



# ISO 14001:

« Less environmental impact, more sustainable opportunities »



# Economic STATISTICS



**Challenges: Access new markets while reducing environmental impact. Optimize resource, energy and waste management.**

**66%**

**Nearly 2/3 of ISO 14001-certified companies (66%) win contracts thanks to their certification, demonstrating the growing added value of this standard in the tendering process and competition in certain markets.**

**13%**

**13% of certified companies claim to have been able to maintain contracts they would otherwise have lost without certification.**

**81%**

**More than 4 out of 5 ISO 14001-certified companies (81%) have observed additional financial benefits, illustrating the direct link between environmental certification and improved economic performance, thanks in particular to better management of resources and processes.**

# Environmental STATISTICS



**3.8% - 2 times more  
efficient !**

**Certified facilities recorded a 3.8% reduction in water consumption, while non-certified facilities saw a more modest 1.7% drop,**

**Certified facilities succeeded in reducing their median VOC emissions by 3.8%, while non-certified facilities achieved a more modest reduction of 1.8%.**

# 7

Environmental  
management  
principles

## IMPORTANT INFORMATION ABOUT ISO14001

An essential tool for integrating sustainability and environmental responsibility into your business, the 2015 version of ISO 14001 requires less formality, more pragmatism, and focuses more on efficiency, environmental risk management and continuous improvement.

1

Management  
commitment

2

Environmental/life  
cycle assessment

3

Legal and  
regulatory  
compliance

4

Employee  
involvement

5

Continuous  
improvement

6

Performance  
measurement

7

Stakeholder  
relations  
management



# CUSTOMER ORIENTATION (supplier)

Today, the importance of protecting the environment is crucial. With ecological concerns and the transparency offered by the Internet and social networks, companies are under constant scrutiny. Poor environmental management can damage a company's reputation, while a strong commitment can improve it and attract partners.

ISO 14001 makes it possible to reduce environmental impacts and anticipate stakeholder expectations, while offering economic opportunities. In addition, this commitment strengthens brand image by positioning the company as a responsible player, thereby enhancing its reputation and loyalty.

**Principle challenge: Better listening and understanding of customer needs/expectations Improved customer satisfaction**



« We do not inherit the earth from our ancestors,  
we borrow it from our children.  
Antoine de Saint-Exupéry »





# MANAGEMENT RESPONSIBILITY

Certification increases management accountability by developing leadership skills.

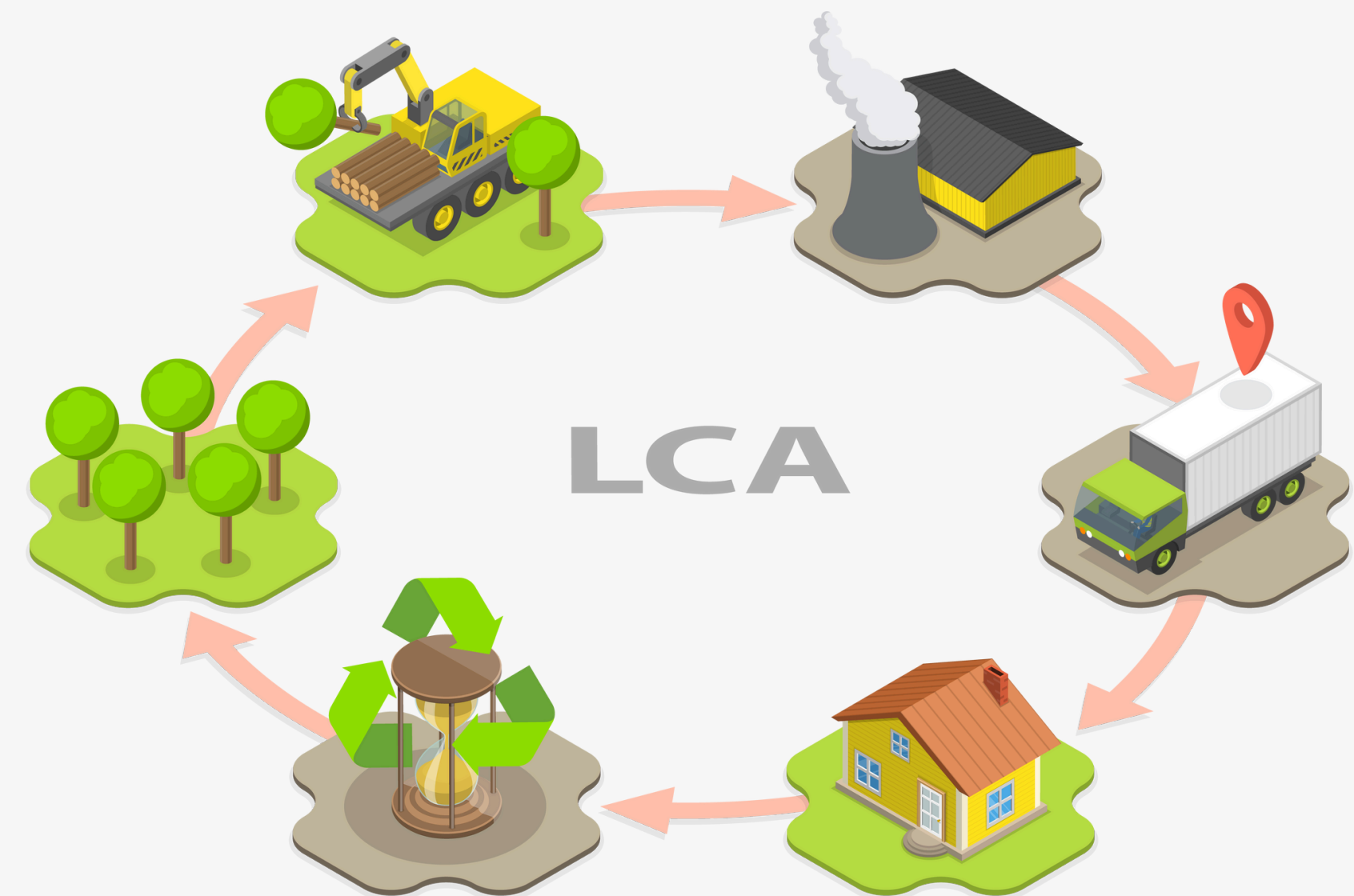
Management shall:

- Define the organization's orientations and policies
- Make resources available to achieve objectives and ambitions
- Motivate and involve staff

*challenges: The organization knows where it needs to go, has the means to achieve it and is actively committed to the process.*

**Environmental analysis and life cycle assessment** are key elements of ISO 14001, aimed at reducing the environmental impact of an organization's activities. Environmental analysis identifies the ecological impacts associated with production, while the life-cycle approach assesses the impacts of a product from its creation to its end-of-life. These tools enable objectives to be set for optimizing processes and reducing negative environmental impacts, while ensuring continuous improvement and regulatory compliance.

# Environmental/life cycle assessment



**Challenge: Understand, control and reduce the impact of a company's activities, products and services.**



# Legal and regulatory compliance

Legal and regulatory compliance is an essential pillar of ISO 14001, ensuring that companies comply with current environmental legislation. It involves identifying the legal requirements applicable to an organization's activities, and ensuring that these are respected at all times. By integrating compliance into their environmental management, companies minimize legal and financial risks, while reinforcing their credibility. This approach also enables them to maintain continuous improvement while remaining in line with ever-changing regulations.



**Challenge: Comply with environmental laws to avoid penalties and ensure responsible management.**



# EMPLOYEE INVOLVEMENT

Active employee involvement is essential to a successful environmental approach. The aim is to make each individual aware of his or her impact on the environment, and to give them a sense of responsibility that goes beyond mere professional results. The aim is to fully integrate employees, by valuing their actions and ideas from the field.

With this in mind, it is crucial to recognize and communicate the added value of their work, while encouraging initiatives aimed at improving environmental performance.



**Main challenge: Create conditions conducive to collective success, while giving the company a social and environmental dimension.**

# CONTINUOUS IMPROVEMENT

Continuous improvement is a fundamental principle of ISO 14001, requiring companies to make continuous progress in their environmental practices.

A company must constantly question itself, capitalize on feedback and analyze risks to gain in maturity. ISO 14001 imposes this dynamic on all operational activities, encouraging the constant search for opportunities for improvement.

**Challenge: Not resting on one's laurels is crucial to maintaining high levels of performance.**





# Performance measurement

The aim is to reduce uncertainty in decision-making by basing decisions on objective data. By measuring environmental impacts and areas for improvement, ISO 14001 provides a clear assessment of environmental performance.

This provides better visibility of risks and opportunities, facilitating informed decision-making and the implementation of effective actions to achieve environmental objectives.



*« What cannot be measured cannot be improved »  
Peter Drucker (The Practice of Management)*




## MANAGEMENT DES RELATIONS AVEC LES PARTIES INTERESSEES

Managing relations with interested parties, such as regulators, customers, local communities and suppliers.

By actively dialoguing with these stakeholders, the organization can identify their expectations, comply with their requirements, and anticipate environmental risks and opportunities.

This approach helps to improve environmental performance, strengthen the company's credibility and encourage proactive, responsible management.



**The principle  
at stake:  
Increase  
visibility  
among  
interested  
parties**





**Building customer loyalty and trust - Customer focus**



**Improving the company's environmental performance**



**Opens up new prospects for company growth - a differentiating factor**

**By 2026, the CLAYENS Group will give preference to ISO14001-certified suppliers for new contracts. CLAYENS' historical suppliers will have to sign up for ISO14001 certification.**

# THANK YOU FOR YOUR ATTENTION

We look forward to  
hearing from you.

Please do not hesitate to  
contact us with any questions  
you may have about the  
added value of certification.

