

Ecolearning – Training info sheet

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



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.

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

Sectors: Retail

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

Detailed programme

1.

FRAMEWORK PHASE

SPONSOR INTERVIEW

(only if intra-company group)

- 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)

2.

LEARNING PHASE

1 DAY 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, M1, 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: "Manage an eco-design project in retail"

Methods: At the retail3D offices for groups of 10 persons both intra-company, intra-group or 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 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	DESIGN	DELIVER
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.	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.	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