



Thematic Session 5:
Measuring and Communicating Performance:
Can it be done in a simple way?"

1st International Conference
on Sustainable Production, Trade, Consumption and Lifestyle,
Nuremberg, February 2009

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ÖGUT - Austrian Society for Environment and Technology

Two Austrian Case Studies



- **“Sustainable Breakfast” at Viennese Coffeehouses**
 - ◆ Pilot Project to implement a new product in six chosen Viennese Coffeehouses, 2008

- **Sustainable Weeks in Austria**
 - ◆ Campaign “raising awareness through sustainable products”
 - ◆ in cooperation with retailers
 - ◆ since 2004
 - ◆ every year from September 15th to October 15th

"Sustainable Breakfast" at Viennese Coffeehouses

Criteria for „Sustainable Breakfast“



product group	„must“	„can“
bread & rolls	organic + domestic	
milk, butter, cheese	organic + domestic	no small packages
eggs	organic + domestic	
ham, sausage	organic + domestic	
jam, sweet spread	organic + domestic	no small packages
tea, coffee	fair trade and/ or organic	
smoked fish	wild (lake, river)	
fruits & vegetables	organic or regional rarity or fair trade	
...

"Sustainable Breakfast" at Viennese Coffeehouses

Consulting the Coffeehouses



- **Workshops**
 - ◆ get to know sustainable products and their producers/suppliers
 - ◆ good starting position for implementation
- **Choice of producers**
- **Visit an organic farm**
- **Training of kitchen and service personal**

- **Coffeehouses assembled their individual breakfast offer**
 - ◆ most preferred to stick with a traditional Viennese-style breakfast
 - ◆ some let their patrons choose from different components
 - ◆ while others offered just one "fixed" organic breakfast

“Sustainable Breakfast” at Viennese Coffeehouses

Outcomes



- 6 traditional Viennese Coffeehouses offer an individual “Sustainable Breakfast” with same slogan
- **Sensitisation:** operators of coffeehouses were informed about sustainability and sustainable food
- **Criteria for “Sustainable Breakfast”:**
 - organic and regional production,
 - fair trade and/or environmentally compatible treatment/package (returnable) of products
- **Individually Consulting:** choice of assortment, logistics and labelling products
- **Continuation:**
 - ◆ “Sustainable Breakfasts” are continually offered at some of these coffeehouses
 - ◆ Single components are adopted with organic quality for the whole assortment at some of these coffeehouses

"Sustainable Breakfast" at Viennese Coffeehouses Communication and Advertising



press conference, Café Landtmann,
February 2008

„place card“ and poster

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Idea of the Project



- **Aim:** raise consumer awareness among general public and enhance the sale of sustainable products
- **Promote “added value”** of sustainable products (personal health AND protection of environment)
- Point out the importance of “sustainable production and consumption” on the political agenda
- Bundle attention for sustainable products
- Variety of products available, not Eastern and far away from Christmas
- Show not only the big retail chains, but also the variety
- Create broad commitment- initiative of Environment Ministry in cooperation with many partners

Sustainable Weeks in Austria

Guidelines for Sustainable Products



- **Definition of guidelines** important to focus on special groups of products

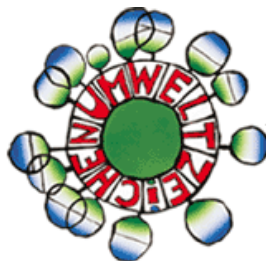
- Sustainable products are defined by the following **five guidelines**:
 - ◆ Organic production and treatment
 - ◆ Regional production and treatment (“regional quality”)
 - ◆ Fair trade (“global responsibility”)
 - ◆ Environmentally sound production and compatible treatment (e.g. reusable bottles)
 - ◆ Energy efficiency / preservation of resources / saving energy

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How the label lists work?



- Lists of labels for each guideline (proposing labels which can be chosen by the retail chains)
- Open lists, labels can be added (label-check possible)
- Fulfilment of one guideline is enough
- Examples:



→ Offering Product-Check-Service

Sustainable Weeks in Austria

Logo for Promotion of Products



- For all retail chains (colour can be changed)
- Message: "Getting there the sustainable way"
 - ◆ Development of logo in close cooperation with Environment Ministry AND retail chains
- To be use for promotion and at point of sale (e.g. special areas for sustainable products)
- Brand mark: never shown alone and always combined with slogans, an accompanying text and the homepage of the campaign or the sub logos
- Examples for the brand mark and sub logos ("action symbols"):



"getting there the sustainable way"



"real organic"



"good for the environment"



"save energy"

Sustainable Weeks in Austria

Advertising Materials



Information Folders and Posters



Sustainable Weeks in Austria Advertising Materials



Sustainable Weeks in Austria

Advertising Materials – examples retail market



discount shop

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Vor feine, regional und umweltchonend stehende, stützt durch seine hochwertige nachhaltige Milchprodukte und schont gleichzeitig die Umwelt.
 Nachhaltige Qualitätsprodukte sind Produkte aus unserem Sortiment. Bis:

- aus regionaler Produktion und Verarbeitung stammen,
- aus biologischer Landwirtschaft kommen,
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DAS BRINGT'S.
NACHHALTIG.

EINE INITIATIVE DES LEBENSMINISTERIUMS

0,49

1,15

2,49

3,49

1,49

1,99

1,29

1,49

1,99

Sustainable Weeks in Austria

Advertising Materials – examples retail market



butcher's shop

Weil's besser schmeckt!
 Aktion gültig vom 11.09. bis 17.09. 2008
 in allen Schirnhofers-Feinkosttheken mit Bedienung

Schirnhofers
 NICHT VERGLEICHEN • BESSER GUT

DAS BRINGT'S. NACHHALTIG.
 EINE INITIATIVE DER LEBENSQUALITÄTSSICHERUNG

Mit dem Zeichen „Regionale Qualität“ ausgezeichnet:
 • ALMO-Almochsenfleisch aus der Steiermark (geräuchert)
 • Würst- und Schinkenprodukte aus der Steiermark mit dem AMA-Gütesiegel
 • Premium-Schweinefleisch aus der Süd- u. Oststeiermark

www.nachhaltigewochen.at vom 11.09. – 17.10. 2008

Regionale Qualität. Bewusst kaufen. Besser leben.
 Nachhaltig einkaufen heißt bewusst einkaufen: Schirnhofers bietet ein umfassendes Angebot an regional vermarkteten Lebensmitteln von höchster Qualität!

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REGIONALE QUALITÄT.

Premium
 Bestes Schweinefleisch aus Österreich

Das PREMIUM-Schweinefleisch stammt von ausgewählten heimischen Vertragsbauern aus der Süd- und Oststeiermark, die sich zur höchsten Qualitätsproduktion verpflichtet haben. Vom Füttermittel, Stallhaltung über die Gesundheit und Qualität der Schweine bis hin zur Zerlegung wird alles strengstens kontrolliert. Das PREMIUM-Schweinefleisch wird täglich frisch zerlegt, ist zart und inhaltsreich.

Schirnhofers
 NICHT VERGLEICHEN • BESSER GUT

Sustainable Weeks in Austria

Advertising Materials – examples retail market



electric shop

Sagen Sie zu Ihren alten Stromfressern „und aus!“

LIEBHERR
TischKL
KTF1750 I

82% Stromersparnis

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479.- und aus!

Liebherr Tischkühlschrank mit **** Gefrierfach KTF1554, A++ 124 l / 19 l um € 400,- (inkl.)

Energie und Geld sparen – das ist nachhaltiger Klimaschutz!

DAS BRINGT'S. NACHHALTIG.

Die Bedeutung langlebiger und hochwertiger Haushalts-Elektrogeräte für den Klimaschutz ist groß. Denn hochwertige Produkte sind energiesparender im täglichen Betrieb, werden seltener repariert werden. Mit sehr energieeffizienten Geräten kann eine vierköpfige Familie jährlich 70-Euro einsparen. Energie sparen heißt seine Einkäufe im Ort zu erledigen, das Auto selbstständig zu sparen und den CO₂-Ausstoß zu reduzieren. Nahversorger bilden eine wesentliche Stütze für unsere hohe Lebensqualität und eine gesunde Umwelt. Das bringt's. Nachhaltig.

Josef Pröll, Umweltminister

Ihr Expert Elektrofachhändler berät Sie gerne!

Comment from Minister of Environment

Sustainable Weeks in Austria

Advertising Materials – examples point of sale



Integration in own marketing concepts



Andrea Ebner-Pladerer

Biographical Sketch



■ Education

- ◆ Studies of nutrition science at the faculty of natural sciences and mathematics at the University of Vienna
- ◆ Semester abroad at the department for nutrition science at the University of Oslo
- ◆ Major in nutrition and environment

■ Professional career

- ◆ 10-12/2001 Internship with the Institute for Applied Ecology Freiburg (DE), working area biodiversity, nutrition and agriculture
- ◆ 6/2002 - 2/2003 Project-related employee within an EU research project „Quality of Life and Management of Living Resources, Organic Marketing Initiatives and Rural Development“ at the institute for process value management at the University of Innsbruck, marketing department
- ◆ Since 3/2003 researcher at ÖGUT, Austrian Society for Environment and Technology

■ Key activities

- ◆ Sustainable consumption
- ◆ Coordination function „Waste Avoidance“ in Vienna

Austrian Society for Environment and Technology



- **Platform for environment, business and administration**
- **Mission**
 - ◆ founded 1985 as a non-party platform after a heavy environmental conflict in Austria
 - ◆ platform for economic, political and environmental interests
- **80 Members**
 - ◆ **environment**, e. g. Greenpeace, Global 2000, WWF
 - ◆ **business**, e. g. Federal Economic Chamber, Financing Institutes
 - ◆ **administration**, e.g. Ministry for Environment., M. f. Econom. Aff., M. f. Transport, Innovation and Technology, City of Vienna, County Lower Austria
- **Institution**
 - ◆ 25 employees
 - ◆ financing: 85% by projects, 15% by member fees



■ Activities

- ◆ working groups
- ◆ strategy consulting/ recommendations
- ◆ pilot projects
- ◆ programm management
- ◆ studies/publications
- ◆ events
- ◆ environmental award



■ Main issues:

- ◆ building & innovation
- ◆ CSR and sustainability reporting
- ◆ energy, energy contracting
- ◆ enlarged Europe
- ◆ gender mainstreaming & social sustainability
- ◆ participation
- ◆ sustainable consumption
- ◆ sustainable financial market



Further Information

- **Andrea Ebner-Pladerer**
andrea-ebner@oegut.at
www.oegut.at
- **“Sustainable Breakfast” at Viennese Coffeehouses/ Nachhaltiges Frühstück im Wiener Kaffeehaus**
details only in German
www.wenigermist.natuerlichwien.at
- **Sustainable Weeks in Austria/ Nachhaltige Wochen**
details only in German
www.nachhaltigewochen.at