

# EMS Factsheet

## ECOCAMPING



### Overview

#### Origin and development

ECOCAMPING is an EMS that has been specifically developed for campsites. It was established in 1999 with 20 campsites from the Bodensee and the Lago Maggiore. Over a two-year period, the EU supported the development of a comprehensive EMS based on EMAS and adapted to the needs of campsites. To broaden the scope of the initiative the ECOCAMPING association was founded by four campsite associations and four environmental organisations in 2002. Currently 193 camp sites in 4 countries are certified under ECOCAMPING.

#### Objectives

The overall objective of ECOCAMPING is to harmonise the environmental, economic, and quality aspects of campsites. Further objectives include the qualification of campsite managers and their employees, as well as an improved image and acceptance of the camping industry by public authorities. ECOCAMPING supports individual campsites and the campsite sector as a whole in improving its economic success. All stakeholders are taken into account including guests, employees, neighbours, administrations and the company itself. Quality and security management are integrated parts of the environmental management system.

#### Implementation structure

The national associations of the camping industry are the initiators, as well as responsible for the implementation of an ECOCAMPING programme. The overall implementing organisation is ECOCAMPING e.V. Close contact is maintained with local administrations and certain departments of the European Commission. ECOCAMPING is actively involved in the development of the European Ecolabel for campsites.

### EMS in brief

#### Key characteristic

Focus on campsites

#### Implementing institution

ECOCAMPING e.V. Konstanz

#### Available since

1999

#### Geographical scope

Austria, Germany, Italy, Switzerland

#### Target group

Campsites

#### Size of targeted companies

Small and large companies

#### Total number of certifications

193

#### Number of participants in the process of certification

36

### Most important drivers and barriers

#### Drivers

- ☒ Available Marketing Tools
- ☒ Cost/resource savings
- ☒ Customer/supplier demand
- ☒ Environmental benefits
- ☒ Legal Security
- ☒ Political Support/ Financial Incentives
- ☒ Proof of Corporate Social Responsibility
- Other: n/a

#### Barriers

- ☒ EMS not widely recognised
- ☐ High implementation costs
- ☐ Little similarities to EMAS or ISO 14001
- ☐ Perceived complication/ unattainability
- Other: n/a

☒ Yes

☐ No

## The EMS in detail

<input checked="" type="checkbox"/>	<b>Commitment of top management:</b> No obligation beyond the environmental policy and appoints responsible.
<input checked="" type="checkbox"/>	<b>Environmental review:</b> The checklist contains all relevant criteria for an environmental review including an inventory of the campsite and other environment-related measures. The checklist is under constant development. Checklists consider both direct and indirect environmental aspects.
<input checked="" type="checkbox"/>	<b>Environmental policy or guidelines:</b> An environmental policy, known as an ECOCAMPING statement, is obligatory.
<input checked="" type="checkbox"/>	<b>Proof of legal compliance:</b> The campsites are provided with a checklist of up-to-date rules and regulations, which they fill in themselves.
<input checked="" type="checkbox"/>	<b>Objectives and environmental management programme:</b> The objectives are defined in the ECOCAMPING statement. They are integrated into the environmental programme. The environmental programme is developed based on a strengths and weaknesses analysis using information collected during the initial environmental review. Measures for the next three years (including timelines and responsibilities) are listed in the environmental programme. The objectives are only quantified if the company decides to apply for EMAS.
<input checked="" type="checkbox"/>	<b>Definition of organisational structure at company level:</b> The different work areas of the campsite are listed in a table. Responsibilities for each work area as well as an environmental officer are identified.
<input checked="" type="checkbox"/>	<b>Training and education requirements:</b> The campsites receive a template for a training plan and are informed about the legal requirements regarding training. Only companies that want to obtain EMAS certification have to implement trainings.
<input checked="" type="checkbox"/>	<b>Communication (internal and external):</b> Internal communication takes place through moderated employee meetings. Communication documentation is only obligatory for campsites that want to obtain EMAS. Communication includes providing information in the form of brochures, posters etc. on ECOCAMPING activities, including complaints to suppliers and stakeholders.
<input checked="" type="checkbox"/>	<b>Documentation requirements:</b> ECOCAMPING work instructions must be filled out. All participants are required to document the environmental guidelines, the environmental review and the environmental programme.
<input checked="" type="checkbox"/>	<b>Internal follow- up/ checking and corrective action/ continuous improvement:</b> Internal audits are not part of the EMS. However, campsites must publish an environmental report on a yearly basis, which contains the implementation status and an update of the environmental programme. Continuous improvement is required and the EMS can therefore act as a stimulus for innovation, even though this might be limited within the campsite business.
<input type="checkbox"/>	<b>Management review:</b> Not required.
<input checked="" type="checkbox"/>	<b>Environmental report/ statement or similar publication by the participants of the EMS:</b> An ECOCAMPING environmental report (16-20 pages) has to be published and reviewed every three years. Consumption data is reviewed annually.
<input checked="" type="checkbox"/> Yes/Required <input type="checkbox"/> Partially addressed <input type="checkbox"/> Not indicated or not required	

## External audit/certification

**Is an external audit required?** No

**Responsible for the audit and qualifications required:** ECOCAMPING Employees are responsible for all audits.

**Audit Period:** The certification is valid for one year and has to be renewed by proving certain activities (such as environmental report, consumption data etc.). An on-site environmental consulting session needs to take place at least every 3 years.

**Certification:** An ECOCAMPING certificate is given to campsites that meet the EMS requirements. ISO 14001 or EMAS certified campsites can also apply for the ECOCAMPING certificate since ECOCAMPING is seen as a stepping stone to EMAS.

## Similarities to EMAS

- ☒ Initial environmental review
- ☒ Environmental policy
- ☒ Legal compliance
- ☒ Employee involvement
- ☒ Planning
- ☒ Implementation
- ☒ Checking and corrective action
- ☒ Continuous improvement
- ☐ Management review
- ☒ Certification
- ☒ Environmental statement
- ☐ Validation of environmental statement

**Relation of the EMS to EMAS:** **Close**

For further information on the EMS, please contact:

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