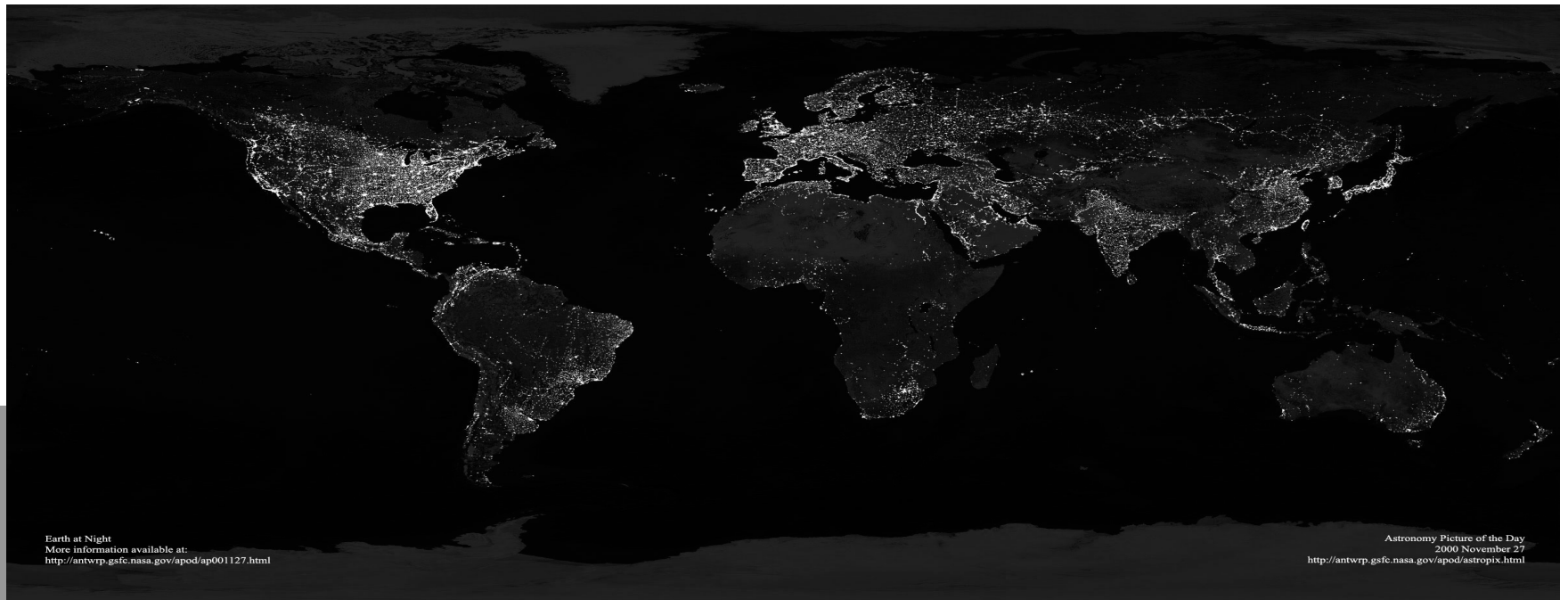


Connecting to a Growing Green Global Marketplace

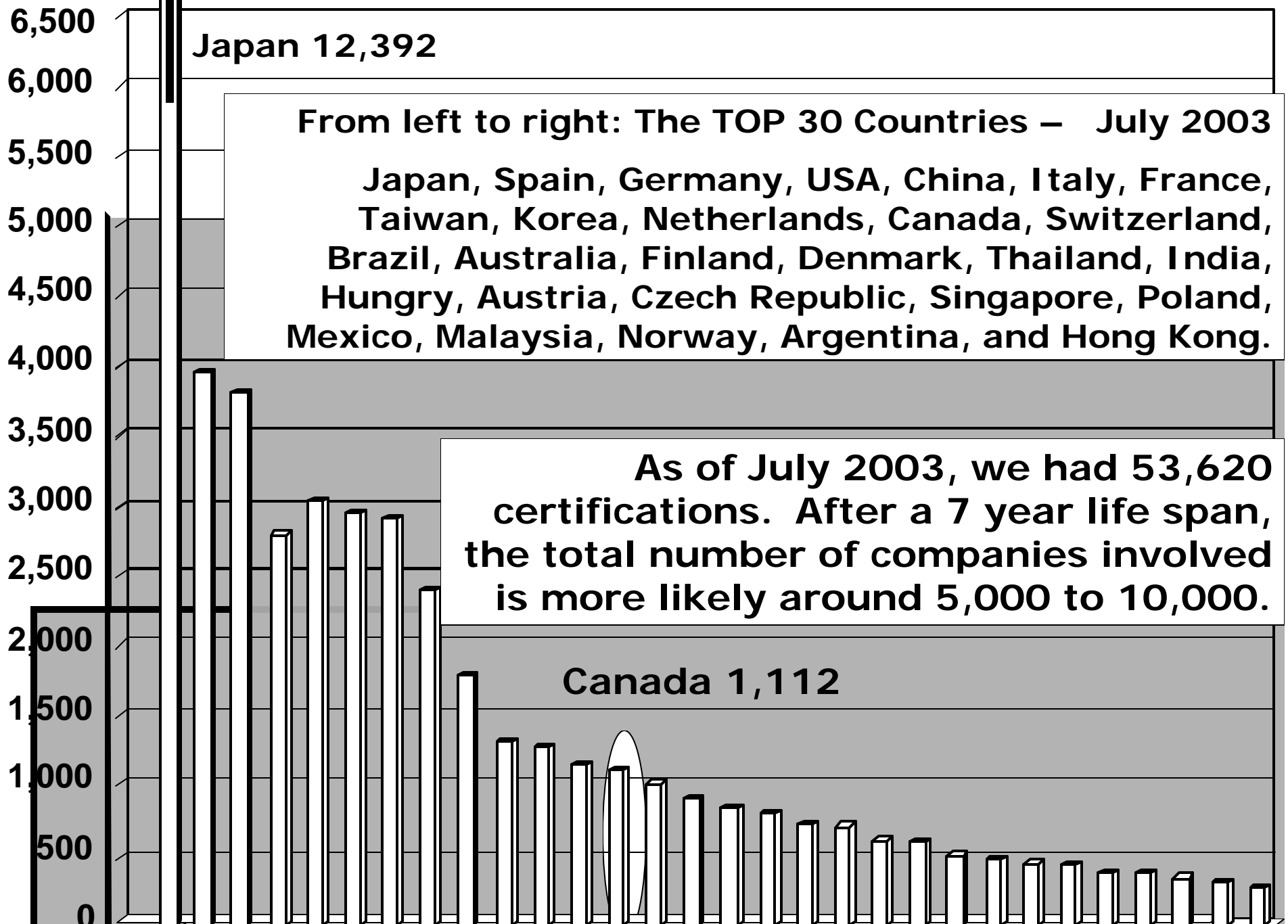


**Who's on first?
What's on second.**

Points to Ponder On

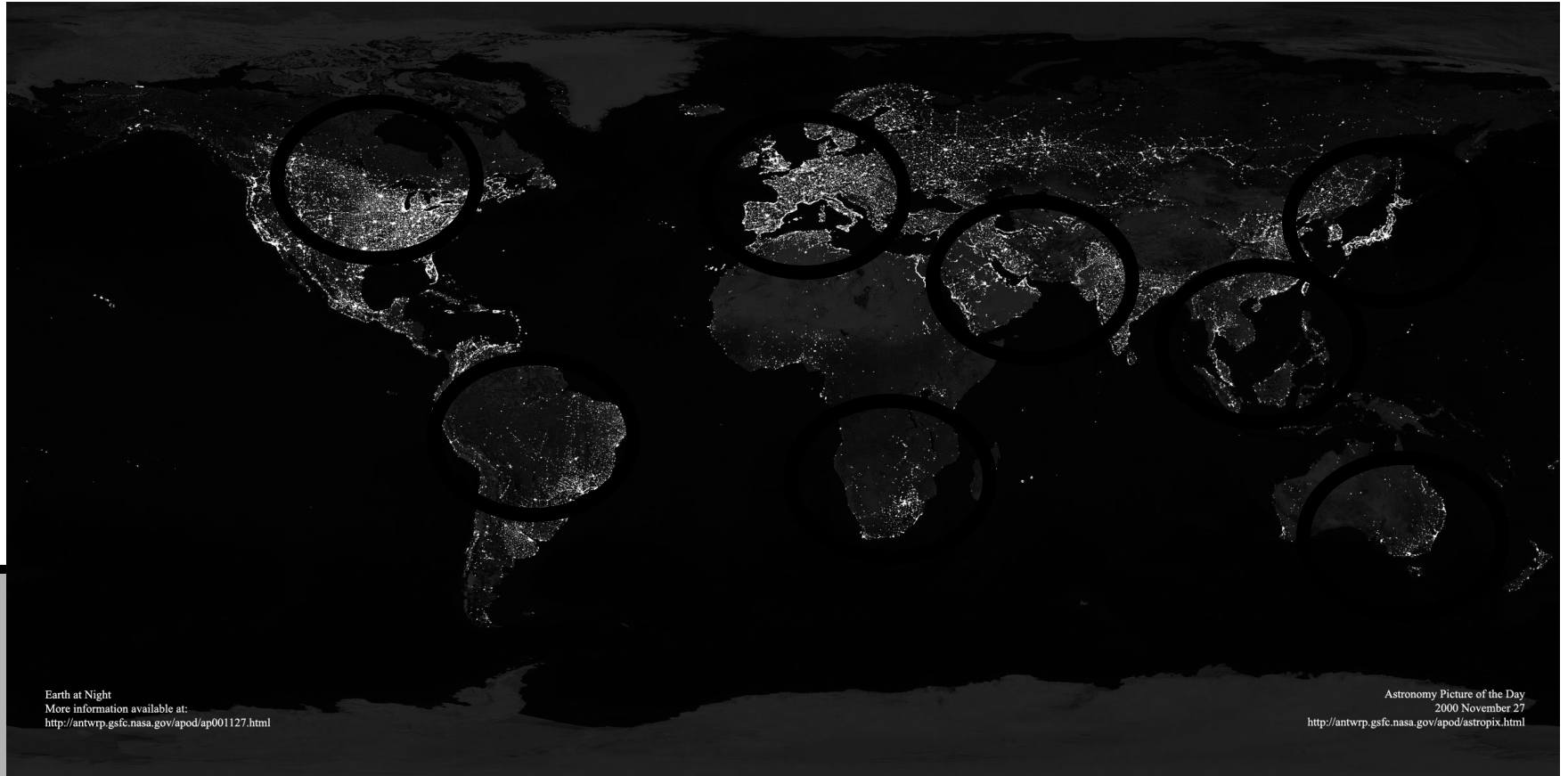
**Presentation by Lynn Johannson, President,
E2M/EnviroReady™ Report**

E2M©



What's on second?

Crystal ball gazing using 7 questions



Earth at Night
More information available at:
<http://antwrp.gsfc.nasa.gov/apod/ap001127.html>

Astronomy Picture of the Day
2000 November 27
<http://antwrp.gsfc.nasa.gov/apod/astropix.html>

Will Developing Countries coordinate with a stronger voice in TC 207 and block changes?



No Change

A point to ponder led by South Africa by default

"What's it about all Alfie?"

The Race, The Carrot, and The Dare

Will ISO 14001 ever really be useful in furthering "Sustainable Development"? (If not, why not?)

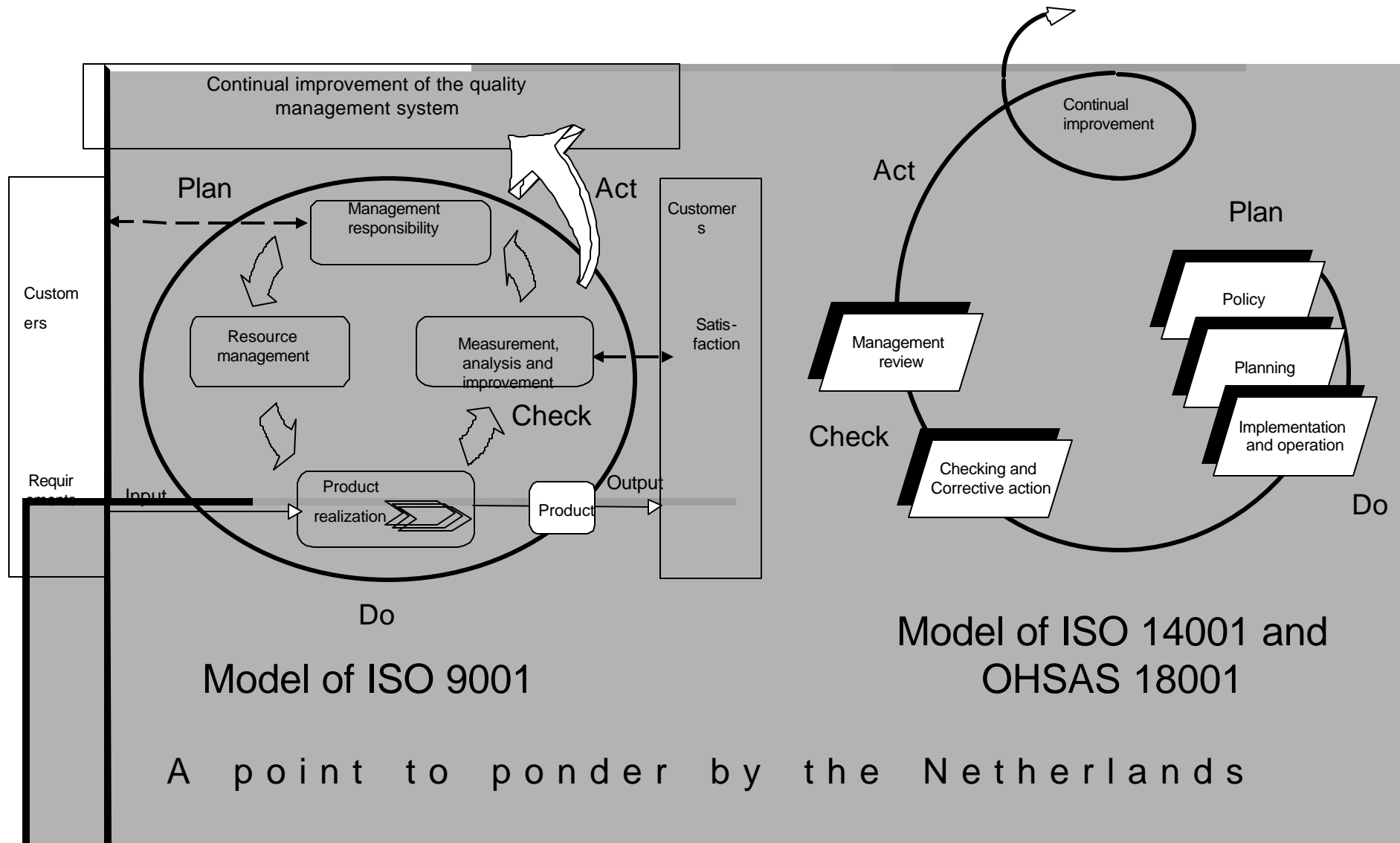
Is ISO 14001 only a big company only B2B tool?

Should ISO 14001 evolve to become a publicly recognized environmental icon?

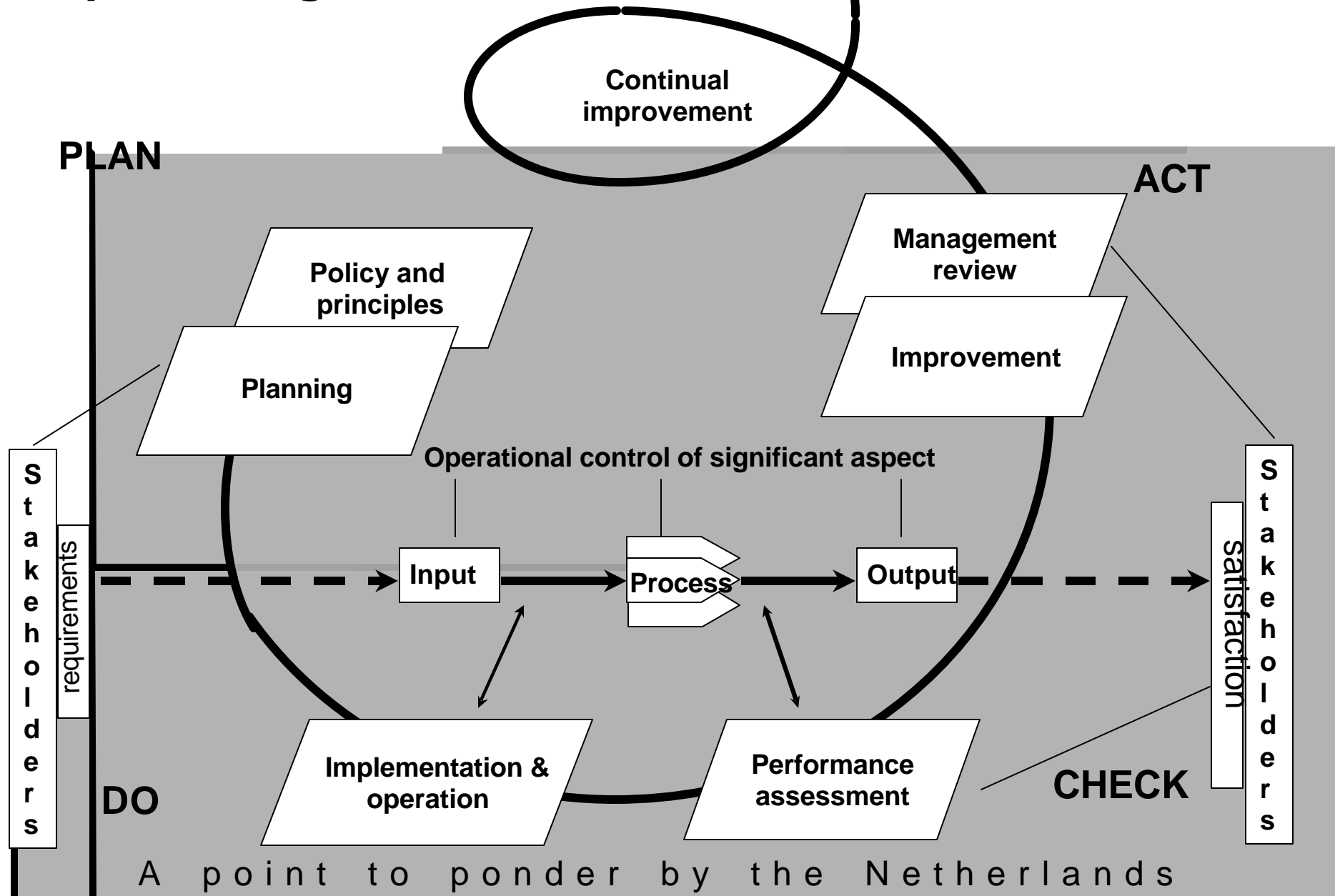


P o i n t s t o P o n d e r

Will standards move towards a common (risk) management system model?



Will it enable any organization to better manage the complex range of issues with which we are faced?



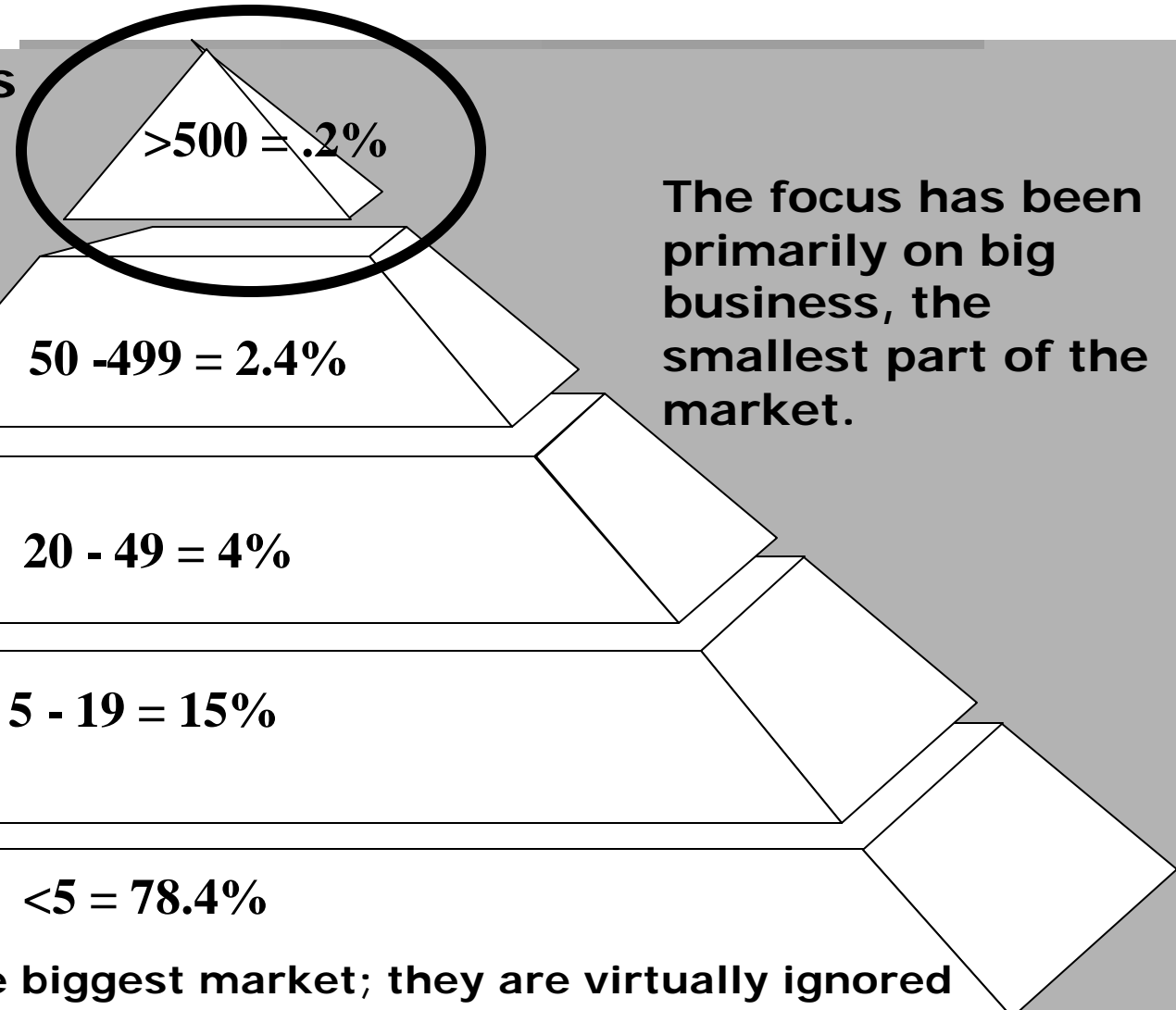
What is the potential market for ISO 14001?

73 million legally constituted businesses in the world:
65 million are SMEs (est. APEC)

Profile of Canadian Business by Numbers of Employees

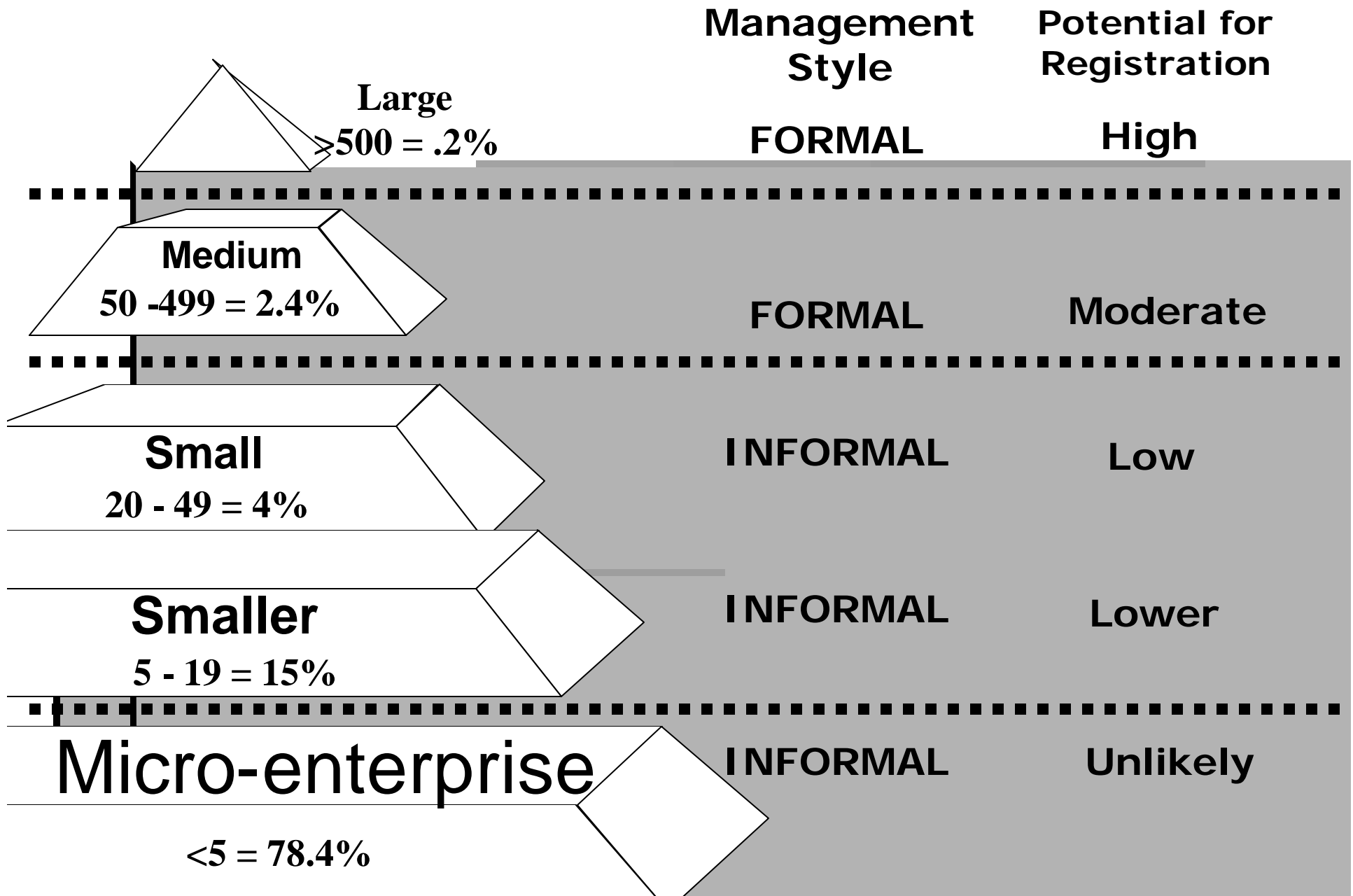
(Statistics Source: Statistics Canada)

The hierarchy is paralleled in most countries.



Formal versus informal management

E2M©



What level of verification is best?

Self-declare

*EnviroReady*TM Report

Certify



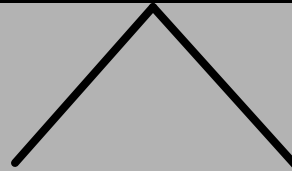
One is not “better” than another.

The Real Question is –

which degree of verification is appropriate?

The market decides.

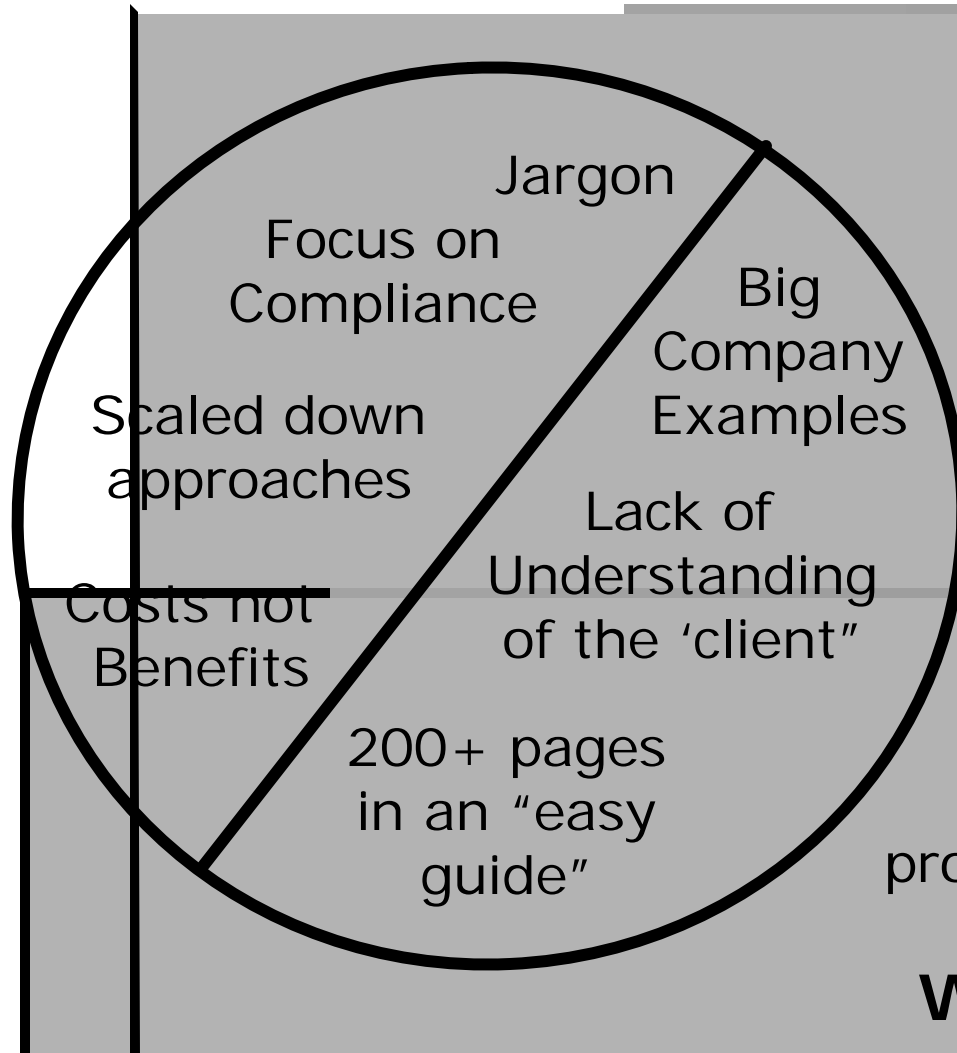
iso



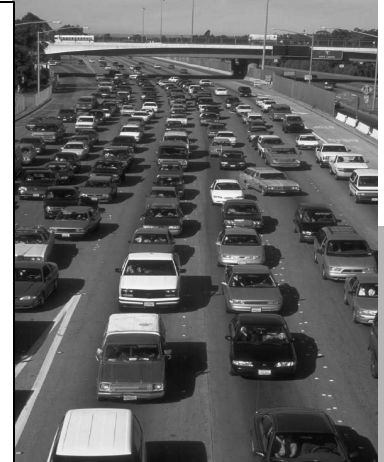
Equal Access is Vital

Myths / Common Everyday Errors

**SMEs “are a challenge”.
Nothing so far has
worked. Why?**



**In Canada
there are
over 975,000
SMEs - all
with the
same
thought.**



**“I am only one,
what I do is not important.”**

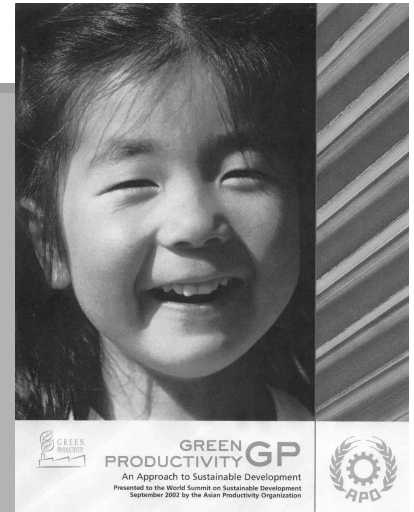
One hour spent on filling out
paperwork is **3%** of weekly
production and can absorb all profit.

WIGTCM? WIIFM? WII?

Will we be able to democratize ISO 14001 so that it is not just a 1% solution?

Eco-mapping© by Heinz Werner Engel
of Belgium

**Green Productivity approach fostered by
the Asian Productivity Organization
(ISO 14001 is the centre post)**



Green Productivity: *Success in Six*

Step 6 - Sustaining Green Productivity

Step 5 – Monitoring and Review

Step 4 – Implementation of GP Options

Step 3 – Generation and Evaluation of GP Options

Step 2 – Planning for Success – Establishing Objectives and Targets

Step 1 – Getting Started – Forming the Foundations of Success



What is ISO 14001 now?

On a cruise “ISO”?

A public policy tool for governments?

A penalty box? Cement shoes for compliance?

A statistical improbability? Managed by myth?

A passport and connection to a growing green global marketplace?

A supply chain connection and growing requirement?

Sex and Sports

Motherhood and Apple Pie

What changes are occurring inside the standard?

Changes in ISO 14001 and ISO 14004 are based on:

No new requirements Compatibility ISO 9000:(2000) Clarity

Reinforce autonomy of organization in Clause 4.1 as to HOW it meets the requirements

Sub-Committee 1 (SC1) has made a commitment to keep flexibility in documented procedures - this is important

Recognition of 3 options under Scope a positive signal to SMEs

A) Self- declaration B) Self- declaration plus external validation

C) Certification/Registration

Enhanced visibility around compliance

A potential loss in flexibility in Clauses related to internal audit and independence

More detail in Management Review

**Read the DIS to see
all the changes**

Contact Points for Questions or Comments

**For Eco-mapping©, Green Productivity, the Registry and
the EnviroReady™ Report**

Contact:

Lynn Johansson at

etwom@e2management.com

Canada/DIS 14001 or DIS 14004:

**Darryl Neate, Project Manager, Environmental
Program, Canadian Standards Association (CSA),
Secretariat to WG2, [darryl.neate@csa.ca].**

November 3rd 2003 right across the river in Hull