



We have created the E&T&C Certification to promote a change in the traditional industrial opaque thinking. This Certification is designed to evaluate your performance concerning your company's relationship with communities nearby, making it the first Certification of its kind.



Version 25.02

E&T&C Certificate®

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Introduction to the E&T&C Certificate®

We want to recast the world. We don't like the way it is now.

Many companies work on improving the quality of their products or services, reducing their environmental footprint, or achieving sustainable development goals.

And that is fine.

However, after over 20 years of working with the industry, we realized something was missing.

We believe that there are companies and industrial plants out there that are concerned about other things. They want to improve their interaction with the citizens, or why not? With other local customers. We believe that increasing openness is an excellent step to regaining trust.

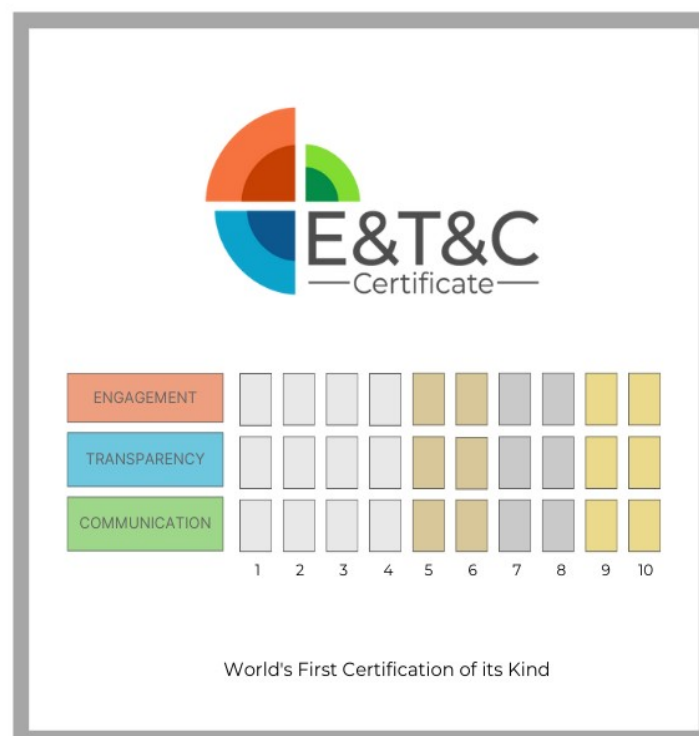
To this end, we have detected three critical domains in which today's industry needs to measure performance: *Engagement*, *Transparency*, and *Communication*.

Then, we had several meetings with our team, and we developed a methodology to measure the performance of any company in these three domains.

This methodology is the first attempt to measure Industrial *Engagement* and *Transparency*, and *Communication*.

As these three aspects are equally important, we decided to put a couple of "and"s on them.

We want to reshape the world, and you could help us change it. Will you join us?



Three different aspects will be evaluated:

Engagement: The plant demonstrates engagement with its community by actively listening to its neighbors and showing a sincere interest in their needs. It also strives to continuously improve its practices by identifying areas of opportunity and addressing concerns raised by the community. This collaborative approach promotes a harmonious and sustainable relationship between the plant and its general surroundings.

Transparency: The plant is committed to honesty about its capabilities and limitations, as well as ensuring that it can meet community expectations over the long term. It recognizes that a lack of transparency will result in a loss of trust, so it strives to maintain open and honest communication at all times to strengthen its relationship with the community.

Communication: It's important to treat your neighbors with kindness on a day-to-day basis, be available for them on any communication channel, listen to their wants and needs, and take criticism with grace. These principles strengthen neighborly relationships and foster an environment of respect and cooperation in the community.



Terms and definitions

CC (Communication Channels): platform/app, instant message systems (WhatsApp, telegram, etc.), web, social networks, mailbox, dedicated phone number.

CISO: Citizen Incidents/Suggestions/Observations.

LTOAP: Long Term Odor Abatement Plan.

ENGAGEMENT



1. MAILBOX

Do you have a CC available to register CISOs?

For organizations, having a wide variety of communication channels to interact with nearby communities is key, as this not only facilitates the transmission of vital information about operations and safety measures but also enables reaching a broader population. By having multiple channels such as social media, newsletters, community meetings, and direct contact lines, organizations can reach a more diverse range of residents, including those who may not be actively engaged through certain communication mediums. This diversity of channels ensures that information reaches a wider audience, thus promoting greater participation and understanding within the community about the activities and commitments of the organizations.

2. ENCOURAGEMENT

Do you encourage the community to leave online CISOs?

Encouraging the community to leave online odor observations available to everyone shows neighboring communities that the plant listens to them and is interested in their needs. Community observations can also help the plant manager uncover areas where it can do better, improving its ability to meet the neighbors' concerns.

Complaints should be visible and offer constructive, relevant information. For the complaints to be constructive, there is a need to involve the neighboring communities through networking or regular meetings to profile how odor observations should be carried out.

The more comments and feedback an industrial plant has on its site, the better. This information will be essential for a plant manager to take a suitable constructive approach and allocate resources to deal with the odor impact.

On the other hand, it is necessary to understand that an industrial plant will never please everyone. That is simply the reality of any industrial facility in the real world. That said, deleting published complaints or any other negative feedback from the plant is not a good practice. On the contrary, keeping those complaints and responding to them helps boost a plant's credibility.

Plant managers should use these opportunities to show that they care about their communities by responding to complainants. A register of observations with nothing but positive comments will likely make citizens assume that the plant manager is filtering out observations or that the industrial facility is planting fake comments.

3. IMMEDIACY

Do you publish these CISOs "immediately" in your CCs?*

Immediately publishing citizens' suggestions and observations on the platforms offers significant advantages. This practice allows for real-time feedback, promoting active community participation and demonstrating transparency in management. In short, this action fosters a culture of collaboration and constant improvement, strengthening the relationship between the organization and the community it serves.

**We define immediately as published within 24 working hours.*

4. QF (Quick Feedback)

Do you provide a quick feedback to such CISOs*?

Providing rapid feedback to CISOs has key advantages. It builds citizen confidence by showing that their reports are valued and acted upon quickly. It facilitates effective communication and collaboration between the organization and the community. It enables timely corrective or preventive action to be taken, reducing risk. It encourages continued citizen participation and enhances public perception of the organization as responsive and committed to community safety. In short, prompt feedback to CISOs strengthens relationships, improves security and fosters a culture of participation and collaboration.

5. SATISFACTION

Once a CISO is addressed, do you carry out satisfaction surveys to improve the mechanisms to address CISOs in the future?

After dealing with a CISO, it is important to conduct satisfaction surveys. These surveys allow you to obtain direct feedback from citizens, identify areas for improvement in service delivery, evaluate team performance and demonstrate a commitment to continuous improvement. They also encourage citizen participation by making citizens feel valued and part of the improvement process. In short, satisfaction surveys are key to adapting and improving service delivery mechanisms, ensuring a positive experience for citizens in the future.

6. PERKS

Are you involved in any way in your community through bonuses or sponsorship of events, participating actively?

Engaging with the community through sponsorship and active participation not only demonstrates commitment, but also creates opportunities for valuable feedback. This direct connection to the community strengthens ties, making it easier to send out satisfaction surveys after addressing a CISO and follow up afterwards. In addition, by actively participating in the community, an annual report can be produced reflecting the issues highlighted in the CISOs and recommending future actions. In short, community involvement facilitates the collection of feedback and the implementation of continuous improvements based on citizens' needs and expectations.

7. TOUR

Do you invite citizens nearby in open days to take guided tours in your plant?

Inviting citizens to open days and offering guided tours of the plant allows the community to learn about the organization's operations up close. This builds trust by demonstrating transparency and education about the company's practices. It also facilitates the direct exchange of views and concerns, thus strengthening relationships and promoting greater citizen participation.

8. COMPENSATION

Do you offer a direct economic compensation and/or an offer some kind of payment in kind subsidize the replacement of windows, air conditioning, trees, etc.?

Plant managers should be aware that odor impact comes at a cost to the citizens. The two significant monetary consequences are 1) The decrease in the property value affected by the odor impact and 2) The economic impact on public health. The cost of odor control can be several orders of magnitude lower than the cost of the odor impact (Diaz C. 2019).

Plant managers might incentivize the communities throughout the process to maintain trust and build long-term loyalty to a Long Term Odor Abatement Plan (LTOAP). An LTOAP is a tool of Engagement and Communication that provides an answer in case no short-term resources are allocated for a project. In addition, offering perks and other programs to compensate for odor impact is helpful, provided it is made with caution.

Care should be taken to translate this incentive to the broadest number of citizens. For example, getting t-shirts and other sports equipment for the kid's sports clubs might be a good idea, but buying a sofa for the office of the mayor of a town reaches a smaller number of people.

In extreme cases, there might be a need to compensate the citizens affected while implementing the LTOAP. For example, Waste Management, Inc, owner of the landfill of Tullytown in the USA, has been paying 6000 dollars yearly for each of the 640 residents affected by odor impact through the council of Tullytown (Rosengren C.2017; Diaz C. 2016).

9. HIRING

Do you have in place any procedure to encourage hiring within the communities near your plant?

It is essential to establish procedures to encourage recruitment from communities near the plant. This not only strengthens ties with the community, but can also generate significant economic and social benefits. By implementing such procedures, it recognizes the importance of providing local employment opportunities, encourages economic development in the region and builds a positive and collaborative relationship with nearby residents.

a) Local recruitment procedures give a higher weight to candidates from the local communities. In other cases, a minimum percentage of local employees is set.

b) Local training procedures refer to the organization of specific training/courses in formation centers and schools in the area, adapted to specific tasks, inside the company, for better future employment.

10. SUPPLIERS

Do you get involved with local suppliers in day-to-day expenses?*

It is essential to establish procedures for engaging with local suppliers in day-to-day business expenses. This not only strengthens the local economy, but can also result in stronger and more efficient business relationships. Working with nearby suppliers reduces dependence on distant supply chains, fosters economic development in the community, and promotes a sense of collaboration and mutual support between the company and local suppliers.

**Do you bring your clients and providers to eat to a local restaurant? Do you get local electricians, garages for repairing your cars?*

TRANSPARENCY



1. CHART

Do you publish the organization chart^a of your plant on your website?

Publishing your organizational chart on your website is key to increasing transparency. It provides the communities nearby with a clear understanding of your organization structure, who is responsible in each area, and how decisions are made.

a) The biographical data of the person responsible for the environment and their immediate superior up to the end of the chain of command (usually the company's president). In each case, at least their name, current position, photo, and CV are specified.

2. REACHABILITY

Do you have accessible information available to the communities nearby?

It is essential to provide accessible information to the nearby communities. This strengthens transparency and trust between the company and the community, allowing residents to be informed about upcoming projects, activities, and operations. By accessing this information, the community can participate more actively and constructively in dialogue on relevant issues, contributing to more robust and harmonious relations between the company and its local environment.

3. PUBLICATION

Do you publish every CISOs in your CCs after moderation?

Publishing every CISO on your community platforms after moderation is essential to demonstrate transparency with the community. This builds trust, promotes open and constructive dialogue, and creates a historical record of concerns and suggestions, facilitating continuous improvement and informed decision-making.

4. DIPLOMACY

Each time a citizen posts a CISO, the text is published on the web and it is addressed. Do you practice diplomacy?*

**take into account the following moderation in language and expression:*

- 1. Positive CISOs will be posted and replied to.*
- 2. Negative CISOs will be published and answered as long as the CISO includes appropriate vocabulary.*
- 3. Inquiries: will be posted and replied to.*
- 4. CISOs that criticize or attack: When constructive criticism is involved, it should always be appreciated and understood. In the case of negative complaints or attacks, they will be published but will not be answered.*
- 5. Insulting or provocative CISOs: These CISOs will not be published or answered.*
- 6. In any case, all CISOs received (both public and non-public) must be in a register available to the E&T&C auditor.*

5. INCIDENT ANALYSIS

The number and content of CISOs are published, with details of those that could be assigned to an incident. Do you publish the annual report of CISOs?

Publishing the number and content of CISOs, including details on their assignment to specific incidents, is essential to promote transparency and accountability. In addition, publishing the annual report of CISOs allows the community to be informed about the issues identified and progress made, facilitating greater participation and informed decision-making.

6. ACCOUNTABILITY

Are all CISOs received available in a register accessible to the general public?

It is essential that all CISOs, regardless of their public or private nature, are available in a register accessible to the general public. This practice promotes transparency and trust by allowing the community to access concerns and suggestions. Providing a comprehensive record of these incidents facilitates community collaboration and participation in identifying and resolving issues.

a) Insulting or provocative CISOs are marked as “offensive”. These CISOs appear with date/time stamp. The content is replaced by the words “offensive content”.

7. PROCESSES

A process diagram that clearly details the odor treatment line and identified sources of odor emissions is published. Diffuse emission is determined and quantified.

A process diagram that clearly details the odor treatment line and the identified sources of odor emissions is published. This action promotes transparency in the company's operations and allows for a clear understanding of how odor emissions are addressed. In addition, identifying and quantifying diffuse emissions demonstrates a commitment to effective environmental impact management, which is critical to maintaining community trust and complying with environmental regulations.

8. ANNUAL REPORT

A publicly available summary of the actions carried out annually for odor management is open to the public and stakeholders.

A public summary of the actions taken annually to manage odor is provided and accessible to the general public and stakeholders. This measure ensures transparency and accountability, allowing the community and stakeholders to be informed about the efforts made to address the odor problem. Furthermore, making this information publicly available builds trust with the communities and participation of all stakeholders in the company's environmental management process.

9. WEBSITE

A specific, easily accessible section on odor management has been implemented on the company's website.

Including an odor management section on the website demonstrates environmental transparency, builds public trust, and highlights the company's commitment to responsible practices. This accessible information reflects the company's commitment to mitigating negative impacts and promotes open evaluation of its practices.

10. INDICATORS

Indicators of odor management effectiveness and efficiency are in place and published.

Several indicators include a set point odor/odorant concentration in a stack, number of complaints, etc. Each plant might consider a different set of indicators.

Establishing and reporting indicators of effectiveness and efficiency in odor management is essential. Doing so ensures a transparent assessment of the performance of the measures implemented to control and reduce odor emissions. These indicators provide a clear picture of progress in odor management and give the community and stakeholders confidence in the effectiveness of the actions taken.

COMMUNICATION



1. CHANNELS

There are several communication channels available. Which one does your organization use to communicate odor-related issues.

It is important to have several communication channels to reach to the communities nearby to address odor-related issues. Doing so ensures effective communication with the community and other stakeholders on these sensitive issues. The more channels an organization has, the wider the audience it reaches the message.

2. RECEPTION EFFICIENCY

Is it checked that the information reaches all parties and are the communication channels effective? How is it checked?

It is essential to ensure that information reaches all stakeholders and that communication channels are effective. This is achieved through constant evaluation of the distribution of information and the effectiveness of the means of communication used. In addition, it is essential that information is accessible to all, which promotes transparency and equitable participation. By regularly reviewing communication channels and ensuring that data is easily accessible, the connection and collaboration between all stakeholders is strengthened, contributing to more efficient management and informed decision-making.

3. CHANGE

Does the organization communicate to the population when an activity change may cause odor nuisance to the community? How this change is communicated to the population, local authorities, etc?

It is essential that the organization communicates to the population when a change in its activities may cause odor nuisance to the community. This communication is key to maintain a relationship of trust with the community and minimize any negative impact on their quality of life. By providing clear and timely information on these changes, whether through local media, direct notifications to local authorities or any other relevant channel, it allows the community to be prepared and to take preventive measures if necessary.

4. WARNING

When an incident in the plant could generate an impact, is it rapidly reported to interested parties?

Reporting promptly to stakeholders any incident at the plant that may have an impact is key. Providing detailed information on how these incidents are handled and reported ensures an effective and timely response to potential environmental or safety issues. This procedure promotes trust both internally and externally, demonstrating a commitment to the safety and well-being of the community and the environment.

5. PROTOCOL

Does the organization have a protocol to respond CISOs?

The organization must have a protocol for responding to calls, such as complaints, in an effective manner. This protocol ensures a quick and appropriate response to community concerns, demonstrating a commitment to customer service and proactive problem-solving. In addition, having a process in place enhances the organization's ability to handle crises and maintain a good public reputation.

6. KNOWLEDGE

Is there any training procedure for dealing with citizen complaints for the plant workers?

Implementing a training procedure on how to handle citizen complaints for plant workers is essential. Providing this training ensures that staff are equipped with the necessary skills and knowledge to effectively address community concerns. This not only improves communication and the relationship between the plant and citizens but also helps to resolve problems quickly and efficiently, thus promoting harmonious coexistence between the plant and its environment.

7. EMPATHY

Generally, people appreciate receiving empathy more than anything else.

How do you deal with empathy?

1. *Do you refrain from immediately telling your own similar story? E.g., "We had another complaint yesterday, but that odor came from another plant. Are you sure is it my plant this time?"*
2. *Do you refrain from interrogating with lots of data-type questions? E.g., "Was that waste-water type or sludge type of odors? Because if it was the first type, It could not be us."*
3. *Do you refrain from interpreting the other's experience? E.g., "Probably your sense of smell is too sensitive."*
4. *Do you refrain from giving advice? E.g., "You should wait a bit, as sometimes the odor will disappear after some minutes."*
5. *Do you refrain from speaking about yourself, E.g., "If you think that's bad, wait till you hear about what happened to us today! We have just received too much raw material and don't know what to do! "*
6. *Do you refrain from dismissing the person's feelings, E.g., "Are you angry? Well, don't be angry, it's not a big deal, it only happens from time to time."*

8. NEUTRALITY

Do you use precise and neutral vocabulary to communicate with the community around your plant?

When you reply to complaints, try to correct the expressions of the complainants using different words. The complainant might mention "stench"; the reply should address the word "stench" as to be "unpleasant odors". Negative and pejorative comments should be replied to in the most neutral tone. Caution should be made not to point out that the expressions used by the complainants are wrong.

9. PLAN

Do you have a realistic long-term Odor Abatement plan (LTOAP) in place?

A LTOAP has at a minimum, a timetable with defined compliance milestones. When there are timetable changes, those changes are reported and published well in advance. Milestones reached are also reported and published.

10. AUDIT

Are the milestones set in the LTOAP reached?

Milestones can be postponed in the timetable provided they have been reported and published, when possible, well in advance.

11. EXPECTATIONS

Are the expectations about your plant met?

Shortcuts or over promising will result in losing trust in the community around a plant. Citizens prefer a realistic long-term plan (LTOAP) rather than a short-term, deceptive program.

Being honest about what a plant can and cannot do and making sure that the plant, at the very least, will meet the community's expectations in the long term is vital. Leveraging expectations will establish trust between the plant and the citizens and create a strong foundation for avoiding future conflicts over time.

Installing odor abatement methods not suitable or not dimensioned for the needs of a project will result in a lack of trust in the long term. Allocating economic resources to low-cost odor abatement systems unsuitable for a task will produce that any further odor abatement measure proposed by the plant will be taken with distrust by the communities. An LTOAP will be better accepted provided proof of the problem's solution and a schedule for that plan.

For that, the plant should survey the local communities nearby to measure the expectations about the actions taken by their plant. There should be a question rating from 0 to 5 if the expectations are met (expectation score).*

**This survey should be impartial and representative of the impact area of the plant.*