

# 1. PLATFORM WEBSITE

- How to get a support? Asking companies, membership fee ...
- How should it be designed?
  - standardized (ecopa's example)
  - unique (conformed to the platform needs)

## 2. FEE WITHIN THE PLATFORM

- In Czecopa – 7€/ private person;  
100€/company (association)
- In ecopa - 100€/person
- Cheap or expensive?
- Do we really need the fee within national platform?

### 3. HOW NEW MEMBERS ARE ACCEPTED?

- Written application
- Personal recommendation
- Election (voting)

## 4. DIFFERENT STAKEHOLDERS HAVE KNOW (TO BE INFORMED) ABOUT POTENTIAL BENEFITS !!!!

- e.g. for industry – a logo put on goods advertising alternative methods

**5. WE WOULD LIKE TO HAVE MORE  
TRAINING ACTIVITY !!!!**

## 6. COMMUNICATION TO CONSUMERS MUST BE INCREASED

- How can we make people believe in alternative methods?
- People do not understand „in vitro” – try to avoid this argument in the field of cosmetics
- Proconsumer policy - A task for ecopa?

NCP → Government → People