

THEN. NOW.



THESE ITEMS ARE NOT MUTUALLY EXCLUSIVE.
...So what's the next step?

Question:

How much impact does consumer advocacy and media attention have on a retail operation?

**What are effective ways to work with consumers, advocates and the media?
How are these relationships developed?**

First, let's consider the "challenging" realities of retail today

Then, we'll review some inspiring examples of retailers "out front" charting the way...and those getting on board...

RETAILERS ARE THE “FRONT LINE” WITH CONSUMERS

- Store Operations
- Vendor Choices
- Store Experience

- ***Customer is KING!***
- ***Brand Integrity (well...)***



Still a push, not a pull...but the tides are changing!

Reality: consumer malaise

The McGraw-Hill Companies
BusinessWeek .com

NEWS & FEATURES March 29, 2007, 10:38AM EST

Are You Being Greenwashed?

The green bandwagon is well and truly rolling. But what's genuine—and what's green spin?

by Sarah Rich



If you paint it green
is it green?



GREENWASH. EXAGGERATED CLAIMS. VERIFICATION.
TOUGH RETAIL TIMES...CUSTOMERS EXPECT MORE...
WHAT'S A RETAILER TO DO?

Reality: Cause & Effect

Bill To Ban Plastic Bags Introduced In State Legislative Committees

April 12, 2010, Ed Joyce

There are several environmental bills scheduled for hearings in California state legislative committees this week...One bill being heard Tuesday in committee would ban single-use plastic carryout bags. The legislation would also regulate paper carryout bags at supermarkets, retail pharmacies and convenience stores throughout the state.



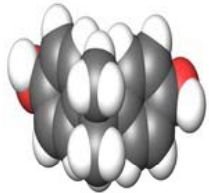
Target Corporation is the latest retailer to tackle in-store recycling

April 9, 5:54 PM , Environmental Policy Examiner, Jean Williams

Target has decided to try its hand at recycling by placing bins in all Target stores across the country in an effort to be more engaged in the “green” effort. Other stores have tried offering plastic bag recycling services, but Target is the only one so far to expand the opportunity for its customers to have multiple recycling service. Bins will be labeled for plastic bags, cellular phones, MP3 players, aluminum cans, and bottles. The service is being launched in April, which marks Earth Day on April 22.... ...Target, the second largest retailer behind Walmart has 1700 stores across the country...

RETAILERS MUST PLAY OFFENSE AND DEFENSE

Reality: Cause & Effect



Chemicals Regulation and Real Science: The Troubling Case of BPA

February 18 2010: Accountability & Transparency Trends: Jon Entine_

Major Baby bottle manufactures agree to ban BPA

March 9 2009, Consumer Reports

The six largest manufacturers of baby bottles will no longer sell bottles made with BPA...Avent, Disney First Years, Gerber, Dr. Brown, Playtex and Evenflow...



Boots vows to phase out baby bottles containing chemical

Thursday, 1 April 2010, Jerome Taylor

Boots said yesterday it would phase out [baby bottles](#) containing BPA within "a few weeks". In a statement released last night, Britain's largest chemist said that the new version of their own brand baby bottles are no longer made with BPA and that the older models would be phased out shortly...



RETAILERS MUST PLAY OFFENSE AND DEFENSE
Pushing supply chain "transparency" & Aisle merchandising

Clear Corporate Objective



Corporate Commitment | UK-based retailer, [Marks & Spencer](#) announced, in March 2010, an allocation of GBP 50 million over the next 5 years to become the world's most sustainable national retailer. The initiative has been dubbed "Plan A". With over 80 initiatives to achieve this goal, the retailer is hoping the drive will improve customer loyalty. The initiatives include ensuring at least 50% of its products have at least one sustainable or ethical quality and, by 2020, this will be extended to 100%. These qualities would include Fairtrade or Marine Stewardship Council certification.

M&S will become the first retailer to ensure 100% traceability of its homewares and clothing, ensuring ethical and fairly traded sources, and ensuring those products containing palm oil, soya, cocoa, beef, leather and coffee come from sustainable sources that do not contribute to deforestation.

Be Ambitious. Multi-platform. Map-out targets.

Diversify. Demystify.



Brick, Mortar & More | [Wal-mart](#), the American super-store giant, completed the installation of its largest solar power field in January 2010. Located in Apple Valley, California, the field of 5,300 solar panels produces enough energy to power 175 homes, providing about 20 percent of the energy needed to power the 1.3 million square foot Apple Valley distribution center.

In July 2009, during a meeting with 1,500 of its suppliers, associates and sustainability leaders, US based retail giant [Walmart](#) announced plans to develop a worldwide sustainable product index. The index will establish a single source of data for evaluating the sustainability of products.

Make Practical long-term Capitol Investments.

Innovate Logistics & Store Operations



Inventory Tracking | In November 2009, the [USDA](#) approved the use of a low-energy, non-toxic method of laser-etching that is set to replace the use of food stickers providing grower information. The laser technology essentially tattoos foods such as citrus fruit, onions, potatoes and other foods that conventionally are sold in bulk or un-packaged

Consider a fresh approach to inventory tracking, O&M.

Vendor Connections near you...



Local Vendor & Packaging, | The **Ecologic** carton is a packaging system that uses two layers of material to create an ultra-sustainable carton for milk. The inner layer is made of soft, thin, recyclable plastic that is disposed of separately from the outer layer - a recycled, recyclable cardboard material. While the outer layer keeps the carton's shape, the combined materials mean the whole package is 100% recyclable. The thin inner pouch uses 70% less material than a standard plastic jug of similar size. Currently the packaging system is being used Straus Milk, which is for sale in Whole Foods Market in Oakland, California.

Be the local source & product "champion" of what's "new".

Vendor supply chains



Vendor Transparency | In 2007, agricultural producer [Dole](#) gave consumers the ability to delve into the origin of each organic product. With a three-digit Farm Code located on the fruit's sticker, consumers can use the website to find background information and photos of the farm and workers.

Leverage vendor programs already underway.

Consumer Labels: Owner/Operator



Brand Transparency | In 2008, footwear manufacturer **Timberland** started placing a "nutritional label" on each shoe box, educating consumers about the product they are purchasing, including where it was manufactured, how it was produced and what effect it has on the environment. In 2009, the brand claims that the packaging concept has been effectively rolled out across all Timberland shoes in the world.

Share your Environmental Performance with your customers.

Corporate Product Criterion



Vendor Assessment | At Green Depot, all of our products are assessed through our proprietary FILTER to ensure their veracity:

- ✓ Product Performance
- ✓ Product Composition
- ✓ Chemical Screen
- ✓ Embodied Energy
- ✓ Energy Efficiency
- ✓ Manufacturer Profile



Ensure Quality Control. Foster Education & Leadership.

At Retail: Connect the “Unexpected”



Customer Experience | In May 2009, London based department store [Fortnum & Mason](#) placed four beehives on the roof of its 181 Piccadilly building. In-store shoppers can also see the bees making the honey (in real time) via tv screens linked to cameras on the roof. The honey retails in the lower levels of the store for between GBP 3.85 to GBP 10

[Sainsbury's](#), the UK based supermarket, announced in April 2010 that it plans to install eight 'bee hotels' on land around their eco-store in Dursley, Gloucestershire. The efforts of the supermarket are aimed at helping to improve the crop pollination in the area, whilst at the same time the initiative is particularly apt, given that existing the loyalty scheme at Sainsbury's involves customers collecting 'Nectar Points'.

And CONNECT with the local customer base...THEATRICALS

UPCYCLE: Co-branded partnerships



Customer Experience | [TerraCycle](#)

has increased distribution of its packaging collection system to include thousands of US retailers such as PETCO, OfficeMax, Home Depot and Best Buy. They now aim to establish 10,000 permanent collection points by 2010.

TerraCycle uses the items as raw materials to up-cycle into products it then sells online. The company donates USD 0.02 - 0.06 to the charity of the retailer's choice for each item that is recycled at their store

Leverage retail doors to showcase your sustainable leadership.

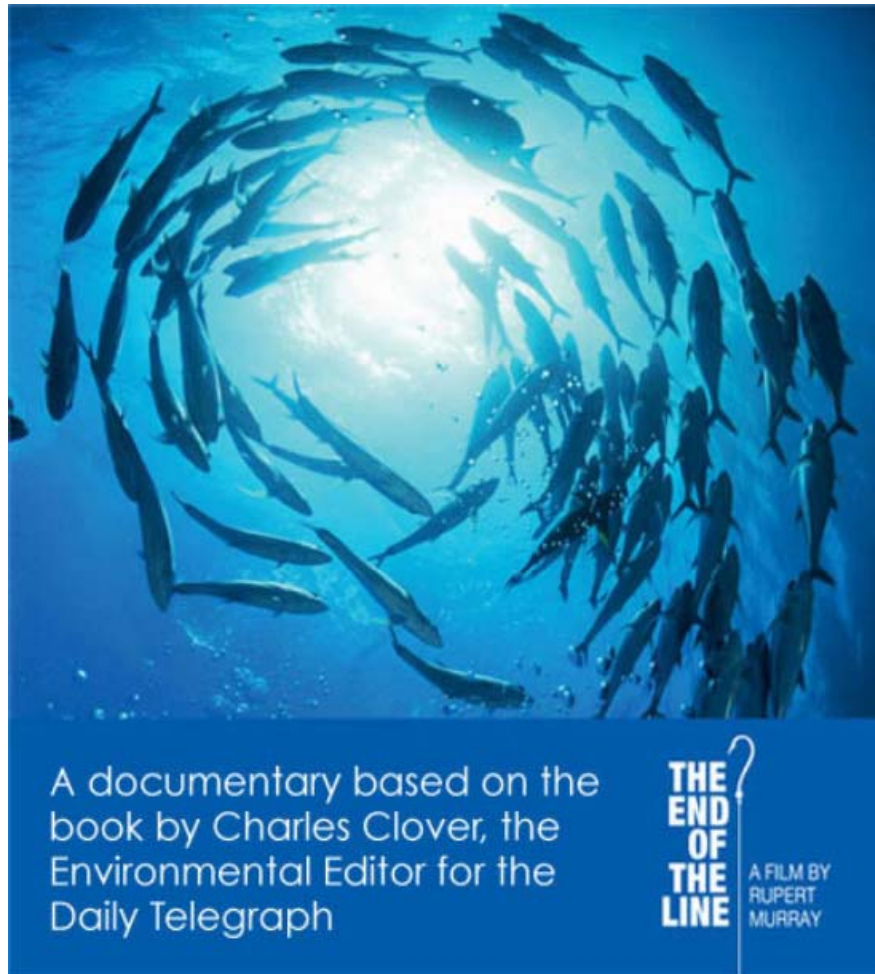
UPCYCLE: Co-branded partnerships



Co-branded programs | In March 2010 [Gap](#) stores in the US accepted old jeans to be recycled into natural fibre insulation. Gap teamed up with Cotton Incorporated for their [COTTON. FROM BLUE TO GREEN.®](#) denim drive. Once jeans are converted into insulation they will be donated to communities in need. Participating Gap customers were then given 30% discounts off the purchase price of new denim trousers

Drive Traffic. Reward your Customers with sales incentives.
Celebrate American ingenuity.
Collaborate across industries to “create the “good”.

Event-Driven PR



Co-Brand Partnership | UK sandwich giant [Pret a Manger](#) decided to stop selling tuna sandwiches after the Earth Day 2009 release of [End of the Line](#), a documentary exposing over-fishing of the world's oceans.

Many other brands such as retailer [Marks and Spencer](#) have responded to the documentary by promoting the fact they only sell pole-caught fish, helping to raise awareness of the issue and to put pressure on the fishing industry to act in a more sustainable manner.

“Piggy-back” topical events for your own PR.

Do It. Show It. Then Say It.



ECO-VERTISING | [BestBuy](#), the US-based electronics superstore, unveiled a recycled billboard in New York's Times Square as a part of its electronics-recycling program, [Greener Together](#).

The billboard consists of letters made up of used electronic gadgets that will be recycled later.

Any televisions, VCR, DVD players, cell phones, desktops, or laptops are accepted by BestBuy except for a few items like hard drives, refrigerators and air-conditioners, regardless of origin, make or where it was originally purchased.

Demand Attention.

“BUILT” Retail Environments



Customer Experience| [Green Depot](#) (the US green and environmentally friendly building supplier) has been awarded New York State's first **[LEED Platinum](#)** rating for its flagship Manhattan store on the Bowery, the first retailer in the world to have achieved Platinum status in a historically Landmarked building. The 1885 space served as the first YMCA in the City of New York. The building housed studios of Rothko and Leger, author William Burroughs.

“Walk the walk”, inspire, engage—be ahead of the “code”.

GREEN DEPOT: NOW



**GREEN
DEPOT**
environmental living
& BUILDING



1-STOP SHOP FOR GREEN BUILDING MATERIALS & SOLUTIONS

RETAILERS ARE THE “FRONT LINE” WITH CONSUMERS -- so leverage the position to your advantage.

GOAL: CREATE SUSTAINABLE VALUE FOR YOUR BUSINESS

STRATEGY:

Establish a targeted, integrated Sustainability Platform suitable for your businesses that supports corporate growth, brand loyalty & leadership

TACTICS:

- BRICK MORTAR/OPERATIONS
- THE VENDOR “CONNECTION”
- THE CUSTOMER EXPERIENCE
- ❖ MERCHANDISING, MARKETING & PR
(the final step—not the first!)



DIVE IN! CREATE VALUE--PRACTICAL & INSPIRING.