

## 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)

- + **webinar** (video)
- + **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

- SPONSOR INTERVIEW** (only if intra-company group)
- 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

- WEBINAR** (1h30 video)  
Environmental issues in retail

**2 DAYS CLASSROOM**  
**Adopt the principles, methods and tools of eco-design**

- 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
- 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.)

**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 phase 2**
- Update on the individual project
  - Identification of points for further study on day 4
- 0,5 DAY CLASSROOM**  
**3.5 months after phase 2**
- Collective experience feedback 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 & 2: 9.00 am - 6.00 pm (welcome 8.45 am)

Day 3: 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-designing  
retail building

#### QUALITY INDICATORS

24  
sessions

261  
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!