

RESPECT - Für verantwortungsvollere Beschaffungspraktiken

2011-1-CH1-LEO05-00044

<http://www.adam-europe.eu/adam/project/view.htm?prj=9320>

Projektinformationen

Titel: RESPECT - Für verantwortungsvollere Beschaffungspraktiken

Projektnummer: 2011-1-CH1-LEO05-00044

Jahr: 2011

Projekttyp: Innovationstransfer

Status: abgeschlossen

Land: CH-Schweiz

Marketing Text: The RESPECT project looks at innovative methodology and tools to help key stakeholders drive change in the way purchasing practices are operated in supply chains. RESPECT is exploring and testing an approach inspired by the "open innovation" concept to facilitate collaboration among buyers, suppliers and consumers. The project is also collecting vocational training content and best practices through activities in two pilot countries - Turkey and Bulgaria - and further tailor them for the apparel and footwear industries at the global level.

Zusammenfassung: The RESPECT project looked at innovative methodology and tools to help key stakeholders drive change in the way purchasing practices are operated in supply chains. RESPECT explored and tested an approach inspired by the "open innovation" concept to facilitate collaboration among buyers, suppliers and consumers.

The initiative was the joint effort of 8 partners from 5 European countries representing different fields of expertise.

The project collected and built vocational training content and best practices through activities in two pilot countries - Turkey and Bulgaria - and further tailored them for the apparel and footwear industries at the global level.

RESPECT put special emphasis on the increasing role of suppliers and empowers them through training and capacity building.

Beschreibung: Corporate Social Responsibility (CSR) is nowadays a widely recognized concept with well-known theoretical basis. However, there are still many barriers to its implementation. The issue of purchasing practices perfectly illustrates the tension that might reside between different stakeholders. Buyers (brands purchasing operators) and Suppliers (manufacturing facilities) do not always agree on the best approach to do business together that would benefit both parties and would have the best impact on workers and sustainable development. Buyers very often remain the actor that imposes their practices on the Suppliers who don't have any other choice than accept the proposed rules.

Innovative approaches to ensure an efficient deployment of CSR are then necessary for a better involvement of the different stakeholders. The vocational training approach of the RESPECT project meant to change this pattern, generate a positive attitude of the Buyers, empowers the suppliers and raises awareness amongst consumers to reach more responsible practices.

The objective of the project was to transfer existing innovative training materials and community building experiences to a new industry target group (apparel and footwear manufacturing) under a particular function (purchasing operators). The initial training offer (training materials, community building experience and support to introduce change behaviour) has been enriched by good practices and a series of input coming from different stakeholders, through innovative collaborative channels and by the enlargement of a practitioners community to support training recognition and dissemination. The RESPECT project tested this approach in two target countries - Bulgaria and Turkey - where the needs for more practical vocational training on CSR are particularly strong.

The chosen consortium of partners fully covered the needs to fulfill the project's objectives. They represented different stakeholder groups and are recognized as significant actors in the field of CSR.

Projektinformationen

The outcomes of the RESPECT project are multiple. Mixing formal, non formal and informal training techniques, we offered different levels of training for different target groups: Suppliers (mostly merchandiser), and Buyers (purchasing operators). The training content also takes into account the EQF tool to facilitate future ECVET approaches related to job qualifications dealing with purchasing functions and sustainable development practices. We also propose a new standardized model of stakeholder collaboration that is aimed to be further replicate in other countries and other types of industry.

Themen: *** Nachhaltigkeit
*** Lebenslanges Lernen
*** Fernlehre
*** Unternehmen, KMU
*** Chancengleichheit
*** Weiterbildung
*** Erstausbildung
** Arbeitsmarkt
** Sozialer Dialog
** Berufsorientierung und -beratung

Sektoren: *** Verarbeitendes Gewerbe/Herstellung von Waren
*** Erziehung und Unterricht

Produkt Typen: Homepage
Module

Produktinformation: • Research material
Quantitative/qualitative field surveys among the purchasing community (buyers, suppliers and consumers); good practices' case studies for suppliers and buyers.
• Vocational training content for suppliers (self-diagnosis tools, communication & negotiation skills) and buyers
• Communications kit
- Web platform www.responsible-practices.eu
- Social Media www.facebook.com/RespPractice
• RESPECT e-book

Projektwebseite: www.responsible-practices.eu

Vertragnehmer

Name: Fair Labor Association
Stadt: Grand Saconnex
Land/Region: Région lémanique
Land: CH-Schweiz
Organisationstyp: Verband/nicht regierungsgebundene Organisation
Homepage: <http://www.fairlabor.org>

Kontaktperson

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Koordinator

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Stadt: Geneva
Land/Region: Région lémanique
Land: CH-Schweiz
Organisationstyp: Verband/nicht regierungsgebundene Organisation
Homepage: <http://www.fairlabor.org>

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Partner

Partner 1

Name: Limelight Consulting
Stadt: Boulogne Billancourt
Land/Region: Ile De France
Land: FR-Frankreich
Organisationstyp: andere
Homepage: <http://www.limelight-consulting.com>

Partner 2

Name: Corporate Social Responsibility Association of Turkey
Stadt: Cibali, Istanbul
Land/Region: Istanbul
Land: TR-Türkei
Organisationstyp: andere
Homepage: <http://www.csrturkey.org>

Partner 3

Name: New Age Bulgaria Ltd.
Stadt: Gabrovo
Land/Region: Severen tsentralen
Land: BG-Bulgarien
Organisationstyp: andere
Homepage:

Partner 4

Name: Association France Business School
Stadt: Paris
Land/Region: Ile De France
Land: FR-Frankreich
Organisationstyp: Universität/Fachhochschule/Akademie
Homepage: <http://www.france-bs.com>

Partner

Partner 5

Name: the Balkan Institute for Labor and Social Policy
Stadt: Sofia
Land/Region: Sofia Stolitsa
Land: BG-Bulgarien
Organisationstyp: andere
Homepage: <http://www.bilsp.org/>

Partner 6

Name: MAC-Team aisbl - European Multi-Actors Cooperation network - international not-for profit association
Stadt: Bruxelles
Land/Region: Bruxelles Cap, Brussel Hof
Land: BE-Belgien
Organisationstyp: andere
Homepage: <http://www.mac-team.eu>

Partner 7

Name: Gibor Alfa Corap ve Tekstil Sanayi Ticaret A.S.
Stadt: Istanbul
Land/Region: Istanbul
Land: TR-Türkei
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage: <http://www.giborturkey.com>

Projektdateien

Article in CSR Turkey magazine_Feb2012_TR.pdf

http://www.adam-europe.eu/prj/9320/prj/Article%20in%20CSR%20Turkey%20magazine_Feb2012_TR.pdf

RESPECT article published in CSR Turkey magazine, February 2012

Article in CSR Turkey Magazine_November 2012_TR.pdf

http://www.adam-europe.eu/prj/9320/prj/Article%20in%20CSR%20Turkey%20Magazine_November%202012_TR.pdf

RESPECT article published in CSR Turkey magazine, November 2012

Article in CSR Turkey Magazine_November 2013_TR.pdf

http://www.adam-europe.eu/prj/9320/prj/Article%20in%20CSR%20Turkey%20Magazine_November%202013_TR.pdf

RESPECT article published in CSR Turkey magazine, November 2013

Article in Trudov Monitor Newsletter Edition-Sept2013_BG.pdf

http://www.adam-europe.eu/prj/9320/prj/Article%20in%20Trudov%20Monitor%20Newsletter%20Edition-Sept2013_BG.pdf

RESPECT article published in Trudov Monitor Newsletter (Bulgaria), September 2013

ISPIM Paper1 2013.pdf

<http://www.adam-europe.eu/prj/9320/prj/ISPIM%20Paper1%202013.pdf>

1st paper (publication) for ISPIM Conference in June 2013. This paper was approved and presented at the conference.

ISPIM Paper2 2013.pdf

<http://www.adam-europe.eu/prj/9320/prj/ISPIM%20Paper2%202013.pdf>

2nd paper (published) that was submitted to ISPIM conference in June 2013. This paper was approved.

Minutes 1st Partnership meeting_ Geneva_Oct2012.pdf

http://www.adam-europe.eu/prj/9320/prj/Minutes%201st%20Partnership%20meeting_%20Geneva_Oct2012.pdf

Minutes of the 1st partnership (kick-off) meeting that was held in Geneva in October 2012

Minutes 2nd Partnership meeting_Istanbul_March2012.pdf

http://www.adam-europe.eu/prj/9320/prj/Minutes%202nd%20Partnership%20meeting_Istanbul_March2012.pdf

Minutes of the 2nd partnership meeting that was held in Istanbul in March 2012

Minutes 3rd Partnership meeting_Bulgaria_July2012.pdf

http://www.adam-europe.eu/prj/9320/prj/Minutes%203rd%20Partnership%20meeting_Bulgaria_July2012.pdf

Minutes of the 3rd partnership meeting that was held in Starosel (Bulgaria) in July 2012

Minutes 4th Partnership meeting_Istanbul_Nov2012.pdf

http://www.adam-europe.eu/prj/9320/prj/Minutes%204th%20Partnership%20meeting_Istanbul_Nov2012.pdf

Minutes of the 4th partnership meeting that was held in Istanbul in November 2012

Minutes 5th Partnership meeting_Switzerland_May2013.pdf

http://www.adam-europe.eu/prj/9320/prj/Minutes%205th%20Partnership%20meeting_Switzerland_May2013.pdf

Minutes of the 5th partnership meeting that was held in Charmey (Switzerland) in May 2013

Projektdateien

Minutes 6th final Partnership meeting_Istanbul_Sept2013.pdf

http://www.adam-europe.eu/prj/9320/prj/Minutes%206th%20final%20Partnership%20meeting_Istanbul_Sept2013.pdf

Minutes of the 6th (final) partnership meeting that was held in Istanbul in September 2013

RESPECT-e-Book-content.pdf

<http://www.adam-europe.eu/prj/9320/prj/RESPECT-e-Book-content.pdf>

RESPECT e-book content

RESPECT_Kakemono_file_EN.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT_Kakemono_file_EN.pdf

RESPECT Kakemono EN (presenting the consumer survey results)

RESPECT_Kakemono_file_FR.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT_Kakemono_file_FR.pdf

RESPECT Kakemono FR (presenting the consumer survey results)

RESPECT_leaflet_BG.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT_leaflet_BG.pdf

RESPECT leaflet BG

RESPECT_leaflet_EN.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT_leaflet_EN.pdf

RESPECT leaflet EN

RESPECT_leaflet_FR.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT_leaflet_FR.pdf

RESPECT leaflet FR

RESPECT_leaflet_TR.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT_leaflet_TR.pdf

RESPECT leaflet TR

RESPECT-sourcing_practices_garment.pdf

http://www.adam-europe.eu/prj/9320/prj/RESPECT-sourcing_practices_garment.pdf

RESPECT sourcing practices presentation (garment industry)

Produkte

- 1 RESPECT public website
- 2 Pool of training elements on CSR and purchasing practices
- 3 Updated training needs analysis (for adaptation of purchasing practices training material)
- 4 Good practices framework and good practices
- 5 Mediatiation training
- 6 Consumer survey and consumer feedback analysis
- 7 Training modules on responsible purchasing practices and pedagogical guidelines
- 8 Training of trainers and test seminars
- 9 Exploitation plan
- 10 Adaptation and transfer mechanism
- 11 Training evaluation reports
- 12 Stakeholder forum group

Produkt 'RESPECT public website'

Titel: RESPECT public website

Produkttyp: Homepage

Marketing Text: The RESPECT public website represents an important tool in terms of collaborative work and dissemination. It provides information to the public on the RESPECT approach and major results.

Beschreibung: The RESPECT website has been created under the leadership of MAC-Team, and has several domain names and extensions. The usual website URL used to communicate on the project is www.responsible-practices.eu. The website is managed by MAC-Team with external administration (and initial setup) support by an external service provider OVH via NTIC Solution. The website is developed based on Open Source solutions and Joomla! environment.

All the partners have been asked to contribute to the content of the website. Each partner has author rights and can provide web articles, which are then edited/moderated by the FLA, FBS or MAC-Team before public publication depending on the needs of their national target groups.

In parallel to the RESPECT website, an Intranet has been implemented.

The RESPECT website also integrated the various elements to reinforce its impact and outreach: paper.li module, e-book module, social media links twitter posts, facebook page link. The forum section has been kept for the intranet purposes so far and will be open to wider target audience for the community building process.

Zielgruppe: all supply chain stakeholders and everyone interested in the issue

Resultat: information sharing

Anwendungsbereich: information sharing / RESPECT community

Homepage: <http://www.responsible-practices.eu/>

Produktsprachen: Türkisch
Französisch
Bulgarisch
Englisch

Produkt 'Pool of training elements on CSR and purchasing practices'

Titel: Pool of training elements on CSR and purchasing practices

Produkttyp: Module

Marketing Text: This pool of training elements and experience sharing of FLA on purchasing practices were at the basis of the transfer and formed a solid foundation for the development of the RESPECT innovative approach and vocational training that supports it. It is also a precious source of information and training resources for stakeholders and RESPECT community that are interested in specific aspects of CSR.

Beschreibung: Various academic elements have been pulled together to form a body of knowledge. This sum of CSR knowledge forms the project's foundation, which the RESPECT project partners can use to build their developments. In addition to this, various academic and training materials have been considered to contribute to the RESPECT project's pool of training elements:

- CSR courses at FBS: FBS is a business school that has worked for 12 years on issues of sustainable development and CSR. The school is constantly developing related training content for Masters, MBA and PhD programs. These elements address both social and environmental issues of CSR;
- CSR courses from academic Partners and Universities: FBS has developed a number of partnerships with international universities in the field of sustainable development and CSR. This has allowed FBS to benefit from the expertise of these institutions and bring various theoretical and practical knowledge to the RESPECT project;
- CSR books and academic articles: researchers at FBS regularly publish national and international articles and books as part of a research laboratory dedicated to CSR, business ethics and sustainable development. These research publications have been very useful to better understand the issues tackled by the RESPECT project;
- HERMES' project materials: the previous Leonardo HERMES project, on which part of the transfer is based, developed CSR training courses for companies and human resources directors of small and medium sized enterprises. HERMES brought together useful knowledge through pilot testing of those courses on real professional actors.

Finally, the professional experience of each partner and the studies carried out by the FLA on purchasing practices has brought specific knowledge to support the RESPECT pool of training elements.

Zielgruppe: suppliers /buyers' purchasing staff

Resultat: training modules and content

Anwendungsbereich: training

Homepage: http://www.responsible-practices.eu/index.php/m-partners/cat_view/49-sources-for-respect

Produktsprachen: Englisch
Französisch

Produkt 'Updated training needs analysis (for adaptation of purchasing practices training material)'

Titel: Updated training needs analysis (for adaptation of purchasing practices training material)

Produkttyp: andere

Marketing Text: These activities allowed the RESPECT team to better understand the current needs of key stakeholders and validate their interest in the RESPECT innovative approach. The surveys and consultations generated precious information to adapt the training material used in the pilot trainings. They also allowed to disseminate the existence of the RESPECT project and identify future partners or candidate companies who attended the RESPECT trainings and events in the two target countries.

Beschreibung: Based on the pool of training elements and practical experience in purchasing practices, the RESPECT partners conducted a series of activities in order to assess the current training needs of RESPECT key stakeholders. These activities gave results in terms of training needs analysis and are composed of the following elements:

- Preliminary online survey with a sample of buyers (25) and suppliers (30) that was conducted worldwide, with a particular focus on Bulgaria and Turkey (the RESPECT target countries). This online survey was an important step to engage with key stakeholders of the project (suppliers and buyers in the textile/footwear industry) and highlighted the grey areas where stakeholders need more capacity or knowledge in order to implement more responsible practices. The online survey results can be found on the RESPECT website: <http://www.responsible-practices.eu/index.php/m-r-factory/m-surveys/m-respect-survey>
- Direct consultation of stakeholders and collecting input from them also helped feed the training needs analysis. In the first year of the project, the RESPECT team focused on the suppliers who are very often left out of the discussions and suffer the consequences of the buyers' decisions. The RESPECT partners have regularly met with various suppliers in the target countries, Bulgaria and Turkey and could openly discuss the issues highlighted in the preliminary online survey and their expectations of the RESPECT project. It has led to interesting results and helped the team change and adapt the RESPECT approach. These discussions with suppliers, about their best practices, their global understanding of CSR and purchasing practices issues showed different levels of maturity according to the respondents. These differences have also forced the team to adapt further developments of the project. Also, the suppliers' qualitative survey conducted by Limelight in April 2012 helped the RESPECT team better understand the needs and challenges that suppliers face towards the demands of buyers. They also gave some elements and data to rethink the initial approach between the three main stakeholders: suppliers, buyers and consumers. Presentation of the qualitative survey results is available here: <http://www.responsible-practices.eu/index.php/m-r-factory/m-surveys/m-suppliers-qualitative-survey>

Zielgruppe: all partners and external stakeholders (suppliers, buyers, consumers)

Resultat: training needs analysis

Anwendungsbereich: training

Homepage:

Produktsprachen: Englisch

product files

product files

Preliminary online survey results

Preliminary online survey results.pdf

<http://www.adam-europe.eu/prj/9320/prd/3/2/Preliminary%20online%20survey%20results.pdf>

Qualitative survey with suppliers

Suppliers qualitative survey results.pdf

<http://www.adam-europe.eu/prj/9320/prd/3/3/Suppliers%20qualitative%20survey%20results.pdf>

Produkt 'Good practices framework and good practices'

Titel: Good practices framework and good practices

Produkttyp: Unterlagen für offenen Unterricht

Marketing Text: The good practices framework and collection of good practices contributed to different objectives of the RESPECT project:

- to feed the training needs analysis at the early stage of the project. It helped understand the current practices and needs to better target further actions (e.g. the qualitative survey with suppliers helped identify the process through which suppliers need to go in order to identify their own good practices and helped identify the means they can use to better communicate about them);
- to collect actual good practices cases and content to be used in training courses and circulated through web 2.0 tools;
- to collect consumers' feedback on companies' practices and form a reference tool;
- to train and support key target groups (especially suppliers) in identifying their own good practices, communicate them and generate a collaborative learning mechanism.

Beschreibung: The good practices framework has been developed by RESPECT to train suppliers (in priority) and buyers on how to identify good practices, how to present and add value to them, how to transform them into media messages to be communicated to other stakeholders like buyers and consumers and get feedback.

The framework was built based on different actions:

- (1) Collection of good practices from interactions with suppliers and through a qualitative survey with a sample of suppliers (in April 2012). Six cut & sew factories from Bulgaria and five from Turkey participated in the survey. The survey aimed at collecting best practices in the textile industry and better understands the suppliers' position and means of action towards a more responsible supply chain. To see the survey results: <http://www.responsible-practices.eu/index.php/m-r-factory/m-surveys/m-suppliers-qualitative-survey>
- (2) Development of a business case template and methodology to help supply chain actors reflect on good practices and present them to their stakeholders. Knowing that case studies are a very good mean to transfer experience and social innovation, the RESPECT team developed a process for experience and knowledge sharing. The underlying reasons for following this approach is that many professionals are more inductive than deductive reasoners, which means that they learn better from real life examples than from logical development starting with basic academic principles. The use of business cases is therefore a very effective mean of transfer of learning techniques. Also, some of our key stakeholder (suppliers) have a practical and critical point of view which is very useful to enrich knowledge towards more responsible practices in the supply chain. Following this process, several business cases have been compiled by the RESPECT partners to show examples of good practices in CSR, stakeholder collaboration and responsible supply chain management. To see the case studies: <http://www.responsible-practices.eu/index.php/m-r-factory/m-cases>
- (3) Help target groups (suppliers and buyers) transform key content into media messages to communicate it with their stakeholders and induce feedback. The RESPECT team worked on this through a pilot survey with consumers and through the pilot trainings with suppliers focusing, among other aspects, on communication techniques.

Zielgruppe: suppliers (mainly) and buyers

Resultat: business case template, methodology and real case studies

Anwendungsbereich: training

Homepage:

Produktsprachen: Bulgarisch
Englisch
Türkisch

product files

Business case

Business case methodology.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/Business%20case%20methodology.pdf>
Presentation of the RESPECT business case methodology

Business case template.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/Business%20case%20template.pdf>

RESPECT-case-study-01-Adzyaman-Cluster-Turkey-EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/RESPECT-case-study-01-Adzyaman-Cluster-Turkey-EN.pdf>

RESPECT-case-study-02-Orta-Anadolu-Turkey-EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/RESPECT-case-study-02-Orta-Anadolu-Turkey-EN.pdf>

RESPECT-case-study-03-Marks-Spencer-EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/RESPECT-case-study-03-Marks-Spencer-EN.pdf>

RESPECT-case-study-04-BulClust-Bulgaria-EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/RESPECT-case-study-04-BulClust-Bulgaria-EN.pdf>

RESPECT-case-study-05-Aster-Tekstil-Turkey-EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/4/2/RESPECT-case-study-05-Aster-Tekstil-Turkey-EN.pdf>

Produkt 'Mediatisation training'

Titel: Mediatisation training

Produkttyp: Module

Marketing Text: The mediatisation training is an important component of the RESPECT innovative approach to stakeholder collaboration. It empowers our target groups with regard to the means (survey tools, communication supports) and ways (strategy, implementation) to improve collaboration and its impact on purchasing practices.

The mediatisation guidelines are an important tool to allow the empowerment of target groups, especially suppliers. It demonstrates that it is important to collect all stakeholders' point of view, and that each company (of any size and with different financial means) can use surveys to develop some content and better communicate on what stakeholders think, do and want (through an objective content).

The consumer survey design, along with the consumer survey conducted in October 2012 contribute to practically demonstrate how companies can use innovative communication channels to seek input on their CSR practices from supply chains' end-users, consumers. The RESPECT partnership also demonstrated how to communicate about consumer survey results through innovative and effective communication means, i.e. infographics.

Finally, the Communication training module, which contains elements of the mediatisation guidelines and infographics, contributes to the empowerment of supply chain actors to improve collaboration – through strategic communication and solid content (good practices, stakeholders feedback) - and have a positive impact on more responsible purchasing practices.

Beschreibung: The mediatisation training is part of the main training modules for suppliers and buyers on more responsible purchasing practices. It focuses on the communication component of the improvement strategy, allowing an increased collaboration between key stakeholders: suppliers, buyers and consumers. The mediatisation training is composed of different elements:

(1) The mediatisation guidelines, which guide companies (suppliers and buyers) on the use of survey and mediatisation tools, based on the RESPECT approach. Their objective is to provide companies with guidelines on the tools available, explaining them why using them can be useful, what kind of information they can collect and what they can do with it. Using surveys is the best way to make decisions as it allows a better understanding and empowerment of stakeholders (knowing what they do, what they think and where they would like to go). The guidelines provide information on the WHY can companies use survey tools, HOW can surveys be conducted and what are the BENEFITS of using them. In terms of mediatisation (communication of survey results), two different approaches can be followed:

1. The traditional approach: Press release > diffusion to journalists > articles & interviews;
2. The 2.0 approach: Infographics or videos or slideshare > Post on your website, on social networks (Linkedin, Twitter, Instagram, Facebook...) and keep the discussions going, evolving.

(2) The Consumer survey design, which allows companies (suppliers and buyers) to interact with consumers, assess their attitude toward CSR practices and position consumers' role in supporting good practices. It is not only a way to interact and get feedback from consumers on a particular topic, but it is also a way to communicate about CSR efforts and practices in a credible way (with transparency and through a continuous improvement perspective).

(3) The training module on Communication, which focuses on communication strategies and techniques that stakeholders (suppliers and buyers) can use to increase good practices sharing and improve collaboration with customers.

Zielgruppe: suppliers, buyers and consumers

Resultat: training modules

Produkt 'Mediatisation training'

Anwendungsbereich: training

Homepage:

Produktsprachen: Englisch

product files

Consumer survey questionnaire.pdf

<http://www.adam-europe.eu/prj/9320/prd/5/1/Consumer%20survey%20questionnaire.pdf>
consumer survey design (questionnaire)

Infography_Respect_BG.jpeg

http://www.adam-europe.eu/prj/9320/prd/5/1/Infography_Respect_BG.jpeg
infography presenting the consumer survey results in BG

Infography_Respect_EN.jpeg

http://www.adam-europe.eu/prj/9320/prd/5/1/Infography_Respect_EN.jpeg
infography presenting the consumer survey results in EN

Infography_Respect_FR.jpeg

http://www.adam-europe.eu/prj/9320/prd/5/1/Infography_Respect_FR.jpeg
infography presenting the consumer survey results in FR

Infography_Respect_TR.jpeg

http://www.adam-europe.eu/prj/9320/prd/5/1/Infography_Respect_TR.jpeg
infography presenting the consumer survey results in TR

Mediatisation Guidelines.pdf

<http://www.adam-europe.eu/prj/9320/prd/5/1/Mediatisation%20Guidelines.pdf>
mediatisation guidelines for companies

Module 6 Communication Skills EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/5/1/Module%206%20Communication%20Skills%20EN.pdf>
RESPECT training module on Communication skills (available in EN, BG, TR)

Produkt 'Consumer survey and consumer feedback analysis'

Titel: Consumer survey and consumer feedback analysis

Produkttyp: andere

Marketing Text: This pilot consumer survey succeeded to demonstrate a practical way for a company (buyer or supplier) to collect feedback on its CSR practices and consult its stakeholders. The survey tool was presented to the target groups (suppliers and buyers) and included in the communication part of the training modules. It has also contributed to build the guidance (training) material for suppliers and buyers on communication toolkit (consumer consultation and use of collaborative tools).

The consumer feedback analysis also confirmed our initial thinking that consumers are interested in CSR and purchasing practices and are an important leverage in supply chains. More companies can communicate and develop collaboration with consumers, more they will be credible in terms of CSR practices. Consumers can also be a source of innovation if web 2.0 tools are well used.

Beschreibung: The RESPECT team developed a consumer survey to enable active stakeholders to assess consumers' attitude towards brands/suppliers social practices and position their role in supporting good practices. Buyers being the final target of the project, it was decided to involve them in that approach by testing consumers through a brand consumer panel. Patagonia has agreed to participate in this exercise and test the consumer survey approach with the RESPECT team.

The survey was pilot tested on a panel of consumers in France and Germany in early October 2012. France and Germany were picked, as they are two European countries where Patagonia has a large consumers' database.

This pilot survey was carried out with the two main objectives of (1) showing how a brand can collect feedback on their social and environmental practices from end-users and (2) positioning consumers' role in supporting good practices. The survey was set up online and the link to it was sent to the consumers through Patagonia's newsletter. The survey was online for then days from October 11th to 21st. The response rate was pretty good as we reached 5% of response (681 respondents out of 14'299).

In terms of results, the survey showed very positive and encouraging findings confirming consumers' interest and support toward more responsible practices. First of all, tested consumers feel very concerned about the brands' social and environmental practices in their supply chains. They massively believe that ready-to-wear brands are not really committed to implementing more responsible practices but outdoor sport brands get better results. Most of the respondents identified three main actors having an influence on CSR practices: consumers, brands and suppliers, which shows that they consider having a say in the way their favorite products are produced. Most of the respondents are seeking brands' CSR information from different sources of information but are not always convinced about the honesty of the information they find. A very interesting figure that came out of the survey is to see that 76% of respondents are ready to pay a little bit more to be sure that the products are made under decent conditions.

The consumer survey results were also illustrated through an infography (available in English, French, Bulgarian and Turkish) to transmit key messages in an efficient, visual way.

Zielgruppe: suppliers, buyers and consumers

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

Consumer survey questionnaire.pdf

<http://www.adam-europe.eu/prj/9320/prd/6/1/Consumer%20survey%20questionnaire.pdf>
consumer survey design (questionnaire)

Consumer_Survey_Results.pdf

http://www.adam-europe.eu/prj/9320/prd/6/1/Consumer_Survey_Results.pdf
consumer survey results (October 2012)

Produkt 'Training modules on responsible purchasing practices and pedagogical guidelines'

Titel: Training modules on responsible purchasing practices and pedagogical guidelines

Produkttyp: Module

Marketing Text: The entire training package was designed on the basis of existing innovative training materials and community building experiences, using collaborative approach between FLA, BILSP, CSR Turkey and New Age (supplier). The collaborative approach is evidenced by the fact that the training package was developed by the partners and reviewed by a CSR expert and university professors from New Bulgarian University, with practical proposals from a supplier.

Beschreibung: The RESPECT vocational training content aims to help key stakeholders drive change in the way purchasing practices are implemented and are impacting workplace standards. After conducting the initial training needs analysis, RESPECT decided to put a special focus on building the capacity of suppliers to be better equipped to overcome some of their challenges. That is why the training modules were tested on the suppliers target group, but buyers can also use them to build capacity of their purchasing staff dealing with suppliers. The RESPECT training material drive suppliers and buyers through purchasing practices concerns and provide them tools to have a better impact on workplace standards, especially through an improved communication between stakeholders. The training material is divided into 7 modules:

- Module 1: Responsible purchasing practices and CSR today
- Module 2: The RESPECT approach
- Module 3: Root Cause analysis
- Module 4: Problem solving
- Module 5: Action planning
- Module 6: Communication skills
- Module 7: Negotiation skills

Modules 3 to 5 are focused on the identification of root causes that can jeopardize competitiveness and/or ability to implement CSR. Tools for self-diagnosis and problem solving are provided to help learners find tailor made solutions.

Modules 6 & 7 are dedicated to the improvement of suppliers' communication / negotiation skills toward buyers and other stakeholders of the supply chain, such as consumers.

Training package for suppliers, designed for 1 day and 2 days trainings, consists of: 7 modules-power point presentations, role-play handout, toolkit guide, handbook for participants, confidentiality statement, prioritization matrix, training program.

Zielgruppe: suppliers (primarily): management and purchasing staff
buyers: CSR / Sustainability / Purchasing managers

Resultat: modules

Anwendungsbereich: training

Homepage:

Produktsprachen: Türkisch
Bulgarisch
Englisch

product files

Guidelines and support documents

product files

Handbook for Participants_EN.pdf

http://www.adam-europe.eu/prj/9320/prd/7/3/Handbook%20for%20Participants_EN.pdf
handbook for participants for the 2 days training module for suppliers, in English (available in Bulgarian and Turkish as well)

Pedagogical Guidelines for Trainers_EN.pdf

http://www.adam-europe.eu/prj/9320/prd/7/3/Pedagogical%20Guidelines%20for%20Trainers_EN.pdf
pedagogical guidelines for trainers in English

RESPECT_training_structure_EN.xls

http://www.adam-europe.eu/prj/9320/prd/7/3/RESPECT_training_structure_EN.xls
2 days training structure

Role play-handout-EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/3/Role%20play-handout-EN.pdf>
role play handout in English (also available in Bulgarian and Turkish)

Training_Evaluation_Form_EN.pdf

http://www.adam-europe.eu/prj/9320/prd/7/3/Training_Evaluation_Form_EN.pdf
training evaluation form in English (also available in Bulgarian and Turkish)

Training modules

1 day package training for suppliers EN.pptx

<http://www.adam-europe.eu/prj/9320/prd/7/2/1%20day%20package%20training%20for%20suppliers%20EN.pptx>
1 day training for suppliers (presentation slides) in English (also available in Bulgarian and Turkish)

2 days package training for suppliers EN.pptx

<http://www.adam-europe.eu/prj/9320/prd/7/2/2%20days%20package%20training%20for%20suppliers%20EN.pptx>
2 days training for suppliers (presentation slides) in English (also available in Bulgarian and Turkish)

Module 1 Brief RPP and CSR today BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%201%20Brief%20RPP%20and%20CSR%20today%20BG.pdf>
Module 1: responsible purchasing practices and CSR today (in Bulgarian)

Module 1 Brief RPP and CSR today EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%201%20Brief%20RPP%20and%20CSR%20today%20EN.pdf>
Module 1: responsible purchasing practices and CSR today (in English)

Module 1 Brief RPP and CSR today TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%201%20Brief%20RPP%20and%20CSR%20today%20TR.pdf>
Module 1: responsible purchasing practices and CSR today (in Turkish)

Module 2 RESPECT Project BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%202%20RESPECT%20Project%20BG.pdf>
Module 2: RESPECT approach (in Bulgarian)

Module 2 RESPECT Project EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%202%20RESPECT%20Project%20EN.pdf>
Module 2: RESPECT approach (in English)

Module 2 RESPECT Project TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%202%20RESPECT%20Project%20TR.pdf>
Module 2: RESPECT approach (in Turkish)

Module 3 RCA BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%203%20RCA%20BG.pdf>
Module 3: root cause analysis (in Bulgarian)

Module 3 RCA EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%203%20RCA%20EN.pdf>
Module 3: root cause analysis (in English)

Module 3 RCA TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%203%20RCA%20TR.pdf>
Module 3: root cause analysis (in Turkish)

Module 4 Problem Solving BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%204%20Problem%20Solving%20BG.pdf>

product files

Module 4: problem solving (in Bulgarian)

Module 4 Problem Solving EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%204%20Problem%20Solving%20EN.pdf>
Module 4: problem solving (in English)

Module 4 Problem Solving TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%204%20Problem%20Solving%20TR.pdf>
Module 4: problem solving (in Turkish)

Module 5 Action Planning BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%205%20Action%20Planning%20BG.pdf>
Module 5: action planning (in Bulgarian)

Module 5 Action Planning EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%205%20Action%20Planning%20EN.pdf>
Module 5: action planning (in English)

Module 5 Action Planning TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%205%20Action%20Planning%20TR.pdf>
Module 5: action planning (in English)

Module 6 Communication Skills BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%206%20Communication%20Skills%20BG.pdf>
Module 6: communication skills (in Bulgarian)

Module 6 Communication Skills EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%206%20Communication%20Skills%20EN.pdf>
Module 6: communication skills (in English)

Module 6 Communication Skills TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%206%20Communication%20Skills%20TR.pdf>
Module 6: communication skills (in Turkish)

Module 7 Negotiation Skills BG.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%207%20Negotiation%20Skills%20BG.pdf>
Module 7: negotiation skills (in Bulgarian)

Module 7 Negotiation Skills EN.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%207%20Negotiation%20Skills%20EN.pdf>
Module 7: negotiation skills (in English)

Module 7 Negotiation Skills TR.pdf

<http://www.adam-europe.eu/prj/9320/prd/7/2/Module%207%20Negotiation%20Skills%20TR.pdf>
Module 7: negotiation skills (in Turkish)

RESPECT_Training_Module_Buyers_EN.pdf

http://www.adam-europe.eu/prj/9320/prd/7/2/RESPECT_Training_Module_Buyers_EN.pdf
module for buyers (presentation slides) in English

RESPECT_Training_Module_Buyers_TR.pdf

http://www.adam-europe.eu/prj/9320/prd/7/2/RESPECT_Training_Module_Buyers_TR.pdf
module for buyers (presentation slides) in Turkish

Produkt 'Training of trainers and test seminars'

Titel: Training of trainers and test seminars

Produkttyp: andere

Marketing Text:

Beschreibung: The RESPECT test seminars primarily focused on the suppliers target group as per the needs identified.

The first test seminar took place in Kardjali, Bulgaria, on April 4th and 5th 2013. The day before, the training of trainers took place under the leadership of an external expert in CSR training. Two trainers from Bulgaria were trained and two trainers from Turkey. The external training expert also attended the first test seminar as an observer in order to provide live feedback and continue improving the skills of the trainers.

In Kardjali, 8 suppliers from the garment industry attended the test seminar (representatives of the top management and purchasing staff). The objectives of this pilot training were mainly to:

- Provide professionals from suppliers' factories with appropriate tools for improving their position in the supplier-buyer relationship, including tools for improving communication with other stakeholders like consumers;
- Test and improve the training content.

All the participants were highly motivated to participate in the training. All registered participants attended the first day of training. On the second, 3 participants were missing, not because of lack of interest, motivation or understanding but because of lack of time. It is extremely difficult to have top managers of factories stepping out of work for two full days. The attendance rate was therefore a real success.

The second test seminar took place in Istanbul, Turkey, on April 25th and 26th 2013. Prior to the second pilot training, the RESPECT team (especially CSR Turkey and FLA) worked on revising the training content and methodology according to the external training expert feedback. Some exercises were simplified and some others skipped. In Istanbul, 10 factory representatives attended the training (just one was missing on the second day due to their busy schedule).

Finally, the workshop with buyers was organized on September 11th 2013 in Istanbul, where most of international brands have regional offices. The main objectives of the workshop was to:

- Present the results of RESPECT Project to the buyer target group;
- Validate the usefulness of the approach and tools;
- Share good purchasing practices;
- Develop ideas about how to further improve collaboration with suppliers;
- Discuss next steps and buyers' needs to further improve the practices.

Zielgruppe: trainers, suppliers, buyers, project partners

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Bulgarisch
Englisch
Türkisch

product files

product files

Buyers_Workshop_Report.pdf

http://www.adam-europe.eu/prj/9320/prd/8/1/Buyers_Workshop_Report.pdf
report for the pilot workshop with buyers in Turkey, Istanbul, September 2013

RESPECT_Supplier_Training_Report-Istanbul-April2013.pdf

http://www.adam-europe.eu/prj/9320/prd/8/1/RESPECT_Supplier_Training_Report-Istanbul-April2013.pdf
report for the pilot training with suppliers in Turkey, Istanbul, April 2013

RESPECT_Supplier_Training_Report-Kardzhali-April2013.pdf

http://www.adam-europe.eu/prj/9320/prd/8/1/RESPECT_Supplier_Training_Report-Kardzhali-April2013.pdf
report for the pilot training with suppliers in Bulgaria, Karjali, April 2013

Produkt 'Exploitation plan'

Titel: Exploitation plan

Produkttyp: andere

Marketing Text: The RESPECT exploitation plan contributes to achieve the following objectives:

- promote responsible purchasing practices through the RESPECT project outcomes, the RESPECT website and the stakeholders (community) group;
- Secure future exploitation of the results through the partners' exploitation plans and commitment;
- add transferability dimension in the global process to deploy the results in other European countries;
- include activities toward future ECVET recognition (especially in Bulgaria);
- bring international visibility to the RESPECT results through the big FLA network of stakeholders concerned by purchasing practices issues.

Beschreibung: At the global (partnership) level, five different scenarios were foreseen to exploit the results after the end of the project:

- (1) "New Agenda": further deploy the RESPECT process and toolkit with a larger and more diverse panel of suppliers and buyers. This exploitation strategy can be supported and led by FLA – through its large suppliers and buyers network – and implementing partners like BILSP and CSR Turkey.
- (2) "New Vision 3.0": continue exploring the 3.0 approach, integrating new actors of innovation and CSR in order to further question, criticize and feed the current model of supply chain 2.0 proposed by RESPECT. The idea would be to go toward a model of "supply chain AGIL 3.0". This exploitation strategy can be led by FBS with their expertise of 3.0 and social innovation approach.
- (3) "New Skills": going toward an ECVET competency framework by developing further the qualification and recognition system of the RESPECT modules. BILSP, New Age and MAC-Team are key partners to support and lead this work.
- (4) "New Learning": designing a new collective learning process by building a true learning platform to generate, in a collaborative way, new practices and approaches 2.0. The current RESPECT website is only a prototype of what could be the new platform for sharing and dialoguing among stakeholders of the supply chain 2.0. This exploitation strategy can be led by FBS with their expertise in innovative learning strategies.
- (5) "A.V.S.L": all four first scenarios together toward an integrated approach to social innovation. This could be the basis for another Leonardo project.

RESPECT partners also developed exploitation plans at the individual level. The Bulgarian partners will further exploit the RESPECT results in Bulgaria to impact more companies (suppliers and buyers) and increase the RESPECT community. They are particularly involved in the ECVET competency framework development. The Turkish partners will further exploit the results in Turkey, with a particular focus on the buyer target group, which showed a great interest in exploiting RESPECT further. FLA will continue to promote RESPECT within its large membership basis gathering hundreds of buyers, suppliers, universities and NGOs and thus continue increasing the community basis. FBS will continue using the results to strengthen their academic knowledge. Finally, MAC-Team will actively support the collaborative website and multistakeholder approach toward good practices building.

Zielgruppe: CSR community at large, including practitioners, trainers, enterprises, academic world, consumers, RESPECT project partners

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

RESPECT_ECVET_Future_Steps.pdf

http://www.adam-europe.eu/prj/9320/prd/9/1/RESPECT_ECVET_Future_Steps.pdf
presentation on the future steps for RESPECT's development toward ECVET

RESPECT_Exploitation plan_Global_Presentation.pdf

http://www.adam-europe.eu/prj/9320/prd/9/1/RESPECT_Exploitation%20plan_Global_Presentation.pdf
presentation on the RESPECT global exploitation plan

RESPECT_Global_Exploitation_Plan.pdf

http://www.adam-europe.eu/prj/9320/prd/9/1/RESPECT_Global_Exploitation_Plan.pdf
RESPECT global exploitation plan

Produkt 'Adaptation and transfer mechanism'

Titel: Adaptation and transfer mechanism

Produkttyp: andere

Marketing Text: The CSR good practices for supply chain actors designed from the initial survey (WP2) was a relevant opportunity to support the identification of the knowledge, skills and competencies related CSR aspects of job profiles. It appeared that the main concern has been soft skills and behaviors. The relative independence with technical skills has led to imagine an easier transferability to other actors in the supply chain and also other sectors. During the ECVET approach working-sessions, the learning outcomes design has appeared as a key step for sustainability of training materials. It was revealed as relevant for the assessment procedures quality and RESPECT results future improvements.

Beschreibung: This deliverable aims at formalizing all transfer mechanisms to support the RESPECT project sustainability and future results improvement. The transfer mechanisms were elaborated to facilitate the preparation of the exploitation plan of RESPECT results: training Content; CSR/responsible practices profile description as learning outcomes; ECVET material (MoU); training needs analysis method. Different dimensions of transferability were identified regarding the project results, the potential application for other sectors and the geographical purposes:

- 1- transfer mechanism to all organization trained during the project;
- 2- transfer of existing modules to new countries;
- 3- transfer of existing modules to new subcontractors or suppliers in the textile industry;
- 4- transfer of CSR material developed for the textile sector to new sectors;
- 5- transfer of the added value methodology to new sectors.

Zielgruppe: supply chain managers, trainers

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

RESPECT_Transfer_Mechanism.pdf

http://www.adam-europe.eu/prj/9320/prd/10/1/RESPECT_Transfer_Mechanism.pdf
RESPECT transfer mechanism

Produkt 'Training evaluation reports'

Titel: Training evaluation reports

Produkttyp: andere

Marketing Text:

Beschreibung: There are a few RESPECT training evaluation reports available (Word documents):
(1) the initial evaluation report of the external training expert who reviewed the training material and guidelines prior to the first test seminar;
(2) the evaluation report of the external training expert after facilitating the training of trainers and observing the first test seminar with suppliers in Bulgaria;
(3) the training evaluation reports of the pilot seminars with suppliers in Bulgaria and Turkey. Those reports were prepared on the basis of experience of the trainers during the 2-day training delivery. They also include a summary of the evaluation made by the participants through the evaluation forms.
(4) the training evaluation report of the workshop with buyers in Istanbul. It was prepared by the Turkish trainers, describing their observations and the oral feedback received from participants.

Beside those written training evaluation reports, the RESPECT partners – under the leadership of New Age – prepared videos of trainees providing feedback on the RESPECT training. Those videos (with Bulgarian suppliers) can be seen here: <http://www.responsible-practices.eu/index.php/m-r-factory/m-training-materials>

Zielgruppe: project partners, trainers and trainees, CH Foundation, other stakeholders

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch

product files

RESPECT_Review external expert_Supplier pilot training_Kardjali_April2013.pdf

http://www.adam-europe.eu/prj/9320/prd/11/1/RESPECT_Review%20external%20expert_Supplier%20pilot%20training_Kardjali_April2013.pdf
external training expert report after the ToT and the observation of the 1st pilot training in Bulgaria

RESPECT_Review external expert_Supplier training content_March 2013.pdf

http://www.adam-europe.eu/prj/9320/prd/11/1/RESPECT_Review%20external%20expert_Supplier%20training%20content_March%202013.pdf
external training expert report after reviewing the training content (in preparation to the pilot training with suppliers)

Produkt 'Stakeholder forum group'

Titel: Stakeholder forum group

Produkttyp: andere

Marketing Text: The stakeholder forum group and social networking tools are important in terms of dissemination and community building. They help facilitate exchanges between key stakeholders, support the learning process and facilitate dissemination and transfer to other regions, countries and group of actors.

Beschreibung: The RESPECT stakeholder forum group has been initiated through the different activities carried out with the target groups (suppliers, buyers, consumers) and through social networking tools. In terms of target groups being involved in RESPECT, we have:

- Approximately 45 suppliers (company level) who were involved in surveys, working group meetings or test seminars;
- Approximately 680 consumers involved through the online consumer survey;
- Approximately 28 buyers (international brands) involved through surveys, workshops and dissemination events.

Beside this, the RESPECT partners have initiated several social networking tools in order to reinforce dissemination and exploitation of the results. Those tools will still be used after the end of the project period). Among them:

- a Facebook page, which was mainly created to reach a large audience not necessarily specialist on the CSR and supply chain issues. The content is mainly focused on the RESPECT project and purchasing practices issues, but it is also a bit wider in terms of CSR, so that information is accessible and understandable by the general public. The RESPECT FB page offers an informal approach to provide relevant content to the online community, and is also a good tool for the partners to communicate and receive valuable feedback from its users.
- a Twitter account (in connection with the paper.li daily newsletter).
- a LinkedIn group
- a daily Newsletter (<http://paper.li/RespPractice/1319185442#>) on responsible practices.
- a Tumblr group.
- online questionnaire systems (with Google Forms and Jotform) used for the preliminary online survey (<http://responsible-practices.eu/m-r-factory/m-surveys/m-respect-survey>) and evaluation from buyers (after the workshop).
- e-book to present the RESPECT approach and results through an online publication (using lulu.com). See: <http://www.responsible-practices.eu/index.php/m-r-factory/m-e-book-en>

MAC-Team facilitated the technical aspects when it relates to web technologies, and the partners has been in charge of monitoring the various actions depending on their expertise and target group belonging.

Zielgruppe: all supply chain actors and other stakeholders

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: