

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**

What is the Zerotrade sub-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 CO₂ emissions in Trade Sector. CO₂ 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;
3. to improve quality of goods to be sold.

The list of actions 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.

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.

At the end of the project a ZEROTRADE model of public-private governance will be set up by partners.

Expected outputs

- ✓ Each partner will produce a SWOT analysis focusing on legislative issues and economical features of trade sector in its region
- ✓ Partners will identify best practices/relevant projects implemented at European level and in their regions to reduce CO₂ emissions in Trade Sector and suitable to be transferred
- ✓ Each partner will sign up a ZEROTRADE Voluntary Agreement with local retailers and associations involved in public forums and will officially recognize retailers commitment through a ZEROTRADE diploma
- ✓ ZEROTRADE partners will design a Zero Carbon Action Plan for Trade Sector and will link it with local Climate Action Plans or Sustainable Energy Action Plans where available
- ✓ A sub-project publication with policy recommendations and description of ZEROTRADE Model of Public-Private Governance will be drawn up and translated in 5 languages
- ✓ ZEROTRADE partners will select at local level 1 sample retail outlet of a large retailer or 1 network of retail outlets of medium-small retailers to host pilot actions
- ✓ 4 interregional workshops and 4 conference calls will be organised by partners and will be used as a means to widely disseminate the sub-project activities and outputs

Project duration 24 months: 1 January 2011 - 31 December 2012