

# Ecolearning – Training info sheet

## Module 1: Understand the levers of action of retail faced with climate issues



### OPERATIONAL OBJECTIVES

- Become familiar with **global environmental issues**.
- Understand the **principles of climate change** and the challenges to meet.
- Measure the **power of the positive influence of companies and brands** in the fight against global warming.
- Acquire the **first basic procedures** to establish new professional practices within its scope of action.

**Interactive webinar**  
(video 1 hour 30 minutes)

**Sectors:** Retail

**Profiles:** Any employee of a company or group (any branch, profession or role)

## Detailed programme

### 1. CLIMATE CONTEXT

Become aware of the importance of each person's actions



*understand*

**Environmental phenomena** on a global scale.

#### Climate change:

- IPCC reports
- Greenhouse effect mechanism
- Climate emergency
- Carbon impact of countries
- Actions of international bodies, governments and NGOs
- Mobilisation of citizens and businesses
- Consumer trends and new relationships to brands

### 2. TOOLS FOR CHANGE

Become familiar with the main evaluation approaches



*measure*

Impact **quantification** methods.

**Lifecycle analysis (LCA).**

#### Labels and certifications:

- materials
- products
- projects
- companies

### 3. RESPONSIBLE PRACTICES

Identify how to act on your level, in your professional sector



*act*

Change practices towards a **circular economy**.

**Reduction of environmental impacts** at each stage of the lifecycle.

#### Eco-design in retail:

- Innovate when creating concepts
- Guide the work of the teams with sector eco-design guidelines
- Gain inspiration from the practices of brands and companies already involved

## Ecolearning – Training info sheet

### Module 1: Understand the levers of action of retail faced with climate issues

#### Training method:

Combination of theoretical contributions and interactive sequences:

- Global data, graphs, regulations, real examples, etc.
- Several mini quizzes via Wooclap with live response display.

Q&A time at the end of the webinar (participants can write their questions throughout the conference).

**Prerequisite(s):** None

**Methods:** Interactive webinar (video) for groups of 20 to 200 intra-company or intra-group participants.

**Cost:** specific quotation



Available in French and English

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



#### Training devised and conducted by retail professionals



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



**Mathieu Parfait**  
Diam CSR Director, expert in corporate social responsibility

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!