

## Ecolearning – Training program 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)  
+ **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

##### 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

## Ecolearning – Training info sheet

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

#### 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)

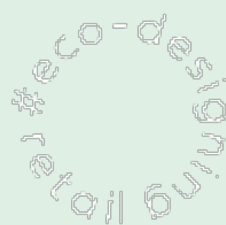
Day 3: 9.00 am - 1.00 pm (welcome 8.45 am)

#### Cost: specific quotation



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

**Contact:** nathalie.rosenblum@retail3d.fr



#### QUALITY INDICATORS

**36**  
sessions

**283**  
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

### We are retail3D

#### #eco-designing retail

Retail3D is a retail design agency, **committed to eco-design**, and a one-stop-shop for the strategic, creative, technical and educational expertise in the retail sector, for brands and retailers.

Together we take-up the challenge of **designing virtuous living and retailing environments**, that promote the development of individuals and brands. We accompany change in all its forms, right through to training in new, more sustainable practises.

retail3D was formed when three women met at Nike, whose common aim was to share their expertise in retail and their passion for the sector. This prompted them to build a strong team of **40 retail experts, designers and architects** around clients who had become partners!

We offer 360° retail support, global or à la carte using the expertise of our three divisions:

#### DEFINE

The DEFINE division helps our clients in their retail transformations, from training their team to eco-design projects, aligning all company stakeholder around strategic goals to defining their brand experience.

#### DESIGN

The DESIGN division turns ideas into creative concepts, using eco-design to imagine permanent or ephemeral spaces with you, always bearing in mind that a successful experience must be unique, effective and attractive.

#### DELIVER

The DELIVER division guarantees the effective implementation of projects, from technical development to site management, taking care to maximize re-use and reduce waste by relying on partners who are also committed to a responsible approach.

Our guiding values :

**# passion**

**# integrity**

**# ingenuity**

**# transmission**