



LIFE02 ENV/RO/000462 – ECOMARKET Project PROJECT ACTIVITIES

Task 1

Objectives: To set up the necessary organizational framework for the efficient development of the project, to select the pilot units, to sensitise the target groups with regard to the novelties proposed by the project.

Methods: Visits to sites of interest to the project (BCH, FMs, shops), workshops with the participation of the foreign partners, Romanian partners and the beneficiary, informational storage and processing of data, organization of a symposium, report for the EC.

Expected outcomes: Setting up a detailed work plan, undertaken by all the participants; development of a detailed database, completed and updated during the whole project period; identification of the pilot entities; setting up collaboration agreements with the pilot entities; increase in the stakeholders' sensitivity with regard to the role and objectives of the project, informing the EC on the actions accomplished, in order to successfully start the project.

Targets: The beneficiary's and the partners' representatives will meet in Bucharest and will participate in the discussions within workshops; the number of workshop participants will reach more than 80 stakeholders, including administrative, technical and political authorities, representatives of SMEs, mass media and representatives of civil society. Two pilot FM and four SMEs as pilot companies will be selected for eco-labelling.

Task 2

Objectives: To analyse the existing EMS, to find out the differences from the West European countries, to upgrade the EMS in accordance with ISO 14001, to train the BCH's staff, to test the operation of the system, to prepare it for certification and to certified it.

The EMS will be certified by Lloyd's Register at the end of this task. This action was not included in the previous list of actions because it is not part of the technical implementation of the project.

Methods: Training and assessment of the BCH implementation team, on-site assistance, long-distance assistance, usage of specialized informational technologies, document analysis, applied research, permanent monitoring and regular data analyses, testing and implementation of corrective actions, translation of specific literature and software into Romanian, preparations for the certification procedure.

Expected outcomes: Development of implementation tools, building the necessary level of competence within the BCH in order to ensure the EMS development and operation, environmental mgmt program, documentation system for EMS - ISO 14001 (policy, environmental manual, system and operational procedures, subsidiary documentation), programme for pollution control and monitoring applied within the EMS and for the FMs involved in project, waste management and hygiene scheme directly implemented in FMs, specific responsibilities related to the EMS implemented at all levels of the BCH staff, obtaining of the ISO 14001 certification.

Targets: Training of over 150 BCH employees, development of electronic support for the implementation tools, purchasing the equipment necessary for monitoring, EMS's conformance with the requirements of ISO 14001, ISO 14001 certificate.

Task 3

Objectives: To design a highly efficient tool, appropriate for FM, by drawing upon the experience of foreign countries; to train Romanian specialists able to implement this tool.

Methods: Analysis and evaluation of existing EAMs and schemes, study trips in Denmark, applied research with the purpose of establishing appropriate parameters and indicators of the EAM, proposal of a model for EAM testing and evaluation.

Expected outcomes: Training the representatives of the pilot entities so that they can appropriately complete their project tasks, making use of the international experience in order to build up the EAM; establishment of appropriate parameters and indicators of the EAM; design of a methodology for the development of the EAM.

Targets: Training 8 representatives of pilot entities in Denmark, drafting a *Technical Guide for EAM description and implementation*.

Task 4

Objectives: To test the EAM; to set up environmental performance parameters for FM in order to ensure their compliance with Romanian and European legal requirements, finalization and implementation of FMEM, assessment of the FMEM implementation effects.

Methods: EAM testing and evaluation by EAM application within two pilot markets; using the test's results to define the parameters and complete the FMEM; FMEM implementation within two pilot markets; conducting an opinion poll.

Expected outcomes: EAM improvement, parameters specification and FMEM completion, mitigation of the environmental impact generated by the pilot markets' operation, conducting opinion polls.

Targets: EAM testing and evaluation within two food markets, refurbishment of two pilot markets in compliance with the requirements of FMEM, editing 1,000 copies of the FMEM User Guide for the political, technical, administrative authorities, central and local as well, mass media and representatives of the SMEs and civil society.

Task 5

Objectives: EAM finalization, development and implementation of the VES, assessment of the VES implementation effects, development of the SMEs skills for VES implementation.

Methods: EAM evaluation; using the results of EAM testing and evaluation for setting applicable criteria and rules; setting up of an office within the BCH, in charge with the VES application in FM in Bucharest; implementation of the VES requirements for the 4 pilot SMEs, conducting an opinion poll; use of e-mail and edited documents for disseminating the methodologies and tools employed.

Expected outcomes: EAM finalization, development of the VES and the methodology for its implementation, setting up of an office within the BCH that, during the project, will supervise the implementation of the VES in the 4 pilot SMEs and after the project will be in charge with the VES application in FM in Bucharest, VES methodology and tools dissemination within the companies interested in granting specialized assistance in the upcoming years.

Targets: Develop. of an electronic version of a Technical Guide for EAM description and implementation distributed to approx. 100 stakeholders by e-mail; list of incentives offered by the public authorities to the SMEs that will implement the VES (the list will be distributed to all the SMEs that own retail shops within the FM in Bucharest); develop. of an electronic version and dissemination of the Manual and instructions for the application of VES, distributed to approximately 300 stakeholders from the commerce, technical and administrative field by e-mail.

Task 6

Objectives: Monitoring and dissemination of the project outcomes

Methods: recordings of observations and measurements; samples and laboratory analyses; workshops organized every 6 months; production and distribution of informational materials; meetings; conferences; seminars; web page used as a basis of spreading information.

Expected outcomes: four workshops with the participation of the implementation teams monitoring the project's progress; deliverables' development; project results presented in the workshops; four workshops for disseminating the information and the project results in main cities from the four geographical areas in Romania (approximately 240 stakeholders, appointed during the project development, will participate in the above workshops); four press conferences organized on occasion of the four workshops; distribution of conclusion brochures to approximately 2,500 stakeholders; reaching to a large number of other possibly interested parties (specialists, representatives of the civil society, politicians) by using mass media.