

**Workshop 24B - Business and Local Agenda 21:
How can we create Synergistic Interactions
between LA21 and CP**

Friday 4 May, 2001. 8:30 am – 15:45 pm

**Coordinator: Bjarne Rasmussen,
Coordinator of Baltic Local Agenda 21 Forum**

Reporter: Kian Lee

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Minutes

About 12 people attended the workshop.

Goal: To identify methods, tools and necessary action for improved interaction for sustainable development between governmental bodies, enterprises and business organizations.

The following points were documented:

- LA21 is perceived as a cultural change process for a local community. Local authorities, communities and business are expected to be involved in this process. Implementation of CP and LA21 should be embedded in community-based processes.
- Local authorities are key facilitators in the process, which required committed participation from all other stakeholders.
- Other important stakeholders in LA21 and CP development are CP Centres and also universities. Both having expertise and experience to share at the application of CP at the company/business level, research and academic development.
- In order to promote LA21 and CP, communication and education skills are key factors for local authorities to reach the local community and local businesses.
- Local authorities are expected to inspire companies and communities. The most logical approach is to promote the benefits in terms of profitability and social quality of CP and LA21. Highlighting these benefits will encourage implementation.
- Companies that have demonstrated improvement of performance (e.g. through eco-efficiency, and other commitment to CP of LA21) should be used as examples and success stories for others to follow.
- At the regional level, the sharing of experience of LA21 implementation could be facilitated .An example is Baltic 21.
- One type of the tools, that were presented, for implementing LA21 “eco-efficiency indicators” (e.g. material inputs per service units. Eco-efficiency indicators could be used as indicators for comparing different municipalities and regions.
- One of the key challenges of involving other stakeholders is securing tangible commitment. There is tendency for stakeholders (companies) to participate in programmes by attending workshops etc. Although contacts are made, and knowledge transferred there is still lack of implementation.
- There is no fixed model for LA21 implementation because different communities are different. Tools need to be adapted for specific situations of these municipalities. Normally goals for LA21 are set. These are normally multi-faceted and should already be reflected in existing planning process of local communities.
- It is important to establish a platform for all stakeholders to gather the common interests, develop, implement and participate in local agenda activities.