

ICS 13.020.10
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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 26450-2026

Replacing GB/T 26450-2010

**Environmental management - Environmental communication -
Guidelines and examples**

环境管理 环境信息交流 指南和示例

(English Translation)

Issued on: July 30, 2026

Implemented on: November 1, 2026

Issued by: State Administration for Market Regulation

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents".

This document supersedes GB/T 26450-2010 "Guidelines and Examples for Environmental Information Communication in Environmental Management" and is consistent with GB/T

26450-2010.

In comparison, aside from structural adjustments and editorial changes, the main technical changes are as follows.

a) The definition of "environmental information communication objectives" has been changed (see 3.7, 2.7 of the 2010 edition); the term "social media" has been added and its definition has been revised.

Definitions (see 3.8); The term and definition of "Environmental Information Communication Indicators" have been removed (see 2.8 in the 2010 edition);

b) The overview, suitability principle, and credibility principle of the principles for environmental information communication have been revised (see 4.1, 4.2.2, and 4.2.3, 2010 edition).

(3.1, 3.2.2, 3.2.3)

c) The principle of regionality has been added (see 4.2.5);

d) It adds the integration of environmental information communication into the organization's overall communication process (see 6.2);

e) The resource efficiency metrics have been changed (see 6.3, 5.4 in the 2010 edition);

f) An information exchange plan has been added (see 7.2.5).

This document is equivalent to ISO 14063:2020, "Environmental management, guidelines and examples for the communication of environmental information".

Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents.

This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of Environmental Management (SAC/TC207).

Introduction

In today's global economy, due to increased public attention and interest, as well as increased government activities related to the environment, environmental concerns have intensified.

The communication of values, behaviors, and performance has become a fundamental activity for organizations. Organizations worldwide increasingly need supportive policies.

Information on their policy stance and actions should be presented and explained, outlining the potential environmental impact of their activities, products, and services; it is also necessary to listen to relevant parties.

We will gather opinions from all parties and incorporate their views and demands into the

overall process of environmental information exchange.

Organizations need to obtain and provide information on environmental issues, concerns, and plans, and respond to them. Furthermore, due to the availability of smart devices...

With the widespread availability of devices such as mobile phones and tablets, and the near-instantaneous exchange of information, organizations are required to respond promptly to any questions or information requests.

The exchange of information is influenced by factors such as the organization's geographical location and distribution, and the scale and type of its activities. Motivations for information exchange include the following.

aspect.

---The organization's interest in sharing information about its environmental practices;

---Requests for information from employees or investors, government agencies, social groups, customers or suppliers, or any other interested parties;

---The need to discuss with relevant parties, especially with the target group, the proposed measures, such as expanding existing facilities or building...

Establish new facilities, or introduce new products or services;

---Environmental risk management;

---Compliance requirements;

---Responding to feedback from relevant parties (whether positive or negative);

---Responding to false and/or malicious accusations made by parties attempting to discredit the organization in order to promote their own claims regarding improper environmental conduct.

---The increasing importance of addressing environmental issues.

Environmental information exchange is an information-sharing process aimed at building trust, reliability, and cooperation to raise awareness and be applied to decision-making.

The process and content of environmental information exchange vary depending on the organization's goals and conditions, and can be based on authentic information.

Environmental information exchange is broader than environmental reporting. It serves many purposes and takes many forms. Environmental information exchange can be...

Both ad-hoc and planned. An example of ad-hoc environmental information exchange could be a facility manager attending a community event and answering questions.

The problem is that planned information exchange can include the following series of exchanges among stakeholders, ranging from limited to full participation.

- a) One-way information exchange when the organization releases information, such as not providing an opportunity for questions or discussion when the organization issues an environmental report;
- b) Two-way information exchange and sharing of information and ideas between organizations and stakeholders;
- c) Collaborate with stakeholders when participating in decision-making, including effective information feedback that impacts the organization and/or the local community.

Maintain close contact with stakeholders to provide organizations with opportunities to understand their issues and concerns; thereby enabling both parties to understand and influence each other.

The views and insights. Any specific method, when applied appropriately, can be successful and meet the needs of the organization and stakeholders. In environmental information...

Understanding the communication styles (behaviors) of each relevant party (or target group) is also crucial in communication. The most effective environmental communication process...

This includes organizations incorporating their ongoing engagement with internal and external stakeholders as part of their overall communication strategy. Figure 1 illustrates environmental information...

The interrelationships and processes of information exchange.

Figure 1 Environmental Information Exchange

Note 1: Bold text and numbers refer to the clauses of this document.

Note 2: Dashed arrows indicate the relationship between the environmental information exchange system and other elements of the organization; solid arrows indicate the internal relationships within the environmental information exchange system.

Note 3: Shaded areas indicate the scope of the environmental information communication system; darker shades indicate that the environmental information communication system is located within the organization.

Environmental information exchange often yields many benefits, such as.

- To provide input and recommendations for improving the environmental performance of an organization's activities, products, and services, and for promoting sustainability;
- Improve understanding of stakeholders' needs and concerns, and foster trust and dialogue;
- Enhance the organization's environmental credentials, achievements, and performance;
- Raising environmental awareness is important and necessary to support an