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Environmental Management in business community

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Unilever's Management System

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Unilever has developed its own EMS based on BS7750 since 1993. It has an active participation in the development of ISO Environmental Management Systems(ISO14000) and EMAS. A number of sites has ISO 14000 certification or are in the process in order to be certified, but this responsibility of chairmen operating companies.

All factory environmental managers in Europe have been trained in environmental management systems and auditing procedures by the end of 1995

Thirty operating companies in Europe have also been audited on their EMS
Half the volume of the raw materials has been screened to date as part of an LCA style assessment of Unilever's portofolio. Unilever foods is committed to improving its global environmental performance.

Unilever focus its efforts on three activities:

- Measuring and benchmarking
- Training
- Auditing

Measuring and benchmarking

The major findings of the LCA screening programme will be communicated to R&D and marketing managers – those best placed to act on them.

Its Unilever's objective to use this information to specify environmental targets for key products, processes and packaging.

Training

Training programme in environmental management systems and audits will be extended to cover all operating company environmental managers globally.

Auditing

The environmental auditing is parallel with the quality audit. A committee usually from internal company's auditors with 3 auditors for quality and 1 auditor for environmental management systems every three years audit Unilever's companies.

Company Environment managers in Europe underwent on-site environmental audit training in 1994.

Unilever has now auditors who will audit the Unilever's 42 European sites on a three year rolling basis, and auditors to cover North America and other regions. Globally Unilever's environmental auditing increased from 21 in 1993 to 25 in 1994, with a programme of 33 audits planned for 1995.

A referi is responsible for the audits in order to be compatible and understandable.

Site reports

Sites reports are important for Unilever in order to achieve the best performance and 100 per cent compliance in all its operations.

There is records only for the first two years or the EMS implementation.

Year	Number of Sites	Number of Sites reporting	Number of fines
1993	524	429	30
1994	525	435	29

The director of Research & Engineering, Dr. Asshok Ganguly is the member of the Unilever's Board with specific environmental responsibilities.

The director of R&E is supported by the:

UEG – The Unilever Environmental Group –

SHEACO – Safety, Health and Environmental Advisory Committee.

SEAC – Safety and Environmental Assurance Centre.

The chairman of Unilever' s operating companies are responsible for the environmental performance and the implementation Of the EMS of their companies.

Environmental group's main focus is to develop and review corporate environmental policies, strategies, and targets. It also receives the audits ensures and controls the implementation of Unilever's EMS.

Environmental Report

Environmental group is also responsible for the preparation of Unilever's Environmental Report. The first report was publicised at 1996 and the second will be published at 1998.

The Environmental Report is mainly produced for internal use for the mangers all around the world, for suppliers, regulatory authorities, local communities, and it is produced from Unilevers Corporate Relation Department.

Probably is not published for the customers because Unilever is known as a company to the customers/consumers but their brands are only known.

The environmental report is a tool for the public relation and the good image of Unilever's.

Unilver is using an independed (Aspinwall&company) verifier for the statements and the data. The opinion of the verifier is that the Environmental

Report provides a good indication of Unilever's global manufacturing impact and a sound basis for future reporting.

Conclusions

Unilever has adopted its own EMS to comply with the regulations in order to avoid fines and liabilities, which would give a negative image of the firm.

Unilever belongs to the active firms without willing to go beyond the regulations.

Is not a proactive firm and a leader, as they want to be named but just a reactive corporate.

Due to the decentralised system Unilever has, allows to its companies to adopt ISO14000 or EMAS but with the chairman responsibility. In their Environmental strategy ISO 14000 or EMAS is not included because they just want to comply with the regulations and their internal EMS is enough for Unilever.

Unilever has done a lot of investigation on the LCA. This is obvious at its Environmental Report.

Unilever follows Environmental solutions only when are profitable and good for corporate's image.