

WHITE PAPER

Sustainability at Retail



*"The Sustainable Development Goals are a call for action
by all countries—poor, rich, and middle-income—to
promote prosperity while protecting the planet."
—United Nations*

REUSE REDUCE RECYCLE

INTRODUCTION

SUSTAINABILITY IS THE ABILITY to meet present needs without compromising the ability of future generations to meet their own needs, typically defined as “seven generations into the future.” In the retail environments industry, the term sustainability is often used synonymously with green building. The point purpose of green building is to design and construct in ways that benefit the earth, the people who work and shop in stores, and the retailers, brands, and property owners. Green building also extends beyond the build itself, fixtures, displays, and all of the elements that make up a retail environment.

Conscious Consumerism is a fervent driver of sustainability in retail. This evolution in shopper buying habits supports one of six retail trends Shop! Environments Association has identified as important for the future of retail: Purpose Driven: Blurring the Line Between Work & Life. This trend focuses on the intersection of individual beliefs, behaviors, and passions with a brand’s/retailer’s vision, practice, and purpose and how these impact products and services within the retail environment.

Sustainability impacts every nation, company, and person around the world. So much so, in 2015, the United Nations issued a call for action by all countries to work toward sustainable development. In response to this and as part of a global Sustainability at Retail initiative, Shop! worked collaboratively with its global affiliates to address these critical issues in this white paper. The paper provides a roadmap for making changes and adopting processes that will help address important eco challenges worldwide. It covers the importance of sustainability from three perspectives: brands/retailers, designers, and suppliers. It also details the United Nations (UN) Sustainable Development Goals, their recommendations for the forementioned groups, along with examples of how companies within those groups are addressing the goals. Finally, the white paper includes both the POPAI France and POPAI UK & Ireland Eco-Standard initiatives and shows how companies have implemented these standards in their projects. But first, a little about the consumer.

SUSTAINABILITY AT RETAIL FROM A CONSUMER POINT OF VIEW

Studies show that many consumers value products and brands that are environmentally friendly. Brands, retailers and their suppliers can win the trust of consumers—and even cut long-term costs—by embracing green building practices and materials.

CONSUMER VIEWS ON SUSTAINABILITY

60% willing to
CHANGE
SHOPPING HABITS
to reduce environmental impact



80% believe
SUSTAINABILITY
IS IMPORTANT



70%
of sustainability
believers would
PAY 35% PREMIUM
for sustainable brands



**SUPPORT FOR
SUSTAINABILITY
CROSSES ALL
AGE GROUPS**

Source: Survey conducted by IBM and NRF

HOW SOME BRANDS ADDRESS SUSTAINABILITY



Levi's is a leader in reducing chemical and water use in products (did you know a pair of jeans can take 90 gallons of water to produce?). The company uses more than 20 water-saving finishing techniques and shares them with the industry.



American Eagle has a goal to be carbon neutral by 2030, including reducing water usage in jean production by 30% and increasing water recycling in laundry facilities by 50%.



Groupe Casino notifies and incentivizes consumers to shop as food expiration dates approach to help reduce food waste.



Stella McCartney is leading the way in sustainable flagships. The London store is lined with recyclable foam and waste paper from local offices, and uses biodegradable mannequins.



Lush naked or plastic-free stores remove the need for packaging. The store fixtures are primarily made from re-employed, reused wood.



H&M conscious collection green hang tags highlight product containing at least 50% sustainable materials.



Toms was one of the first movers in socially responsible retail with its "giving shoe" policy. The brand later expanded to water and safer birth services as well as the Stand for Tomorrow initiative focusing on homelessness, female empowerment and social issues.



IKEA has committed to using only renewable and recycled materials and to reduce the IKEA footprint by ~70% per product by 2030.

SOURCES: WWW.FORBES.COM/SITES/STACEYWIDLITZ/2020/02/03/RETAILERS-GET-SERIOUS-ABOUT-SUSTAINABILITY-INTO-2020/#3649A8275E09, POPAI FRANCE

Above are examples of how some brands have been proactively addressing the sustainability desires of their shoppers.

THE PREVALENCE OF GREEN BUILDING IN RETAIL

With its faster remodel schedules and high rate of tenant sites, retail has been slower to adopt comprehensive sustainable construction efforts than other industries such as office development. Even today, full-scale efforts are not common among retail projects. That said, there is a reason sustainability is often described as a journey rather than a destination. Change can be incremental. While well-vetted comprehensive green building may not yet be the norm in retail, some sustainable efforts are in play.

In 2018, 73% of retail projects incorporated at least some sustainable strategies, according to the 2018 Shop! Green Building Survey. In many cases, design firms push these strategies—occasionally without giving the retail client a choice. This practice reflects a conscious decision many design firms have made to lead market change.



Retail Decoded
Sustainability at Retail
shop!podcasts

Be sure to tune into our monthly podcast series, Sustainability at Retail, the podcast series that explores green building practices important to today's retail leaders.

Listen as industry experts exchange ideas, solve common problems, and explore best practices on issues relative to sustainability in the retail environment.

shopassociation.org/podcasts/sustainability-at-retail

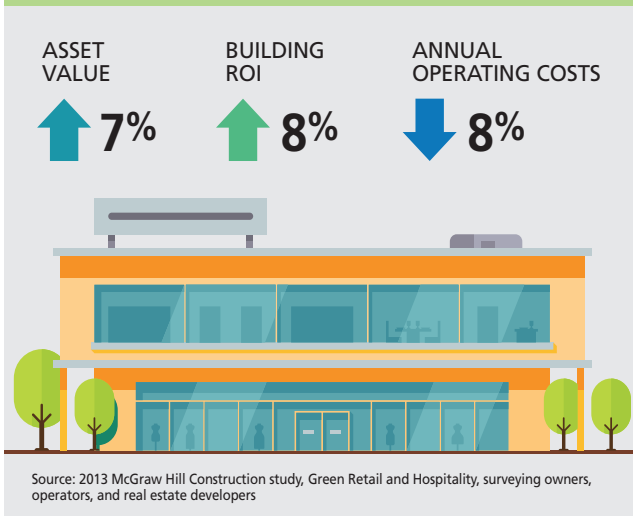
The decision is often formalized. Rising numbers of design firms are committing to the 2030 Challenge, a commitment to achieve carbon neutrality for new-building and major-renovation projects by the year 2030. Nearly a third of design firms responding to a Shop! 2016 survey had joined the cause.

Similarly, the survey found that the percentage of supplier companies indicating they have committed to the newer corresponding 2030 Challenge for Products more than doubled, from 7% in 2015 to 15% in 2016. These manufacturers committed to cutting the embodied carbon-equivalent footprint of their products in half by 2030. Organized by the nonprofit group Architecture 2030, the challenges include incremental goals, and companies report their status annually.

Financial considerations strongly influence green building decisions within the retail industry. Budgets can sway decisions both for and against sustainable strategies. Many retailers view green build projects as costly, and sometimes they do indeed consume more of the budget. However, proponents of green building note that market availability has reduced the cost of sustainable strategies and actually lower operating costs. For example, LED lighting is ubiquitous in retail stores today, largely due to retrofits by retailers seeking to lower their lighting power loads.



GREEN RETAIL BUILDING COST BENEFITS



Nonetheless, a perception of higher initial costs was cited as the top obstacle to green building in World Green Building Trends 2018. The cost perception is particularly prevalent in the U.S. (where 73% of respondents name it among their top three obstacles), Ireland (where 68% did so), and Colombia (where 58% did so). Other top obstacles worldwide are lack of political support or incentives, a perception that green is for high-end projects only, and a lack of public awareness.

Observing reports of higher rents, lower operating costs, increased productivity and improved occupant health, owners and developers have gravitated toward green building during the past decade. Retail has seen these benefits and more.

Green-building strategies implemented by the building owner or developer, such as highly efficient HVAC systems, can reduce operating costs for retail tenants as well as the shopping-center operators. And the benefits go beyond cost savings. In a 2013 McGraw Hill Construction study, Green Retail and Hospitality, half of green-retail owners and operators reported boosts to both store



DRIVERS OF GREEN BUILDING IN RETAIL INCLUDE:

✓ COST SAVINGS

Improved efficiencies reduce consumption of energy, water, and materials as well as the production of waste, thereby reducing operational costs.

✓ CONSUMER PERCEPTION

Customer buying habits and brand loyalties are shifting to retailers and brands that are perceived as caring about their environmental and social impact. Greener stores are an integral part of a retailer's brand image.

✓ COMPETITION

Suppliers are seeking a competitive edge to stand out in the marketplace.

✓ DESIGN INNOVATION

Today the industry can create better products with less environmental impact than was historically possible.

✓ REGULATORY ACTIVITY

Federal agencies, state and municipal governments are generating ever-more-stringent requirements.

✓ BRAND VALUES

Many leaders of companies across the board in the retail environments industry cite a desire to "do the right thing" as a driving force of their sustainable efforts. Better cooperation, partnership/sustainable relationship with contractors are also key.

traffic and sales. "This impact is particularly pronounced among those committed to green; 63% of those doing 50% or more green projects see a positive impact, compared to 38% of those doing a lower percentage of green work," the report stated. Furthermore, 45% of retail/restaurant respondents reported improved consumer satisfaction from green building activities. In addition, tenants' own sustainable strategies for store interiors may increase foot traffic and boost sales for their stores beyond the shopping center's draw. For instance, studies have shown that natural lighting in stores can increase sales.



The preceding section contains content from **Chapter 3.7: Sustainability, of the Shop! MaRC Exam Prep Book, 2019 Edition**. Learn more about the MaRC Prep Book and the MaRC Exam at the Shop! MaRC website.

2020 SHOP! DESIGN AWARDS COMPETITION: SUSTAINABILITY AWARD WINNERS

Each year Shop! presents the Sustainability Awards for worthy elements submitted to the Design Awards Competition. Here are two 2020 winners.

SOURCE: 2020 SHOP! DESIGN AWARDS



Project: Wild Things Gift Shop at Lincoln Park Zoo
Submitting Company: Event Network

IN 2019, THE WILD THINGS GIFT SHOP at Lincoln Park Zoo underwent a complete remodel to bring to life a new concept. The design intent was three-fold:

- Create a beautiful space that reflects its surrounding urban park location, bringing the outdoors in and allowing for a seamless extension of the Zoo experience.
- Viscerally reinforce the Zoo's critical mission of protecting the planet and wildlife and inspire store guests to make environmentally responsible choices; promote stewardship and education.
- Demonstrate this commitment to Conservation and Sustainability by utilizing eco-friendly design and materials throughout the store environment (i.e., walking the walk).

The Event Network team extended this message throughout the gift shop design, in the following ways:

- Plastic-free environment: Removed all plastic materials from the store environment and incorporated eco-friendly materials, such as artificial brick slat wall made from FSC certified sources. Plastic bins, sign-holders replaced with recycled/reusable materials.
- Reinvigorated store atmosphere with new colors using Zero VOC, low odor paint, LED lights and fixtures.
- Building materials were locally sourced.
- All signage was created using Falcon board which is made primarily from renewable forest resources and is completely recyclable. It is approved for the Sustainable Forest Initiative (SFI) certified sourcing label – indicating renewable virgin and post-consumer recycled fibers.
- Sustainable art: Working in collaboration with artists, a centerpiece of hand-crafted birds' cascade from the ceiling. Blue and Green Glass bottles that were gathered from dumpsters destined for the landfill, were cut in half, and melted to create this captivating art installment.
- Wall solutions created from wood waste generated from other manufacturing processes.
- Flooring used sustainable luxury vinyl tile plank that comes from Interface (certified cradle-to-cradle) that will have a big impact over time versus using carpet.
- Introduced natural light sources to reduce the energy needed.
- Demolition was deliberately eco-friendly – contractor sorted demolished materials so they could be recycled or disposed of appropriately.

SOURCE: 2020 SHOP! DESIGN AWARDS



Project: Growing Window
Submitting Company: Woolworths South Africa

WOOLWORTHS SOUTH AFRICA has a long-term commitment to help alleviate hunger in South Africa with its #zerohunger future vision. They wanted their Christmas Gifting window display to play an active role in the #zerohunger future vision too—by not just raising awareness of it but serving as a physical contribution to the solution for a sustainable hunger-free future.

They utilized the opportunity to have their gifting window not only be a vehicle to sell and display the Christmas gifting product, but also a channel to tell a powerful story. The plan was to create a display featuring uniquely South African Christmas trees. These trees were to look different from any Christmas tree out there and carry more meaning whilst still having an ongoing positive impact long after Christmas has come and gone.

Apart from the window's one-of-a-kind design look and feel and powerful story, what truly made it unique is the continuous positive effect it would have on communities, potentially for decades to come. All aspects of the window's design and creation are socially responsible. The design exists only because of the benefitting NGOs. The 37,000+ crafted leaves made by Eassy Gifts(NGO) and the 20,000 seeds that would be growing all over South Africa made design outcome truly unique.

Every design decision was taken with social responsibility in mind. How can the design be a beautiful eye-catching, commercially successful window with maximum positive effect and spin-off for the community and the greater South Africa. It was far more than just a window.

- It was 20,000 trees planted in 360 under-resourced communities.
- It was hundreds of learners being taught through EduPalnt(NGO) how participate in a sustainable future.
- It was more than 37,000 handmade paper leaves and seedpods by the Eassy(NGO) team.
- It was 45 women from Eassy(NGO) being up-skilled for this project.
- It was their collectively estimated 315 dependents that these women provided for during this project.

Everything in the window was either recycled and or recyclable. The hardware, such as the lights and plinths, were either re-used from previous projects or will be used in future projects.



To see more entries in the 2020 Shop! Design Awards Competition, please visit [2020 Shop! Design Awards Gallery](#).

SUSTAINABILITY ON THE SUPPLY SIDE

SUSTAINABLY SOURCED STORE FIXTURES, flooring, and other elements of store interiors not only can contribute to the indoor air quality of green built stores, these products also can assist in efficient use of resources, support of the local economy and much more. A sustainable product takes into account the entire life cycle, including the materials from which it is made, its design, the processes used to make it, the packaging and transportation to get it to where it is used, and what happens to it after its useful life.

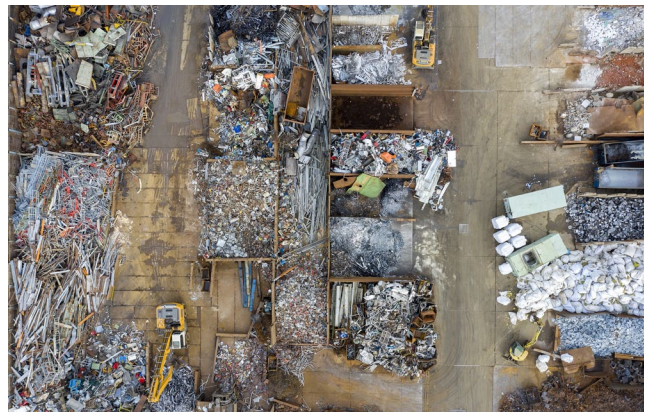
No one material meets every sustainability criteria, however, green products include materials that are one or more of the following:

<p>Recycled, both post-consumer use, such as used PETG bottles, and pre-consumer, those recycled during the industrial process such as off-fall.</p>	<p>Rapidly renewable/natural materials that can be regenerated within 10 years, such as bamboo, wool, cork, strawboard, wheatboard, linoleum, and cotton.</p>
<p>Salvaged or repurposed.</p>	<p>Sustainably harvested materials (i.e., wood).</p>
<p>Free from volatile organic compounds, added urea formaldehyde (beyond that which naturally occurs), and other toxins that produce emissions.</p>	<p>Biodegradable. If biodegradable plastics is assimilated with conventional plastic, it can have a negative impact of the recycled plastic quality.</p>
<p>Recyclable, either through recycling centers or manufacturer to make new products in a closed-loop system. There are different levels of environmental impact according to the type of recycling performed. From best impact to worst impact: Repair > reuse/upcycle > grind > regenerate > waste-to-energy consumption.</p>	<p>Grown and harvested without the use of herbicides and pesticides in a way that encourages habitat conservation and is socially equitable.</p>

SOURCE: SHOP! ENVIRONMENTS ASSOCIATION



Local sourcing is another business practice contributing to sustainability strategies. Materials that are produced, harvested or extracted, and manufactured close to the project site minimize the use of resources to transport the material, lowering carbon emissions. Likewise, products that are designed for disassembly (often abbreviated DfD) make it easier to reuse or recycle their component materials at the end of their useful life.



The industry is increasingly scrutinizing end-of-life management for store fixtures, POP, mannequins, and other retail environments products. This focus is placing increasing emphasis on reusability, recyclability, and take-back programs. Manufacturers also can make products greener by using processes that minimize the use of resources during their fabrication. Plants can use strategies such as energy-efficient equipment, water-saving plumbing fixtures, renewable energy such as on-site windmills or solar panels, skylights to reduce the need for artificial light, combined heat and power technologies (known as cogeneration), geothermal power or heating, or the reuse of sawdust for firewood (known as waste to energy).

SUSTAINABILITY IN DISPLAYS - ELMA CHIPS® RECYCLED DISPLAY



SOURCE: 2020 SHOP! GLOBAL AWARDS

Location: Embu das Artes, São Paulo, Brazil
Submitter: Fábrica de Ideias
Originating Country Contest: Brazil

OBJECTIVES

After the implementation of the National Solid Waste Law, in 2010 PepsiCo Brazil initiated a business policy with the Performance with Purpose project. The policy involved a series of actions aimed at delivering long-term sustainable growth, leaving a positive mark on society and the environment.

With this new strategic vision, the examined the destination of the waste generated in the production and post-consumption stages of its plastic packaging, seeking a new use for them.

The demand arose to produce a display for ELMA CHIPS® products that was manufactured from post-consumer plastic packaging and that served the objective of being a sustainable solution for the point of sale, contributing to the circular economy of plastic.



SOURCE: 2020 SHOP! GLOBAL AWARDS

HOW WERE THE OBJECTIVES MET?

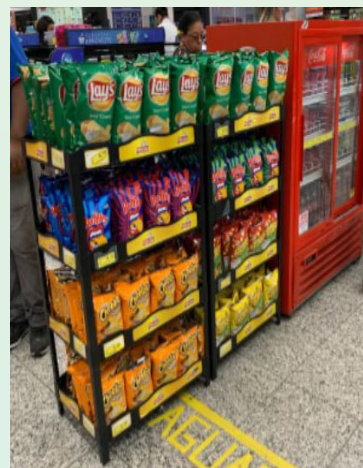
To carry out this project, it was necessary to foster the recycling chain, developing the recycling process in partnership with cooperatives of recycled material collectors.

The solution was to transform a recycled material into a durable asset, in this case the permanent display that can stay at the point of sale for a long time and then be recycled again, in a continuous cycle of sustainability.

The result of this project was the use of recycled material equivalent to 75 million packages or 450 tons of recycled plastic in eight years.

In addition, to meet the requirements of a completely sustainable solution, the team also addressed logistics optimization through the creation of a modular display that could be disassembled and easily assembled at the point of sale. This made it possible to reduce costs in storage and transportation, and contribute to the reduction of pollutants in the atmosphere (fewer trucks on the streets).

This was undoubtedly an innovative and exclusive project, carried out in partnership with PepsiCo Brazil, which brought great visibility to the brand and its products, earning it the maximum sustainability award in the Eco Efficiency category of the POPAI Brazil 2019 Award.



SOURCE: 2020 SHOP! GLOBAL AWARDS

POSITIVE OUTCOMES OF THE PROJECT:

- Strengthened the circular economy of plastics and promoted recycling
- Contributed to the preservation of the environment
- Generated a recycled product with high added value for the merchandising chain
- Positively impacted the shopper's perception and added value to the brand
- Fostered agility of execution at the POS
- Stimulated cost reduction of POS materials.

For more winning Shop! Global Awards, please visit the 2020 Shop! Global Awards Gallery.



UNITED NATIONS SUSTAINABILITY GOALS



SOURCE: UNITED NATIONS

IN JANUARY 2016, THE UNITED NATIONS began to implement the 2030 Agenda for Sustainable Development. The agenda was a transformative plan of action based on 17 Sustainable Development Goals (SDGs) that addressed the urgent global challenges over the next 15 years.

The agenda (www.un.org/sustainabledevelopment/) was a road map for people, businesses, and governments to build on the success of the Millennium Development Goals that work to ensure sustainable social and economic progress worldwide. The goals are a comprehensive global vision to eradicate extreme poverty and integrate and balance the three dimensions of sustainable development—economic, social, and environmental.

SDGS APPLICABLE TO RETAIL ENVIRONMENTS

Today, sustainability is a key issue in the retail trade for both regulatory standardization and marketing assets of increasing importance. Sustainable development is a demand from end consumers, key accounts, and individuals who make up the teams within companies.

In reaction to the growing need for sustainability, the Shop! Global Council identified five of the UN Sustainability Development Goals that were most applicable to the retail industry. These were chosen out of a variety of factors including:

- The need for greater economic responsibility and greater local employment.
- The need for efficient use of resources.
- The need for waste management in production sites and displays production.
- The need for the use of clean technologies & processes (renewable energy, eco calculator).
- The need for Shop! to speak as one voice for the industry on Sustainability at Retail.

SHOP! FOCUSES ON FIVE UN GOALS



GOAL #9: Industry, Innovation, and Infrastructure
Build resilient infrastructure, promote sustainable industrialization, and foster innovation.



GOAL #12: Responsible Consumption and Production
Ensure sustainable consumption and production patterns.



GOAL #13: Climate Action
Take urgent action to combat climate change and its impacts.



GOAL #14: Life Below Water
Conserve and sustainably use the oceans, seas and marine resources.



GOAL #15: Life on Land
Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.

SOURCE: UNITED NATIONS

The SDGs offer companies both a business opportunity and a framework to manage operational risks, not another compliance requirement. Simply put, they are a business opportunity to “do the right thing.”

HOW TO IMPLEMENT SDGS

Brands and Retailers can leverage market exposure, customer relations and the ability to shape trends in order to drive the industry towards a sustainable future. Brands can also design products for personalization, durability, sustainability, and circularity. Suppliers represent the bulk of the environmental and social footprint of a company with a multitiered supply chain. They are well placed to advance the SDGs specifically through responsible sourcing, production, and consumption. Wedged between retailers/brands and suppliers, designers have the ability to drive sustainability by designing eco-friendly stores and specifying eco-friendly materials.

GOAL #9: INDUSTRY, INNOVATION, AND INFRASTRUCTURE

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Innovation and technology are key to development lasting sustainable solutions for both environmental and economic challenges.

WHAT IS THE GOAL?

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation. And also to increase R&D and added value for goods and services.

WHY DOES IT MATTER?

Economic growth, social development, and climate action are heavily dependent on investments in infrastructure, sustainable industrial development and technological progress. In the face of a rapidly changing global economic landscape and increasing inequalities, sustained growth must include industrialization that, first of all, makes opportunities accessible to all people, and second, is supported by innovation and resilient infrastructure.

WHAT IS THE PROBLEM?

Global manufacturing—considered an engine of overall economic growth—has been steadily declining due to tariffs and trade tensions. The manufacturing decline caused by the pandemic has further caused serious impacts on the global economy.

HOW CAN COMPANIES HELP?

Establish standards and promote regulations that ensure company projects and initiatives are sustainably managed.

Collaborate with Non-Government Organizations (NGOs) and the public sector to help promote sustainable growth within developing countries.

Use social media to push for policymakers to prioritize the SDGs.

SOURCE: UNITED NATIONS, INDUSTRY, INNOVATION, AND INFRASTRUCTURE: WHY IT MATTERS



RECOMMENDATIONS FOR THE RETAIL INDUSTRY

Creating value and prosperity through products or services that leverage reused, re-manufactured and recycled materials, or provide an essential source of energy.

BRANDS/RETAILERS

- Show consumers they do not have to give something up by choosing a sustainable option.
- Partner with vendors and suppliers to develop innovative green spaces.
- Invest in new technologies and programs to create green products and material recycling.
- Partner with innovative logistics partners to provide eco-friendly convenient delivery and shipping options.
- Team up with universities or participate in think tanks to step aside from the traditional business paths, think about organizational challenges, and provide clear, innovative solutions to environmental challenges.

DESIGNERS

- Design buildings that not only limit the harm to the environment but also creates more clean energy than is being used.
- Investigate the use of living exteriors and interior design materials base in biodegradable material made from mushrooms.
- When designing new buildings, consider specifying materials like self-repairing concrete, which leads to long lifecycles and more sustainable footprints.
- Empower designers that have a passion for the cause to create new, unexpected, and potentially successful solutions.
- Help clients “think outside the box” and demonstrate choosing a sustainable option does not mean giving something up.

GOAL #12: RESPONSIBLE CONSUMPTION AND PRODUCTION



Worldwide consumption and production—a driving force of the global economy—relies on the use of the natural environment and resources in a way that continues to have destructive impacts on the planet.

WHAT IS THE GOAL?

Ensure sustainable consumption and production patterns.

Increase focus on reduction of raw material consumption/energy consumption, development of re-employment and recycling, in anticipation of end of life.

WHY DOES IT MATTER?

Economic and social progress over the past century has been accompanied by environmental degradation that is endangering the very systems on which our future development and very survival depend.

COVID-19 offers an opportunity to develop recovery plans that will reverse current trends and shift our consumption and production patterns to a more sustainable course. A successful transition will mean improvements in resource efficiency, consideration of the entire life cycle of economic activities, and active engagement in multilateral environmental agreements.



WHAT IS THE PROBLEM?

There are many aspects of consumption that with simple changes can have a big impact on society as a whole. For example, the global material footprint—an indicator of the pressure put on the environment to support economic growth and to satisfy the material needs of people—grew by 17.4 percent to 85.9 billion metric tons in 2017 as compared to 2010.

Humans are also polluting water faster than nature can recycle and purify water in rivers and lakes.

HOW CAN COMPANIES HELP?

Find new solutions that enable sustainable consumption and production patterns. A better understanding of environmental and social impacts of products and services is needed, both of product life cycles and how these are affected by use within lifestyles.

Identify “hot spots” within the value chain where interventions have the greatest potential to improve the environmental and social impact of the system as a whole is a crucial first step.

Enable and inspire individuals to lead more sustainable lifestyles, reducing impacts and improving well-being with Innovation and design solutions.

SOURCE: UNITED NATIONS. RESPONSIBLE CONSUMPTION & PRODUCTION: WHY IT MATTERS



RECOMMENDATIONS FOR THE RETAIL INDUSTRY

All products sold by retailers are dependent on the environments and communities from where the materials are sourced. As populations grow the availability of these resources will become increasingly constrained, impacting the security of supply. Production and consumption patterns need to be made more sustainable to enable for the regeneration of resources.

BRANDS/RETAILERS

- Factor an internal carbon price into capital project decisions.
- Increase energy efficiency across the value chain including sourcing, manufacturing, packaging, and logistics.
- Reduce packaging and increase recycling of end products and by-products of the production process.
- Raise consumer awareness of the importance of sustainable consumption and practical steps they can take to live more sustainably.
- Develop and apply common standards and methodologies for sustainability across the life cycle of a product.
- Create takeback programs for used garments where customers return clothing for store credit. Gently used clothes can be cleaned, repaired, and then sold in “renew” stores. Damaged items can be recycled into new fibers for new designs.



DESIGNERS

- Specify ethical, sustainable, and durable materials for a project.
- Specify energy-efficient lighting, heating, ventilation, air conditioning, and refrigeration equipment.
- Specify sustainable refrigeration systems that utilize refrigerants with a lower climate impact.
- Specify reclaimed materials, like wood for fixtures, displays, décor, and furniture.
- Specify materials and finishes that avoid chemicals with the greatest impact to human and ecosystem health.
- Anticipate end of life through design by disassemble (DBD).

SUPPLIERS

- Apply the concept of a circular economy by designing products with end-of-product lifecycle reuse and recycling in mind.
- Incorporate innovative efficient technologies, such as 3D printing, into manufacturing processes to reduce waste from long-run production and prototyping.
- Develop and implement improved processes to reduce, reuse and recycle water, raw materials, nonrenewable minerals, other inputs, by-products, and waste.
- Identify and adopt new technologies and process improvements to reduce fossil fuel combustion in industrial manufacturing plants.
- Increase energy efficiency in industrial manufacturing plants and across distribution networks.

INDUSTRY EXAMPLES

Clarks is a founding member of the Leather Working Group (LWG). The LWG promotes sustainable and appropriate environmental business practices within the leather industry. Clarks continually works to increase the percentage of leather it specifies for its footwear. Their leather is sourced from tanneries that have achieved bronze, silver, or gold certification with the LWG Environmental Stewardship Protocol. Clarks prefers to source materials from tanneries with high ratings (>80%) on their traceability audit the LWG.



Over a decade ago, **IKEA** began taking steps to transform the way cotton is produced. Along with WWF and others, it helped to set up the Better Cotton Initiative (BCI) and since September 2015, 100 percent of the cotton used in IKEA products comes from more sustainable sources.

In alignment with consumer values, the design firm **MG2** is driving a rigorous, specification process that limits material selections to those that are ethical, sustainable, and durable.

Sustainable Materials curates and delivers innovative and sustainable interior design materials to decor, furnishing, and construction markets in North America. They use primarily cork wall materials, reclaimed wood materials, and sustainable raw materials.

GOAL #13: CLIMATE ACTION



Climate change affects every country on every continent. It disrupts national economies and affects lives. Weather patterns are changing, sea levels are rising, and weather events are becoming more extreme.

WHAT IS THE GOAL?

Take urgent action to tackle climate change and its impacts.

To achieve this goal [to not exceed +2°C], global greenhouse gas emissions must be reduced from 40% to 70% in 2050 (compared to 2010 levels), and reach levels of emission close to zero by 2100.

WHY DOES IT MATTER?

The climate crisis continues unabated as the global community shies away from the full commitment required for its reversal. 2010-2019 was the warmest decade ever recorded, bringing with it massive wildfires, hurricanes, droughts, floods and other climate disasters across continents.

Although greenhouse gas emissions are projected to drop about six percent in 2020 due to travel bans and economic slowdowns resulting from the COVID-19 pandemic, this improvement is only temporary. Climate change is not on pause. Once the global economy begins to recover from the pandemic, emissions are expected to return to higher levels.

WHAT IS THE PROBLEM?

Weather patterns are changing, sea levels are rising, and weather events are becoming more extreme with heavy impacts on biodiversity resilience, which affected more than 39 million people in 2018.

HOW CAN COMPANIES HELP?

In December 2015, the world took a significant first step by adopting the Paris Agreement, in which all countries committed to take action to address climate change.

Many businesses and investors are also committing themselves to lower their emissions, not just because it is the right thing to do, but because it makes economic and business sense as well.



SOURCE: UNITED NATIONS. CLIMATE ACTION: WHY IT MATTERS



RECOMMENDATIONS FOR THE RETAIL INDUSTRY

The world needs to anticipate, adapt, and become more resilient to current and future impacts of climate change.

BRANDS/RETAILERS

- Implement practices that significantly reduce operating energy per square foot.
- Use recycled and low-carbon materials.
- Use fixtures that can be reconfigured to maximize productivity and change with the needs of the department.
- Insist on materials (for the store environment and those sold) to be sourced locally, created with low-impact processes, and free of harmful chemicals.
- Reuse buildings, spaces, and materials that already exist—adapting them to meet new needs instead of building new.

DESIGNERS

- Use right-sizing strategies and recommend using the fewest materials possible without sacrificing function.
- Recommend low impact materials for environmental impact reduction and carbon offsetting.
- Implement design strategies that minimize energy use in buildings and supplement energy sources with renewable production.
- Design new buildings that can extend a structure's useful life and be easily adapted to various uses.



SUPPLIERS

- Set science-based carbon emission targets in line with the sectoral decarbonization pathway and encourage suppliers, distributors, and customers to do the same.
- Set an internal price on carbon in line with a 2-degree Celsius pathway.
- Take steps to measure, reduce and report climate exposure and progress on actions to confront climate change on an annual basis, continuing to increase the level of transparency and consistency of reporting across the industry sector.
- Support high-level partnerships and industry associations advocating for responsible public policies on climate.
- Focus on resource efficiency in manufacturing and product solutions.

INDUSTRY EXAMPLES

AB InBev is working towards purchasing 100% of their electricity consumption from renewable sources by 2025. They are also working towards a 25% reduction in CO2 emissions across their value chain. Achieving this target will be the same as taking more than a million and a half cars off the road every year. Through renewable electricity use, brewing efficiency, green logistics programs, and new innovation, they are already reducing their impact.

Essity aims to reduce the carbon footprint of all their products. This will be done by focusing on forest management, energy efficiency at their production facilities, and among their suppliers, as well as smarter product designs. They focus on resource efficiency in their manufacturing and in product solutions to consumers and customers (energy efficiency, materials optimizations, and smarter product design).

Walmart has set a new goal of targeting zero emissions across the company's global operations by 2040. Walmart and the Walmart Foundation are also committing to help protect, manage, or restore at least 50 million acres of land and 1 million square miles of ocean by 2030. To date, Walmart powers around 29% of its operations with renewable energy and diverts approximately 80% of its waste from landfills and incineration globally.



The **Gensler Cities Climate Challenge (GC3)** is their commitment to achieving carbon neutrality in all their work within a decade. It also is a rallying cry to the industry, their clients, and their colleagues. Achieving carbon neutrality entails eliminating or offsetting all CO2 emissions from the built environment. To that

end, the GC3 is focused on minimizing two primary sources: emissions related to using buildings (operating carbon), and those related to making buildings (embodied carbon).

Within the last 2 years, store fixture manufacturer **Trion Industries** undertook the replacement of existing metal halide, sodium vapor, and fluorescent light fixtures with energy efficient fluorescents. The majority of lighting circuits at their Route 315 warehouse were put on sensors reducing energy consumption by 50% at that facility. Lights at the main plant and headquarters on Laird Street were replaced reducing energy consumption from 1,500,000 Kwh to 625,000 Kwh annually.

GOAL #14: LIFE BELOW WATER



Careful management of this essential global resource is a key feature of a sustainable future. However, at the current time, there is a continuous deterioration of coastal waters owing to pollution, and ocean acidification is having an adversarial effect on the functioning of ecosystems and biodiversity. This is also negatively impacting small scale fisheries.

WHAT IS THE GOAL?

Conserve and sustainably use the world's ocean, seas and marine resources.

WHY DOES IT MATTER?

Oceans are our planet's life support and regulate the global climate system. They are the world's largest ecosystem, home to nearly a million known species and containing vast untapped potential for scientific discovery. Oceans and fisheries continue to support the global population's economic, social and environmental needs.



WHAT IS THE PROBLEM?

The ocean absorbs around 23 percent of annual CO2 emissions generated by human activity and helps mitigate the impacts of climate change. The ocean has also absorbed more than 90% of the excess heat in the climate system. Ocean heat is at record levels, causing widespread marine heatwaves, threatening its rich ecosystems and killing coral reefs around the world.

HOW CAN COMPANIES HELP?

For open ocean and deep sea areas, sustainability can be achieved only through increased international cooperation to protect vulnerable habitats.

Establish comprehensive, effective and equitably managed systems of government-protected areas to conserve biodiversity and ensure a sustainable future for the fishing industry.

Make ocean-friendly choices when buying products or eating food derived from oceans and consume only what we need. Selecting certified products is a good place to start.

Eliminate plastic usage as much as possible, especially single use items.

SOURCE: UNITED NATIONS: BELOW WATER: WHY IT MATTERS

RECOMMENDATIONS FOR THE RETAIL INDUSTRY

BRANDS/RETAILERS

- Work across value chains to protect water resources, promote responsible water use and help to ensure access to clean water for all.
- Ensure supplier companies that ship goods by sea adhere to environmental standards for marine shipping.
- Look for ways to reduce plastic packaging in product distribution and/or supply chain.
- Look for ways to reuse and/or recycle plastic packaging.
- Actively managing any other impacts on the marine environment and coastal ecosystems associated with your own operations. Impacts might arise from, for example, shipping, electricity and telecoms transmission, or oil and gas exploration and extraction.

DESIGNERS

- Implement design strategies that use less water and mitigate water risks required for long-term resilience.
- Design plastic-free environments and incorporate eco-friendly materials, such as artificial brick slat wall made from FSC-certified sources, wood and cork.
- Consider logistics optimization to reduce pollutants in the atmosphere (fewer trucks on the streets).
- Specify water-efficient appliances and plumbing fixtures.
- Shrink impermeable surfaces by designing an efficient development footprint that will also save on construction and energy costs.
- Consider a green roof, an attractive addition that protects your building as it soaks up rainfall, saves energy, and lasts longer than a traditional roof.





SUPPLIERS

- Collaborate with other stakeholders to collect and utilize marine plastic waste (such as plastic bottles and discarded fishing nets) in product manufacturing.
- Implement a water stress assessment determine the cost of water to the business and find ways to eliminate costs.
- Evaluate water usage in production and consider installing a closed-loop water system to reduce water usage.
- Implement improved waste treatment systems to avoid releasing pollutants into the natural environment, which could filter back to the oceans and seas.
- Ensure supplier and distributor companies that ship goods by sea adhere to environmental standards for marine shipping.



INDUSTRY EXAMPLES

By 2025, **Coca-Cola** plans to prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities including marine debris and nutrient pollution. With global water stress increasing, Coca-Cola will lead by example to protect local water resources, promote responsible water use, and help to ensure access to clean water for all.

Albertsons Companies, one of the largest U.S. supermarket companies, announced its support for SDG 14. Albertsons Companies established a Responsible Seafood Policy, which lays out standards that the top wild and farmed seafood products sold by the company are expected to meet. 100% of the Own Brands Waterfront BISTRO® and Open Nature® seafood is sourced to meet their Responsible Seafood Policy, achieving their commitment three years ahead of their 2022 goal.

Kingsmen International is a part of the global effort to sustain and better manage their resources and are constantly seeking ways to deliver more environmentally-friendly projects. Some of their conservation initiatives include adopting environmentally friendly practices into their processes, including all their offices and production plants to minimize the impact of their business operations on the environment. As part of their standard operating procedures, they also reduce energy and water consumption.

Flooring manufacturer **Tarkett** has set global goals for sustainable development that align with the United Nations Sustainable Development Goals. Tarkett has been contributing for many years to several of them, deploying its 2020 Sustainability Roadmap throughout the entire organization. Their 2020 water consumption goal is ambitious: All of their industrial sites should not use water in their industrial process or should be equipped with a closed-loop water system to reuse a minimum of 98% of the water.

GOAL #15: LIFE ON LAND



Nature is critical to our survival: nature provides us with our oxygen, regulates our weather patterns, pollinates our crops, and produces our food, feed and fiber. But it is under increasing stress. Human activity has altered almost 75 percent of the earth's surface, squeezing wildlife and nature into an ever-smaller corner of the planet.

WHAT IS THE GOAL?

Sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.

WHY DOES IT MATTER?

Forests cover nearly 31 percent of our planet's land area. From the air we breathe, to the water we drink, to the food we eat—forests sustain us.

Biodiversity and the ecosystem services it underpins can also be the basis for climate change adaptation and disaster risk reduction strategies as they can deliver benefits that will increase the resilience of people to the impacts of climate change.



WHAT IS THE PROBLEM?

The loss of forests means the disappearance of livelihoods in rural communities, increased carbon emissions, diminished biodiversity and the degradation of land. While forest loss remains high, 2020 data shows that the proportion of forests in protected areas and under long-term management plans increased or remained stable at the global level and in most regions of the world.

HOW CAN COMPANIES HELP?

Recycle.

Be respectful towards wildlife and only take part in ecotourism opportunities that are responsibly and ethically run in order to prevent wildlife disturbance. Well-managed protected areas support healthy ecosystems, which in turn keep people healthy.

Secure the involvement of the local communities in the development and management of these protected areas.

SOURCE: UNITED NATIONS: LIFE ON LAND, WHY IT MATTERS

RECOMMENDATIONS FOR THE RETAIL INDUSTRY

BRANDS/RETAILERS

- Conduct regular life-cycle assessments of products and services.
- Sell products that are made with sustainably sourced materials such as cotton and wood.
- Improve transparency and traceability in the textile supply chain, requiring suppliers to responsibly source raw materials and products.
- Extend the effective management of biodiversity and ecosystems services to the supply chain.
- Adopt a sustainable forestry policy, which includes purchasing guidelines for materials that go into the company's clothing and packaging, especially wood pulp, paper, and wood-based fabrics like rayon and viscose.

DESIGNERS

- Design solutions created from wood waste generated from other manufacturing processes.
- Specify locally sourced materials when feasible.
- Specify signage created using products like Falcon board, which is made primarily from renewable forest resources and is completely recyclable.
- Specify engineered lumber, which can be made from smaller branches and trees species that would otherwise go to waste. It resists warping, cracking, and splitting better than conventional lumber.
- Take advantage of locally sourced stone and wood for architecture rooted in the building's location. It is much easier to know if a forest 50 miles away is sustainably managed than one that is located halfway around the globe.





SUPPLIERS

- Only use wood from certified sustainable sources.
- Support forest protection programs.
- Apply the Sustainable Forestry Policy Sector Standard and RSPO Principles and Criteria to business relationships and investments in the forestry and palm oil sectors. Strive to eliminate agriculture-driven deforestation and implement sustainable land-use commitments.
- Evaluate sourcing and packaging practices and determine ways to mitigate ecosystem degradation and biodiversity loss.
- Commit to Zero Waste to Landfills.

INDUSTRY EXAMPLES

Unilever and the **World Wildlife Fund (WWF)** have announced a one-year, international partnership to engage consumers in the fight against deforestation. As part of the partnership, Unilever and the WWF will help protect a million trees by supporting forest protection programs in Brazil and Indonesia. The company believes that this partnership is an opportunity to engage consumers on sustainability issues and give them practical ways to make a difference.

Lidl is committed to developing innovative ways to effectively manage their waste streams to ensure that they reduce their packaging requirements, recycle more, and redistribute surplus food to charity. Their in-store and warehouse waste management concept is integral to their Zero Waste Commitment. Thanks to the hard work and commitment of their logistics and procurement teams and their store



and warehouse employees, they achieved Zero Waste to Landfill and are working hard to maintain this. Much of their waste is cardboard, which is reused for paper and packaging. Separating their waste materials is key to the program's success by increasing their recycling streams and reducing their environmental impact.

Tchai International is committed to reducing their environmental impact by minimizing product packaging and product(ion) waste streams. Their design, construction and production experts are developing methods that help reduce material input and keep losses to a minimum. In addition, they are investigating how best to use recycled materials and how to reuse or recycle (parts of) the products they produce. Within their own facilities they have taken all viable energy-reduction measures and strive to reduce energy consumption even further. They are also working towards a fleet goal of 100 percent electric vehicles fleet of vehicles 100% electric.

WestRock is one of the largest consumers of recycled fiber in North America, and many of their mills use a combination of virgin and recycled fiber. They also have mills that make 100% recycled paperboard. Their professional foresters work directly with landowners to understand their forest management objectives and help them achieve their goals.

SUSTAINABLE DEVELOPMENT COMMISSION



THE ENVIRONMENT IS A key issue for Point of Sale Marketing (MPV) players. In 2009, POPAI France assembled a Sustainable Development commission with the aim of structuring

the environmental initiatives of its members. Faced with increasingly attentive consumers, and intensifying regulations at the European and national level, POPAI France set up eco-accreditation and training to support industry leaders in the development of more responsible POS.

Eco-design is a continuous improvement process aimed at reducing the environmental impact of POS through concrete actions that are easy to implement. Taking these basic principles into account when thinking about and creating POS, is already facilitating the end of life of the supports, their modularity, and their recycling. Its aim is to reduce their

environmental impacts: waste, water and energy consumption, weight reduction and therefore polluting emissions for transport.

ECO POPAI: A RESPONSE ADAPTED TO THE POINT OF SALE MARKETING ENVIRONMENT

The result of collaborative work between advertisers, manufacturers, and the eco-design expert firm ECO 2 Initiative, and supported by ADEME Île de France, the standard was built to be adapted to the requirements of advertisers and manufacturers. ECO POPAI certifies the global eco-design approach of POS manufacturing companies.

THE STANDARD IS:

- Based on the 10 major criteria of eco-design, on ISO 14001 certification and the AFAQ eco-design standard.



- Adapted to the MPV sector because it comes from the profession
- Composed of eliminatory questions and independent external audit, revised to 18 months
- Subject to transparent specifications and provided by POPAI France

The development of the ECO POPAI standard has benefited from technical and financial support from The Environment and Energy Management Agency (ADEME) Ile de France.

WHY THE STANDARD FOR POS WAS CREATED?

- Growing environmental concerns lead to frequent regulatory changes that the sector must know how to anticipate.
- Customers are in demand for eco-designed products by responsible companies.
- Steps have been taken by companies, and too often remain in the shadows.
- This standard recognizes these approaches and gives them a framework.

THE BENEFITS OF THE STANDARD

The eco-design and certification process has many advantages. Among them:

- Improve the design and quality of products
- Anticipate regulations
- Counterbalance the rise in energy costs
- Reduce manufacturing costs (less raw material, less waste, etc.)
- Develop a different, positive, and responsible image of your company thanks to a quality standard
- Concretely empower your company with regard to climate change

PORTRAIT ECO POPAI CERTIFIED: PILOTES PLV

PILOTES PLV specializes in creating, designing, and manufacturing in-store point of sale communication materials in France. Their journey into sustainability began in 2008 when they decided to make a conscious effort to improve the way they manage the end of life of POS materials. Through their work with ECO POPAI they were able to create a customized calculator based on the ECO POPAI calculator and develop other tools like a project evaluation form with criteria for eco-design. Each project is evaluated with the form to help identify potential changes and savings. The company has had very positive feedback on this process. The ECO POPAI support and accreditation have brought Pilotes more ease and skills. They have educated both their internal salesforce and clients on these capabilities and sustainability processes.



PLV URBAN, version 1



PLV URBAN, version 2

With the Urban project, they proved that an eco-designed POS was cheaper. Following a customer request, they made a first drawing with a metal base and a metal logo that can be seen from a distance. They developed a prototype and provided an estimate for the project. The customer told them "it's expensive, too big for the logistics". They looked for solutions to reduce costs and size but had stability issues. Their idea was to remove the base, thus they had to find solutions to stabilize it, and above all to convince the customer that the cost and size could be reduced. Thanks to their new process they found the evidence to convince him that the POS was really unique. Result: The customer was won over, it worked!

- Environmental gains (CO2): -40%
- Logistical gains: -25%
- Financial gains: -23%

To learn more about the Eco-Design Program, please visit www.popai.fr/developpement-durable2.htm

SUSTAINABILITY IN POP

POP AI UK & IRELAND also operates a sustainability standard and has developed an exclusive eco-design indicator to help minimize the environmental impact of POP and to lead the industry to the point of effective self-regulation on sustainability issues.

THE POPAI SUSTAINABILITY STANDARD

The POPAI Sustainability Standard (PSS) enables all POPAI members to measure environmental performance of POP displays they are involved with, effectively communicate their sustainable practices with impact and integrity, and move to a position of best practice.



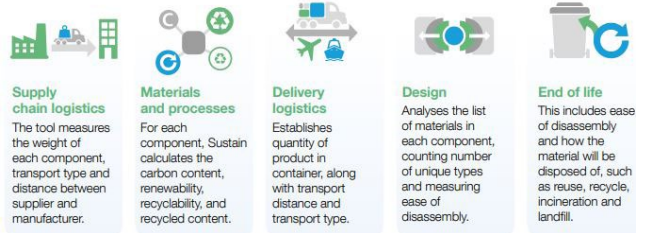
The PSS remote-audit process follows seven modules covering the entire lifecycle of a piece of POP from Corporate, Premises, Design and Plant, to Materials and Processes, Supply Chain Management, Logistics and End of Life.

SUSTAIN: THE ECO-DESIGN INDICATOR TOOL

Specifically developed for the POP industry, POPAI's eco-design indicator, Sustain, lets you simultaneously measure up to six versions of a project and discover their environmental impacts so you can adjust your designs for optimum results, with unlimited annual usage allowing broad adoption.



The tool measures quantitative impacts for products and packaging including weight; volume; embedded carbon; carbon from transport, product use and disposal; embodied water in product materials; and amount of material recycled, landfilled, and incinerated. The tool will also give you a score for products and packaging separately, based on a number of factors. These are:



For more information on POPAI's Sustainability Standard and the new Sustain environmental design indicator please email sustainability@popai.co.uk.

To see more entries into the POPAI Awards 2020, please visit www.popai.co.uk/awards/gallery/2020/

MEASURE AND IMPROVE USING POPAI'S SUSTAINABILITY TOOL

SUSTAINABILITY IS A journey and not a destination, incremental improvements may well be the best path for many companies. The best route for brands and retailers is to be transparent and honest with their customers, using verifiable evidence at every possible opportunity.

To understand how each of the key sustainability indicators are performing for any given display—and how they compare with previous units or targets set either internally or by clients—they need to be measured. Essentially, if you cannot measure it, you cannot manage it.

Like the other key areas of sustainable design, measuring improvements were welcomed by the POPAI Awards judges, when the design team at Raccoon continually referring back to POPAI's ConVert tool (now Sustain) for guidance on recyclable materials and measurement of improvements when creating its Sustainable Flagship Store Concept.

Wouter Schaekers of P&G believes a standard, sustainable design tool to both guide designers and provide qualitative measurable results is hugely important. Responsible for global innovation, capability, and sustainable point of sale materials at the company, he also believes any sustainable design tool should be provided by an independent source. This, he says, ensures objectivity and creates a common set of criteria to be shared by both internal and external stakeholders.

He describes the ConVert tool as a compass without the complexity of other life-cycle assessment tools, one which can intelligently inform design decisions at both P&G and its third-party agencies. This is high on the company's agenda. As part of P&G's 'Ambition 2030 Enable and Inspire Positive Impact' initiative, the organization is committed to reducing its footprint and striving for circular solutions, including for



SOURCE: POPAI UK & IRELAND

point-of-sale materials. This will help it move to greener, more sustainable POP displays, and it hopes it will encourage other brands and retailers to do the same.

The power of an effective design tool is evident in its recent operations. The company started using ConVert in 2019 and applied it to 80% of its POP portfolio across most of its European territories. Using the tool, it created its own baseline sustainability scores, by which all future display programs are measured by each of P&G's sales territories.

Schaekers characterizes ConVert as complementing the design process by providing direction, guiding designers to optimal sustainable solutions, and giving comparable measurements of environmental design improvement.



KEY TAKE-AWAYS:

INCORPORATING SUSTAINABILITY INTO YOUR BUSINESS

THE SUSTAINABLE DEVELOPMENT GOALS set forth by the United Nations offer companies a road map to drive business value and ensure sustainable social and economic progress. Shop! narrowed those goals to a subset that pertain to the retail environments industry. Businesses that offer products and services for retail environments have a unique opportunity to add great value and increase competitiveness in this evolving landscape with their sustainability initiatives. While many companies already offer sustainable products and services, some are just beginning the journey.

DEVELOPING A SUSTAINABILITY PLAN



Companies should begin their sustainability journey by identifying their largest environmental impact areas. For example, their biggest goal might be to reduce energy use and emissions in manufacturing or to minimize material use by improving product design. Next, they need to research how to make measurable improvements to their products or services that will assist with the development of their green initiatives. When it comes to developing an organization's sustainable initiatives, no one size fits all. Companies need to strive for eco-efficiency in their own way. Finally, companies need to convey their sustainability message to their internal and external stakeholders without falling into the greenwashing trap. The sustainability communication strategy needs to address the motivations of the specific stakeholders.

SUSTAINABLE RETAIL ENVIRONMENTS

To help create an eco-friendly retail environment, designers and their retailers should keep these attributes in mind during the design and build phases.

Site selection and design

- Reuse existing buildings that minimize urban sprawl and maximize use of previously developed buildings and sites.
- In new construction, design for building orientation that allows for maximum daylight and thermal performance (passive solar strategies) and the minimization of hardscapes when feasible.

Building design

- Optimize natural daylight with a tight building envelope.
- Utilize local/regional materials that are durable and easy to maintain.

Building systems

- Specify and operate integrated, efficient systems to minimize energy and water use.
- Maximize use of natural daylight and minimize use of artificial light where appropriate.
- Interior materials, store fixtures, and millwork
- Specify and use materials, finishes, and final assemblies that promote healthy indoor air quality.
- Ensure finished products are durable and easy to maintain.

Operations and maintenance

- Commission a plan to ensure that all systems are operating as designed for peak efficiency and performance.
- Use green housekeeping practices (inclusive of recycling program).

Education, marketing, and outreach

- Improve packaging design to minimize material use.
- Develop public education opportunities to promote recycling.

When a retailer engages in sustainable design initiatives, virtually all areas within the organization are affected by sustainability goals. To integrate sustainable design methodologies, retailers should seek suppliers and service providers that will help them meet not only the demands from shifting consumer brand loyalties, but also the needs of their sustainability goals. Sustainable design impacts all functional areas beyond the retail environment, including packaging, brand messaging and identity, supply chain management, facility performance, waste management, and product end of life.

SUSTAINABLE PRODUCTS

WHILE OFTEN OVERLOOKED, sustainable product design plays an integral role in the greening of retail environments. A sustainable product is designed using a life-cycle approach that focuses on materials, manufacturing, packaging, transportation, end-of-life management, and other issues. This approach considers environmental trade-offs. It is important for products to permeate the sustainable attributes of the buildings and spaces they go into. It is illogical to design and construct a high-performing retail environment or facility with natural daylight and efficient building systems but then use materials and products that emit toxins and produce unnecessary waste.

Integrating eco-intelligence into product design has multiple benefits. Holistic systems thinking integrates strategies of multiple departments within an organization including design, engineering, procurement, marketing, manufacturing, finance, and control. When individuals from these areas collaborate as a cross-functional team, they can improve products and processes and innovatively design new products. The result is a better product with less environmental impact. Benefits of this type of integration can include:

- Reducing consumption of resources including not only materials, but also all of the resources needed to extract and process those materials. The use of recycled content and rapidly renewable materials lessens reliance on finite natural resources.
- Reducing operational costs such as energy, water, and materials costs.
- Reducing a product's environmental footprint through strategies that lower emissions in manufacturing, promote the use of renewable resources, decrease waste production, and otherwise lessen adverse environmental impacts.
- Expanding advantages from upcycling. For instance, a new store fixture may be able to incorporate previously used materials of lower perceived value.
- Providing a safer, healthier workplace for plant employees through means such as reduced emissions and improved management of hazardous wastes.
- Increasing the value of a product. Sustainable design can enhance a product's functionality and lifespan. And when their useful service life has passed, if designed with disassembly in mind, they can more easily be recycled.

PRODUCT DESIGN

Organizations can take the following steps towards sustainable product design.

- Review existing processes and identify one area that could be tackled more efficiently.



- Develop a benchmark to measure progress in order to scrutinize where the company can maximize efficiencies and minimize waste in practical ways that require little investment.
- Consider end-of-life management, aka reverse logistics. Develop recycling and/or reclamation programs to minimize the chances of a product ending up in a landfill.
- Find ways to “upcycle” waste products by working with other entities.
- Have the product's carbon footprint analyzed by a third party.
- Look into tax incentives and energy rebates to offset emissions through use of renewable resources in offices and physical plants.

MATERIAL SELECTION

Companies need to analyze their current mix of commonly used materials. Here are some solutions to consider.

- Rapidly renewable materials versus finite resources.
- Wood certified by SFI or FSC.
- Sealants and finishes that have no or low VOC emissions.
- Recycled-content metal, plastics, and resins. Remember, no one size fits all in integrating sustainable design and manufacturing methodologies into the organization.

MANUFACTURING AND LOGISTICS

Designing green products is only one aspect of sustainability practices. Providers of store fixtures, visual presentations, and other products for retail environments have a strong business case for improving efficiencies in their physical plants as well as in their manufacturing processes. With rising energy and materials costs, understanding where savings streams can be found is paramount.

“Eco-efficiency is achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life-cycle to a level at least in line with the Earth's estimated carrying capacity.”

—World Business Council for Sustainable Development (WBCSD)

To help companies understand the benefits of eco-efficiency, the World Business Council for Sustainable Development (WBCSD) summarized “eco-efficiency” with the seven business-model elements listed below.

Eco-Efficient Elements	Resulting Benefits
Reduce material intensity	Reduced product cost, enhanced product value
Reduce energy intensity	Reduced operational costs
Reduce dispersion of toxic substances	Reduced emissions, healthier workplaces
Enhance recyclability	Enhanced product value and design
Maximize use of renewable (materials and energies)	Reduced carbon footprint
Extend product durability	Enhanced product value and design
Increase service intensity	Increased competitiveness in marketplace

IMPROVE BUSINESS EFFICIENCIES

In order to improve efficiencies, companies need to identify the largest environmental impact areas in manufacturing processes and physical plants. This is a great opportunity to involve employees across all functional areas so that everyone has a sense of ownership and contribution. Areas offering the greatest room for improvement typically involve energy, water, and waste management. End-of-life, supply chain, packaging, and transportation are other key areas to review.

WATER ECO-EFFICIENCIES

Strategies for improving water eco-efficiencies include loss reduction such as fixing leaks, use reduction such as installing more energy-efficient fixtures, and reuse such as reclaiming wastewater from a manufacturing process.

RENEWABLE ENERGY

Harvesting energy from regenerative sources—wind, solar, geothermal, hydro, and biomass technologies—reduces dependence on fossil fuels, thus conserving a finite resource while diminishing greenhouse gas emissions.

WASTE MANAGEMENT

Inventory top waste streams to determine ways to minimize waste that would otherwise be landfill-bound. Waste-to-energy involves converting industrial waste into steam, heat, or electricity. Waste-to-profit involves converting industrial waste from one company, such as a byproduct of a manufacturing process, into an industrial input for another company.

END-OF-LIFE MANAGEMENT

Implementing a reclamation program for products will minimize the chance of it ending up in a landfill. The carpet industry has made significant progress in creating reclamation programs that turn used carpeting products into new products such as carpet backing and deck planking. End-of-life management can also take the form of extending a product’s service life.

SUPPLY CHAIN

Greening the supply chain lessens environmental impact as supply chain partners can have a positive impact on the overall sustainable goals. Develop a Green Supplier Code of Conduct to emphasize the expectation of environmental attributes of the products purchased from suppliers. In this agreement, specific product attributes that meet the company’s sustainability goals can be delineated. Another effective method to consider is the development of an environmentally preferable purchasing program.

PACKAGING

The Sustainable Packaging Coalition identifies sustainable packaging as that which:

- is beneficial, safe, and healthy for individuals and communities throughout its life cycle.
- meets market criteria for performance and cost.
- is sourced, manufactured, transported, and recycled using renewable energy.
- maximizes the use of renewable or recycled source materials.
- is manufactured using clean production technologies and best practices.
- is made from materials that are healthy in all probable end-of-life scenarios.
- is designed to optimize materials and energy; and
- can be effectively recovered and used in biological and/or industrial cradle-to-cradle cycles.

Companies that ship fixtures and visual merchandising products to stores must weigh sustainability objectives against the need for protection against potential transport damage. While a company may not be able to eliminate all packing materials, careful consideration of choices can result in minimal adverse impacts. For instance, blanket-wrapped fixtures packed properly on air-ride trucks are likely to arrive at stores in one piece, and the logistics provider can reuse the blankets for the next shipment.

TRANSPORTATION

Reducing transportation impact is also critical. In the retail environments industry, transportation considerations come into play as raw materials move to manufacturers, as goods are shipped to warehouses, and as final shipments are made to the retail destination. Technology can help reduce the environmental impacts of transportation with tools such as computer-modeled loading and routing-enabled efficiency comparisons. Efficient packing and consolidation of shipments reduce the number of trucks needed to deliver products, particularly for retail rollout.

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About Shop!

Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,200 member companies and affiliates worldwide from 25 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events. Shop! produces *Retail Environments Online*, offering business-focused content to retailers, brands, designers and suppliers throughout the industry.



About POPAI France

POP AI France (www.popai.fr) is a member of the International Shop Network! which brings together 17 offices around the world. POP AI France brings together the players in Point of Sale Marketing (MPV): retailers, brands, distributors, and creatives / producers, around the businesses / services: POS, merchandising, digital, layout, and commercial architecture.



About POPAI UK & Ireland

POP AI UK & Ireland (www.popai.co.uk) is a progressive industry association, promoting best practice, dedicated to enhancing the total shopper experience.

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