



## MINUTES –TRANSNATIONAL MEETING OF THE “ETHIC” PROJECT - 02.09.2010. BRIGNOLES (France)



Presents : Michaël Latz, president of the Syndicat Mixte du Pays de la Provence Verte (SMPPV), mayor of Correns ; Sylvie Massimi, vice mayor of Brignoles, member of the Steering Committee of the ETHIC project ; Fabienne Blanc, local coordinator of the ETHIC project (SMPPV) ; Olivier Simon, administration of the project (SMPPV) ; Khalid Naciri, expert in evaluation (SMPPV) ; Michel Morin, managing director of « Provence, the producers of art de vivre » ; Rui Pingo, Secretary-General of Fundação Luis de Molina (FLM) and administrator of the University of Évora, member of the Steering Committee of the ETHIC project ; Miguel Roberto, local coordinator of the ETHIC project (FLM) ; Cristina Brazio, graphic expert (FLM) ; Vera Simoes, administration of the project (FLM) ; Agata Bazzi, local coordinator of the ETHIC project (Metropoli Est) ; Claudia Pisanello, member of the MED JTS, responsible of the ETHIC project ; Iole Candido, general coordinator of the ETHIC project (Confindustria Palermo) ; Roberta Messina, transnational evaluation of the project (Confindustria Palermo) ; Annalisa Maggio, responsible of the transnational network between enterprises (Confindustria Palermo) ; Fabienne Rinaldi, coordinator of the transnational activities (Confindustria Palermo).

The working day began with a presentation of the Provence Verte territory by M. Latz and of the efforts made for facilitating the enterprises' creation (administrative aspects), through the designation of two experts - coming from the “Occupation House” - who follow the preparation of the dossier (*DEFI operation*). Finally, M. Latz presents the activities implemented on the territory of Correns in terms of sustainable development.

M. Rui Pingo opens the debate pointing out the two principal problems of the project:

- 1/ the non respect of its obligation by the Greek partner
- 2/ time of reimbursement of the I and II semesters.

*Both of these problems will be discussed during the official meeting of the Steering Committee at the end of the working day.*

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### Mme Roberta Messina, transnational evaluation of the project.

The intermediary evaluation must be used by the partnership in order to correct what must be correct solving the eventual critical points for the progress of the project and for the realization of the actions, taking into account data and “desiderata” expressed by enterprises, real scope of the project.

Methodology of the transnational evaluator: delays in the beginning of some project phases and particularly in the appointment of the national surveyors and in the collection of the interview data have led the general surveyor to work mainly with the transnational coordinator and lead partner, being responsible for filling out the periodic reports of financial and procedure monitoring to the Managing Authority of the MED programme, has a global vision of the project progress and of the eventual problems.

Per as the general aim of the project which is the adhesion of the enterprises belonging to economic sectors described in the project to the “ETHIC” pathway, the questions asked to the partnership are the following ones:

- *Has the global crisis effected the process of adhesion?*

According to the partnership, crisis has generated a lot of problems that enterprises must run in emergency, and that can explain the delay in the project application. There is effectively a delay in the project process due to the economic crisis.

- *As the project did not give a definition of the service branch to be experimented by the partners, those ones had to better define and identify those services. Then, there has been a diversification of the foreseen services. Therefore, is it necessary to readapt the “marketing” strategy of the project?*

Partnership recognizes that services have been better characterized and that they have been a little bit modified respect of the contents of the project. These modifications have been the normal consequence of the survey and analysis of the enterprises’ needs. In fact, partnership prefers not a theoretical and unilateral approach, but a pragmatic and bilateral approach in order to deal with the real necessities of enterprises. Then, the question becomes the one of the available tools in order to facilitate the understanding of the entrepreneurs’ necessities.

It must also be underlined that the local network of SMEs does not represent an attractive notion for enterprises which prefer the individual and bilateral relationship (personal tutor).

- *create ab initio a well-trained, motivated and close staff capable of managing each of the four “Ethic Single Offices” in the various partners regions and interfacing across-the-board with all the European partners, exchanging information on the criticalities and solutions adopted, which methodologies must been adopted for a good exchange of information?*

Partnership considers that video conferences are a good methodology to exchange information and to obtain an unique product.



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- *As the aim of the project is to create an unique package of services that the MED ETHIC unique bureau will be able to propose them at the end of the project, how can we structure this unique package et which services must be principally proposed?*

Partnership will give a more detailed answer during the next video conference which will be organized during the month of September 2010.

The local coordinator of Metropoli Est expresses some doubts on the necessity to have an unique product as it exists between participating enterprises such a gap that services they need are not the same one. However, partnership admits that it would be possible to test a system of “question/answer” at European level, one question coming from an unique bureau and the answer being given by the competent unique bureau.

M. Miguel Roberto, local coordinator – Foundation Luis de Molina.

The Portuguese local coordinator reminds to the partnership the participating enterprises and then he presents services which are proposed by the Foundation:

- ✓ Understanding all the enterprises needs in several levels, and support them in:

1. Establishing contacts for National and European support funds;
2. Partnerships with other national and international entities;
3. Cooperation protocols with research centers, other public and private entities;
4. Internal research, new methods and business models case-study’s and benchmarking;
5. Innovation follow-up and experimentation, concerning the possible protocols and partnerships with the research centers and other entities.

- ✓ Possible processes of certification and/or good practices implementation (Social Resp. , ethics, equity)
- ✓ The preparation of advertisement material of the activities/products/services of the enterprises. E.g.: translations, new corporate image (renewal), new packaging, etc.
- ✓ Establishing connections with foreign enterprises to promote their products and establish new partnerships.
- ✓ Supporting the web sites of the enterprises;
- ✓ Supporting the dissemination of the information about the enterprises on a European and International level.
- ✓ Creation of the ETHIC Magazine/Newsletter, in which all the ETHIC partners will be represented:

1. The pilot enterprises will have space for advertising their products/services, plus to expose opinions about the ETHIC thematic;



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2. The University of Évora and other entities will participate by making a statement about Innovation, research and the Social Responsibility concerns;

3. All the enterprises belonging to the foreign partners will have the opportunity to have their contacts in the magazine.

✓ Organization of a Fair with all the pilot enterprises to:

1. Help promote their products/services;

2. Create an opportunity for the enterprises to study new markets and new approaches;

3. Create an opportunity to contact directly the consumers and understand what they are looking for.

Mme Fabienne Blanc, local coordinator – Syndicat Mixte du Pays de la Provence Verte.

During the last months, the SMPPV visited SMEs operating in the field of traditional products and touristic activities and obtained the adhesion of enterprises through the organization of meetings with economic operators. The aim is **to create an interprofessional network and to sensitize entrepreneurs to innovative techniques.**

**Aims :**

- ✓ Gather knowledge,
- ✓ Reinforce competitiveness of enterprises at a local level,
- ✓ Improve quality pathway.

**Advantages :**

- ✓ Sharing experiences, needs and good practices,
- ✓ Propose solutions to common problematic,
- ✓ Facilitate information diffusion,
- ✓ Possibility to create commercial partnership, ...

***Sensitization to innovative techniques***

Alert technique: develop enterprises reactivity to changes regarding law, concurrence, technologies and territory.

Marketing technique: diffuse among entrepreneurs modern communication and marketing techniques in order to improve them and fill the absence of visibility, also on local markets.

***Participating enterprises***

Handycrafts :

- ▶ La faïencerie Varage en Provence
- ▶ Nemay céramique
- ▶ Fleurs d'un nouveau monde
- ▶ Santons Paul Garrel
- ▶ Santonier Dantine

Wine producers:

- ▶ Domaine du Deffends



- ▶ Domaine de la Grande pallière
- ❑ Oil producers:
  - ▶ Cave oleicole de Varges
  - ▶ Verger de la machotte
- ❑ Beekeeper
  - ▶ Ruchers du Bessillon
  - ▶ L'arche apicole
- ❑ Others:
  - ▶ Bastide de Valerian
  - ▶ Confitnature
  - ▶ Fromagerie Saint Jaume
  - ▶ L'escargot de Varages
  - ▶ L'espigoulier

**Conclusion :**

The Provence Verte, strategic territory of the center west of Var is going to grow. The implementation of the ETHIC project will permit the creation of links between entrepreneurs allowing them to exchange and to get a better quality pathway

We have to underline that meetings concerning good practices aim to gather problems that each enterprise has to face in order to propose and find identical solution. For example, local producers have the same difficulty to export or because of limited volume but heavy weight or, on the contrary, because of an important volume but a limited weight.

Improve the internal functioning of the SMEs is part of the Quality and the creation and adhesion to an interprofessional network will lead to interconnections between different sectors absent till today.

The SMPPV, during autumn, will publish brochures with press kit and will publish advertising pages on "Var Matin" newspaper (twice a month), plus radio spot which will be included in the project website.

Miguel Roberto proposes exchanges between faience enterprises.

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Agata Bazzi, Local coordinator – Metropoli Est.

The experimentations consists in a control of criteria for the acquisition of ethic certification called SA 8000. We have to underline that social responsibility of enterprises is one of the main focus for European Union per as local development.

Criteria are above all national criteria which concern essentially environment, work conditions, constructions, tax system. Besides, we have to add the European standards to accede to the certification.

Per as the territory enterprises' adhesion to the project, some quit the project while others get into the project. They are essentially touristic enterprises with an international culture of tourism. Enterprises have also in common to be subject of legality controls.

Metropoli Est staff has elaborated a list, called "control list", which is detailed, in order to verify the respect of such criteria. Enterprises began to fill the list and a synthesis will be presented and published at the end of September 2010.

The principal problems/lack till now met are in the field of constructions, environment and security on the working place and not in terms of work administration – i.e. there is no black economy nor minor work.

The aim of this ETHIC bureau is to bring enterprises to the phase situated just before the certification.

The meeting proceed with the Steering Committee meeting which has its own sheet.



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