

Zerotrade Partners

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Zero Trade

A Public Private Governance Model for Zero Carbon Trade Sector

**REDUCTION OF
CO2 EMISSIONS:
PUBLIC BODIES AND
RETAILERS TOGETHER TO
PROMOTE LOW
CARBON ECONOMY**

ZEROTRADE SUB-PROJECT

The Zerotrade public-private model of governance is shaped on the basis of European partners' experiences within the sub-project ZEROTRADE.

The expected result and impact of the ZEROTRADE sub-project is to develop, test and disseminate an innovative and effective **governance model** where public bodies

become drivers for Low Carbon Economy implementing actions to **reduce CO₂ emissions in Trade Sector**. ZEROTRADE has been made possible by the LoCaRe miniprogramme within the Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund.

ZEROTRADE MODEL

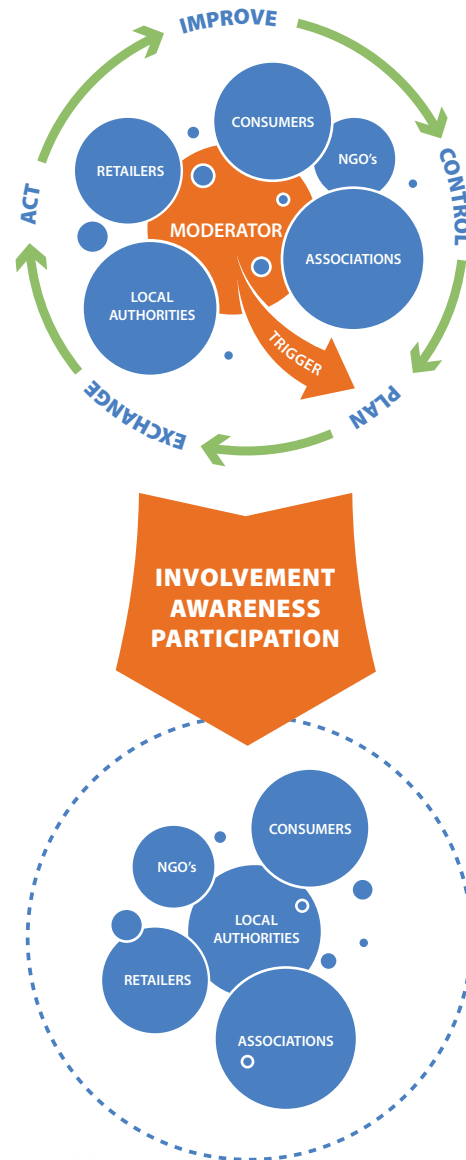
The governance model developed by ZEROTRADE sub-project gives **spaces and tools** to build a network with local actors engaged in actions aimed at **reducing CO₂ emissions in Trade Sector**.

The model finds out as a core element a **collaborative space** from which the promotion of actions for improvements starts and where a group of actors is bounded by *voluntary agreement* and by the recognition of a *diploma*.

The entire model is started by an actor called *moderator* that promotes the network, facilitate actions and protects balance among this space, guaranteeing: **intersectoriality, collaboration, distinguished engagement and independent coordination**.

The project group works on five types of repeating activities with the aim of making a cultural change: Plan, Exchange, Act, Improve and Control.

Outside the project there are others retailers, associations, consumers, public authorities that have not (yet) signed the voluntary agreement but that are influenced and are contributing to some activities.



PROJECT OUTCOMES

- ✓ 8 Best Practice identified in Europe
- ✓ 4 SWOT analysis developed on Trade Sector
- ✓ 4 voluntary agreements signed
- ✓ 60 signatories joining the ZEROTRADE network
- ✓ 79 retailers awarded with the ZEROTRADE diploma
- ✓ 60 interest members in ZEROTRADE activities
- ✓ 2 check list of actions to reduce carbon emissions in trade sector developed
- ✓ 4 Pilot Actions launched at local level involving citizens and consumers
- ✓ 4 Zero Carbon Action Plans developed
- ✓ 1 sub-project publication developed with policy recommendations and ZEROTRADE model

FUTURE ACTIONS

- **Strengthen relationships** and activities promoted by the ZEROTRADE network through:
 - Continuing periodic discussions among trade representatives (large retailers, trade associations, retailers)
 - Training chiefs, managers and directors but also personnel working in retail sector on how reducing CO₂ emissions in trade sector;
 - Increasing citizens awareness on responsible consumption of goods and proper waste disposal;
 - Providing a campaign continuation and extension to let more retailers adhere thus designing the dynamics of co-marketing and sharing environmentally friendly solutions.
- **Circuit enlargement** to not eminently commercial sectors, but involving other public authorities and different sectors:
 - Involving some categories of referring people and professions (i.e. teachers, architects) to involve entire educational or professional sectors in the circuits;
 - Processing of specific procedures to adhere to the circuits suitable to new organizations' characteristics as studios, cooperatives and stores;
 - Identifying ways of cooperation with neighbouring municipalities to territorially extend the circuit within the Province and the Region.