



OUR JOURNEY TOWARDS ECO DESIGNED POS

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L'ORÉAL
UK & IRELAND



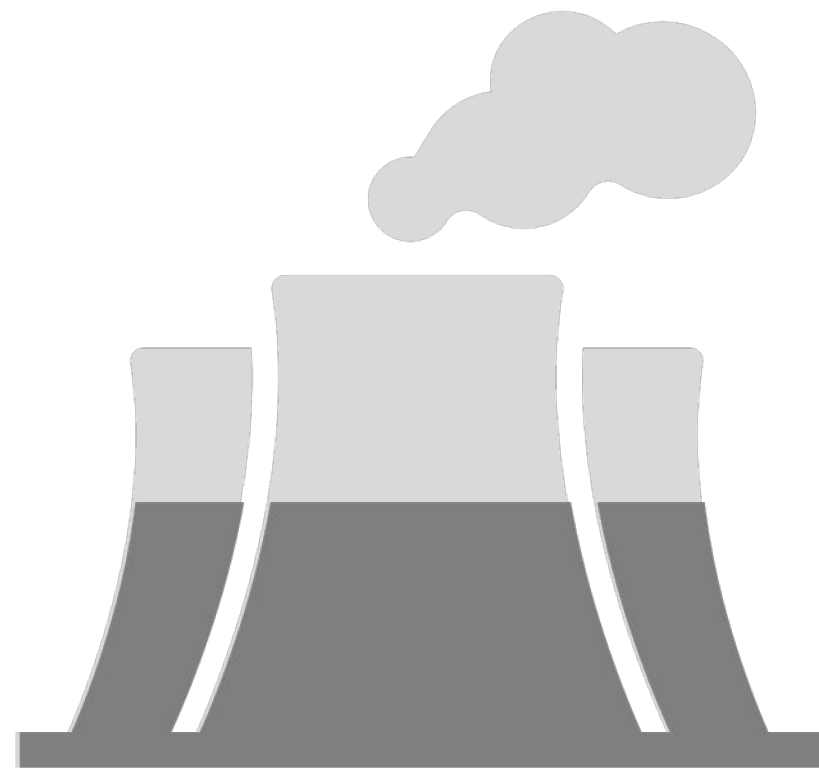




HOW MUCH % OF
THE CARBON EMISSIONS
ARE PRODUCED BY EACH
AND EVERYONE OF US?



45%*



* Source Ellen McArthur Foundation

L'ORÉAL
UK & IRELAND



1

L'Oreal For The Future



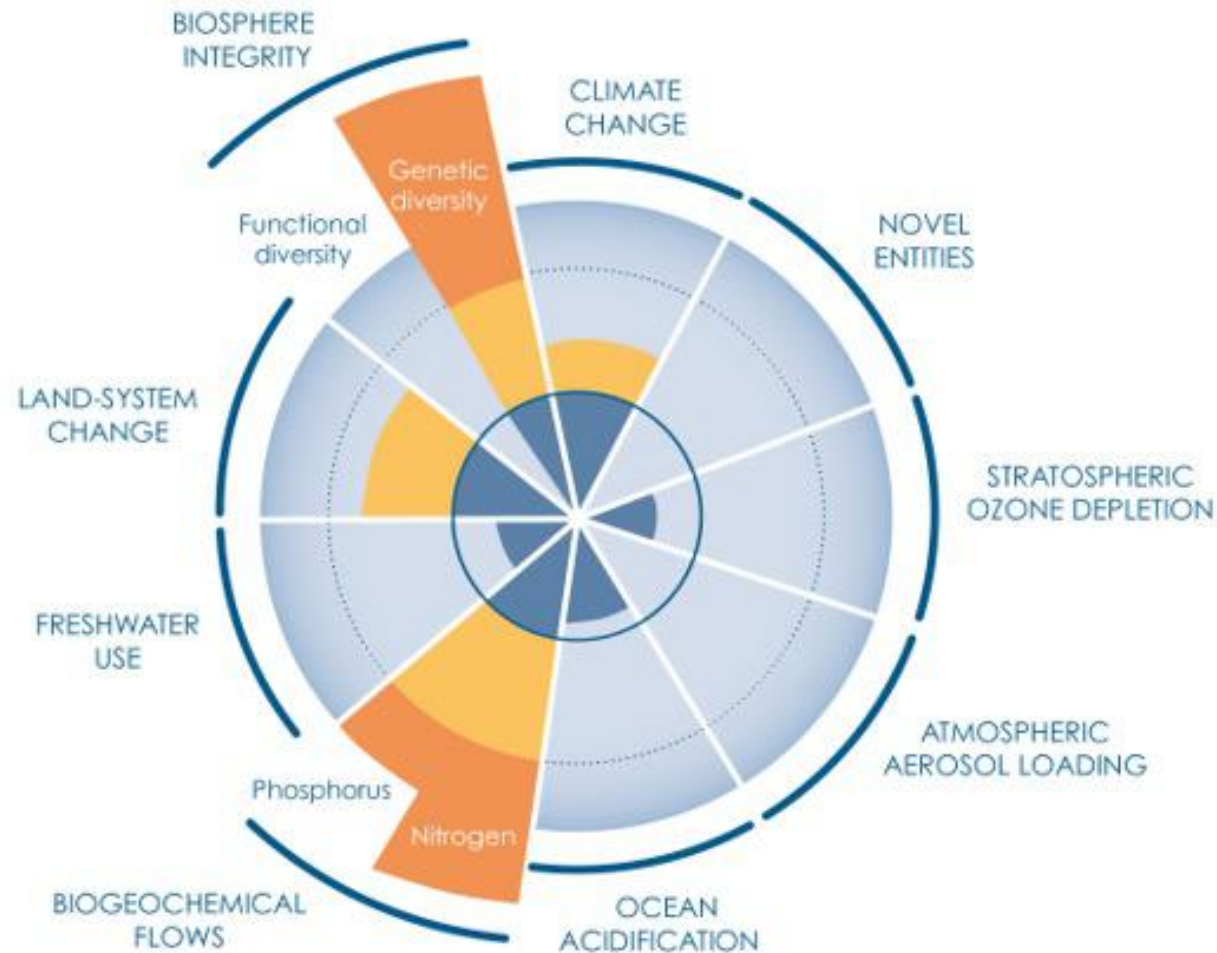
L'ORÉAL

FOR THE FUTURE

OUR TRANSFORMATION
OVER THE NEXT DECADE

PLANETARY BOUNDARIES

In 2019, the Stockholm Resilience Centre established 9 distinct Planetary Boundaries, a concept that has since been endorsed by the United Nations and the international scientific community.



L'Oréal for the Future

Taking the lead in exciting areas across 3 key pillars

More info on:
<https://www.loreal.com/en/commitments-and-responsibilities-for-the-planet/>

1

TRANSFORMING OURSELVES AND RESPECTING PLANETARY BOUNDARIES



By 2025, all of our sites will achieve **carbon neutrality**, by improving energy efficiency and using 100% renewable energy.



In 2030, 100% of the water used in our industrial processes will be **recycled and reused in a loop**.



By 2025, 100% of our plastic packaging will be refillable, **reusable, recyclable or compostable**.



By 2030, 100% of our industrial sites and all our operated buildings will have a **positive impact on biodiversity**, compared to 2019.

2

EMPOWERING OUR BUSINESS ECOSYSTEM HELPING IT TRANSITION TO A MORE SUSTAINABLE WORLD

Partners



Consumers



Suppliers



Communities

3

CONTRIBUTING TO SOLVING THE CHALLENGES OF THE WORLD BY SUPPORTING URGENT SOCIAL AND ENVIRONMENTAL NEEDS



L'Oréal Fund for Women



Nature Regeneration Fund



Circular Economy Fund

L'ORÉAL
UK & IRELAND



2

L'Oreal POS Targets



POS TARGETS

By
2025

NEW DISPLAYS

100%

Eco-designed

STORES

100%

Eco-designed



WHAT IS THE MEANING OF ECO-DESIGN?



Eco-design considers
environmental aspects at **all stages**
of the product **development process**,
striving for products which make the
lowest possible environmental impact
throughout the product life cycle.



POS TARGETS

By
2025

NEW DISPLAYS

100%

Eco-designed

STORES

100%

Eco-designed

By
2030

-30% CO2



SO WHAT DO WE HAVE TO CHANGE?



3

Plan of Action





IDENTIFY THE CHALLENGE

DIFFERENT POS REQUIRE DIFFERENT APPROACHES

PERMANENT POS

RETAIL BUILD



PERMANENT



TEMPORARY POS

SEMI-PERMANENT



TEMPORARY



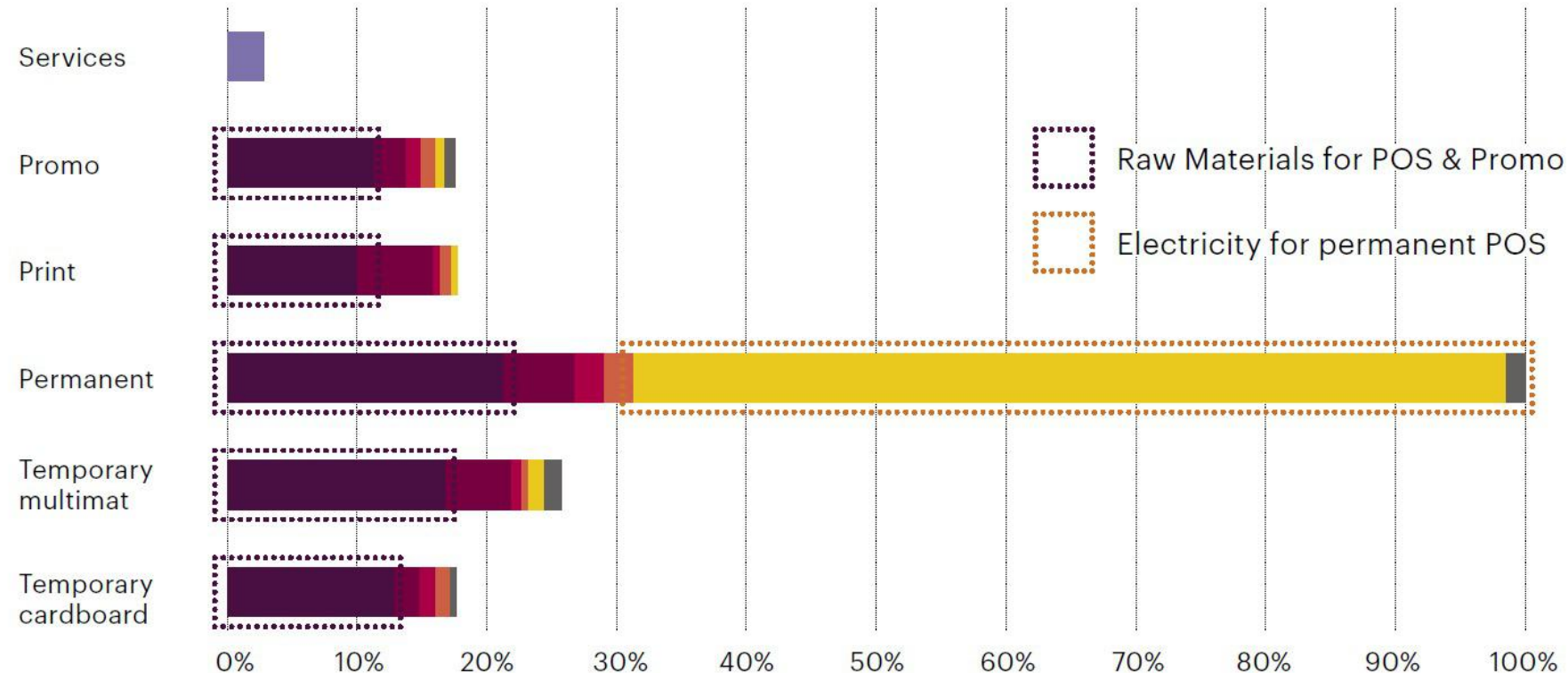


IDENTIFY THE CHALLENGE

THE CARBON IMPACT VARIES GREATLY BY POS TYPE

Emissions repartition per category (%) - (L'Oréal 2019 survey)

- Raw Material
- Manufacturing
- Transport (upstream)
- Transport (downstream)
- Use phase
- End of life
- Services





IDENTIFY THE CHALLENGE

DIFFERENT POS, DIFFERENT PRIORITY

PERMANENT POS



75% of permanent displays' CO2 emissions are made during use phase

TEMPORARY POS

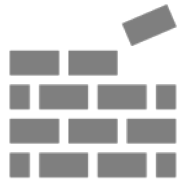
Raw Material is the priority for POSM & Promo, except for permanent displays, where usage/electricity is the crucial point."



2. BREAK IT DOWN INTO ACTIONABLE STEPS FROM STUDIO TO FACTORY TO STORE



DESIGN



MANUFACTURE



CONSTRUCTION



USE PHASE

BEST PRACTICES DESIGN MANUFACTURE AND CONSTRUCTION APPLIED TO PERMANENT POS



✓ REPLACE FLUTED GLASS WITH
REEDED FILM OVER GREENCAST



✓ REPLACE MDF WITH STORMBOARD



✓ RECYCLED CEILING TILES
✓ RECYCLED BRICKS



✓ LIGHT CONSUMPTION
✓ GREEN ENERGY PROVIDER

BEST PRACTICES DESIGN MANUFACTURE AND CONSTRUCTION APPLIED TO PERMANENT POS



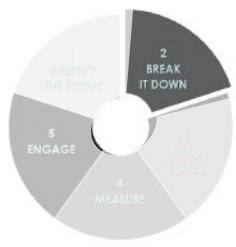
- ✓ FSC MATERIAL
- ✓ GREENCAST ACRYLIC
- ✓ LOW VOC PAINT



- ✓ MDF REPLACEMENT
- ✓ DRY FIX
- ✓ REDUCE WEIGHT



- ✓ LED LIGHTS



2. BREAK IT DOWN INTO ACTIONABLE STEPS FOR END OF LIFE THINK HIERARCHY AND PRIORITISATION



REUSE



**TAKE BACK
DONATE**



RECYCLE



**ENERGY
RECOVERY**

END OF LIFE



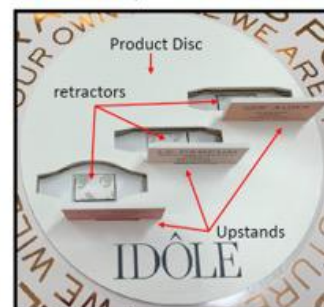
BEST PRACTICES RECYCLING LABELS



LANCÔME

Idôle Aura Boots TOD Tray

Please follow the disposal methods shown on this label.



PLASTIC
RETRACTORS

Please remove the
tester retractors and
dispose of in the
general waste



GENERAL WASTE

FOAMEX UPSTANDS
& PRODUCT DISC

Please remove the
Foamex upstands &
product disc and
dispose of in the
general waste



GENERAL WASTE

REMAINING CARD
DISPLAY

This cardboard display
can now be
responsibly recycled



PAPER/ CARD
RECYCLE

100w x 20h



Polyethylene

PS

Unit end of life

PLEASE DISMANTLE & RECYCLE THE BASE AND BACK PANEL

The printed surface decoration is not currently recyclable
Please peel off and dispose as general waste - thank you



BEST PRACTICES DONATE RATHER THAN DESTROY



GREEN TESTIMONIAL

During the closures of our Kiehl's free-standing stores, a lot of the old merchandising / display items were going to the skip so instead, we looked at ways to reuse them. Below is an example of how thinking out of the box can make a difference ...

Tayibah Ahmed from Kiehl's

" As an individual who is conscious about the environment, I thought to myself there HAS to be way where we can send our Kiehl's props to charity.

Due to lockdown and the global pandemic limiting our choices to charity shops, I was recommended a site where we can give these products/ props for free. This site is called 'Freecycle'. (<https://www.freecycle.org/>)



This has been a game changer as I was able to post pictures of non-branded Kiehl's tables, chairs, chandeliers and many more items to a trusted site, knowing someone will enjoy using one of these items.

It generated almost 50+ responses within less than an hour as soon as I posted pictures of these items, it felt that the majority of the Guildford community were anxiously wanting their approval for our items. They contacted me via my personal email and vis versa which was the communication method used from the site. I had to pick one person for each item, which turned out to be the most challenging task of all, especially as it meant finding local people from the area that were available to pick up on the recommended days that my managers told me.

It was amazing to witness a level of responses and a community coming together to recycle their personal goods. Whether its during lockdown or after lockdown I will definitely be using this site for future projects and store closures as I believe its important to increase awareness on sustainability and recycling goods. "

Welcome to The Freecycle Network™! We are a grassroots & entirely nonprofit movement of people who are giving and getting stuff for free in their own Towns. It's all about reuse and keeping good stuff out of landfills. Membership is free. And now you can also set up your own, smaller personal Friends Circle for gifting and lending of items with just your friends! [Sign up now.](#)

Group Info

My Posts

My Groups

My Info

Manage this Post

Post ID:	83400876
Posted on :	16:02:54 18 Mar 2021
Post title:	Large round marble table
Post type:	OFFER
Post location:	Guildford
Post status:	Group Members can see and search for this Post
Posted to :	Guildford

Post image :



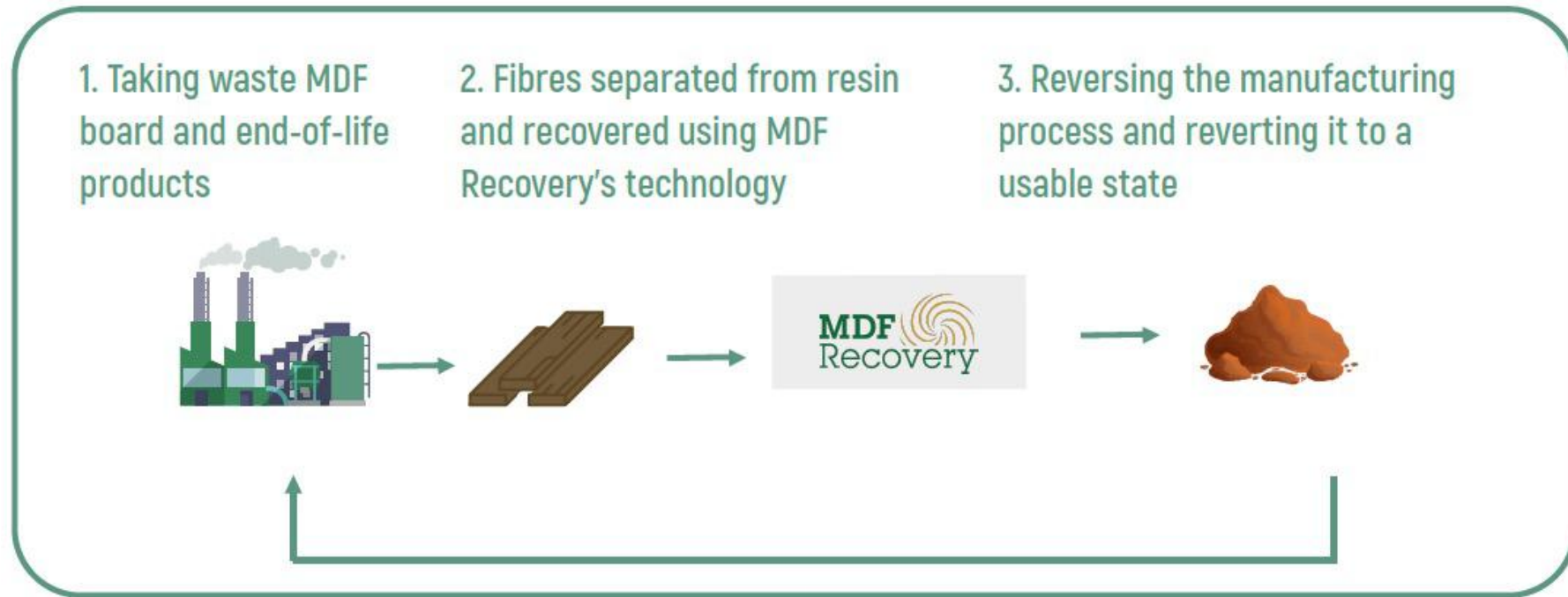
(click on the thumbnail for full size image)

Cancel and remove

Mark as TAKEN and remove



BEST PRACTICES RECYCLE RATHER THAN BURN



MDFR Process



3. BUILD A TOOLBOX TO GUIDE YOU THAT'S INCREDIBLY HELPFUL TO CREATE ECO-DESIGNS

PERMANENT POS



RETAIL BOX

TEMPORARY POS

L'Oréal Group Golden Rules

● Must Have Golden Rules ★ Material related Rules

CONCEPTION		
1	★	Optimize the weight of materials used, while keeping global technical performance.
2	★	Use only certified papers/cardboards/wood (FSC or PEFC when FSC is not available) or recycled.
3	★	Use recycled or renewable materials (30% minimum of the total weight of the POS item is made with materials containing a part of recycled or renewable materials)
4	★	All POS specific packaging and fillers designed to pack the POS materials are made of renewable, recycled or certified materials .
5		Design reusable POS whenever it is possible.
6	★	Favor Mono Material : for temporary POS materials target 100% cardboard
7		- For temporary POS materials, ban battery, electronic components and magnets - For permanent POS materials with light, only use LED lighting .

PRODUCTION		
8	★	No decoration finishes limiting the recycling process (eg. No Lamination on cardboard)
9	★	Favor sustainable printing process (label for eco print / digital for small production run)
TRANSPORTATION		
10		Optimize palletization at conception stage
11		Optimize POS Shipment with flat pack (when relevant), in kit form, on stackable pallets, etc.
END OF LIFE		
12	★	for Multi Material POS: different plastic resins are limited (3 max/POS unit) or materials are separable for recycling
13		Promote recycling with POS disassembly instructions
14	★	Identify plastic materials with their international packaging codes for easy recycling

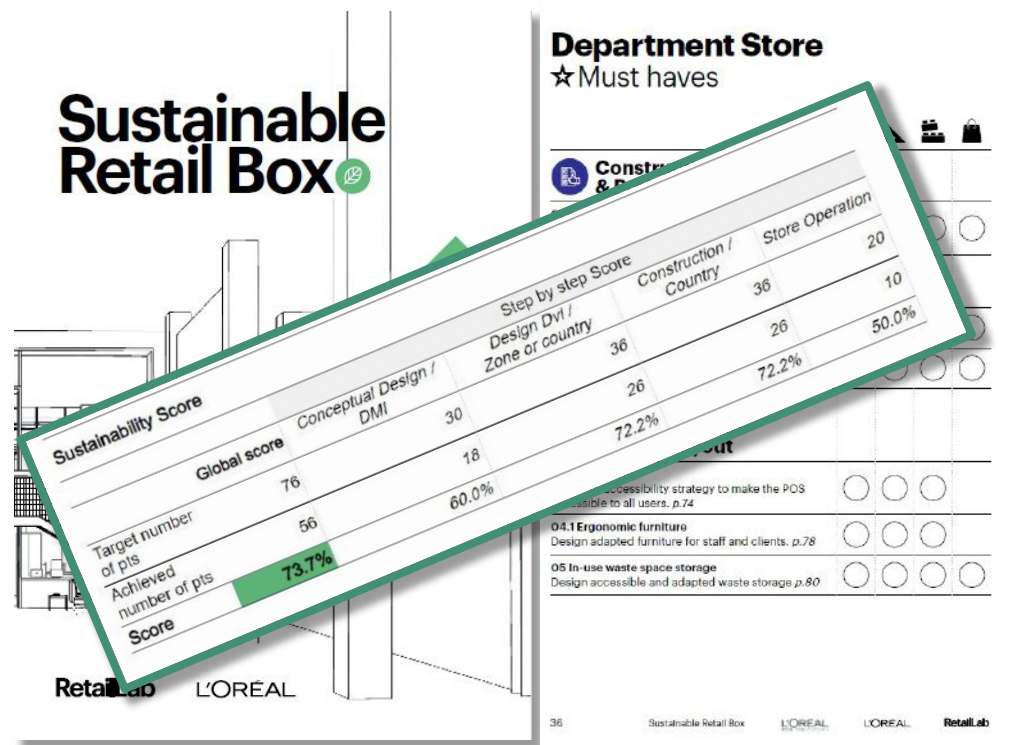
GOLDEN RULES



4. MEASURE

WE USED SCORE CARDS TO TRACK OUR PROGRESS

PERMANENT POS



TEMPORARY POS

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4	★	All POS specific packaging and materials must be recycled or certified
5	★	For temporary POS materials, ban battery, electronic components and magnets - For permanent POS materials with light, only use LED lighting .

PRODUCTION		
8	★	No design changes (label for small production run)
TRANSPORTATION		
11	★	Optimize palletization at conception stage
END OF LIFE		
12	★	for Multi Material POS: different plastic resins are limited (3 max/POS unit) or materials are separable for recycling
13	★	Promote recycling with POS disassembly instructions
14	★	Identify plastic materials with their international packaging codes for easy recycling

BEST PRACTICES TEMPORARY POS

ECO-DESIGN SCORE:
100%





4. MEASURE ECO DESIGN SCORES DIFFERENT POS, DIFFERENT RESULTS

TEMPORARY POS

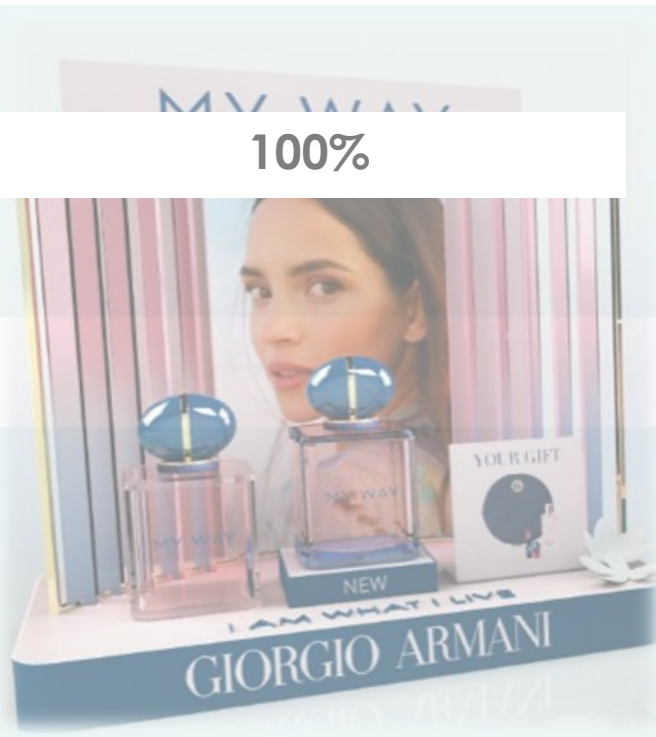
L'OREAL L4TF
COMMITMENTS

By 2025

100%

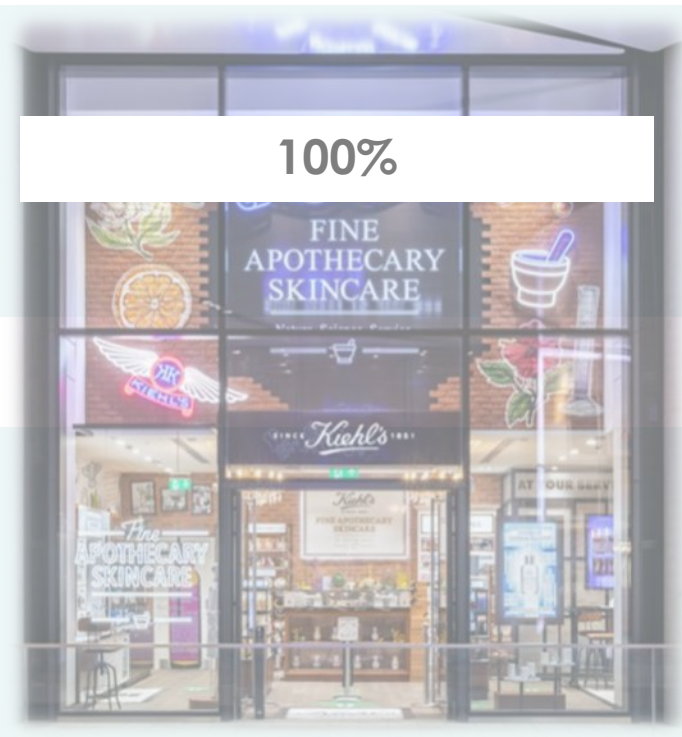
L'OREAL LUXE
UK BASELINE

End 2021



PERMANENT POS

100%





4. MEASURE ECO DESIGN SCORES DIFFERENT POS, DIFFERENT RESULTS

ECO DESIGN PLV

ECO RESPONSIBLE STORES

L'OREAL L4TF
COMMITMENTS

By 2025

100%

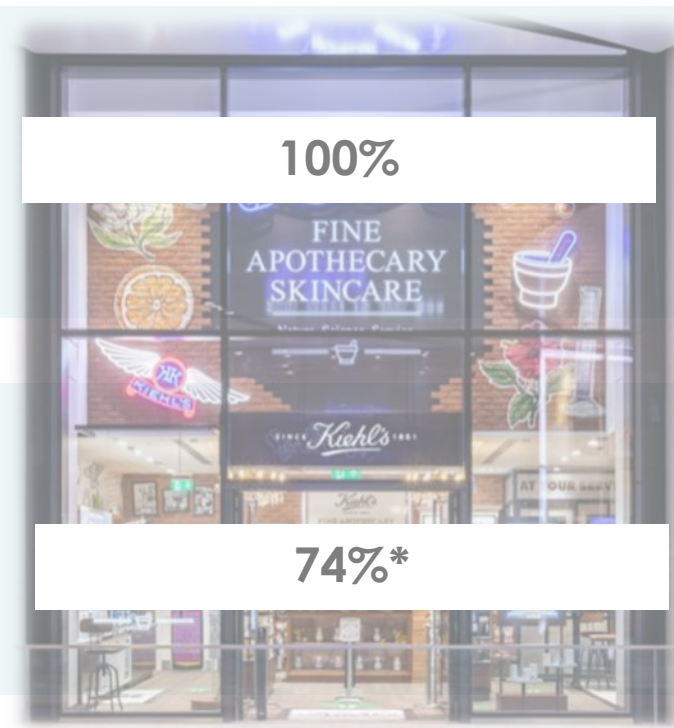
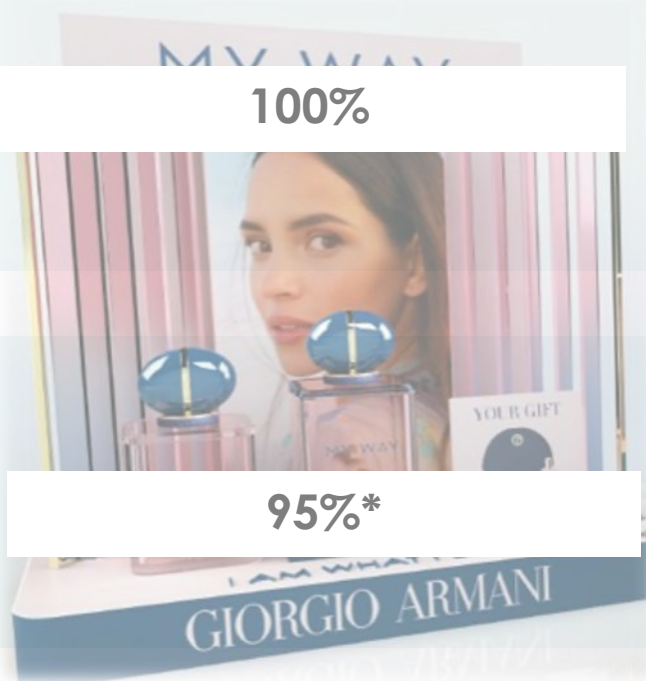
L'OREAL LUXE
UK BASELINE

End 2021

95%*

100%

74%*



*Source internal L'Oreal sourcing database



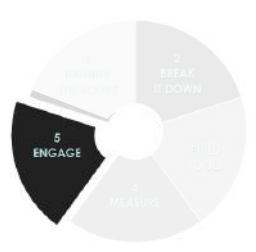
4. MEASURE OUR CO2 FOOTPRINT TO REDUCE OUR EMISSIONS BY 30% BY 2030

PERMANENT POS

TEMPORARY POS




Sustain
The eco-design indicator tool



5. ENGAGE YOUR TEAM & INTERNAL STAKEHOLDERS

OPEN THE DISCUSSION

COMMUNICATE THE
TARGETS

MAKE IT PART OF THE
NORM



DEEP DIVE BY BRAND

SHARE BEST PRACTICES

ORGANISE TASKFORCES



5. ENGAGE YOUR KEY PARTNERS

SHARE THE VISION

**INTRODUCE A
SUSTAINABILITY CLAUSE**

**ASK FOR THEIR CSR
POLICY**



**ORGANISE ROUNDTABLES,
WORKSHOPS**

**EXCHANGE LEARNINGS &
BEST PRACTICES**

**UNDERSTAND THEIR
CHALLENGES**

BEST PRACTICES

BRAINSTORM WITH SUPPLIER



BEFORE:
EXISTING FILM 100%
RECYCLABLE

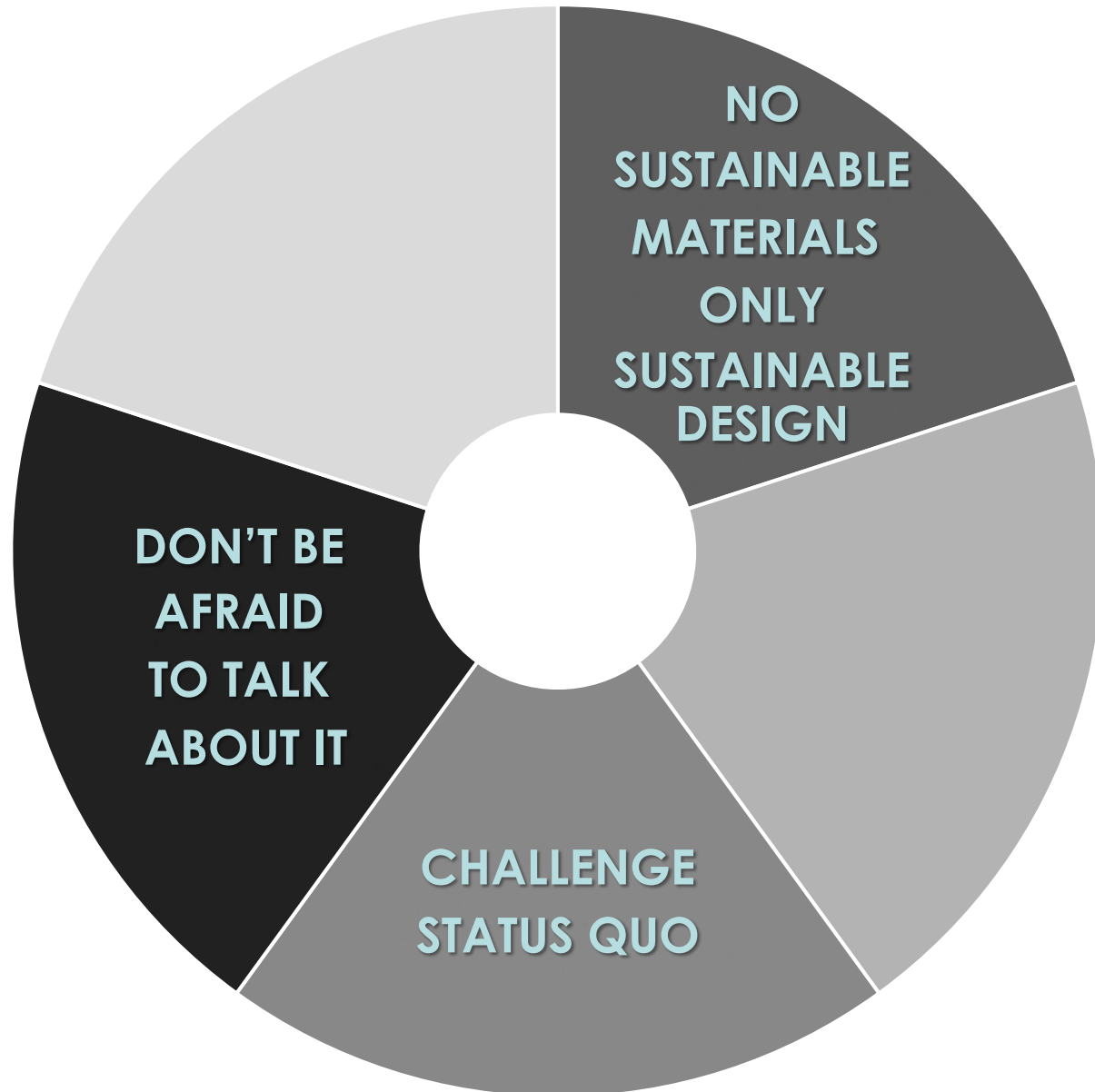
AFTER:
NEW FILM
85% MADE FROM POST
CONSUMER WASTE



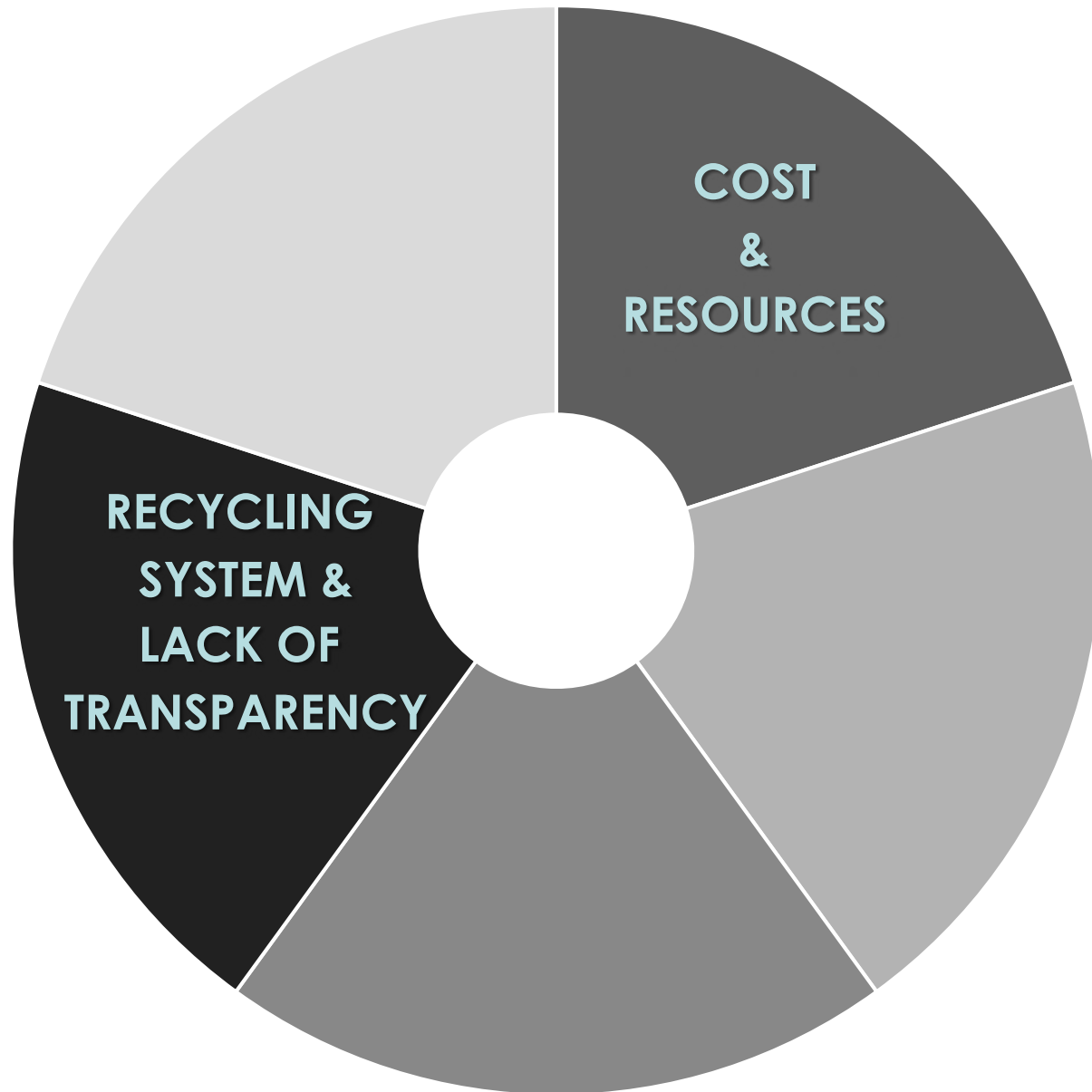
4 Conclusion



WHAT ARE THE KEY TAKEAWAYS ?



WHAT ARE THE MAIN CHALLENGES?





WHAT IS NEXT ?



HOW CAN WE JOIN FORCES ?



THANK YOU !

*“ It is a magnificent thing to
be alive in a moment that
matters so much “*

Katherine Hayhoe
Climate scientist