

Factsheet

Bayerisches Umweltsiegel



Overview

Origin and development

The "Bayerisches Umweltsiegel", was first implemented in 1997 based on the campaign "Environmentally friendly hotels and restaurants". The sector-specific award is an important part of the "Bavarian Environmental Pact" and was developed from a voluntary agreement between the Bavarian Government and the Association of hotels and restaurants in Bavaria. It started out as a contest for the most environmentally-friendly companies, but began to develop into an environmental management system in 1995. The „Umweltsiegel“ is open to any company in the hotel and restaurant sector in Bavaria. At the end of 2008, 240 companies had a valid "Umweltsiegel", which has to be renewed every three years and is available in two steps, Silver and Gold.

Objectives

A healthy environment is the main objective of Bavaria's tourism industry. The EMS was developed based on the principle that protecting the environment is an economic necessity. It aims to make companies aware of environmental protection measures and to provide incentives for those working in an environmentally-friendly way. Environmental issues are the sole focus of the EMS.

Implementation structure

The responsible body for the Bavarian "Umweltsiegel" is the Bavarian State Ministry of the Environment and Public Health. The "Umweltsiegel" group is the implementing body of the EMS, which consists of the Association of Bavarian Hotels and Restaurants; the Bavarian State Ministry of the Environment and Public Health; the Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology; the Association of Bavarian Chambers of Industry and Commerce; and the Bavarian Tourism Marketing Agency. Members of the association have been trained and accredited by the ministry to provide phone support for companies, on-site consulting, and auditing.

EMS in brief

Key characteristic

Focus on the hotel and restaurant sector in the German region of Bavaria

Implementing institution

Bavarian State Ministry of the Environment and Public Health

Available since

1997

Geographical scope

Bavaria

Target group

Hotels and Restaurants

Size of targeted companies

Small and large companies

Total number of certifications

250

Number of participants in the process of certification

n/a

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: Allows companies to participate in the Umweltpakt Bayern

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"/>	Commitment of top management: Top management is committed to complying with the criteria specified in the checklists.
<input checked="" type="checkbox"/>	Environmental review: The checklists used for the environmental review contain more than 100 criteria of which 10 are "required" criteria (e.g. concerning recycling paper, hazardous waste, and packaging material). Environmental impacts for 8 areas are defined: waste, energy, laundry, procurement, construction and interior design, outside facilities, transport, and information for employees and guests.
<input type="checkbox"/>	Environmental policy or guidelines: Not required.
<input checked="" type="checkbox"/>	Proof of legal Compliance: Yes, only companies that fulfil all legal requirements are accepted as participants.
<input checked="" type="checkbox"/>	Objectives and environmental management programme: Environmental objectives are not obligatory; the environmental management programme is defined on an individual basis.
<input checked="" type="checkbox"/>	Definition of organisational structure at company level: The appointment of an environmental manager is a criterion for reaching the necessary number of points to participate in the EMS, but this is not obligatory.
<input type="checkbox"/>	Training and education requirements: Not required.
<input checked="" type="checkbox"/>	Communication (internal and external): Communication is not a requirement of the EMS. External communication with guests is part of the checklists, but not obligatory.
<input checked="" type="checkbox"/>	Documentation requirements: Includes the provision of legally required documents that prove compliance with the checklists.
<input checked="" type="checkbox"/>	Internal follow-up/ checking and corrective action/ continuous improvement: Continuous improvement is required to reach the next step of the programme. The scheme therefore acts as a driver for innovation.
<input checked="" type="checkbox"/>	Management review: Management verifies whether the company fulfils the objectives and criteria.
<input type="checkbox"/>	Environmental Report/statement or similar publication by the participants of the EMS: Not required.
<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? Yes

Responsible for the audit and qualifications needed: The association of active seniors is responsible for the audits and the certification. Twenty people have so far been trained and authorised by the ministry.

Audit Period: The certificate is valid for 3 years. After three years, the certificate expires and a new audit needs to take place.

Certification: In case of a successful audit, companies receive a certificate.

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: Not close

For further information on the EMS, please contact:

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