



How can small businesses improve their relationship with the environment?

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INDEX

1. Introduction
2. Green Commerce Objectives
3. Green Commerce process
4. Green Commerce tool
5. Results
6. Perspectives





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1. Introduction



1-Why a project on small retailers and the environment?

-The retail sector: its importance in the European economy

According to Eurostat, the retail sector accounts for:

- *3,797.000 companies (25.50 % of non-financial firms)
- *99% are SMEs and micro firms.
- *17,472.000 employees in the sector
- *22.13% of non-financial company employment





1-Why a project on small retailers and the environment?

-Retailing and the city

- *Shopping proximity = quality of life
- *Urban shopping areas = places where people live
- *Urban shops are more sustainable than shops in the suburbs





1-Why a project on small retailers and the environment?

-The impact of retailing on the environment

- ***Logistics** (transport storage, etc.)
- ***Energy** (consumption of supplies for lighting, heating, air conditioning ...)
- ***Waste** (commercial packaging shopping bags...)





1-Why a project on small retailers and the environment?

- **Large distributors** have incorporated environmental criteria into their daily management and use these as a means of differentiating themselves
- **Small retailers do not have the tools** or structures to analyse and minimise the environmental impact of their daily activity
- Environmental involvement forms part of the **Corporate Social Responsibility** of small retailers in their immediate surroundings
- Small shops are effective at raising consumers' environmental awareness and **promoting responsible consumption**





2-Green Commerce Partners

-Leader:

Valencian Regional Department of Economy, Industry and Commerce

www.indi.gva.es // www.portaldelcomerciante.com

-Partners

* **The Torrevieja Town Hall** (www.torrevieja.es)

* **The Technological Institute of Packaging, Transport and Logistics (ITENE)** www.itene.com

* **The Development Board for the San Sebastian Town Hall** (www.fomentosansebastian.org)

* **The Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+)** www.acrplus.org





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2. Green Commerce Objectives



The **objectives** of Green Commerce are:

- To involve **small retail shops** in the campaign against **climate change**
- To promote **environmental responsibility** in the retail sector
- To **reduce energy** consumption **and** the **waste** production
- To **promote innovation** to resolve environmental business issues by disseminating successful **case studies**
- To **raise awareness with consumers** about best practices for shopping respectfully regarding the environment





Main activities

- To achieve the targeted objectives, the actions Green Commerce will:
 - Create a “Green Commerce” label.
 - Supply small retail shops with appropriate tools to evaluate their environmental impact
 - Carry out environmental audits in 187 commerce outlets (50 in Torre Vieja and 137 in San Sebastián)
- - Disseminate the results of the methodology built around Green Commerce to encourage as many actors to learn and take part in it:
- *Video
- *Guide "Commitment Green Commerce"
- *Green Commerce Leaflet



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3. Green Commerce Process



→ Based on a reference guide for environmental requirements

Guide to the implementation of the recognition Green Commerce

Background Structure

Aim and scope of the "Green Commerce" brand

Certification scheme

Referential structure

"Green Commerce" brand requirements

4.1 Water

4.2. Hazardous components

4.3 Consumption of materials

4.4 Visual impact and integration in the urban environment

4.5 Smells

4.6 Environmental responsibility

4.7 Noise

4.8 Packaging

4.9 Energy

4.10 Emissions

4.11 Waste



Guide assessing compliance with the requirements of the "Green Commerce" brand

ANNEX A: Methodology for defining best practices and requirements associated with the "Green Commerce" brand

ANNEX B: Matrix identifying environmental aspects of trade by type



HOW TO GET GREEN COMMERCE RECOGNITION?

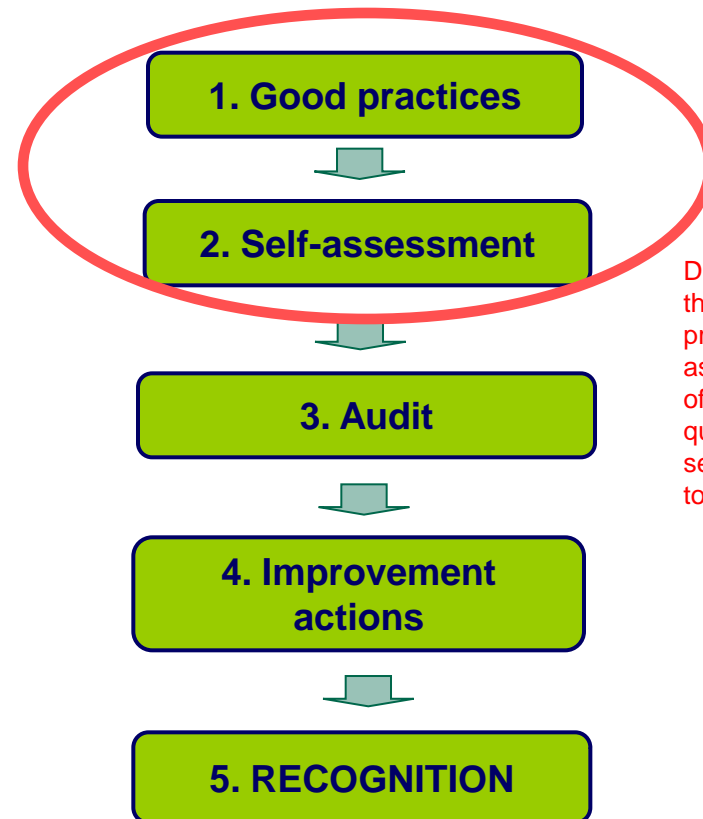
The commerce **reads the goods practices** of its sector

The commerce performs a **simple self-assessment test**, to know its environmental status regarding "Green Commerce". Depending on the score, the commerce continues with the recognition process or initiate corrective actions

If the self-assessment is successful, there will be an **environmental audit "in situ in the commerce"** carried out by a technical advisor

Depending on the score achieved in the "in situ" audit new **improvement actions** can be proposed

Once reached the score needed **the commerce gets Green Commerce Recognition**



Direct access to the good practices associated is offered from each question of the self-assessment tool.



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4. Green Commerce Assessment Tool



3. Green Commerce Tool

2. Self-assessment



Phases:

- ✓ Register of commerce
- ✓ Entrance to the application
- ✓ Answer the questionnaire
- ✓ Mandatory tasks
- ✓ Non mandatory tasks
- ✓ Filling user information
- ✓ Request technical advisor



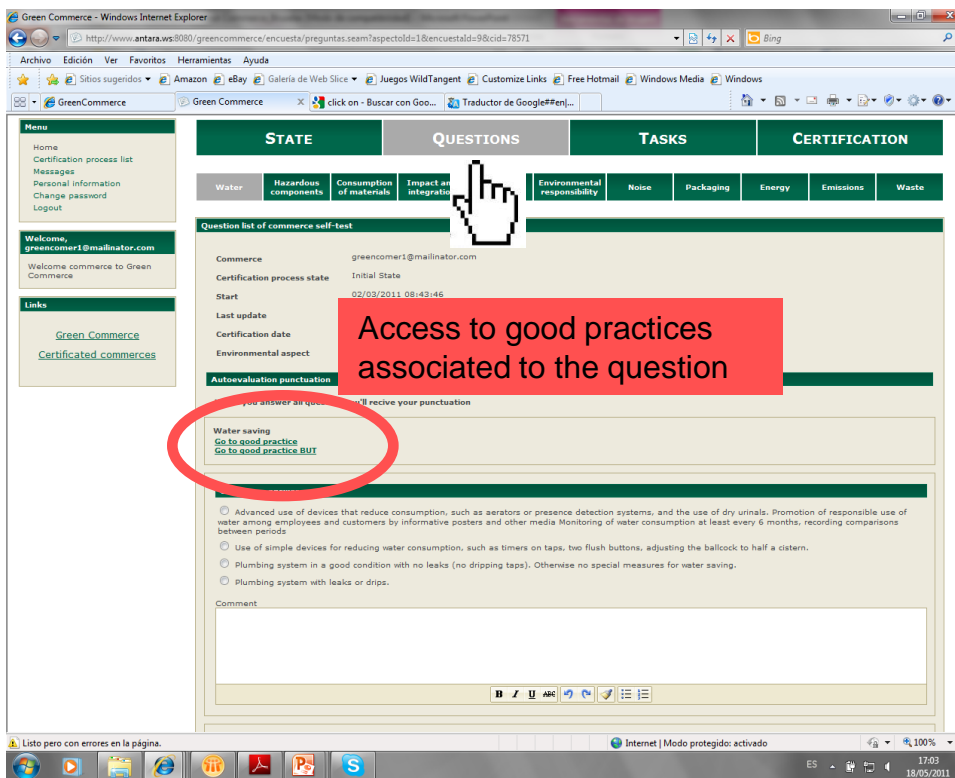
2. Self-assessment

2.3 Answer the questionnaire

Commerce: Click on “Questions”

Then, answer each question and click on “finish”

Moreover, you can introduce comments in each answer



Score in each question...

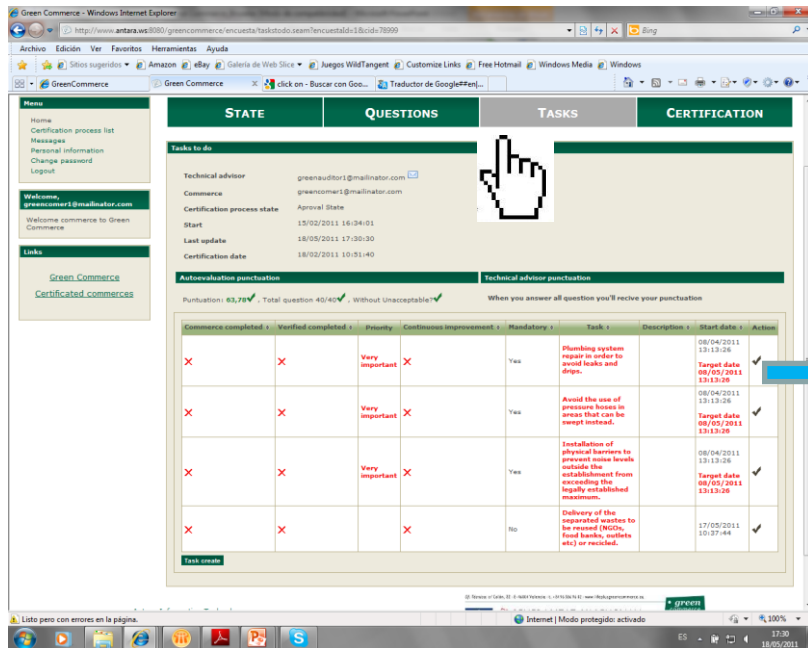
- High performance: 2 points
- Medium performance: 1 point
- Low performance: 0 points
- No performance or “unacceptables” : not possible to get Green Commerce Certification

Unacceptables are for instance:
✓ Plumbing systems with leaks or dips
✓ Use of extremely toxic cleaning products



2. Self-assessment

2.4 Mandatory task 2.5 Non mandatory task



Mandatory	Task	Des
Yes	Plumbing system repair in order to avoid leaks and drips.	
Yes	Avoid the use of pressure hoses in areas that can be swept instead.	
Yes	Installation of physical barriers to prevent noise levels outside the establishment from exceeding the legally established maximum.	
No	Delivery of the separated wastes to be reused (NGOs, food banks, outlets etc) or recycled.	

Commerce: Click on “tasks” in order to see:

- **Mandatory Tasks**, that must be done in order to avoid “unacceptables”
- **Non mandatory tasks** or Improvement tasks, that should be done in order to increase the score and reach the punctuation needed



The **technical advisor** assigned will visit the commerce in order to **verify the responses obtained in the self-assessment**.





3. Audit

The screenshot shows the Green Commerce website interface. The 'TASKS' tab is highlighted, and a hand cursor points to it. Below the navigation tabs, there is a 'Tasks to do' section with a table of audit tasks. The table has columns for 'Mandatory', 'Task', and 'Des'. The tasks listed are:

Mandatory	Task	Des
Yes	Plumbing system repair in order to avoid leaks and drips.	
Yes	Avoid the use of pressure hoses in areas that can be swept instead.	
Yes	Installation of physical barriers to prevent noise levels or legally established maximum.	
No	Delivery of the separated wastes to be reused (NGOs, food banks, outlets etc) or recycled.	

- Technical advisor: Click on “tasks” in order to see:
- **Mandatory Tasks**, that must be done in order to avoid “unacceptable”
 - **Improvement tasks**, that should be done in order to increase the score and reach the punctuation needed

These tasks are proposed to the commerce evaluated which has to carry them out in order to obtain the score needed to get Green Commerce recognition



Good practices



Self-assessment



Audit



4. Improvement
actions



RECOGNITION

The **technical advisor** proposes to the commerce the **tasks to be carried out** in order to reach the score needed to get Green Commerce recognition

Some examples...



Reparation of the plumbing system



Temperature adjustment



Reduction of noise level



Separation of waste for recycling



Good practices



Self-assessment



Audit



Improvement
actions



5. RECOGNITION

Once the **commerce demonstrates to the technical advisor that the actions have been carried out and the technical advisor confirms that the score needed has been reached** the commerce gets **Green Commerce Recognition**



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5. Results



3. Pilot shops

		Nº comercios participantes
Sector Comercial	Bazares y comercios de regalos	15
	Carnicerías y pollerías	7
	Comercios de animales	1
	Droguerías, perfumerías y parafarmacias	25
	Estancos y quioscos	2
	Ferreterías	6
	Floristerías y comercios de flores y plantas	2
	Fruterías, verdulerías y comercios de hortalizas	0
	Material electrónico y electrodomésticos	9
	Muebles, cocina y baño	13
	Panaderías y pastelerías	4
	Papelerías y librerías	12
	Pescaderías y marisquerías	0
	Relojerías y joyerías	14
	Textil, zapatos y complementos	62
	Ultramarinos y comercios de alimentación	15
TOTAL	187	

187 comercios participantes



3. Pilot shops

Puntuaciones mínimas

	Propuesta de puntuación mínima	
Aspectos ambientales	Agua	70
	Componentes peligrosos	80
	Consumo de materiales	65
	Impacto e integración	80
	Olores	65
	Responsabilidad ambiental	80
	Ruido	65
	Envases y embalajes	75
	Energía	70
	Emisiones	75
	Residuos	75

La puntuación mínima exigida en cada aspecto ambiental depende de la dificultad de cada aspecto ambiental

Para obtener la certificación....

Necesario superar las puntuaciones mínimas de todos los aspectos ambientales



3. Pilot shops

Mejoras ambientales alcanzadas

		Nota media Inicial	Nota media Final
Aspectos ambientales	Agua	56,0	65,7
	Componentes peligrosos	72,9	80,5
	Consumo de materiales	68,8	74,5
	Impacto e integración	97,3	99,3
	Olores	78,1	79,9
	Responsabilidad ambiental	70,1	83,6
	Ruido	70,0	72,2
	Envases y embalajes	77,2	80,6
	Energía	74,1	76,6
	Emisiones	86,2	90,3
	Residuos	90,5	92,8

- ✓ Mejoras cercanas al 15%:
 - “Agua”
 - “Responsabilidad Ambiental”

- ✓ Mejoras cercanas al 10%:
 - “Componentes Peligrosos”
 - “Consumo de materiales”

- ✓ Mejoras cercanas al 5%:
 - “Emisiones”
 - “Envases y embalajes”



3. Pilot shops

Comercios certificados

		Nº comercios participantes	Nº de comercios certificados Torre vieja	Nº de comercios certificados San Sebastián
Sector Comercial	Bazares y comercios de regalos	15	3	1
	Carnicerías y pollerías	7	4	0
	Comercios de animales	1	-	1
	Droguerías, perfumerías y parafarmacias	25	5	1
	Estancos y quioscos	2	-	0
	Ferreterías	6	1	0
	Floristerías y comercios de flores y plantas	2	-	1
	Fruterías, verdulerías y comercios de hortalizas	0	-	-
	Material electrónico y electrodomésticos	9	2	2
	Muebles, cocina y baño	13	6	0
	Panaderías y pastelerías	4	-	0
	Papelerías y librerías	12	1	4
	Pescaderías y marisquerías	0	-	-
	Relojerías y joyerías	14	7	1
	Textil, zapatos y complementos	62	14	11
Ultramarinos y comercios de alimentación	15	1	0	
TOTAL		187	44	22

Comercios certificados:

- Torre vieja: 44
- San Sebastián: 22

35%
comercios
Certificados



Practical examples of actions to minimise the environmental impact of the retail sector

-Water consumption:

- *A dripping tap wastes 80 litres per day (2,400 litres per month).
- *Faucet aerators can reduce consumption by up to 40%.
- *Double-flush toilets produce a 60% saving in water





Practical examples of actions to minimise the environmental impact of the retail sector

Energy consumption:

*Lighting = 50% of electricity bills

*Improvements:

- Greater use of sunlight
- Low consumption lamps save up to 80% of energy
- LED lighting saves up to 90%
- Switching on and off lighting automatically according to light intensity

*Cooling and heating systems = 35% of electricity bills

* Improvements:

- Optimising insulation (windows, doors...)
- Solar protection (curtains, shutters, glass window displays...)
- More efficient cooling and heating systems (heating pumps...)
- Proper maintenance (cleaning, inspections...)





5. Results

- Reducción de **consumo energético**
- Mejora en la **gestión de residuos**
- Reducción del **consumo de agua**
- Reducción de uso de **productos químicos contaminantes**
- **Mejora de imagen del comercio**
- Búsqueda de **sinergias** entre **Administración pública y comercios**





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Deliverables

- GC website <http://www.lifeplusgreencommerce.eu>
- GC European Blog: posts and comments
- GC Bulletin (bi-monthly)
- Green commerce guide (EN, ES, FR)



Editorial

The Green Commerce project is coming to a crucial phase with the concrete implementation of its key actions:

Firstly, the technical requirements and indicators to assess the level of "greenitude" of the small shops have now been defined in detail and will be used to grant the future "Green Commerce" label, to be tested in 100 shops in the framework of this Life+ project.

In addition, the **self-assessment tool** will be made available on the GC website in the coming weeks. The tool will help the retailers to assess their environmental performance and identify their potential for improvement through very practical and simple recommendations.

Moreover, the **pilot actions** are now starting in Torrevieja and San Sebastián, involving 100 small shops from different sectors of activities.

Finally, the first GC European **Information Seminar** will take place in Brussels on 25 May 2011.

Soon enough, in the coming weeks and months, we will have more news to share about the results of these actions and the progressive emergence of the European Green Commerce label!





Perspectives

- Final report
 - Expanding the experience (already 55 municipalities in Spain with 17500 shops)
 - Finding a European relay and other pilot locations
- Green commerce tool/process vs GC label



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Thank you for your attention!



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