

## 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 **reuseability** and **recyclability** of materials, furniture and equipments
- 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.

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



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



**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**