

ZEROTRADE Partners



Municipality of Cesena – Italy (Lead Partner)
www.comune.cesena.fc.it



Municipality of Odense – Denmark
www.odense.dk



Nalon Valley Community – Asturias, Spain
www.valledenalon.es



University of Maribor – Slovenia
www.fov.uni-mb.si



Contact

KLIMAVÆRKET

Municipality of Odense, Nørregade 36-38, 5000 Odense C

Tlf. (+45) 65 51 24 49 / (+45) 65 51 24 65

klimavaerket@odense.dk

www.odense.dk/klimavaerket

8 EXAMPLES OF BEST PRACTICE





	Municipality of Cesena		University of Maribor		Municipality of Odense		Mancommunity of the Nalòn Valley	
Inspired by	Last Minute Market	Ecoacquisti Trentino	Pozor(!)ni za okolje	Sustainable logistics and supply chain organization	Klima+	Zerobutik	Eco-efficient shop ArcoPlaza	Life+ Green Commerce
Website	http://www.lastminutemarket.it/	http://www.eco.provincia.tn.it/	http://www.sava-tires.si/medijsko_sredisce/obvestila_zajavnost_arhiv/20110830/	http://ar2010.mercator.si/jart/MEAR10/html/en/index.jart?structure_id=129783935574	http://www.kk.dk/Erhverv/Miljoe/GroenneErhverv/TilmeldDig.aspx	http://www.projectzero.dk/page952.aspx		http://www.lifeplusgreencommerce.eu
Type	Climate Network/Distribution System	Climate Network/Ecolabel	Information Campaign	Energy Optimization	Climate Network/Ecolabel	Climate Network/Ecolabel	Energy Optimization	Climate Network/Ecolabel
Description	Last Minute Market is a system that ensures the recycling of unsold goods (including food) in the retail sector and thus reduces the amount of waste. The system aims to identify potential deals (unsellable items) and the potential demand (people who otherwise would not have been able to afford the goods). Then distribution system will ensure sales within the necessary checks	In the Province of Trento environmentally conscious shops and retail are rewarded with an "Eco-Purchases" label	Information campaign that takes place at local schools and focusses on waste separation. The schools are competing on who is best to sort its waste and incorporate environmental themes	Mercator (the largest retail company in Slovenia) has introduced ISO 14001 and ongoing energy optimization	Shops in Copenhagen are offered free energy check if they join the network. An electrician visits the enrolled shops and assesses how they should initiate energy saving initiatives. There are different levels of membership: Frontrunners have to reduce their CO2 emissions by 2% per year and / or prepare and publish a climate plan	Shops in the municipality of Sønderborg are offered free energy check if they join the network. There are two types of membership: 1) Frontrunners have to create an ambitious and measurable climate strategy of 10% CO2 reductions within a year. 2) Zero Shops that will perform two specific climate initiatives annually	ArcoPlaza (store chain with 50 branches that sell fresh food) recycles waste heat from refrigeration	Network of stores that make an effort to reduce their energy use and otherwise take climate and environmental considerations. The network is part of a larger project that will establish the European Ecolabel "Green Commerce." The network focusses on waste, energy use and CO2 footprints
Special offers or tools for participants	In some cases, the authorities charge lower waste fees from companies participating in the Last Minute Market	Ecolabel	The winning school will get a rock concert as a prize	No	Ecolabel. Stores are offered free energy check. The network offers a common website for measurement of energy consumption	Ecolabel. Stores are offered free energy check. Members also receive a branding package (logo, texts for the web, stickers) and a catalog of best practice, free workshops and leaflets for distribution among employees	No	Ecolabel. The network offers a free online tool that retailers can use to track their energy consumption. The network also offers workshops and lists of best practices
Initiator	University of Bologna	Autonomous Province of Trento	Goodyear Dunlop Sava Tires	Mercator	Grønne Erhverv - a network for environmentally conscious private businesses in Copenhagen	A partially private foundation established by various energy companies and enterprises in Sønderborg	ArcoPlaza	The Spanish Ministry of Industry and Commerce and Innovation of Valencia
Public or Private	Public/Private	Public/Private	Public/Private	Private	Public/Private	Public/Private	Private	Public/Private
Target Groups	A number of players in the Bologna retail: Shops, supermarkets, pharmacies, school cafeterias, businesses, associations, publishers, etc.	Retail in Trento	Schools	Mercator	Retail in Copenhagen	Retail in the Municipality of Sønderborg	ArcoPlaza	At first shops in Torrevieja and San Sebastian, but "Green Commerce" will eventually be disseminated at European level
Partners	Same as Target Groups	Same as Target Groups	Goodyear Dunlop Sava Tires has partners among a number of schools, an environmental organization, the Municipality of Kranj and various institutions	None	Participants in the green business network, different companies involved in energy production, energy consulting, IT, and retail	Participants in the fund, a local environmental network and retail	None	The organizers, the two participating municipalities and retail in the same area
Measurability	Reduced waste generation and storage of unsold goods are counted continuously	Each year participating stores send data on their environmental performance to the authorities of Trento	Targets have been set for the number of schools to be checked, the number of lessons to be spent on the topic, the number of participants to take part in surveys, and how often the project's Facebook page should be updated (daily)	Integral part of energy management	Every year the front runners must document their energy consumption on the network's website and CO2 calculator	Front runners must document their efforts using the international database Carbon Disclosure Project	Integral part of energy management	Participants' bins, energy supplies and CO2 footprints are investigated as part of the pilot project
Control Options	Undisclosed	A committee is established to appoint qualified inspectors who will monitor the business' progress. If they do not meet the requirements they will be granted a period of two months to rectify this. Otherwise, the business is suspended for 6 months and their ecolabel is withdrawn	A commission visits the schools and check their bins. A survey of the students' environmental awareness is performed twice, 1 before and 1 after the competition between schools	In 2010 Mercator has established a Council for Sustainable Development to coordinate the company's environmental initiatives and other projects and monitor and measure the CO2-reducing initiatives	There is no additional control over the companies; the initiatives are voluntary	There is no additional control over the companies; the initiatives are voluntary	Internal control within the company	The EU Commission has set up a technical team which checks whether the project achieves its goals
Propagation	Undisclosed	108 stores in Trento	7 schools	The Mercator Group	About 1000 stores in Copenhagen	About 50 stores in Sønderborg	All the chain's 50 branches in 3 counties	More than 100 shops in the two cities Torrevieja and San Sebastian
Results	The system is up and running. A spin-off company (Last Minute Market Srl) was established by the university in 2003	Measurable improvements in 108 stores	Undisclosed	Mercator has reduced its CO2 emissions, especially through optimization of transport and purchase of new vehicles	Undisclosed	Undisclosed	The project resulted in increased water consumption, but it also provided 50% reduction in electricity consumption per. Month	Undisclosed
Climate Impact	Indirect benefits	Direct benefits	Indirect benefits	Direct benefits	Direct benefits	Direct benefits	Direct benefits	Direct benefits
Marketing	Undisclosed	The project is part of the Trento province's campaigns. The ecolabel campaign includes radio spots, TV coverage and newspaper coverage. A local comedian contributes to the campaign. Information about the project has been translated into English and German to involve tourists	Posters and brochures are prepared and sent to schools	Undisclosed	Frontrunners must contribute actively to promote the network. Restaurants advertise for climate-friendly dishes that are labeled as KLIMA+ Menu. Members are promoted on the network's website	Members are promoted through the network's website and branding package	Undisclosed	The network is promoted via a website, newsletters, pamphlets, posters, workshops, etc.
Duration	Perpetual	2010-2013	Perpetual	Perpetual	Perpetual	Perpetual	Perpetual	January 1th, 2010 to September 30th, 2012
Budget	Undisclosed	The overall communication plan costs 100,000 euros	Undisclosed	Undisclosed	Undisclosed	Variable. The fund has 2,7 million euros available	Undisclosed	The pilot project will cost 933,133 euros, all inclusive. The partners contribute half

