

German projects experiences – transferable and useful for the international scope?

– Examples from co-operation projects with Russia in the food sector

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Creating a sustainable future

Economically efficient

Ecologically balanced

Socially responsible

The future needs excellent sustainably managed companies!

Sustainable development was the reason founding the
Trifolium – Beratungsgesellschaft in the year 1996.

www.nachhaltigkeit.de



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Support for Sustainable Development

Sustainable business development means optimising the balance between business and social demands and attitudes.

Trifolium consultancy goes along and supports you on the way towards a sustainable business development.

By improving management structures and work processes you gain improved productivity and efficiency. Through responsible utilization of resources you can achieve significant cost reductions, at the same time.

Sustainable development means:
To be successful today and in the future.



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What we do

- ❖ We develop individual consulting concepts und projects
- ❖ We accompany through the complete implementation cycle
- ❖ We transfer scientific knowledge into successful utilized concepts and tools
- ❖ Empowerment: we encourage companies and organisations to plan their own path into the future, realising their individual development potentials
- ❖ Customer orientation and long-term stability are our primery concerns
- ❖ We work together with a network of national and international renowned institutes, consultants and scientists



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Know how and competences

- ❖ Business analyses and self-assessment
- ❖ Sustainability-Checks
- ❖ Material flow analyses und Resource management (e.g. MIPS)
- ❖ Management systems; incl. process management
- ❖ Sustainability reporting
- ❖ Indicator systems, Balanced Scorecard (BSC)
- ❖ Strategy development
- ❖ Co-operation Schools – Economy
- ❖ Education for Sustainability
- ❖ Regional networks
- ❖ Project management, moderation, trainings, coaching



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Projects (1): kompakt – Sustainability skills for SME´s (Small and Medium sized Enterprises) in the food branch (2002-05)

kompakt

- ❖ Products:
 - Informationportal: www.kompakt.net.de
 - Initial Sustainability-Check
 - Multikultural Sustainability-Check (Russian, Italian, Turkish)
 - Instruments for companies development (Faktor X, Processmanagement, Bio-Label, HACCP, IFS, ISO 14000 etc.)
 - Different qualification modules and Curricula
 - Certificate course for employees: „Expert for sustainable development“ (FANWI)
- ❖ Project implementation with 8 partners from Germany with partners from Finland, Spain, Portugal.
- ❖ Implementation with 27 food companies
- ❖ > 1500 participants in qualification seminars and workshops



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Projects (2): Sustainability Self-Assessment and organisational development in companies (since 1998, ongoing)

- ❖ Instruments (Examples):
 - Initial Sustainability Check
 - SAFE - Sustainability Assessment For Enterprises
 - Bochum Sustainability-Check
 - Self-Check Craftsmen
 - Sustainable Excellence on basis of the EFQM-Model
- ❖ Implementation in companies:
 - > 100 conducted Self-Assessments without (INC/ISC)
- ❖ Implementation in the food branch (Examples):
 - Breweries (Fiege, Neumarkter Lammsbräu)
 - Mineralwater / Juice (Pago Fruchtsäfte, Rosbacher und Roisdorfer Mineralbrunnen)
 - Bakeries (Lembas, Cronenberger Backhaus, Bäckerei Steinbrink, Jaspert Waffelfabrik)



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Co-operation project (1): Improving Eco-efficiency in North-West Russia (2002-04)

- ❖ Projects` content and activities
 - Trainings
 - Consulting
 - Practical work with companies
 - Lectures
 - Expert meetings and exchange of experience
- ❖ Products:
 - Different publications
 - Curricula
- ❖ Project implementation: Salpaus Further Education (Fi) und St. Petersburg State University of Refrigeration and Food Technology in co-operation with 7 companies, 1 school, Wuppertal Institute / Trifolium (Germany) and others.



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Cooperation - project (2): Co-operation search for the Russian Agriculture company „KALITVA“ (2005)



- ❖ Tasks from the russain owner UGSNAB:
 - increase generally economic, ecological, social efficiency of the agricultural production,
 - bring efficient agriculture technologies,
 - increase domestic market share by producing ready/half-ready products,
 - Knowledge about modern management instruments,
 - economic know-how working in agriculture.

- ❖ Implementation from Trifolium:
 - Market research,
 - Developing information materials for co-operation partners,
 - Organisation and realisation of a the travel of the entrepreneur to the Anuga 2005 in Cologne,
 - Contacts, agreements, meetings with potential partners
 - Organisation of different company visits.



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Cooperation project (6): Improving resource efficiency by use of innovative environmental technologies in St. Petersburg, Russian Federation (2006-07)



- ❖ Main activity: preparation and conduction of a co-operation seminar from 16th-17th of April 2007 in St. Petersburg
- ❖ Tasks of the seminar:
 - Exchange of experiences
 - Presentation of German technologies, instruments and research results
 - Contacts for further co-operation between German and Russian companies, organizations and universities
 - Focus on food branch and whole value chain
- ❖ Results: around 100 participants in seminar and related activities, different co-operation plans and at least two draft agreements



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Success factors:

- ❖ Valid transfer products (incl. good practise examples)
- ❖ Clear interest and demand from partner side / partner country
- ❖ Trustable partners from russian side
- ❖ Language and cultural skills in the own organisation
- ❖ Professionel translation
- ❖ Enough time for getting known and understanding each other
- ❖ To be open and sensitive for other people, cultures
- ❖ „Travel for Trust“ could be necessary
- ❖ Getting an own personal overview about the situation in the field
- ❖ Conferences / meetings: planning with enough time
- ❖ Flexibility and ability for improvisation
- ❖ Clear and concret working agreements



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Thanks for your attention

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