

Implementation Report of the qualification and consulting concept in Spain Making European handicraft sustainable- Pilot Project



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GesMA**

December 2010

In cooperation with German Giner (CTL)

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Publication within the Leonardo da Vinci project Euro Crafts 21:

This project is funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information contained therein.

The Leonardo da Vinci project Euro Crafts 21 is carried out under the administration of plenum - society for holistic sustainable development and the Factor 10 Institute Austria. The objective of the project is to establish a significant added value in the vocational education in Austria and the participating partner countries (Finland, Germany, Slovakia, Spain and Hungary). This will be achieved through the innovation transfer of an already completed pilot project - aiming the development and testing of an overall qualification and consulting concept for sustainability management in the handicraft branch of North Rhine-Westphalia (Germany).

www.eurocrafts21.eu

Valencia, June 2010

Project Partners in Euro Crafts 21:

Administration:	<p>Contractor: plenum – society for holistic sustainable development, www.plenum.at</p> <p>Coordinator: Factor 10 Institute Austria, www.faktor10.at</p>
Project Manager:	<p>Contractor: Sylvia Brenzel, plenum Austria</p> <p>Coordinator: Christopher Manstein, Factor 10 Institute Austria</p>
Project partners:	<p>Meisterstrasse Austria, Vienna, Austria: www.meisterstrasse.at</p> <p>Wuppertal Institute für Climate, Environment and Energy, Wuppertal, Germany: www.wupperinst.org</p> <p>Trifolium – Beratungsgesellschaft mbH, Friedberg, Germany: www.nachhaltigkeit.de</p> <p>Kuopio Academy of Design, Savonia University of Applied Sciences, Kuopio, Finland: www.designkuopio.fi</p> <p>Chamber of Commerce and Industry Csongrád County, Szeged, Hungary: www.csmkik.hu</p> <p>Trencin Regional Chamber of Slovak Chamber of Commerce and Industry, Trencin, Slovakia: www.sopk.sk</p> <p>GesMA Moreno A. – Environmental Management and Sustainability, Valencia, Spain: www.gesma.es</p> <p>Conselleria de Medi Ambient, Aigua, Urbanisme i Habitatge - Generalitat Valenciana, Valencia, Spain: www.cth.gva.es/CTL</p>

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1 Introduction

In the following report we are going to explain in detail the different activities related to the implementation of the working packages that we have done till now.

The discussion about the main relevant sectors to realise the testing of QCC is directly influenced by the development of specific units of the concept of qualification. This decision has to be valued based on the results of the needs of training of the companies, as well as of the specialization of one or more sectors of SMEs and handicrafts for the project. At first it could be interesting to testing the units with companies of the sector metal-mechanic, agro-alimentary and textile, because they seem, according to the previous analyses, to be the underprivileged ones in the development of his understanding and introduction of sustainable development. On the other hand independent of the participating sector, it is from great interest working directly with the technological institutes, so that these include the concepts of sustainable development in their activities areas and development in front of the companies of their sector. With this it will reach in covering an ample sector and but inter-sector but with SMEs, as well as developing a training instrument and consultation for these institutes or other organisms responsible for its application.

1.1 Time table of implementation of the QCC

	Month								
	07-09	08-09	09-09	10-09	11-09	12-09	01-10	02-10	03-10
Working task									
TtT Workshop	16/17. July. 2009								
Kick-off Workshop	22. July. 2009								
Acquisition of the companies									
Module B1					01.12.2009 2 companies				
Module B2					02.12.2009 2 companies				
Individual Consulting –Self Check						1. Company (03.02.2010), 2. Company (05.02.2010)			
Existing modules S3-S4							S3+S4 04.02.2010 2 companies		
New Module S9								S9 „ETs“ 02.03.2010 2 companies	

2 Kick-off event

The first meeting for the presentation of the project EC 21 and the official start on 22nd July 2009 at 11:00 hour, having duration of 2 hours was realised after the "Train the Trainer" workshop. In this meeting diverse interest groups have participated, a total of nine people of different institutions. The participant institutions were the Chamber of Commerce of Valencia, Centre of Handicraft, and Centre of Env. Education, Masuno Consulting, Technologic Institute of Toys ware, Conselleria of Environmental, CTL and GesMA.

After the presentation of the project we have proposed the collaboration and the support of the present institutions, which were corroborated by the assistants in a 100%.

Presentación EURO CRAFTS 21
CENTRO DE TECNOLOGÍAS LIMPIAS

22/07/2009
PATERNA (VALENCIA) - SPAIN






Institución	Nombre y address	e-mail	Interés en recibir información por proyecto	Interés en participar en el proyecto
AEDPA				
AEDH				
ACR	Enrique Aro Montañá	enriquearo@telefonos.net	Si	Si
ADPNE				
ANEX				
AITEX				
IRV				
ITE				
ITENE				
INESCOP				
MASLVO	Centro de Estudios Laborales	centro@maslvo.com	Si	Si
INCEDE				
CÁMARA VALENCIA	Rafael Mossó Pardo	rmoss@camaravalencia.com	Si	Si
CSA	Rafael Tomás Carrasquillo	rafat@csa.org.es	Si	Si
CENTRO ARTESANÍA CX	Sylvia Nico Lorente	sylvia@centroartesania.com	Si	Si
IBEDT				
CONSULTORIA MASUNO	Sylvia Guillelmo Mateo	guillelmo@masuno.com	Si	Si

3 Pilot Companies



Euro Crafts 21 should serve as a tool release and multiplier effect of the sustainable business management ideas and respectful with environment, to move the philosophy of efficient management of resources at all stages of the supply chain. State of well being of businesses, populations and individuals must be linked to a sustainable economic development that no mortgages the life of our future generations, as well as using this strategy as a competitive advantage for customers loyalty.

José Luis Montañés Abad
Químicas Meristem S.L.

Químicas Meristem, S.L. is a company founded in 1984, created for production, development and commercialization of special fertilizers for plant nutrition. Since then, **Químicas Meristem** has strived to find **innovative solutions** for the agricultural market, in constant evolution, which nowadays demands high-tech and eco-friendly products. Thus, they can offer the agricultural sector a wide catalogue of plant nutrition and ecological products for crop production in today's world.

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meristem@quimicasmeristem.com

Sector: agricultural market
Products/Services: special fertilizers for plant
nutrition
Number of employees:20



*People and not targets are those who manage that **dreams** are fulfilled.
That dream requires us to be **innovative**, be...
different.
The difference is to understand the management and the development of a sustainable way and a care environment.*

Silvia González, Francisco Colomina y Santiago Pérez
Direction Consulting ACTECO

ACTECO starts its activity in Alcoy in 1994 primarily based on the recycling of plastic material. Currently encompasses a set of companies that provide different solutions recycling, management of waste and environmental advice.

Acteco plants are currently located in: Arteixo (A Coruña), Alcoy (Alicante), IBI (Alicante), Náquera (Valencia), Ribarroja Túria (Valencia), Zaragoza and Zevenbergen (Netherlands)

ACTECO
C/ Cierzo, S/N (Pol. Ind. La Torreta Sector 3) -
46119 Náquera (Valencia)
Teléfono: 96 160 98 49 Fax: 96 160 95 40
acteco@acteco.net

Sector: Recycling of plastics.
Products/Services: · Transfer of waste industrial.
consulting environmental., destruction
documentation, plastic pellets

Number of employees: 50

4 Trainers



Ana Moreno Avena, Managing Director GesMA
www.gesma.es

"The heart that gives life to Euro Crafts 21 is the Self-Check Tool, the extremities that allow it to develop in the way towards a more sustainable enterprise management are the specific modules and the head that it gives the sense and the direction are the basic modules"



Germán Giner Santonja, Project Manager CTL
www.cma.gva.es

"EC21 has developed adequate tools for the integration of environmental, social and economic considerations into company management, particularly in relation to SME. Moreover, the proactive nature of these tools allows for continuous improvement of company management, as it induces managers and workers to question their own development model".

5 Module B1 Sustainable Development

Location: CTL, Paterna (Valencia)

Date: 1st Dec. 2009

Time: 9:00-13.30h

Agenda:

09: 00 Beginning course (welcome Joaquín Niclós)

What is the Euro Craft 21 project?

09: 45 Introduction to sustainable development

11: 00 Coffee break

11: 15 Sustainability process for businesses

Institutions for sustainable development in the CV

Feed-back

13: 00 (real 14:00) End of the course



5.1 Participants

ACTECO, Químicas Meristem S.L., Universidad de Valencia, CTL, GesMA

5.2 Description of contents and results

In this first Workshop of approach and introduction in the matter on *Sustainable Development*, we obtained a good mixture enters theoretical contribution and participation of the companies. It was reached the understanding process about the meaning of sustainability, as well as the understanding of the Process of relation with the own company and the capacities of improvement of this one as far as a more sustainable management of the same. For this we introduced the concept of sustainability of an explanatory form, we worked the exercises B1-A2- The 4 Earths, B1-A3- What are we giving to the next generation? Later, after a small break, we passage to the explanation of the *Process of Sustainability for companies*. Finally the Institutions for *the Sustainable Development in the Valencian Community* appeared. We have improved the exercises: The triangle of the sustainability, B1-C2 Efficiency of resources in SME and the B1-C5 were applied to exercises B1-A5 Cycle of the sustainable product. Finally we ended with one hour of delay, because there was much participation on the part of the assistants and we left consciously place for this process of reflection.

5.3 General Feedback

Punctuation general of the workshop **1, 9**

Feedback was very positive and I confirm the structure and election of the day, as well as the form to present/display it.

Feedback B1 Workshop										
n= 6										
Spain B1										
General Feedback to the workshop										
I liked the workshop very much	2	1	2	2	2	4				2,2
My expectations were achieved	1	1	3	2	1	3				1,8
The atmosphere was very comfortable	1	1	1	1	1	5				1,7
Course of workshop										
The proceeding was diversified and comprehensible	1	2	3	2	1	2				1,8
The workshop was scheduled adequately	2	1	2	2	1	2				1,7
	1	2	3	3	5	3				2,8
Content										
The content was understandable and interesting	1	1	3	1	1	1				1,3
	1	1	2	2	1	2				1,5
Working material										
The working material was understandable	1	2	2	1	2	1				1,5
Trainers / Moderators										
The trainers / moderators were competent	1	1	2	1	1	2				1,3
The exchange between trainers / moderators and participants was very good	1	1	2	1	1	2				1,3
Successful learning process										
To my mind the workshop was very gainful	2	2	2	2	2	2				2,0
I have learned new topics	3	1	3	3	2	3				2,5
In my field of activity I can benefit from the knowledge gained very much	3	1	2	2	2	3				2,2

Some comments:

- The participation interactive
- Intercambio de impresiones (exchange of impressions)
- Participación de asistentes, ejercicios (attended participation, exercises)
- The trainers are very open
- Too short

5.4 Materials

B1-A1: Sustainable Development

(PPP)

B1-A2: ... as if we had four 'Earths'

B1-A3: What do we hand over to the next Generation?

B1-B1: The Boomerang – for sustainable justice

6 Module B2 Self Check

Location: CTL, Paterna (Valencia)

Date: 2nd Dec. 2009

Time: 9.00-13.00h

Agenda:

- 09: 00 Beginning course
 - Introduction to the self-assessment
- 10: 30 Coffee break
- 10: 45 Sustainability self-assessment process
 - Auto-check
 - Feed-back
- 12: 00 (real 13:00) End of the course



6.1 Participants

ACTECO, Químicas Meristem S.L., Universidad de Valencia, CTL, GesMA

6.2 Description of contents and results

The goal of the module "Self-Check Crafts", to make consultants, organisations in the crafts sector and entrepreneurs familiar with the essential aspects of the instrument "Self-Check Crafts", was really arrived. We have communicated the sustainable management and allowed a practical and concrete way of experiencing with the subject.

After the welcome greeting, we ask the participants to realise commentaries on the learned thing in the previous course, as well as its present situation of application of the Self Check. Soon passage to the Introduction in the Self- Check of Sustainability, being realised the exercise B2-A2 Brainstorming of external or internal systems of evaluation and the B2-A3 Tools of evaluation in the company. After one small break, we continue with the most detailed explanation of the Self-Check, being used exercise B2-C3 Assessment of sections and statements, as well as we realised the exercise B2-C4: Visualisation of the assessment (Spider Diagram), appeared the results, selecting between the participants the relevant measures and I explain the last passage of preparation of a plan of action of measures for a sustainable management in the companies. Later we insisted in the advantages of the application of this Self-Check and we gave advice of how realising it in the own company

6.3 General Feedback

Punctuation general of the workshop **1,3**

Feedback was very positive and I confirm the quality of the explanation, as well as it demonstrated to the good understanding in the previous day and the good acquired base of the participants.

Feedback B2 Workshop

n= 5

Spain B2

General Feedback to the workshop		
I liked the workshop very much	1 2 1 1 2	1,4
My expectations were achieved	1 2 1 1 2	1,4
The atmosphere was very comfortable	1 2 1 1 1	1,2
Course of workshop		
The proceeding was diversified and comprehensible	1 2 1 2 2	1,6
	1 2 1 2 2	1,6
The workshop was scheduled adequately	2 2 2 1 2	1,8
Content		
The content was understandable and interesting	1 2 1 1 1	1,2
	1 3 1 1 2	1,6
Working material		
The working material was understandable	1 2 1 2 1	1,4
Trainers / Moderators		
The trainers / moderators were competent	1 2 1 2 2	1,6
The exchange between trainers / moderators and participants was very good	1 2 1 1 1	1,2
Successful learning process		
To my mind the workshop was very gainful	2 3 2 2 2	2,2
I have learned new topics	3 2 2 1 3	2,2
In my field of activity I can benefit from the knowledge gained very much	2 2 2 1 2	1,8

Some comments:

- Too short

6.4 Materials

B2-A1: Introduction and basics about sustainability self assessment

B2-A2: Brainstorming about "external- vs. self assessment"

B2-A3: Assessment instruments in companies

B2-B1: Self assessment – process within the company

B2-B3 "Self-Check Crafts" - planning of the implementation

B2-C1: Self assessment – the assessment sheet

B2-C2: Relevance of statements

B2-C3: Assessment of sections and statements

B2-C4: Visualisation of the assessment

B2-D1: The self assessment: strengths and potentials

B2-D2: Profiling: strengths and potentials for improvement

B2-D3: Determination of focus within the strengths-/potentials profile

B2-E1: Self assessment – action plan

7 Individual Consulting for Self-Check- 1. Company

Location: QUÍMICAS MERISTEM, S.L. Ctra. Moncada-Náquera, Km. 1,7
Apdo. Correos 30 | 46113 Moncada (Valencia) Spain

Date: 3rd Febr. 2010

Time: 17.30-20.00h

Agenda:

Realisation of the self-evaluation of sustainability (2: 30 h)

Introduction to sustainability (20 min)

Introduction to self-evaluation (20 min)

Realization of Self-Check by the company team (40 min)

(Presentation and graphics) results (10 min)

Analysis results (20 min) Symposium

Next steps (10 min)

Visit to the plant (30 min)



7.1 Participants

Químicas Meristem S.L., CTL, GesMA

7.2 Description of contents and results

A summary of the realised workshop B1 and B2 was prepared. The Workshop was concentrated in addition in the attendance to the equipment to the company for the accomplishment of the Self-Check. For it the concept of Sustainable Development was introduced in a concentrated way, giving practical examples and using exercises B1-A2 and B1-A3, as well as B1-B1. Later step to realise was a Mind map of the most relevant subjects for the company, to establish the relation between Sustainability and enterprise activity. Finally the results of the Self-Check realised by the team of the company appeared, as well as it visualized in a Spider Diagram, choosing the weak points and strengths and making this way the base for a plan of action of the company.

Finally a colloquial **Feedback** was asked the participants, which was very positive. The participants applied with great success all selected targets and the results were excellent.

7.3 Materials

- B1-A1: Sustainable Development (PPP)
- B1-A2: ... as if we had four 'Earths'
- B1-A3: What do we hand over to the next Generation?
- B1-B1: The Boomerang – for sustainable justice
- B2-A1: Introduction and basics about sustainability self assessment
- B2-C1: Self assessment – the assessment sheet
- B2-C2: Relevance of statements
- B2-C3: Assessment of sections and statements
- B2-C4: Visualisation of the assessment
- B2-D1: The self assessment: strengths and potentials
- B2-D2: Profiling: strengths and potentials for improvement
- B2-D3: Determination of focus within the strengths-/potentials profile
- B2-E1: Self assessment – action plan

8 Individual Consulting for Self-Check- 2. Company

Location: ·ACTECO Recycling of plastics Plant
Pda. Riquer Alto, S/N - 03800 Alcoy (Alicante) Spain
Date: 5th Feb. 2010
Time: 10.00-13.30h

Agenda:

Realisation of the self-evaluation of sustainability (2: 30 h)

- Introduction to sustainability (20 min)
- Introduction to self-evaluation (20 min)
- Realization of Self-Check by the company team (40 min)
- (Presentation and graphics) results (10 min)
- Analysis results (20 min) Symposium
- Next steps (10 min)
- Visit to the plant (30 min)

B2-C2: Relevance of statements

B2-C3: Assessment of sections and statements

B2-C4: Visualisation of the assessment

B2-D1: The self assessment: strengths and potentials

B2-D2: Profiling: strengths and potentials for improvement

B2-D3: Determination of focus within the strengths-/potentials profile

B2-E1: Self assessment – action plan

9 Module S3- Sustainable Business Segments and S4 Marketing Concept

Location: CTL, Paterna (Valencia)

Date: 4th Feb. 2010

Time: 9.00-17.00h

Agenda:

First part -Sustainable business segments

09: 00 Beginning course

Introduction - futures business segment

10: 30 Coffee break

10: 45 Creativity techniques

Valuation of merchantability

Feed-back

13: 00 (real 13:30) Pause for lunch

Second part - Marketing concept

14: 00 (real 14:30) Beginning course S4 - sustainable marketing concept

Introduction

15: 00 What is what it should be – define marketing objectives

16: 00 Mix of marketing tools

Chances of success of the marketing control

Feed-back

17: 00 End of the course



9.1 Participants

ACTECO, Químicas Meristem S.L., CTL, GesMA

9.2 Description of contents and results

For the accomplishment of the specific modules already selected after the Train the Trainer courses and ratified in the Kick off meeting (see Qualification and Consulting Needs) was prepared the matter in two blocks by a complete day. In the morning we apply the specific module S3 on Segments of Sustainable Business and in the afternoon, after a pause to lunch, the Specific Module S4 Marketing Concept.

First, S3 Segments of Sustainable Business was divided in the 3 blocks. Introduction to the Future Segments of Sustainable Business, for which besides the theoretical explanation, the

exercises S3-A4 Mind map of Social Trends was done, introduced like example the social trends in the market of the third age, market of well-being/wellness and in the one of shortage of resources. Besides applying exercise S3-A2 Mind map of consequences of the social trends. After a pause of coffee we continue with the Techniques of creativity applying here exercises S3-B3 Brainwriting for the possible solutions to the problems of the consequences of the social trends. As well as exercise S3-B4 became on the C - P - P - matrix provides on the basis of the result of the previous exercise of Brainwriting. Finally step to explain the portfolio technique, with the aid of the practical application of Technical exercise S3-C2 of Portfolio and finalizing therefore the average day.

After a pause to lunch, we continue with the second subject of the day the Module S4 of Marketing Concept. This divided in Introduction with exercise S4-A2 Objectives of marketing, following themselves with the subject Objectives of Marketing and Instruments of Marketing Mix, applying here the exercise S4-B4 Role-play – Sales Talk. Finally passage to component on Marketing-Control of the success, being applied exercise S4-C2 Help on marketing efficiency checks and finalizing therefore the day.

9.3 General Feedback

Punctuation general of the workshop **1,7**

General Feedback was high, participation was very high also, but punctuation feedback was perhaps not perfect influenced by the density of the day and the fatigue of the participants.

Feedback S3+S4 Workshop

n= 5

Spain_ S3+S4

General Feedback to the workshop		
I liked the workshop very much	1 2 1 2 3	1,8
My expectations were achieved	2 2 1 1 3	1,8
The atmosphere was very comfortable	1 1 1 1 4	1,6
Course of workshop		
The proceeding was diversified and comprehensible	1 2 1 2 3 1 2 2 2 3	1,8 2,0
The workshop was scheduled adequately	1 2 3 2 2	2,0
Content		
The content was understandable and interesting	2 1 1 2 4 2 3 2 2 4	2,0 2,6
Working material		
The working material was understandable	2 1 2 2 4	2,2
Trainers / Moderators		
The trainers / moderators were competent	1 2 2 2 2	1,8
The exchange between trainers / moderators and participants was very good	2 1 1 1 2	1,4
Successful learning process		
To my mind the workshop was very gainful	2 2 1 2 3	2,0
I have learned new topics	2 3 1 2 2	2,0
In my field of activity I can benefit from the knowledge gained very much	2 3 4 2 3	2,8

Some comments:

- Good tool for assistant participation

9.4 Materials

S3-A1: Mind map social trends

S3-A2: Mind map trends effects

S3-B3: Brainwriting

S3-B4: C - P - P - matrix provides (Client, Profit, and Product)

S3-C2: Portfolio Method

S4-A1: Marketing Goals

S4-A2: Marketing Goal Accumulator

S4-B1: Marketing Mix Tools

S4-B4: Role-play – Sales Talk

S4-C1: Marketing Efficiency Check

S4-C2: Help on marketing efficiency checks

10 Module S14- Environmental Technologies

Location: CTL, Paterna (Valencia)

Date: 2nd March 2010

Time: 9.00-13.00h

Agenda:

Environmental Technologies

09: 00 Beginning course

Introduction to environmental management in enterprises

Eco-innovation

10: 30 Coffee break

10: 45 TA typologies

Management of TA

Feed-back

13: 00 Pause for lunch



10.1 Participants

ACTECO, Químicas Meristem S.L., CTL, GesMA

10.2 Description of contents and results

The presentation of our new Specific Module S14 was carried out in an average day. This average day was divided in four blocks. First the Introduction to the environmental management in the companies, for which we applied exercise S14-B2 (old S9-A1) The future vision of the company. After this so likeable and creative exercise, we passed to the second block over Eco-innovation and Eco-efficiency, in which we realised exercise S14-B3 (old S9-A2) Mind map of trends in the eco-innovation analyzing the new trends of Eco-innovation. Later we continue with the third block on the Typologies of the Environmental Technologies. Finally treatment the fourth block of Management of Environmental Technologies using exercise S14-D2 (old S9-B1) AHP and S14-D3 (old S9-B2) Excel Sheet for calculating priorities with AHP.

10.3 General Feedback

Punctuation general of the workshop 1,3

The feedback of the course was high and contributing was requested like commentary for more practical examples to the given theory.

Feedback S9 Workshop

n= 4

Spain_S9

General Feedback to the workshop		
I liked the workshop very much	1 1 2 1	1,3
My expectations were achieved	2 2 3 2	2,3
The atmosphere was very comfortable	2 1 1 1	1,3
Course of workshop		
The proceeding was diversified	3 2 3 2	2,5
and comprehensible	2 2 2 2	2,0
The workshop was scheduled adequately	2 2 1 2	1,8
Content		
The content was understandable	3 2 2 2	2,3
and interesting	2 2 3 2	2,3
Working material		
The working material was understandable	3 2 2 2	2,3
Trainers / Moderators		
The trainers / moderators were competent	2 2 2 1	1,8
The exchange between trainers / moderators and participants was very good	2 2 1 1	1,5
Successful learning process		
To my mind the workshop was very gainful	2 2 3 1	2,0
I have learned new topics	2 2 2 1	1,8
In my field of activity I can benefit from the knowledge gained very much	2 2 3 2	2,3

Some comment:

- more concert practical examples

10.4 Materials

S14-A1 Environmental management in enterprises (ppt)

S14-B1 Eco-innovation (ppt)

S14-B2 The future vision of the company

S14-B3 Mind map of trends in the eco-innovation

S14-C1 Typology of ET (ppt)

S14-D1 Management of TA (ppt)

S14-D2 AHP

S14-D3 Excel Sheet for calculating priorities with AHP

11 Reporting about Action Plan

Location: CTL, Paterna (Valencia)

Date: 2nd March 2010

Time: 14.00-17.00h

Agenda:

Presentation of plans of action the pilot Companies

15: 00 ACTECO action plan

15: 30 MERISTEM action plan

16: 00 Conclusions and Feed-back

17: 00 End of the course



Jose Luis Montañés from Meristem presented their Action Plan of EC21



Closing the EC21 Workshops serial with a Feedback round

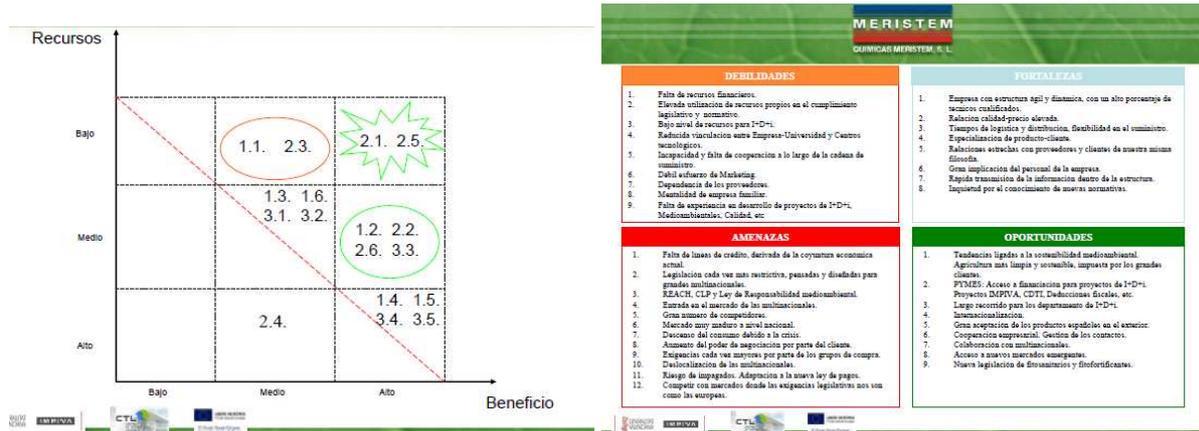
11.1 Participants

ACTECO, Químicas Meristem S.L., CTL, GesMA

11.2 Description of contents and results

Químicas Meristem S.L.

Both companies had the opportunity to present to us their plan of action elaborated on the basis of the analysis of the Self-Check in their company realised in February 2010. For it Jose Luis Montañés de Químicas Meristem S.L. exhibited in detail all the adopted measures and like, thanks to an analysis of Portfolio Technique it was arrived at a prioritisation of the objectives at issue. This way was simpler the process of decision making and the following argumentation against the direction of the company to obtain respective managing and economic support to apply these measures of improvement of the sustainability in the company.



Portfolio Analyses of Prioritisation Químicas Meristem

Measures: strengths and potentials for improvement

ACTECO:

In summary the plan of action of ACTECO and his application within the Integrated Certification of ISO, can be said that in conclusion the success of the sustainable evaluation of the company is not in one hard investment, in average technicians and external humans, but first of all, in the configuration of an equipment adapted, with personnel of the company and that he belongs to all or to main areas of management, not only of operative area, and that participates in self-evaluation.



Foto: Plant in Ibi (Alcoy) of recycling of plastic materials: ABS, PS, HDPE, PVC

Comment from ACTECO Team:

The results were very surprising because while the analysis we had that simplify it for lack of time (by) example randomly, each Member the team was in charge of 2 materials (other), the result was an important in the following match needs:

- (1) Enhance training
- (2) Do participants other responsible for decision-making important.

Política de Calidad y Medio Ambiente de ACTECO

La Gerencia de ACTECO PRODUCTOS Y SERVICIOS SL define la siguiente política para la adecuada gestión medioambiental y de calidad de las actividades productivas y de servicio que desarrolla en la planta de Ibi: **Recogida, transporte y almacenamiento de residuos peligrosos y no peligrosos. Acondicionamiento y prensado de residuos no peligrosos. Reciclaje de residuos plásticos peligrosos y no peligrosos. Valorización de residuos líquidos. Servicio de destrucción de documentación confidencial. Asesoría y consultoría medioambiental.**

Para ello implanta y desarrolla un Sistema de Calidad y Medioambiente basados en las ediciones vigentes de las normas ISO 9001 e ISO 14001 y cuyos principios básicos son:

- Mejorar la satisfacción de nuestros clientes y cumplir con los requisitos que estos establezcan, con los requisitos normativos y con la legislación vigente en materia de protección medioambiental, así como con otros requisitos que se asuman para mejorar la eficacia del Sistema de Calidad y Medio Ambiente.
- Asumir que la participación, concienciación y formación de los trabajadores es una parte fundamental de los sistemas de gestión, enfocando las actividades a un trabajo por objetivos para mejorar la implicación del personal en los procesos productivos y de servicios.
- Desarrollar un planificar la calidad y la gestión medioambiental tomando como punto de partida la presente política y un Sistema basado en una gestión por procesos. Será pública y revisada periódicamente.
- Por un futuro sostenible, presentamos un proyecto que innovará la forma de gestionar la empresa, y cuya herramienta fundamental incidirá en la implantación y mejora de los sistemas de comunicación a todos los niveles.

Para conseguir el cumplimiento de los puntos anteriores se asegurará una implicación de todo el personal de la empresa, que desarrollará sus responsabilidades en temas de calidad y medio ambiente. El Sistema de Gestión de Calidad y Medio Ambiente cuenta con el apoyo total de la Gerencia de la empresa, que asume la responsabilidad y garantiza los medios necesarios para asegurar su eficacia.

ACTECO ISO certification
Policy of quality and environment of ACTECO

12 Conclusion

The project EC 21 has been applied successfully in the participant companies, which have shown from the beginning a great interest by the subject of sustainable development. The adapted original materials (B1, B2, S3 and S4) have demonstrated their validity of innovation transfer. The adaptation as much of the specific modules how from the basic ones it has turned out to be a bring up to date of the present time subjects, the relation with the regional and national organizations, as well as examples of more specific connection of information for the Spanish companies.

Specific units chose have covered the expectation and interests of the participants. However it could be covering a wider part of the possible facets to develop for the knowledge improvement on the application of a sustainable management in the company with more specific modules. From the company site, there is a serious interest to more specific knowledge and this need could be responded with the next adaptation and translation of the rest the already existing units of the original project.

The product helped through the practical involvement of the participants with the exercises to a better understanding and identification with the topic, as well as to introduce a management plan to improvement the sustainability of the company in the future.

13 Recommendations

Our recommendations to the original product from the QCC into the EC 21 are:

- a workshop between 2-3 hours per specific module was for our companies all right, because the good qualification level of the participants (manager), but other way it have to be longer or complemented with some kind of homework,
- always a general introduction about sustainability to the company is necessary, if there are new companies or you're visiting the company team,
- also to the specific modules to establish the relation between sustainability and the module topic trough the exercises (e.g. marketing concept),
- to give more information about sustainability before the realisation of the Self-Check, recommended is a company internal workshop, depended of the qualification of the participants, with trustable internal persons,
- more modern media materials involved in the workshops, like films, internet information pages, e-learning tool, etc.
- It will be recommended for more time efficiency to do the "Train the Trainer" workshop in a compact workshop only one day about the B2 Basic Module and short introduction B1 about sustainability development.
- more examples of implementation from the specific modules topics,
- a short version of the QCC or EC21 in a print form, like a guideline of "sustainable management for handicraft" could be a more attractive product for the consultants, teacher and manager to reach to the topic.



Foto: Germán Giner (CTL) and Ana Moreno (GesMA)

Thanks to CTL (Germán Giner and Joaquin Niclós) for the support and participation in the Euro Crafts 21.



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