

Press Release

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Visegrad Fund

www.visegradfund.org

Green Store V4

surviveenviro
Környezetmenedzsment Tanácsadó Nonprofit Kft.

The international project promoting sustainable lifestyles and futhering competitivnes through Eco-standards had started in February 2015.

ENVIRONMENTAL PARTNERSHIP FOUNDATION



The aim of the **GreenStore V4** project is to promote sustainable lifestyles and further the competitiveness of the Visegrad countries by integrating sustainability into retail and hospitality practices.



Green-store standard is available for stores, cafés, hotels and means commitment to the continuous improvement of environmental performance. Green-stores reduce energy-(heating, cooling, lighting) and water use, implement green procurement, sell green (ecolabelled) products, have selective waste collecting methods. The stores and their employees get eco-training, and consultancy by the implementation of measures. They are distinguished by the use of green- store certificate so they communicate their responsibility and raise awareness among all their stakeholders (suppliers, shoppers etc) This has many advantages: with energy management tools relevant cost savings can be achieved. With cooperation between suppliers the **local economies** can be developed. Green means **competitive edge**: by responsible communication **sustainable lifestyles** and solutions are promoted. The concept helps competitiveness of the stores by engaging the ever growing green consumer segment and the competitiveness of the **Visegrad region** by exemplary project of greening the economy.

Within the **GreenStore V4** project the existing Hungarian and Polish green-store standards will be harmonized and further developed with monitoring and communication methods. The green-store concept will be promoted by pilot projects in all Visegrad countries, with the vision of having a common green-store standard for the V4.

Project partners:

*SURVIVE ENVIRO Environmental Management Consulting Nonprofit Ltd., Hungary
Polish Environmental Partnership Foundation, Poland
CI2, o.p.s, Czech Republic
Center of Environmental Activities, Slovak Republic*

Project website: www.green-store.hu/v4

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GreenStore V4 Project - Sustainable lifestyles and competitiveness

www.green-store.hu/v4