

**Sμpe??suata t?? s??ed??as?? ???μ??e?a? t??
? p?t??p?? ??μ?a ?? ??? ??? ?a????? st?
?μp????**

30 ??t?β? ?? 2001- CCAB

1. ??sa????

?????eta? ? μe??s?a d??ta??.

2. ??? (?ta????? ?? ??? ??? ?????)

**2.1. ????? d??s? se ap??t?s? st? p??s??? β?β??? t?? ???pa???? ?p?t??p??
??a t?? ?? ?**

? **Eurocommerce** (R. Baker ?a? C. Maes) e?s??e? t? s??d?? ?????? d??s?? ?p??
s??t?????e ap? t?? Eurocommerce. ? ??? ap?te?e? p??? e?? ?μa ?a? ?
Eurocommerce e??a? t?? ???μ?? ?t? ? ?????? d??s? p??pe? ?a s??e?t??eta? sta
st??e?a t?? ??? p?? af????? t?? e??as?a??? s??se??.

? **UNI- Europa** (Jan Furstenborg) d??eta? p??? e????? t? s??d?? d??s?? ?a?
s?μa?t?? ?a ?e????se? ? ?????????? d?????? s?et?? μe t?? ???. ? ?????? d??s?
?a μp????se ?a s??e?t??e? sta st??e?a s?et?? μe t?? e??as?a??? s??se?? ?
Uni- Europa ?a s?μβ??e??e? ta μ?? t??, ?ts? ?ste ?a te?e??p??se? t? s??d?? ??
t? t???? t?? ?e?eμβ???? 2001. ? Uni- Europa ?a s??e?t??e? sta ?????a ??μata.

> ? ep??p? ?ata??e? ?t? ?a? ?? d?? ?????????? eta???? e??a? p????μ?? ?a p??β??
se ????? d??s?. ? ? ?aμate?e? ?a s??e?ast?? ?ts? ?ste ?a s??ta??e? μ?a t?t??a
d??s?.

2.2. ????? p??t?β????a Eurocommerce ?a Uni- Europa

? **Uni - Europa** p??te??e? ?a a?apt????? ap? ?????? s??e??μ??e? p??t?β????e?
s?et?? μe t?? ??? μet? t? ?e??μβ??? t?? 2001. S?μf??a μe t?? Uni-Europa
?p??e? a????? ?p??a? t?p?p??s??, e?? ?????? pa????μast? ?a μ?a? s??e?a?.
St? p?a?s?? a?t?, ? UNI - Europa e??a? t?? ???μ?? ?t? ?? ?????????? eta???? st?
eup???? de? ?e??eta? ?a a??s?? ap? t?? a??, ?a??s?? μp????? ?a
????d?μ?s?? st?? ?????? d??s? ?a ta ?eμe??d? ?????????? d??a??μata, se
????? ?se?? ?a? s?μf??e? ?a t?? ?at??t?s?, t?? t??e??as?a ?a? t?? s??e????μe?e?
e??as?e? s?et?? μe t?? ?????μ???? e??a?μ????, t?? ?????????? ?ta??,
? ? e??pa???? eup????? eta??e? p??pe? ?a s?β??ta? ta ?eμe??d? ?????????
d??a?? μata pa??su???. ? ? pe??ss?te?e? eta??e?e? t? p??t???, ?μ?? ? Uni -
Europa a?af??eta? se p??sfate? a?t?s??d??a??st???? d?ast????t?e? se μ?a
???at???? eta??e?a μ?a? μe????? e??pa???? eta??e?a? ?a????? eup????? t??

Pinault-Printemps-La Redoute st?? ?? ? . ? e??pa?? d?a?e??s? p??pe? ?a
a?a??Be? t?? e??e?e? t?? ?a? ?a p??se? t?? t?p?? d?a?e??s? st?? ?? ? ?a s?Beta? ta
?eue??d? ???d??a?? ?ata.

? ??f??a μ?? t?? **Uni - Europa** (J. Hoppe t?? HK Handel, M. Almgren t?? HTF
?a? J. Lindblad t?? HAF ?a? M. Wolf t?? GPA) a?af??ta? se e?d?? ?μata ?a?
p??t?B??e? ?p?? ? ???s? e???? s??t?se?? st???? t?ap???? s?et??
μe t?? ???, ?aμB??ta? ?p?? s?et?? e???? st??e?a, t? pe??B???? e??as?a?
?a? t? d?e??s?.

? **Eurocommerce** ep?BeBa??e? t?? ep??μa t?? ?a e?a????se? t?? e??as?e? t??
?a? ?a a?apt??e? s??e??μ??e? p??t?B??e?. ??t?? ?a μp??sa? ?a Bas??ta?
sta ?f?st?μe?a ????? ???afa ?a? ?a ????? s??s? μe ??μata ?p?? ? p??t?ta st??
e??as?a, t? pa??sμ?? s?μf?? t?? ???μ???? "global compact" (?? t? SA
8000 d??t? p??e?ta? ??a s??e??μ?? ?d?? t?? p??t?B??a) ?a? ? ??????
??ta?? pa? ?? p?? ??a μe???? μ???? t?? ??????? ??ta?? ?e? s??s? μe t?
d??s? p?? a?a?μB???? ? d?μ?s?e? a???. ? ? p??t?B??e? ?a p??pe? ep?s?? ?a
af???? t?? ? ?.

> ? ep??p? ?ata??e? ?t? ?a? ?? d?? ????????? eta???? s?μf???? ?a a?apt????
d??f ??e? μa??p??esue? p??t?B??e? s?et?? μe t?? ??? se e??pa?? ?a? e????
ep?ped?, ?a?? ?a? se ep?ped? eta??e??, ?aμB??ta? ?p?? t?? ?f ?st?μe?e? ?????
d??se?? ?a? t?? s??e??μe?e? e??as?e? s?et?? μe ??μata p??t?ta? st?? e??as?a ?a?
t?? apas????s? ?a? ?aμB??ta? ?p?? p??t?B??e? ?p?? t? "Global Compact"
t?? ??.

3. ?????μ???? e??a??μe??

> ?a? ?? d?? ????? ???? eta???? ep?BeBa???? ?t? ?a ????? ?????se? ??? t?
t???? t?? 2001 t? s??d?? s?μf? ? ?a? s?et?? μe t?? ?ate????t??e? ??aμμ?
e?e??t???? d??s?? ?a t?? ?p?st???? t?? p????μ??f ?a? t?? ?????? st? eup????.

? **Uni- Europa** commerce ?a d?e??e? s??ed??as? t?? ep??efa?? t?? ??a??se??
μe?? t?? st?? 22.11.2001. ?? s??d?? ?e?μ???? ?a ?????f??se? sta μ?? μe t?
s?stas? ?a ???e? de?t?. ? Uni- Europa ?a p????f??se? t? Eurocommerce s?et??
μe t?? p??a?? t??p????e?. ? ??? ? d?? ???a??se?? μp??s?? ?a s?μf??s??
s?et?? μe μa ????? d?at?p?s?, ? Eurocommerce ?a d?aB?B?se? t? ?e?μe?? st??
ep?t??p? ?a??d??s?? a?t?? ?a t?? ??d?s? ap?fas??.

4. ????????? ?ta??

? ? e?p??s?p?? t?? ?a??a? st?? Eurocommerce ?a? t?? Uni- Europa p????f????
t?? ep?t??p? s?et?? μe t?? s??e??μe?e? ????? p??t?B??e? st? ?a??a s?et??
μe t?? ??????? ?ta?? st? eup???? ?a? ep?BeBa???? t?? p??μa t?? ?a
??a??s?? μa ????? d??s?e? ep? ?a???? ?ed??a? st? d????e?a t??
de?t?? e?aμ???? t?? 2002.

> ? Eurocommerce ?a?Uni - Europa d????ta? t?? p??tas? p?? ?p?βa?a? ta μ??
t??? ap? t? ?a??.a..

??t??t?? ? Eurocommerce ?p??aμμ??e? ?t? ? at??ta t?? ???pa???
?? ??? ????? ?a????? t?? 2002 e??a? p?? ????d?? (?aμβa??μ???? ?p?? t??
?e??t?? ?t? ? Eurcommerce e??a? s?μβeβ??μ??? μe d??f??a s?μα?t?? s??d?a B3
4000 ?a? ??). ? Eurocommerce ??t? ap? t?? da???? ?????????? eta???? ?a
f??t?β?? ?a t?? p?a?t???? d?e??et?se?? t?? d??s?e??.

5. ??e????s?

> ?? ????? ???? eta???? s?μf ? ??? ?a ???a??s?? t??s??t?se?? st??????
t?ap???? ? ?p??e? ep????????a? a?? a?αβ????a? (????μp????a ?a? ???a). ?e? ?a
???a??s?? apa?a??ta t?? ?p????pe? ?p?? t?? ?????est?? ?a? t?? S?f ?a?
Ta ???a??s?? d??s?e?? st? ?e????? t? 2003 ?aμβ????ta? ?p?? t?? p????f ???e?
p?? pa??s?e ? Uni-Europa Commerce ?t? ? ?e?μα???? ?β????s? μe?et? ?a
s????μat?d?t?se? t? d??s?e??.

6. ????????? ?a? ?????μ???? a?t??t?p?? t?? 11 Septeμβ???? 2001 st? eup????

? Uni-Europa a?af??e? ?t? ???su??e? d?ast????t?te? st? eup???? ep??e?st??a?
s?Ba??, ?p?? t? eup???? e?d?? p????te?e?a?, ta ?atast?μata se t?p?? d?a??p??
p?? e?a?t??ta?s?Ba?? ap? t? d?e?a???? ae??p???? ta??d??, ta ?atast?μata
t?? ae??d??μ???. ? Uni - Europa e?p??e? ?t? ?? ep??e??se?? ?a ap?s???? ap?
?pe?B???? a?t?d??se?? ?p?? ?? epe????se? μe??se?? p??s?p???? μ?s? ?μad????
ap??se?? ?? eta??e?e? p??pe? ?a ??β?? s?Ba?? ?p?? t?? ???. ?? μ???? t??
Uni- Europa ap? t?? ???a?d?a a?af??e? ?t? t? e?s?d?μa t?? ?atast?μ?t?? t??
ae??d??μ?? ?e? p??e? s?Ba??, ?a??s?? ?? e??a??μe?? aue?B??ta? e? μ??e? B?se?
p??μ??e?a?. ? ? ????????? eta???? p??pe? ?a e?asfa? β?? ?a μ?? p????e?
e?μet??e?s? ?a? ?a ???et?s?? p??s????s? ?p?? t?? apas????s??, pa????ta?
?at??t?β? ?a? eup?d????ta? t?? ????????? ap??e?su?. ?? μ???? t?? Uni- Europa
ap? t?? ?st??a ?p??aμμ??e? ?t? ? μe?a??te?? ?e???? t?? p??t?? de? p??pe? ?a
ep??e??e? ta ?eμe??d? d??a??μata.

? Eurocommerce s??t?se t? ??μa es?te???? ?a? de? μp??e? ?a e??e? ?e????
s?μpe??suata. ?? ???d???? eup???? fa??eta? ?a ??e? ep??easte? pe??ss?te?? ap?
t? ??a???? ?a? ta pe??ss?te?? ap?μa??su??a μ?? t?? a??s?da? t?? ef?d?asu??
e?d??eta? ep?s?? ?a ?p?f?????. ?p?s?? t? eup???? st?? t????st???? pe????? p??
e?a?t?ta?se μe???? Ba?μ? ap? ta ae??p???? ta??d?a ?a μp????se ?a ep??easte?
a??t???. ? ??a?? ta p??t?pa b2b e - commerce ?a μp????sa? ?a ?atast??
s?μα?t??te?a ?a? ??su???? "de?te?e??te? t?μe?" ?p?? ? ???a?? e??p??su??
a?????? t?? d?ast????t?te? t???. ?? μ???? t?? Eurocommerce ap? t? Ga??a
a?af??e? ep?s?? μ?a ep?β??d??s? st?? ep?s??e?? t?? eup???? a?t?p??s?p??
??d???? eup?????. ?a pe??stat?? t?? 11?? Septeμβ???? ?a μp????sa? ?a
β????? t? eup???? p?? p??p??te? ?mes? epaf?. St? ???d???? eup???? ??
ep??e??se?? e-commerce (??e?t????? eup????) ?a μp????sa? ?a ?e?d?s??
?daf??.

? Eurocommerce p??te??e? t?? pa?a??????s? t?? s??epe??? ??a t? ???d????
eup???? ap? t?? ?μ?da e??as?a? t?? ?????????? d?a????? ??a t? ???d???? eup????.

>? ep??p? ?ata???e? ?t? ?? ?????????? eta???? ?a pa?a??????s??? t?? e??e???e??,
?a d?afβ???e????? ?a? ?a a?a??β??? ????? d??s? ef ?s?? e??a? apa?a?t?t?. ?? ??μa
?a a?t?μet? p ?ste?st? e???? μ????? ?? a????t? s?μe?? st?? ?μe??s?a d??ta??.

7. ?????t?ta t?? de??t?? e??as?a?

? p??ed??? ep?βeβa???e? ?t? ?? p????f???e? s?et??? μe t?? e??as?e? p?? d?e???a?e ?
????pa??? ?p?t??p? ?p?? ? a?a????s? ??a t?? p??t?ta st?? apas????s? ?a? ??a
t?? ????????? p??t??? e??a? d?a??s?μe? ?a? ?t? ? ep?t??p? apas????s?? s??t?
d?ast???a t? ??μa sta p?a?s?a t?? p??et??μas?a? t?? S?μβ????? ???as?a???
S??se?? ?a??pas????s?? t?? ?e?eμβ????.

>? ep??p? ?ata???e? ?t? ?a? ?? d?? ?????????? eta???? ?????? s?μf ???? ?a
s????t?s??? a?t? t? ??μa st? p?a? ?t?? t?μ?a ?????????? d?a?????. ? p??t?ta
st?? apas????s? ??e? s??s? μe t?? ?????s? t?? e??as?a? ?a? t?? s???e???μ??e?
e??as?a??? s??se?? st? eup?????. ?? de??te? t?? p??t?ta? st?? apas????s? ?a
s?μpe????f ???? st?? p??pa?as?e?ast??? a????s? t?? s???????? e??as?a? ?a? t??
?at??t?st? st? eup???? (s?μe?? 8 t?? ?μe??s?a? d??ta??).

**8. ?????f ???e? s?et??? μe ta s??d?a - S??d?? B3 4000 s?et??? μe t?? s?????e?
e??as?a? ?a? t?? e??a???e? ?at??t?s?? st? e??pa??? eup????**

?? a?t?μa ???μat?d?t?s?? sta p?a? ?a t?? ??aμμ?? t?? p??p????su?? B3 4000
t?? ?? e?β?????e ap? t?? Eurocommerce e? μ????? t?? ?????????? eta????. ?
Eurocommerce ?a a?a??se? t?? ??e??a se ??a pa?ep?st?μ?? ? se ??a ???t?? ??e??a?
s??dedeμ?? μe ??a pa?ep?st?μ??.

S????e???μ??a ap?te??sμata t?? a????s?? a?aμ????ta? ??? t? ? ??? 2003, af?? ??
?p??es?e? t?? ???pa???? ?p?t??p?? de????? t? s??d???. ?? s??d?? ?a ?ate????eta?
?a? ?a ep?pte?eta? ap? t?? ?????????? eta?????. ? ?a e??e?a ?a? e??e???
s?μμet??? t?? e????? ?????????? eta???? ?a ??e? ???st? s?μas?a.

9. ???a ??μata

9.1. ?μ?da e??as?a? eup????? a?t?p??s?p?? p???se??

??s? ? **Uni-Europa ?s? ?a? ? Eurocommerce** a?af????ta?st? s??ed??as? t??
?μ?da? e??as?a? eup????? a?t?p??s?p?? p???se?? ? ?p??a ??aβe ???a st??
11/10/2001. ? a??a?? sta p??t?pa ep??e???se?? t?? ???d????? eup???? ?a? st??
te???????e? t?? p????f????? ?a? t?? t??ep????????? ????? s?μa?t??? a?t??t?p?
st?? eup????? a?t?p??s?p?? p???se???. ? s??ed??as? t?? ?μ?da? e??as?a?
e??e ?et??? ??Bas?, ?aβa??μ???? ?p??? t?? μ????? p??p????? ?a? p??????
?at?stas?? t?? apas????s?? ?a?t?? e??as?a??? s??se?? (e??a??μe???,
?????μ?? e?a?t?μe?? e??a??μe??, μ? μ?s??t??...).

? ?μ?da e??as?a? ?a p??spa??se? ?a β?e? p?? ? ?????????? d???????? μp??e? ?a
s?μβ??e? st?? ?a??d??s? t?? d?a?e??s?? t?? a??a???. ? ?μ?da e??as?a? ??t?se
ap? t?? ?p??es?e? t?? ???pa???? ?p?t??p?? ?a ?????? se epaf? με t? ? ?? ? ??t??
? ?a?e??s?? t?? ???a??? st? ???β????, ?ts??ste ?a ?a?????e?p?? t?
pa?at??t???? μp??e? ?a β????se? t?? ?????????? eta?????.
<http://www.eurofound.ie/about/emcc.htm>

9.2. ? **Uni-Europa** ?a? ? **Eurocommerce** ?a d?e????? s??ed??se?? ??αμμate??
??a t?? ??????s? a????????? e?e??e?? a?t?? t?? s??ed??as??.

??ed?? ?a? e?s????t?: Rudi Delarue, G? EMPL/D2