

SELF-EVALUATING AND BENCHMARKING ENVIRONMENTAL PERFORMANCE OF BUSINESSES: A WEB-BASED APPROACH

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EXTENDED ABSTRACT

The methodology for the development of web-based Diagnostic Tools for the evaluation of environmental performance of businesses is being presented. A Web node has been developed in order to address the specific needs of the small and medium enterprises (SMEs) of three important economic areas in the Mediterranean region, the food, the textile and the hotel sector. The node provides the targeted businesses with important information on the technological and legislative field.

The Diagnostic Tools evaluate environmental performance on the basis of the business operational data. A limited set of environmental indicators is being calculated, and the business environmental performance is compared to that of its competitors as well as to literature data, representing the concept of the “*Best Available Techniques*”.

The performed diagnosis results at the identification of potential environmental problems in the daily operation of a company. The model suggests actions of minor and/or greater cost to be undertaken in order to improve environmental performance and calculates the potential benefit on the operational cost. The overall objective is to assist SMEs to increase their competitiveness and thereby their position in the market.

Key words: Environmental performance, indicators, environmental benchmarking, web-node, competitiveness, SMEs.