

# Ecolearning – Training info sheet

## Module 2: Manage an eco-design project in retail (shell, furnishings and POS)



### OPERATIONAL OBJECTIVES

- Identify the levers of action of retail to respond to global environmental issues.
- Approach projects with new ways of thinking and fresh responses.
- Use a specific eco-design vocabulary and common benchmarks.
- Apply tools and methods from eco-design on retail projects in a collaborative approach.
- Discuss an eco-design approach with internal and external stakeholders and take a critical look at the environmental claims made by third parties.

### Classroom

(2.5 days + 0.5 day)

+ 2 individual interviews (video)

Sectors: Retail

**Profiles:** Store designer, interior designer, construction project manager, merchandising manager, buyer, brand manager  
And, more generally, any employee involved in a phase of a retail/merchandising project

## Detailed programme

### 1.

#### FRAMEWORK PHASE

##### INTERVIEW WITH THE SPONSOR

- The corporate sustainable development / CSR strategy and the eco-design policy
- Operational expectations for the group

##### INTERVIEW 1 (video) Individual interview with each participant

- Expectations and needs
- Level of knowledge in eco-design
- Operational context of eco-design

→ Adjustments to the programme based on the profile of the participants and the company's context in terms of 'eco-design' (minor changes)

### 2.

#### LEARNING PHASE

##### DAY 1 (1 day in the classroom)

##### Adopt the principles, methods and tools of eco-design

- Environmental issues in retail
- Definition and key elements of eco-design
- Principles of the calculation of the impact in the LCA (life cycle analysis)
- Overview of the main labels and certifications

##### DAY 2 (½ day in the classroom)

##### Understand the material challenges

- End-of-life management: waste treatment, recycling channels, reuse solutions, etc.
- Environmental characteristics of materials (plastics, wood, metals, etc.) and equipment (lighting, screens, air, etc.)

##### DAY 3 (1 day in the classroom)

##### Implementation of eco-design in a practical case

Improve a store at the different project phases, from brief to construction site → Guidelines for eco-design: checklist of actions (The case can be customised with a specific quotation).

**Drafting of the individual project:** commitment to apply the learning in daily professional life

### 3.

#### ANCHORING PHASE

##### INTERVIEW 2 (video)

##### Individual support

##### 3 months after day 3

- Update on the individual project
- Identification of points for further study on day 4

##### DAY 4 (½ day in the classroom)

##### 3.5 months after day 3

- Sharing of experience on the implementation of eco-design
- Further exploration of specific themes

##### Evaluation of the knowledge acquired

- Individual knowledge quiz score (end of day 4)
- Assessment of the trainers on the application of the concepts to an individual project

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#### Training method:

Combination of theory, examples, practice and group interactions to develop:

- A collaborative mindset
- A transversal approach
- Embedding of knowledge
- Autonomy of employees

Numerous illustrations using real retail cases

A range of educational materials (graphics, photos, videos, quizzes, games, etc.)

#### Prerequisite(s): None

**Methods:** At the retail3D offices for groups of 10 persons both intra-company and intra-group. Attendance is compulsory for the entire duration of the training.

#### Times (including breaks and lunch):

Days 1 & 3: 9.00 am – 6.00 pm (welcome 8.45 am)

Days 2 & 4: 9.00 am – 1.00 pm (welcome 8.45 am)

#### Cost: specific quotation



Training is accessible to persons with disabilities. We will make the necessary arrangements.

**Contact:** laure.nagy@retail3d.fr

#eco-design  
retail building

#### QUALITY INDICATORS

**22**  
sessions

**205**  
persons trained

**93%**  
average satisfaction of participants

#### Training devised and conducted by retail professionals



**Réjane Baron**  
Senior consultant in eco-design, expert in merchandising and retail design



**Laure Nagy**  
Senior consultant in eco-design, expert in the environment and sustainable building

AT RETAIL3D, WE CULTIVATE AN ENTHUSIASTIC AND POSITIVE VISION OF THE FUTURE, AND OUR AMBITION IS TO MAKE A LASTING CONTRIBUTION TO THE TRANSFORMATION OF RETAIL BRANDS.



retail3D gathers in one place the strategic, creative, technical and pedagogical expertises of retail. We offer 360° retail support - global or à la carte - combining the expertise of our 3 divisions:

- **The DEFINE division** assists our clients in their retail transformations, from understanding their needs to defining their strategies.
- **The DESIGN division** transforms ideas into creative concepts, working with you to imagine permanent or temporary spaces, always keeping in mind that a successful experience must be unique, useful and desirable.
- **The DELIVER division** guarantees the proper implementation of projects, from technical development to construction management.

We are also committed to supporting change in all its forms, including **TRAINING** in new, more sustainable practices!