Projects and Products Portal for Leonardo da Vinci

Education for Sustainability and environment for Retail

DE/07/LLP-LdV/TOI/147049

http://www.adam-europe.eu/adam/project/view.htm?prj=2926

Project Information

Title:	Education for Sustainability and environment for Retail
Project Number:	DE/07/LLP-LdV/TOI/147049
Year:	2007
Project Type:	Transfer of Innovation
Status:	completed
Country:	DE-Germany
Marketing Text:	Environmentally friendly company management can improve a company's image, maximise the existing potential for customer loyalty and even produce cost savings. Highlighting the potential benefits of selecting a sustainable range of products and documenting the physical properties of sustainable products is an excellent basis for formulating convincing sales arguments and providing sound advice to customers.
Summary:	The goal of the „Sustainability in European Retail" project was to transfer and adapt the existing „Commercial environmental information" online information pool from zbb and then to develop the content into e-learning modules. These modules could then be tailored by the project partners involved to fit their own national requirements and be implemented according to the means available to their institutions. High-quality training programmes, standardised at a European level, on the theme of sustainability in retail in Europe could thus be incorporated into the further education and training structures of the project partners involved. E-learning modules are prepared for two major target groups in this respect: employees, trainees and students on the one hand; and managers and entrepreneurs on the other. The collection of 26 examples of best practices is taken predominantly from small and medium-sized commercial enterprises illustrating the wide range of potential approaches to trade sustainably. These approaches concentrate on different aspects depending on the country, industry and type of business involved, and can focus on choosing sustainable product ranges, sustainable company management or a more general sense of social responsibility.
Description:	
Themes:	*** Sustainability *** Lifelong learning *** Ecology
Sectors:	*** Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles *** Education

Project Information

Product Types:	others program or curricula website teaching material modules CD-ROM
Product information:	the following products were developed by the project partners: - eLearning modules for employees and students about sustainability in retail for the branches food, diy and office - eLearning modules for employrs and management about sustainability in retail with the main topics: environment management and sustainable management of a company - 26 European Best Practice Examples about sustainability in retail - informations-CD for multipliers, stakeholders and teaching personal about the project results - project flyer
Projecthomepage:	http://www.zbb.de/projekte/nachhaltigkeit-im-handel.html

Project Contractor

Name:	Zentralstelle für Berufsbildung im Einzelhandel e.V.
City:	Berlin
Country/Region:	Berlin
Country:	DE-Germany
Organization Type:	others
Homepage:	http://www.zbb.de

Contact Person

Name:	Frau Dr. Kerstin Baumgarten
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Coordinator

Name:	Zentralstelle für Berufsbildung im Einzelhandel e.V.
City:	Berlin
Country/Region:	Berlin
Country:	DE-Germany
Organization Type:	others
Homepage:	http://www.zbb.de

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E-mail:	kbaumgarten@zbb.de
Homepage:	http://www.zbb.de

Partner

Partner 1

Name: Buurtsuper.be (Nationaal Verbond der Voedingsdetaillisten VZW)
City:
Country/Region: Bruxelles Cap, Brussel Hof
Country: BE-Belgium
Organization Type: association/non-governmental organisation
Homepage:

Partner 2

Name: Institut für Markt-Umwelt-Gesellschaft e.V.
City: Hannover
Country/Region: Niedersachsen
Country: DE-Germany
Organization Type: research institution
Homepage: http://www.imug.de

Partner 3

Name: Personeels- en managementopleidingen voor KMO's vzw
City:
Country/Region: Bruxelles Cap, Brussel Hof
Country: BE-Belgium
Organization Type: continuing training institution
Homepage:

Partner 4

Name: TÜVKarpat
City:
Country/Region: Bucuresti
Country: RO-Romania
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage:

Partner

Partner 5

Name: Vysoká škola technická a ekonomická v Èeských Budìjovicích
City:
Country/Region: Severovychod
Country: CZ-Czech Republic
Organization Type: university/Fachhochschule/academy
Homepage:

Partner 6

Name: Noorderpoortcollege
City:
Country/Region: Noord-Nederland
Country: NL-Netherlands
Organization Type: initial training
Homepage:

Partner 7

Name: IDEC AE
City:
Country/Region: Attiki
Country: EL-Greece
Organization Type: continuing training institution
Homepage:

Project Files

260n-Informatieflyer_belgien.pdf

http://www.adam-europe.eu/prj/2926/prj/260n-Informatieflyer_belgien.pdf

Flyer_Belgium

best_practice_belgie.pdf

http://www.adam-europe.eu/prj/2926/prj/best_practice_belgie.pdf

Belgian Best Practice Examples in Dutch

b_p_de_endstand.pdf

http://www.adam-europe.eu/prj/2926/prj/b_p_de_endstand.pdf

Best Practice Examples in German

b_p_en_endstand.pdf

http://www.adam-europe.eu/prj/2926/prj/b_p_en_endstand.pdf

Best Practice Examples in English

buna_practica_ro.pdf

http://www.adam-europe.eu/prj/2926/prj/buna_practica_ro.pdf

Romanian Best Practice Example in Romanian

case_studies.pdf

http://www.adam-europe.eu/prj/2926/prj/case_studies.pdf

Greek Best Practice Examples in Greek

cesky.pdf

http://www.adam-europe.eu/prj/2926/prj/cesky.pdf

Czech Best Practice Examples in Czech

Flyer_Czech_Republic.pdf

http://www.adam-europe.eu/prj/2926/prj/Flyer_Czech_Republic.pdf

FlyerCzech_Republic

Flyer_Romania.pdf

http://www.adam-europe.eu/prj/2926/prj/Flyer_Romania.pdf

Flyer_Romania

infoflyer_1.pdf

http://www.adam-europe.eu/prj/2926/prj/infoflyer_1.pdf

Infoflyer Nachhaltigkeit im Handel

infoflyer_2_english.pdf

http://www.adam-europe.eu/prj/2926/prj/infoflyer_2_english.pdf

Information flyer - english

Project Files

infoflyer_greece.pdf

http://www.adam-europe.eu/prj/2926/prj/infoflyer_greece.pdf

Flyer_Greece

noorderp_bp_nl.pdf

http://www.adam-europe.eu/prj/2926/prj/noorderp_bp_nl.pdf

Nederlands Best Practice Examples

Projektinfoblatt_edu-sus.pdf

http://www.adam-europe.eu/prj/2926/prj/Projektinfoblatt_edu-sus.pdf

BiBB Projektinfoblatt

Questionnaire_Nachhaltigkeit im Handel.pdf

http://www.adam-europe.eu/prj/2926/prj/Questionnaire_Nachhaltigkeit%20im%20Handel.pdf

Questionnaire_Deutsch

Questionnaire_sustainability_in_retail.pdf

http://www.adam-europe.eu/prj/2926/prj/Questionnaire_sustainability_in_retail.pdf

Questionnaire_English

reference_guides_en.pdf

http://www.adam-europe.eu/prj/2926/prj/reference_guides_en.pdf

Reference Guides of all Partners in English

reference_guide_zbb.pdf

http://www.adam-europe.eu/prj/2926/prj/reference_guide_zbb.pdf

Handlungsempfehlungen zum Einsatz der deutschen eLearning-Module

Products

1 project website

2 information flyer

3 Questionnaire Best Practice Examples - sustainability in retail

4 European Best Practice Examples - sustainability in retail

5 Reference Guide - didactic materials

6 elearning modules for online learning platformes

7 Project Flyer BIBB

8 Information CD Education on sustainability for retail

Product 'project website'

Title:	project website
Product Type:	others
Marketing Text:	
Description:	homepage of the project
Target group:	project partners, interested people and companies in sustainability and environment
Result:	information about the project, main tasks, partners, funding and duration
Area of application:	information about the project, contact to the project coordinator only browser english 19.11.2007
Homepage:	http://www.zbb.de/projekte/nachhaltigkeit-im-handel.html
Product Languages:	German English

Product 'information flyer'

Title:	information flyer
Product Type:	others
Marketing Text:	Information über die Schwerpunkte des Projektes, die entstehenden eLearning Module zum Thema Nachhaltigkeit im Handel Information zu den Projektpartnern und den Ansprechpartnern im jeweiligen Land
Description:	Infoflyer
Target group:	Handelsunternehmen, Mitarbeiter und Auszubildende, Multiplikatoren
Result:	
Area of application:	Öffentlichkeitsarbeit
Homepage:	
Product Languages:	Czech Greek English Romanian Dutch German

Product 'Questionnaire Best Practice Examples - sustainability in retail'

Title:	Questionnaire Best Practice Examples - sustainability in retail
Product Type:	others
Marketing Text:	- instrument to collect examples of best practice for sustainability - gives the companies the possibility of selfchecking
Description:	- instrument to collect examples of best practice for sustainability - to have an instrument of selfcheck for the companies - instrument to motivate and to sensitize the retail companies for this topic - to have an instrument for associations / multiplier to evaluate the status quo in their branch
Target group:	retail companies stakeholder, retail associations
Result:	questionnaire
Area of application:	to collect Best Practices to evaluate the development of sustainable management in retail for different sectores and branches
Homepage:	
Product Languages:	English German

Product 'European Best Practice Examples - sustainability in retail'

Title:	European Best Practice Examples - sustainability in retail
Product Type:	others
Marketing Text:	
Description:	Die Best-Practice-Beispiele fächern ein breites Spektrum an Möglichkeiten, wie Nachhaltigkeit im Unternehmen umgesetzt werden kann auf und welche Vorteile damit verbunden sind. Insgesamt 26 Beispiele aus unterschiedlichen Branchen und Betriebsformen wurden gesammelt und aufbereitet.
Target group:	Handelsunternehmen KMU Lerner Bildungspersonal
Result:	Sammlung von europäischen Best Practice Beispielen, die als download , Publikation und als Bestandteil der eLearning-Module zur Verfügung stehen
Area of application:	- zur Sensibiliserung von Handelunternehmen in Bezug auf Nachhaltigkeit - zu Aus- und Weiterbildungszwecken
Homepage:	
Product Languages:	Czech Dutch English German Greek Romanian

Product 'Reference Guide - didactic materials'

Title:	Reference Guide - didactic materials
Product Type:	
Marketing Text:	Handlungsempfehlungen zum Umgang und Einsatz mit den eLearning-Modulen
Description:	Handlungsempfehlungen zum Umgang und Einsatz mit den eLearning-Modulen für das Bildungspersonal. Beschrieben wird der Zugang zu den Modulen, Inhalte der module, zu vermittelnde Kompetenzen bei der Nutzung der Module
Target group:	Bildungspersonal
Result:	Broschüre
Area of application:	zur Einarbeitung in die Module und Vorbereitung für die Nutzung in der Aus- dun Weiterbildung
Homepage:	
Product Languages:	Romanian Czech Greek German English Dutch

Product 'elearning modules for online learning platformes'

Title:	elearning modules for online learning platformes
Product Type:	modules
Marketing Text:	
Description:	Länderspezifische eLearning-Module zur Nachhaltigkeit im Handel
Target group:	- Auszubildende, Mitarbeiter und Weiterzubildende in Handelunternehmen insbesondere für die Branchen Lebensmittel, Bau- und Heimwerker und Bürowirtschaft - Unternehmer sowie Führungskräfte von Handelsunternehmen
Result:	onlinefähige länderspezifische eLearning- Module in Deutschland, Tschechien, Belgien, den Niederlanden, Griechenland und Rumänien
Area of application:	Nutzung teilweise öffentlich - Die einzelnen Homepages/Plattformen können der Projektwebsite entnommen werden
Homepage:	http://www.zbb.de/projekte/nachhaltigkeit-im-handel.html
Product Languages:	Greek Romanian English German Czech Dutch

Product 'Project Flyer BIBB'

Title:	Project Flyer BIBB
Product Type:	others
Marketing Text:	
Description:	Projektinfoblatt in der Reihe des BiBB
Target group:	Multilikatoren Stakeholder Bildungspersonal
Result:	Broschüre zum Download und als Publikation
Area of application:	Disseminationinstrument für die Projektergebnisse
Homepage:	
Product Languages:	German English

Product 'Information CD Education on sustainability for retail'

Title:	Information CD Education on sustainability for retail
Product Type:	CD-ROM
Marketing Text:	
Description:	Die CD enthält in allen Sprachen Informationen zum Thema Nachhaltigkeit im Handel in den Projektländern, die Best-Practice-Beispiele, eine Übersicht über die Struktur und den Inhalt der e-learning Module sowie dazugehörige Empfehlungen zum Einsatz der e-learning Module in den Projektländern. Die CD kann kostenlos bei der zbb angefordert werden.
Target group:	Bildungspersonal Stakeholder Multiplikatoren
Result:	CD-ROM Die CD-ROM kann bei der zbb kostenlos angefordert werden.
Area of application:	als Disseminationsinstrument zur Verbreiterung des Bekanntheitsgrades der Projektergebnisse
Homepage:	
Product Languages:	German Greek Romanian Czech Dutch English

Events

Drittes Meeting

Date	03.10.2008
Description	3. Projektmeeting Feinabstimmung curricula und Konzeptionen der eLearning-Modulefür die einzelnen Partner Präsentation und Absprachen zu den Best Practice Examples zu Nachhaltigkeit im Handel in europäischen KMU Evaluation, Valorisierung
Target audience	project partners
Public	Event is open to the public
Contact Information	
Time and place	03. und 04.10.2008, Piraeus

Zweites Meeting

Date	14.04.2008
Description	Vorstellung und Diskussion des didaktisch-methodischen Konzeptes Vorstellung und Konzeption/Template für die Sammlung von Best Practice Beispielen in den Partnerländern Evaluationskonzept, Valorisierung,
Target audience	project partners
Public	Event is open to the public
Contact Information	
Time and place	14., 15.4. 2008 Brussels

Events

Startmeeting

Date	06.12.2007
Description	
Target audience	
Public	Closed event
Contact Information	10.30 - 17.00 Dr. Kerstin Baumgarten
Time and place	Mehringdamm 48 10961 Berlin

Project Tags

The project belongs to the following group(s):

Best Projects (http://www.adam-europe.eu/adam/thematicgroup/MMVII)