

**REGISTRATIE FORMULIER : BELGISCHE PROJECTEN MET EEN
INTERNATIONAAL KARAKTER**

Name of the Partnership/Initiative

**Selling of responsible products via big retail chains in Europe :
best practices and dialog between stakeholders**

Expected date of initiation: April 2002

Expected date of completion : March 2003

Brief description of the project :

(max. 15 lines)

The objective of the project is to favour a development of the selling of "responsible" products by supermarkets in optimal conditions in the all European Union. Very briefly described, the "responsible" products (or sustainable, or still ethical) are goods produced in conditions which take into account the respect for the man and for the environment. One includes generally in this category the products of fair trade, the products labellized " socially responsible production " or " ecologically responsible production ", the organic products, those of the social economy, etc ... The main result will be that consumers will benefit of an increase, in quality and in quantity, of the initiatives in distribution of responsible products, including an increase of the range of the available products.

The means to manage the project will be :

- *to identify the best practices initiated by supermarkets in the EU (20 cases in 5 countries)*
- *to involve various stakeholders into a dialogue so the most possible to improve the quality of the process.*
- *a big ending conference so to spread the results of the project*

Partners Involved:

Governments: The European Commission (DG Employment and Social Affairs) is the co-financing partner

Intergovernmental organizations:

Major groups: The two major partners are :

- *the European Network for Responsible Consumption, which regroupes 83 members representing many stakeholders (NGO's, consumer organizations, Trade Unions...)*
- *CSR Europe, which is a network of big companies interested in ethical issues*

Other:

- *ACU – Consumer organization - Italy*
- *Danmarks Aktive Forbrugere – Consumer organization - Denmark*
- *Oxford Centre for the Environment, Ethics & Society – Universitarian centre-UK*
- *Die Verbraucher Initiative – NGO - Germany*

Leading Partner: Réseau de Consommateurs Responsables Asbl

Name of the contact person/focal point: Vincent Commenne

Address: rue du Commerce 70-72, B-1040 Brussels

Phone: +32 (0)10 88 18 60

Fax: +32 (0)10 88 18 61

E-mail: vincent@rcr.be

Main objectives of the Partnership/Initiative

Please provide a brief description:

As above mentioned, the objective of the project is to favour a development of the selling of "responsible" or sustainable products by supermarkets in optimal conditions in the all European Union. The hope is that spreading informations on what other supermarkets do in other European countries will push forward the dynamic in other countries.

This is the quantitative goal. But as important, is the qualitative purpose : to install a stakeholder dialogue in a way to improve the present initiatives and build the most possible win-win relationships with the all interested parties.

A subsequent objective will be added : to begin identifying a methodology of the multistakeholders dialogue and to start implementing places where this kind of dialogue can be installed on a permanent basis.

Please also provide a brief description of the relationship of the Partnership/Initiative with the objectives of Agenda 21 as well as relevant goals and objectives of the United Nation Millennium Declaration:

*This project is fully linked with Agenda 21 chapter IV : changing consumption patterns
And more specially with*

4.7. Action is needed to meet the following broad objectives:

- a. *To promote patterns of consumption and production that reduce environmental stress and will meet the basic needs of humanity;*
- b. *To develop a better understanding of the role of consumption and how to bring about more sustainable consumption patterns.*

4.8. In principle, countries should be guided by the following basic objectives in their efforts to address consumption and lifestyles in the context of environment and development:

- a. *All countries should strive to promote sustainable consumption patterns;*
- b. *Developed countries should take the lead in achieving sustainable consumption patterns;*

4.20 (c) *Assisting individuals and households to make environmentally sound purchasing decisions*

Expected results:

Please provide a brief description:

The interest of this project is multiple for the various engaging parties:

1. *For the consumer, an increase, in quality and in quantity, of the initiatives in distribution of responsible products, including an increase of the range of the available products.*
2. *For involved companies, namely the companies of distribution and production, the project will allow them to be informed about the best European realizations in a frame in which they invest and also be informed about the difficulties met by their customers / suppliers in this innovative frame.*
3. *For other stakeholders, namely the NGO's, the consumers' associations and the syndicates, the project will allow them to be informed about the various positions which their European alter egos adopted in these various realizations.*
4. *For the all stakeholders, the opportunity to begin a dialogue, within groups of small size, allowing a real sharing among persons not used to speak together. This dialogue should allow to result in a better mutual understanding and, from that point, in constructive initiatives in terms of win-win partnership.*

Specific targets of the Partnership/Initiative and timeframe for their achievement:

Coordination and Implementation mechanism

Please provide a brief description of expected coordination/implementation mechanism of the Partnership/Initiative.

The five partners which will lead the project in 5 to 10 european countries will mainly be in contact by e-mail. Furthermore, they will meet two times during the project.

Arrangements for funding

Please describe available and/or expected sources of funding for the implementation of the Partnership/Initiative (e.g. donor government(s); international organization(s)/financial institution(s); foundation(s); private sector; other major groups, etc.)

The project total cost is estimated to 150.111 EUR. On this amount, we found a financing of 116.811 EUR (78%) by the European Commission (DG Employment and Social Affairs). The remaining part is taken in charge by the project partners.

As far as the ending conference is concerned, the mandatory budget is already included in the total figure. But we are looking for a complementary support from a foundation to be able to give a larger public dimension to this conference.

Arrangements for capacity building and technology transfer

Please include information if the Partnership/Initiative provides for training, informational support, institutional strengthening and/or other capacity building measures:

Please also provide here a brief description of expected arrangements for technology transfer (if applicable).

Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)

Please provide a brief description:

We have previously mentioned the partnership with the European Network for Responsible Consumption and with CSR Europe, two structures permanently working on sustainable issues at the European level.

Monitoring Arrangements

Please describe expected arrangements for monitoring of progress in the implementation of Partnerships/Initiative after it will be launched at the WSSD:

(e.g. frequency/modalities of preparation of progress reports; electronic updates, news-letters, etc)

An adequate follow-up is foreseen in relationship with CSD.

Other relevant information:

Web-site (if available): www.rcr.be

Name and contact information of the person filling in this table:

Name: Vincent Commenne

Position: Coordinator

Address: rue Saint Roch 32, B-1325 Chaumont Gistoux

Phone: +32 (0)10 88 18 60

Fax: +32 (0)10 88 18 61

E-mail: vincent@rcr.be