

Stakeholder Involvement

– exemplified by Danish product panels

- **Why stakeholder involvement?**
- **How is stakeholder involvement organised in Denmark?**
- **Product panels in Denmark - objectives, organisation and results**
- **EU-Product panels?**

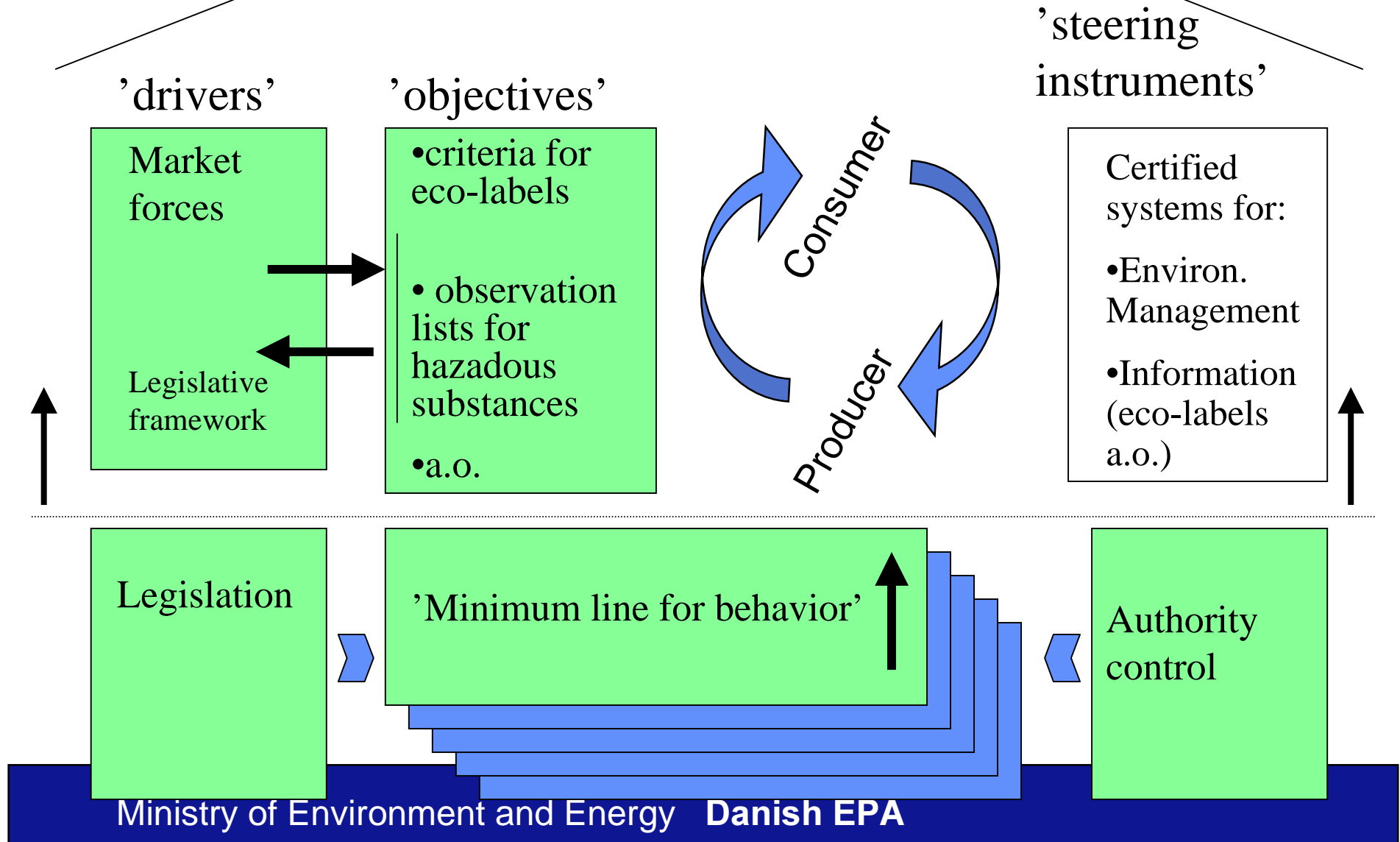
Why Stakeholder involvement?

- IPP - a market based policy:

”Framework and incentives for voluntary initiatives - building upon a solid fundament of legislation defining the minimum acceptable market performance of the market”

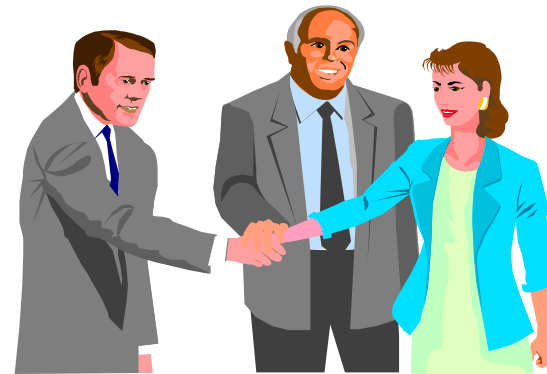
Building IPP

Sustainable development



Stakeholder involvement in Danish IPP

- Environmental Council for Cleaner Products
- Eco-labelling Board
- Product panels
- LCA advisory board
- ad-hoc working groups
- ad-hoc project advisory groups



4 product panels

- **Textiles (1998)**
- **Electronics (1998)**
- **Goods transportation (1998)**
- **Building & construction (2000)**

(established but not steered by DK-EPA)

Conditions for the panels

- **Objectives:** To promote a dialog for increase of production and purchase of green products (results of many research projects available!)
- **Representatives from producers, professional purchasers, consumers and NGO's**
- **Chairman:** Industry front runner or "ambassadeur" from the product area
- **Public financed secretariate**
- **Public financing available for (some) of the initiatives**
- **Request:** preparation of an action plan for the panels, including objectives and means

Electronics

- **Representatives**

- Specific producers (front runners)
 - Industry councils
 - professional users
 - Consumers organisations
 - NGO-organisations
 - public purchasers
 - Ministries
 - Researchers
- (no consultants)

- **Objectives**

- *"Promote dedication in society to reduce env. Impact in spite of increasing consumption"*

- **Means**

- incentives for (international) product innovation
- Influence danish consumption pattern (eco-labels a.o.)
- information (web-site a.o.)

Textiles

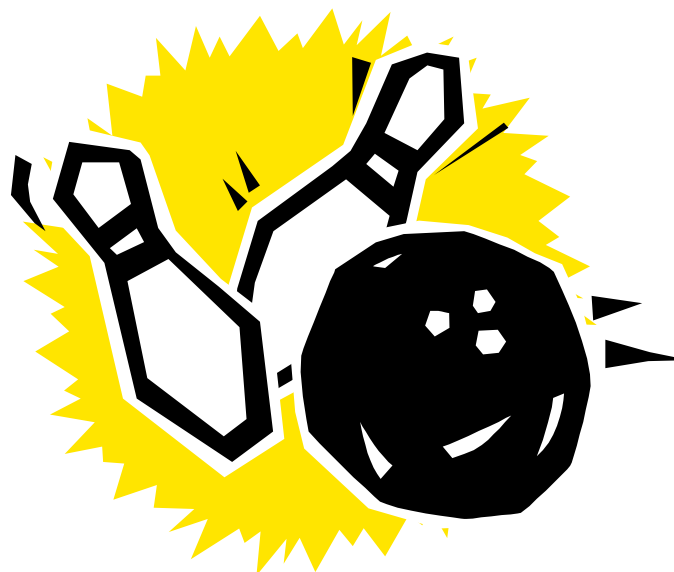
- **Representatives**
 - Designers
 - front-runner producers
 - textile producers councils
 - textile service (cleaning)
 - retailers
 - consumers organisations
 - NGO's
 - authorities
- **Objectives:**
"Promote marketing and purchase of green textiles"
- **Means:**
 - Promote information to the product chain (establish Centre for Information.)
 - Design, Marketing and purchasing tools
 - EU-Eco-label campaign (march 01)

Goods transportation

- **Representatives**
 - Transport associations
 - Spediteurs
 - Enterprise & transport council
 - NGO's
 - Workers union
 - Public railways for goods
 - Authorities
- **Objectives:**
"Promote development of and request for green goods transportation"
- **Means**
 - Promote implementation of environment audit systems
 - Promote purchase of green transport
 - Promote green transport for public purchasers
 - Develop a bench marking system

Reasons for progress

- **Product chain representatives**
- **Front-runners invited**
- **Dedicated chairmen**
- **Substantial knowledge available regarding environmental problems and potential solutions**
- **Public financing available**



EU-panels?

- **Objectives?**
 - **International product chains: How to promote environmental issues at the EU-market for specific product groups**
 - **Barriers for environmental issues in trade**
 - **How til promote ecolabes (specific product groups)**
- **Include market front runners (producers, retailers, purchasers & NGO's)**
- **Chairman: Industrial front-runner**
- **Allochate public funding**
- **Set clear objectives & timeframe**