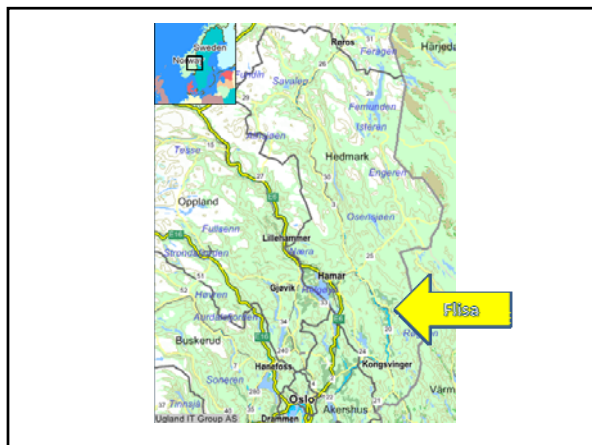


# ETHICAL PROCUREMENT

Experiences from Klubben AS  
Erik Heggelund  
Business development Manager



- Founded by Lars Petter Heggelund 1976
- Situated in Flisa - Hedmark
- Catalogue sales -> Internet
- Good customer relations



Location	Staff	Start Date
Flisa	23 Ansatte	76 mill.
Bydgoszcz	8 Ansatte	10 mill.
Hämeenlinna	2 Ansatte	Startet Jan 09
Stockholm	2 Ansatte	2,5 mill.

Welcome to Klubben International.  
Please click on your country or contact the distributor closest to your location.

## Our customers

<p><b>Public:</b></p> <ul style="list-style-type: none"> <li>Swimminghalls</li> <li>Schools</li> <li>Kindergartens</li> <li>Sportsstadions</li> <li>Institutions</li> </ul>	<p><b>Private:</b></p> <ul style="list-style-type: none"> <li>Swimminghalls (shops)</li> <li>Schools and kindergartens</li> <li>Gyms</li> <li>Swimmingclubs</li> <li>Sportteams</li> <li>Sportshops</li> <li>Private consumers</li> </ul>
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**idrettsbutikken.no**

Fullkommen til idrettsbutikken

Vi har nå en nyeste nye DVD film for trening, rehabilitering og skadeforbygging. [Se alle filmene!](#)

Vi har fått en innbyrdes utstyr. Se hele utvalget av treningsutstyr her:

<b>Nyhet</b>	<b>50% avslag</b>	<b>Tilbud</b>
<p>Castor 100 100</p> <p>Castor 100 100</p> <p>Pris: 549,-</p>	<p>Castor 100 100</p> <p>Castor 100 100</p> <p>Pris: 192,-</p>	<p>Castor 100 100</p> <p>Castor 100 100</p> <p>Pris: 299,-</p>
<b>Egenskapsutrustning</b>	<b>Redusert pris</b>	<b>Nyhet</b>
<p>Castor 100 100</p> <p>Castor 100 100</p> <p>Pris: 799,-</p>	<p>Castor 100 100</p> <p>Castor 100 100</p> <p>Pris: 139,-</p>	<p>Castor 100 100</p> <p>Castor 100 100</p> <p>Pris: 349,-</p>

**aktivbutikk.no** Kundetelefon 62 95 06 33 KLUBBEN

Søk | Home | Referat | Om oss | Betalingsforhold | Kontakt

**Norsk Revmatikerforbunds nett**  
Velkommen til Norsk Revmatikerforbunds egen nettbutikk. Aktivbutikk.no drives i samarbeid med Klubben AS, og er en nettbutikk med stort utvalg som er åpen for alle. Kontakt oss gjerne på telefon 62 95 06 33 (våre telefonfjerner er mandag til fredag kl 09:00 til 15:00) eller e-post.

**ANMELDELSER**  
Les Norsk Revmatikerforbunds anmeldelser av et utvalg treningsfilmer. Les mer.

**Tilbud**

Revmatiker i alle ledd - PAKKE 2	Revmatiker i alle ledd - PAKKE 2	Revmatiker i alle ledd - PAKKE 2
200,00	450,00	495,00

**Hva er aktivbutikk.no**

**Bli medlem**  
Norsk Revmatikerforbund

**SWIMSHOP** Kundetelefon 62 95 06 30 KLUBBEN

Søk | Katalog | Om oss | Aktuelt | Betalingsforhold | Gratis katalog | Beste tilbud | Bestillingsforhold | Kontakt

**Nytt fra TERROT**

Nytt fra TERROT	Nytt fra Speedo	Arena badedrakt
44%	31%	44%

**Nytt fra GIANAI**

Nytt fra GIANAI	Speedo badedrakt	Speedo short
51%	36%	44%

**TRENNINGSBUTIKKEN.NO** Kundetelefon 62 95 06 16 KLUBBEN

Søk | Katalog | Om oss | Aktuelt | Betalingsforhold | Gratis katalog | Beste tilbud | Bestillingsforhold | Kontakt

**Fitnessmatte - DVD**

Fitnessmatte - DVD	Norskproduerte treningsfilmer	Treningsmatte med	Topp kvalitet
44%	71%	46%	77%

**Reebok**

Reebok	Reebok	Reebok
44%	71%	46%

**KLUBBEN** Kundetelefon 62 95 06 10 KLUBBEN

Søk | Katalog | Om oss | Aktuelt | Betalingsforhold | Gratis katalog | Beste tilbud | Bestillingsforhold | Kontakt

**Start salg på originale Crocs**

Start salg på originale Crocs	Start utvalgte LEDER	Elektroniske Jakkematter
44%	31%	44%

**Reebok**

Reebok	Reebok	Reebok
44%	71%	46%

**NEW RE...**

**Kiefer** **Red** **Togu logo\_1.jpg**

**LIGHT MY FIRE** **HEEL SPORT**

**STIGA\_lo...** **BRUNTON** **GERBER**

**POLAR** **SILVA**

**cone CHAMP**



## Public tenders

- Started 3 and half year ago
- Lost every time
- New demands
  - Environmental procurement
  - Ethical procurement
- Documentation!
- Challenges: 20. 000 products
- Hundred + suppliers
- Pressure to become more professional

## After 3 years.... Success with tenders

- Won parts of Bergen community – Lost parts of it due to missing documentation
- Learned a lot – Did not sign Ethical demands.
- Won Hedmark/Oppland sports equipment
- Won Haugesund and 14 communities
- Won Asker, Bærum and 4 communities

## After 3 years.... Success with tenders

- Why do we have success?
- We did not have the lowest - but reasonable prices
- Service, professional tenders, structure, environment and a serious response to ethical issues won those for us.

## What is done with ethical procurement

- Discussed with our suppliers
- Focus on the issue with new potential suppliers
- Reporting progress to Bergen, Hamar, Haugesund and Bærum
- Ethical trading is a part of our strategic document for 2009-2014.
- The management and the chairman of the board is oriented about the subject
- Hilde Heggelund, marketing manager, has the **responsibility** for these issues.

## Demands....!

- There is a lot of demands....
- The most challenging is documentation
- Takes a lot of resources...
- Cost a lot of money and time
- But it is nice to have once it is done...
- We are focusing on the key issues in the ETI base code...

## 1. ETI base code

ETI-Norway's Base Code is founded on key *United Nations (UN)* and *International Labour Organization* conventions and documents.

1. Freely Chosen Employment
2. Freedom of Association and the Right to Collective Bargaining
3. No Child Labour
4. No Discrimination
5. No Harsh or Inhumane Treatment
6. Safe and Hygienic Working Conditions
7. Adequate Wages
8. No Excessive Working Hours
9. Providing Regular Employment
10. Consideration for Marginalized Populations
11. Protection of the Environment

[http://www.etiskhandel.no/English/Base\\_Code/index.html](http://www.etiskhandel.no/English/Base_Code/index.html)



## Next steps

- Establish code of conduct and push all our suppliers
- Improve internal training
- Improve external training and awareness
- Follow up our suppliers
- Consider to join IEH and become environmental lighthouse

## Does it work?

Will the demands set by public purchasers result in better conditions for workers and a better world?

- Yes – I am pretty sure.
- The focus of the businesses shift much faster than it would have done if you did not set clear demands.
- So.... Keep up the good work, and we will try to follow you!