainability. The experience so far has been very positive, as Epson has been able to clearly and credibly assure our stakeholders and partners of its sustainability commitments and achievements. Additionally, through EMAS, we have been able to obtain an international (Bureau Veritas) certification for our Corporate Social Responsibility (CSR) management system.



Main results so far?

In terms of measurable factors, we have achieved notable success in reducing CO² emissions. We transitioned our car fleet to hybrid and electric models, helping us to surpass our objective to maintain emissions under 130 g CO²/km by achieving a rate of 115,22 g CO²/km. Moreover, our total emissions amounted to 22,17 tons CO²/year, far surpassing our target of staying under 80 tons per year. Our commitment extends to a progressive and continuous reduction of emissions and energy consumption, along with a focus on optimising water consumption savings. Epson has also intensified its engagement with external stakeholders by initiating several projects aligned with the Sustainable Development Goals (SDGs). These endeavours not only contribute to the SDGs but also reinforce our commitment to raising awareness across all 17 goals. All of these activities are in accordance with EMAS regulation B.5, where it states that “Organisations should be able to demonstrate an open dialogue with the public and other interested parties including local communities and customers, with regards to the environmental impact of their activities, products and services in order to identify stakeholder’s concerns”.

Rethink your style (by BSEArcular) (2022-2024):

With regard to Fashion and Digital Textile Printing, we are actively engaged in a collaborative initiative alongside several partners. Our goal is to showcase an alternative approach to designing and creating in fashion, textile and interior deco markets. This purposes to demonstrate the possibility of using circular economy materials and low-impact technology to create designs. This involves using retrieved plastics from the sea, which are transformed into new fabrics and printed using heat-free printing technology. Importantly, these creations are designed to be recyclable and reusable at the end of their lifecycle. The development of this initiative at Epson can be traced back to initial conversations with fashion design lecturers. The aim is, to install a greater commitment in upcoming generations of designers, encouraging them to embrace innovative methods in textile and fashion production, always keeping h sustainability in mind. As part of this initiative, young designers from three design schools in Barcelona, Madrid, and Lisbon will undertake the task of recreating the internal decoration of three hotels utilising circular economy materials and producing designs with Epson printing technologies, specifically chosen for their lower environmental impact.

- Main partners: ibis Styles, LCI Barcelona, Universidad de Nebrija, Lisbon School of Design, Seaqual Initiative, Cartonlab, VEnvirotech, Brildor, Grafiklandia.

www.epson.es/bsearcular



Image of BSEArcular Portugal winner design, by Edivaldo Lupion

EDU2030 (SDG4, SDG12, SDG13, SDG17) (since 2018; relaunch 2022):

The primary objective of this initiative is to help educational centres in raising awareness about sustainability issues and to explore local activities aimed at mitigating climate change. Additionally, the initiative seeks to support these centres in developing their own sustainable innovation plans. The program was established in response to a noticeable lack of sustainable innovation plans within schools and a desire to engage the younger generation in sustainability. The initiative originated when an Epson reseller identified this gap, leading to the conception and subsequent implementation of the whole program.

The initiative comprises various learning materials (downloadable for free) for classroom use (e.g. Learning Unit “SDGs and Sustainable Technology”), academies for SDG 13 led by NGO “Plant for the Planet”, workshops designed for primary schools that involve recyclable materials in connection with SDGs, and a free consultancy service for schools to formulate their own, more sustainable innovation plans.

- Main partners: Plant for the Planet, Junior Report, Me-straAmbClasse.

www.epson.es/edu2030

In addition to engaging stakeholders, EMAS places a significant emphasis on employee involvement. In this regard, we have realised an internal project during which different groups of employees worked on an SDG for several months. The outcomes of these efforts were presented during the annual lunch, showcasing activities such as such as the collection of clothes, toys, and donations to several NGOs, waste collection and sorting for recycling, and the donation of cellular phones to a local NGO for recycling.



Aerial image of students at Vall de Palau School, first school participating in EDU2030 initiative.



What do you have in mind for the future?

Looking ahead, our primary future objectives are to continue making efforts towards reducing our emissions and contributing to our global company's overarching goal of becoming "underground resources free" and carbon negative. Furthermore, in the coming year, we are committed to leveraging our awareness initiative "Rethink your style" in collaboration with ibis Styles hotels, as to demonstrate to society that there are more sustainable ways to create, produce, and decorate interior spaces.

We will also strengthen our commitment in the field of education by helping customers and schools in developing environmentally-friendly facilities using our efficient technologies and providing them with helpful resources in collaboration with non-governmental organisations and teachers.

How to exchange on best practices:

<https://greenbestpractice.jrc.ec.europa.eu/>

How to join EMAS:

https://green-business.ec.europa.eu/eco-management-and-audit-scheme-emas/join-emas_en#join-emas

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