

Ecolearning – Training info sheet

Module 3: Select furnishings and POS materials with a lower environmental impact

Classroom (1 day)
+ 2 individual interviews
(video)

Sectors: Retail

Profiles: Store designer, interior designer, construction project manager, merchandising manager, buyer, brand manager



OPERATIONAL OBJECTIVES

- **Navigate the jungle of labels** by being able to distinguish those applicable to the products from those relating to the stakeholders or projects, and to know what they do and don't cover.
- **Offer feasible suggestions and concepts** during the consultation of suppliers and manufacturers.
- Understand how to **select the most suitable material** for each situation: best compromise between several functional, environmental, economic criteria, etc.

1. FRAMEWORK PHASE

INTERVIEW WITH THE SPONSOR

- Global policy in terms of choice of materials and purchases (group, company, brand, team)
- Operational expectations for the group

INTERVIEW 1 (video)

Individual interview with each participant

- Expectations and needs
- Level of knowledge of materials
- Main retail materials used and alternatives often considered

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

Detailed programme

2. LEARNING PHASE

DAY 1 (1 day in the classroom)

Scope and requirements of environmental labels

Criteria and thresholds of the important 'product' labels that the main retail materials may obtain:

- Multi-criteria environmental labels (EU Ecolabel, Blauer Engel, Nordic Swan, Cradle to Cradle)
- VOC labels (Indoor Climate Label, MI, Greenguard, etc.)

Strengths and weaknesses of retail materials

Further analysis of the functional and environmental characteristics of the main materials used in furnishings and POS (for wood, cardboard, plastics, metals and composites)

Multi-criteria method for selecting materials

Experimentation on a practical case of how to select materials based on their technical, functional, aesthetic, cost-effective and environmental characteristics.

(we could tailor this specific quotation module to address the specific materials or labels of the company)

3. ANCHORING PHASE

INTERVIEW 2 (video)

Individual support 3 months after day 1

Follow-up of implementation

Evaluation of the knowledge acquired
Individual knowledge quiz score (end of day 1)

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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): Participants have completed Module 2

Methods: At the retail3D offices for groups of 10 persons both intra-company and intra-group.

Times: 9.00 am – 6.00 pm (welcome 8.45 am)
(including breaks and lunch)

Cost: specific quotation



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

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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!