

How green are you?

- 2007:** 52% of consumers rated retailers as excellent or very good on being environmentally-friendly
- 2008:** Only 21% rated retailers as excellent or very good
- 2009:** Where are you?

Consumer expectations are clearly outpacing retailers' efforts on being green...are you keeping up?

Retail Sustainability strategies and tactics deliver:

Money saved – Decreased operating costs, tax benefits for renovations and new construction.

Reduced waste – Increased environmental benefits to minimizing waste.

Increased goodwill – Consumers are demonstrating a preference for retailers and products embracing a commitment to sustainable practices.

% of consumers indicating it is very important for retailers to:

	Use Recycling Services	Operate in a manner that saves energy	Use sustainable materials & packing
2008	52%	45%	43%
2007	41%	36%	32%

Based on TASC, our unique analytical tool introduced in “*greentailing and Other Revolutions in Retail*”, we conduct a full 360 degree survey of your business to provide you with an understanding of where you are, where you can get to, and the benefits of taking the journey toward retail sustainability.

Think green

Corporate objectives and current level of commitment to sustainability practices.



Act green

Broad view of actionable sustainability strategies – facilities, fixtures, packaging, systems, distribution, and more.

Convey green

Message and marketing which demonstrates your commitment.

Sell green

Extent to which green products and services are promoted and sold.

We deliver:

Assessment – Based on real-world retailer challenges, we help you establish where you are today relative to your expressed as well as realized sustainability objectives.

Recommendations – What you can do to improve your progress, making sure to identify every opportunity while insuring that an improvement in one area is not outweighed by tactics in another.

- Think Green – Key Elements**
 - Sustainability Key Plan in Mission Statement
 - A Clear Set of Goals, objectives and drivers for Sustainability
 - Executive in Charge
 - Strategic Plan
 - Significant Retailer
 - Corporate Training
 - Sustainability Program
 - Sustainability Communication
 - Material Procurement
 - Clear Certifications
- Act Green – Facilities**
- Act Green – Supply Chain**
- Act Green – Fixtures/Displays**
- Act Green – Packaging**
 - Typical Established Policies For Packaging (National & Private Brands)
 - Material Primary & Secondary Packaging
 - Reusable Materials
- Sell Green – Key Elements**
 - Products (classification of green products and % of volume)
 - Services (classification of green services and % of mix)
 - Sourcing
 - Labeling
 - In-store Communication
 - Merchandising Present
 - Customer Experience
 - Trained and Educated Staff
- Convey Green – Key Elements**
 - Green Marketing/Branding
 - Educating Consumer about Sustainability Options
 - Supporting green organizations
 - CRM Program Initiatives
 - Community Involvement
 - CSR Reporting

To schedule your Retail Sustainability Assessment, contact:

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