

## **ZEROTRADE**

**NAME:** Public Private Governance Model for a Zero Carbon Trade Sector

**ACRONYM:** Zerotrade

**FUNDING:** LoCaRe Mini-Programme

**PROJECT:** The main objective of the ZEROTRADE sub-project is to jointly develop, test and disseminate **an innovative and effective governance model** where public bodies become drivers for Low Carbon Economy implementing actions **to reduce CO<sub>2</sub> emissions in Trade Sector**.

CO<sub>2</sub> emissions will be reduced promoting the implementation of three types of actions: 1. to improve environmental performance of retail outlets; 2. to reduce emissions in retail's sale and procurement system; and 3. to improve quality of goods to be sold.

The list of actions – duly defined in a check list - will be outlined **sharing approaches and experiences from partner's regions** and **involve**, through public forums, **relevant stakeholders from trade sectors** as large retailers, trade associations of medium and small retailers, **associations of consumers** and **environmental associations**. Each public body (municipalities partners and municipalities engaged by the University partner) will sign up a **ZEROTRADE voluntary agreement** with retailers and associations and will officially recognize retailers commitment through a **ZEROTRADE diploma**.

Moreover municipalities partners will insert agreed actions in a **Zero Carbon Action Plan for Trade Sector** which will be linked, where available, with city's Carbon Action Plan or Sustainable Energy Action Plan. Each partner will design its action plan based on legislative barriers, regional economical peculiarities and from local public forum results. The linking with climate or energy action plans will guarantee a common methodology and a European added value.

The effectiveness of the developed model will be tested at local level promoting, in sample retail outlets, **pilot actions** to reduce CO<sub>2</sub> emissions. The retail outlets will be identified, on a voluntary basis, together with retailers committed in implementing the highest number of CO<sub>2</sub> reduction actions of the check-list.

Pilot actions will help partners to involve citizens, as consumers, and to organise dissemination activities to promote a more sustainable consumption and behaviours to reduce CO<sub>2</sub>. At the end of the project a **ZEROTRADE model of public-private governance** will be set up by partners.

Finally sub-project activities will be linked with the **European initiative "Retail Forum"** inviting retailers, in particular large ones, and associations of trade sector to join it.

At the same time, partners will guarantee **dissemination of project results at the European level** organising 4 interregional workshops, in accordance with LoCaRe Steering Committee, and sharing lessons learned and ZEROTRADE model with Retail Forum members and representatives from LoCaRe Regions and EU institutions.

**TOTAL COST:** 338.100 €

**CESENA'S BUDGET:** 110.000 €

**START DATE:** February 2011

**END DATE:** December 2012

**DURATION:** 23 months

**COORDINATOR OF PROJECT:** Cesena's Council

**PARTNERS:** Odense' Council (Denmark);

Association of Nalón Councils (Spain)

Maribor University – Faculty of Organization Science (Slovenia)

**CESENA'S SECTORS:** Environmental and Land Protection Office  
European Project Office- Director Staff