

TRUST IN Partnership Meeting		
12-12-2011	09:00 to 19:00	Bregenz, Austria
Arranged by	Willi Sieber	
Referent	Daniel Møller	
Participants	<ol style="list-style-type: none"> 1. Christian Pladerer, Austria, AIE 2. Cristina Rocha, Portugal, LNEG 3. Daniel Møller, Denmark, Aalborg University 4. Elisabeth Hirsch, Austria, AIE 5. Iris Köstinger, Austria, ALPLA 6. Marija Lesjak, Slovenia, Univ. of Maribor 7. Marcus Drissner, Austria, Haberkorn Ulmer 8. Markus Scherrer, Austria, Rhomberg 9. Martin Schweighofer, Austria, AIE 10. Michael Zangerl, Austria, CREE 11. Olatz Errazkin, Spain, Prospektiker 12. Peter Glavic, Slovenia, Univ. of Maribor 13. Peter Waldenberger, Austria, Weiss 14. Reine Karlsson, Sweden, TEM Lund 15. Robert Hoschek, Austria, Omicron 16. Roman Berlinger, Austria, Pfanner 17. Stig Hirsbak, Denmark, Aalborg University 18. Thomas Schierle, Austria, Sutterlüty 19. Verena Hutter, Austria, Schwärzler Hotels 20. Willi Sieber, Austria, AIE 	
	20 participants from six countries	

Annexes are available in the PREPARE Archive - www.prepares-net.com/archive

ERSCP Dialogue		
09:15 – 12:30	Moderator: Willi Sieber	Annex N/A
<p>Willi started by presenting an array of ideas for workshops, assembled among partners in the TRUST IN partnership project and the representatives from industries that were present:</p> <ul style="list-style-type: none"> • Urban technologies • Sustainable construction • Climate change adaptation • SOS • Experience economy in tourism • Smart production • Renewable energy in food processing 		

- Textile fibres and colours of nature
- Re-use
- Future of waste
- Energy future/2000 W society

After the welcome and introduction, each participant presented themselves:

- Mr Peter Glavic
 - University of Maribor, Slovenia. Retired, but still active in five different projects. Active in the parliament from 1990 to 1997. Chemical engineering and economy.
- Ms Olatz Errazkin
 - From the consultancy company PROSPEKTIKER, Basque Country, Spain. Focus on social responsibility and eco-design. Law, business administration and PhD.
- Ms Marija Lesjak
 - University of Maribor, Slovenia. Colleague with Peter Glavic. Taking a PhD with focus on sustainable development and renewable energy.
- Mr Stig Hirsbak
 - University of Aalborg in Copenhagen, Denmark. Sitting in tourism group and has worked with ISO. Interest: Sustainable cities.
- Mr Thomas Schierle
 - Sutterlüty, Austria. Responsible for project development. Interest: Reduction in ecological footprint and especially getting new ideas regarding cooling and lighting.
- Mr Markus Drissner
 - Haberkorn, biggest retailer in Austria (400.000 products). Responsible for process management. Interest: Technical aspects of ecology and how to screen environmental footprint for large amounts of products. Haberkorn started climate protection project two years ago. This has been extended to a CSR perspective.
- Mr Daniel Møller
 - Secretary in the PREPARE Network. Studying MSc in engineering with specialisation in energy planning.
- Ms Cristina Rocha
 - LNEG in Portugal. PhD in eco-design and design for sustainability, including social issues. Chairing committee within ISO dealing with LCA, GHG and social responsibility. Interest: eco-design, product service systems, radical innovation in fulfilling people's needs in achieving sustainability. Lecturing in SR and environmental management.
- Mr Reine Karlsson
 - Development research leader of TEM, Lund, Sweden. Interest: To be an interface between academics and society and industry. To make radical change happen. Also interested in the technical and well-being side of lighting. Has been involved with LCA of forestry products and agro-forestry. Also the social aspects: Involving inhabitants in production. TEM portfolio includes CSR and branding.
- Ms Elisabeth Hirsch
 - Bregenz, Austria, Austrian Ecology Institute. Working with the planning of the ERSCP.
- Mr Michael Zangerl
 - Austria. Working in Rhombergbau/CREE. Working with timber based high-rise buildings.

They are working with systematising the whole process of this subject – supply chain etc. Currently, they are challenged by the legal and standardisation-issues of building large-scale in timber. They focus on the improved comfort as well as materials in this type of buildings. CREE only deal with new buildings, while Rhombergbau deals with both new and renovation.

- Mr Roman Berlinger
 - Responsible for technical aspects in Pfanner, Austria. Interested in the economy of food-drink-processing. Energy savings.
- Ms Verena Hutter
 - Schwärzler Hotels, Austria. Responsible for HR and marketing. Interest: Social responsibility, especially trainees and employees. Included in the aims of the company are to reduce energy consumption, using regional products (reduced transport) and using natural materials. SR in short. And they assume it is profitable on a long term. The long term perspective is one of the positive aspects of being a family-owned company.
- Ms Iris Köstinger
 - Global packaging company ALPLA, Austria. Plastics engineering and supply-chain management. Interests: Sustainable use of materials, looking into options of renewable sources for plastics, and if there is competition with food-products, avoidance of waste, reducing weight of the products, recycling. Materials make up 60 % of the ecological footprint. The rest is energy, which means that this is also in their scope. They are also focusing on transport, especially by moving production close to the customers.
- Mr Peter Waldenberger
 - PhD in business administration, sustainability and quality manager, Gebr. Weiss (global transports and logistics), Austria. One of Austria's biggest transport and logistics companies. History goes back to the 1600th century. Around 100 branch offices worldwide. Core value: Sustainability, since the transport sector notorious for not being sustainable. Interest: The future of mobility – what will happen in the next decades?
- Mr Markus Scherrer
 - Technical degree, Rhomberg in Austria. Interest: Project management, technical questions. Involved in a group of companies that deal with renewable energy, especially solar. SR is another focus area.
- Mr Robert Hoschek
 - Sustainability and innovation manager in Omicron (innovative power system testing solutions), Austria and worldwide. 98-99 % of their products are exported. Made EMAS certification last year. Robert is responsible for creating awareness of sustainability in the company. They are not doing production in his department, but development. This leads to a lot of transport, since they bring in experts from around the world. Their challenge is cooperation with and among the experts, while they would like to reduce the physical transport. The company is also doing CSR-projects, but is not using it for marketing.
- Mr Martin Schweighofer
 - Economist, Austrian Institute of Ecology, Austria. Co-planner of ERSCP, but also works on the Haberkorn Ulmer product screening. Interest: Renewable energy and energy in general, SCP. Experience from Asia, where he collected local know-how for a regional help-desk for

SCP. Currently working on two topics: 1) Indirect climate impact, where international supply-chains could be highly affected by sudden climate impacts on a short term scale. Combining life-science perspectives with economy and business perspectives. 2) Cooperation with the European Centre of Sustainability Research. Here, Martin's focus is primarily on the consumption side of SCP.

- Mr Christian Pladerer
 - Austrian Institute of Ecology, Vienna, Austria. Expertise in resource and waste management. Key activities ranges from prevention to recycling to waste-to-energy. Additionally, they deal with LCA. Their studies include an LCA of drinking cups for the European football championships, which ended up in many discussions (and a decision on refillable cups). Also, they focus on green events. Another project includes colour and dye products, and they are doing cooperation with companies on this. Interests: Footprinting, as there is missing a discussion on this subject in Austria. Reuse is also of interest. As is textiles and biopolymers.

Following the presentation of participants, Willi invited company representatives to give ideas, keywords and proposals for discussions in smaller groups:

- Sustainable materials (biopolymers etc.)
- Waste reduction/prevention
- LCA/product assessment
- Activate/convince people to use sustainable: companies, customers, suppliers, products/services
- Change management
- Interdependency of transport costs and where the production takes place
- Energy efficient production/energy savings in production
- Sustainability \leftrightarrow health
- Process management – the whole process from material to use. Optimisation of the process
- Marketing and communication – making sustainability 'smart'
- Criteria-setting (for many products) and ethical claiming

Based on this, three 'speed dating'-groups were created, in order to have short discussions. Summing up on the discussions from these groups:

- LCA group
 - LCA of large amounts of products requires definition of possibilities and limits
 - Cost, time and quality are important aspects to include in the evaluation
 - CP/EE methods are available \rightarrow use these more extensively
 - Indicators should be addressed
 - Cristina added the perspective of social LCA would be very relevant to include (this includes the social impact within the different stages of the LCA). This could be combined with a buildings-perspective.
 - How LCA of building/construction products can contribute to the overall sustainability of the building
 - **Michael, Cristina and Reine are supporting a workshop on this subject. Cristina will provide the initial input for the development of this workshop (title, which experts should be invited etc.)**

- Materials/waste reduction group
 - Don't try to be just a little bit sustainable
 - Defining sustainable alternative is complex
 - Bio-waste – bio-dependability – recyclability is important issues to look into
 - Holistic view
 - What is the right way, and what are the technological limits?
 - The feedstock for bio-plastics: Looking at the whole supply-chain
 - **Iris, Martin, Christian and Stig are responsible for organising a workshop on this subject for the ERSCP (title, which experts should be invited etc.). Iris and Martin will be leads**
- Marketing, claiming, communication group
 - How to convince customers to use/buy/behave sustainably
 - Better consumer communication
 - Multi-stakeholder perspectives
 - The perspective of a B2B, rather than the B2C
 - B2B linked to public procurement
 - Pavel Misiga from EEA is relevant to bring in, as he is currently working on this subject
 - **Responsible for carrying on work within this group are Reine, Stig, Olatz, Markus D., someone from Rhomberg and someone from Schwärzler. Starting point, giving initial inputs will be Markus D. and Rhomberg (title, which experts should be invited etc.)**

Additionally, a working group on eco-design was formed. Cristina and Maria (not present - from AIE) will join this.

Reine will lead a dialogue group on lighting. Members of the group are Tom, Markus D., Markus S., Robert, Susanna and Charlotte (not present - from Aalborg University).

Willi informed that there will be a workshop on responsible management, extending over a broad array of CSR-issues.

Reine Karlsson recommended the book 'Revealing the corporation', where CSR in companies is described.

Stig recommended a report on how ethical aspects are dealt with in relation to CSR:

<http://www.consumerombudsman.dk/Regulatory-framework/dcoguides/~media/Consumerombudsman/dco/Guidelines/The%20Use%20of%20Environmental%20and%20Ethical%20Claims%20etc%20in%20Marketing%20Guidance%20from%20the%20Consumer%20Ombudsman.pdf>

A quick evaluation of the meeting included comments such as: interesting people, relevant subjects, exiting to see what will happen from now on, good organization, missed more talk on sustainable engineering.

Action items	Responsible person(s)	Deadline
LCA group workshop: provide the initial input for the development of this workshop (title, which experts	Cristina Rocha	Before ERSCP

should be invited etc.)		
LCA group workshop: co-development of the workshop	Michael Zangerl and Reine Karlsson	Before ERSCP
Materials/waste reduction group: provide the initial input for the development of this workshop (title, which experts should be invited etc.)	Iris Köstinger and Martin Schweighofer	Before ERSCP
Materials/waste reduction group: co-development of the workshop	Christian Pladerer and Stig Hirsbak	Before ERSCP
Marketing, claiming, communication group: provide the initial input for the development of this workshop (title, which experts should be invited etc.)	Markus D. and someone from Rhomberg	Before ERSCP
Marketing, claiming, communication group: co-development of the workshop	Reine Karlsson, Stig Hirsbak, Olatz Errazkin, Marcus Drissner, someone from Rhomberg and someone from Schwärzler	Before ERSCP

Corporate VET		
<i>14.00 – 18.00</i>	<i>All</i>	<i>Annex 1. Rhomberg</i>
<p>The tour started at the Schwärzler Hotel, presented by Verena Hutter. The chain of hotels has 160 employees, whereof 22 are trainees. They have four different kinds of apprenticeship. The chain has the so-called Schwärzler Academy, which hosts workshops and seminars. The seminars are made when necessary, and are directed towards different groups of employees – chefs, receptionists etc. Trainers are external as well as internal. Additionally, there are weekly meetings at the hotels for all employees, where discussions include sustainability issues. They do not evaluate the process annually. Regarding labelling, Cristina will provide Verena with a link for the Ecolabel.</p> <p>The packaging company Alpla was the next host, hosted by Iris Köstinger and Kudret Sahin. As Alpla need specialised personnel to fulfil their requirements for quality, they have two different programmes for training: An apprenticeship programme and The Alpla Academy. In the first programme, they enrol twenty 15-16 year old students per year as apprentices, who apply directly to Alpla. They stay at Alpla in combination with regular school, and are learning crafts within metal, plastics or office. Around 10 % girls. The apprentices stay 3-4 years, depending on profession, and many stay with the company. On the social side, they invite parents to visits, have team-building exercises and trips.</p> <p>Regarding the TRUST IN partnership, Cristina pointed out that inputs from industry is very important, in order to define their needs.</p> <p>The Alpla Academy, started 2001, has so far trained 1200 people worldwide in 2011. Deals with training the trainers. The Academy covers areas, which is not covered by apprenticeships (eg. IT, financing, product development) .</p>		

Stig pointed out that customer seminars would be relevant areas to include environmental and sustainability focus.

Building and railway construction company Rhomberg was presented by Karin Hubalek. They have three aspects of sustainability (economy, environment, social aspects) described in their strategy. Through ongoing evaluation and mapping of the staff, they strive to improve performance and competences.

Reine suggested using this staff-mapping, to define the required competences needed for eco-innovation.

The Rhomberg Academy covers several competence areas, and courses are spread throughout the year. Duration of courses are generally ½ to 3 days.

Rhomberg has co-developed a master programme in life cycle management on Danube University. They currently have seven employees on this course, paid by Rhomberg and state (support from state is €3.500/student). The four semesters consists of 64 days all in all. Full programme costs €19.500. Requirements for joining the course is previous university education or leadership experience.

Action items	Responsible person(s)	Deadline
Send Eco-label-link to Verena Hutter	Cristina Rocha	-

Project Development Discussion

18:00 – 19:00

Willi Sieber

Annex N/A

This was changed to a Skype meeting between Stig, Thomas Schönfelder and Daniel.