

## Ecolearning – Training info sheet

### Module 4: Manage the end-of-life of retail products (shell, furnishings and POS)



#### OPERATIONAL OBJECTIVES

- Understand the **concept of product end-of-life**
- Adopt the **semantics** around this concept
- Understand the **EPR channels** and how they work
- Understand the concept of the **recyclability** of materials
- Be able to **implement practical solutions** to manage the end-of-life of retail products more effectively

**Classroom** (1 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

##### SPONSOR INTERVIEW

- (only if intra-company group)
- Company/Brand end-of-life policy for retail products
  - Operational expectations for the group

##### INTERVIEW 1 (video)

##### Individual interview with each participant

- Expectations and needs
- Level of knowledge in product end-of-life
- Current operational processes in product end-of-life management  
 → Adjustments to the programme based on the profile of the participants and the company's context in terms of 'end-of-life' (minor changes)

### 2.

#### LEARNING PHASE

##### 1 DAY CLASSROOM

##### The 7 pillars of the circular economy and their impact on end-of-life management

- Responsible procurement
- Eco-design
- Industrial ecology
- Economy of functionality
- Responsible consumption
- Extension of the service life
- Recycling

##### End-of-life in the lifecycle analysis

##### The concept of waste and product

##### The operation of the various waste channels

##### Analysis of the journey of a product in end-of-life

##### Application of a practical case

- Objectives of the approach (legislation, brand image, environment, economy, etc.)
- Recyclability of materials (disruptors of recycling)
- Monitor the process and highlight the results
- Synthesis exercise based on actual examples

### 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: "Manage an eco-design project in retail"

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

**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 co-devised  
and conducted by  
experts in the  
circular economy



**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!