

THE SHAPE OF FOOD RETAILING IN THE NEW NORMAL 6:

SUSTAINABILITY

“Our industry’s commitment to sustainability is crucial in today’s business environment. Too many of us see sustainability as a statement in a Corporate Social Responsibility presentation. This needs to change. Now.”

— The authors

“There is so much ‘fake news’ on the topic of sustainability aimed at taking people’s eye off the prize. The massive focus on getting rid of plastic straws, worthy but negligible in terms of impact (0.03% of plastic waste in our oceans versus 52% from discarded fishing gear). Let’s not pat ourselves on the back for being sustainable when we’re really anything but. There is a lot of time and effort invested in how we make plastics more recyclable. The effort needs to address keeping virgin plastics out of the supply chain. How do we create more engagement with people and business of the need to change behaviour? Sadly, it comes down to cost and benefit. If it’s more expensive to do something people / business are more hesitant. If it’s better for someone and there’s a clear benefit then people / business engage with it. We have to rely on all aspects of the value chain doing the right thing. From product development all the way through to final consumption by the consumer.”

— Andrew Phipps, Head of Business Development EMEA & Global Futurist, CUSHMAN & WAKEFIELD



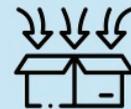
SUSTAINABILITY AT THE
HEART OF BUSINESS



THE CHANGING
SUSTAINABILITY LANDSCAPE



CONSUMER IMPORTANCE



RESPONSIBLE SOURCING
& ETHICAL TRADING



PACKAGING & RECYCLING



FOOD WASTE



RETAIL INFRASTRUCTURE

This paper is motivated by a desire to help convenience and foodservice retailers understand the importance of sustainable business practices.



CASE STUDY 2:

SUSTAINABILITY IN ARCHITECTURE AND DESIGN

<https://www.landiniassociates.com>

Guest contributor: Mark Landini, Creative Director, Landini Associates

At Landini, “sustainable” means designing places that are not disposable or recycled by fashion. These are places of unlimited meaning and lifespan that can represent the community they serve—evolving and growing with it. They’re also lasting places of both functional and emotional relevance, like markets once were before they became Super (markets).

Practically and commercially, low embodied energy is one of the most effective ways that designers can meaningfully impact sustainability. These days, there is too much trend-washed talk about “sustainable” design without considering the lifespan of the design itself.

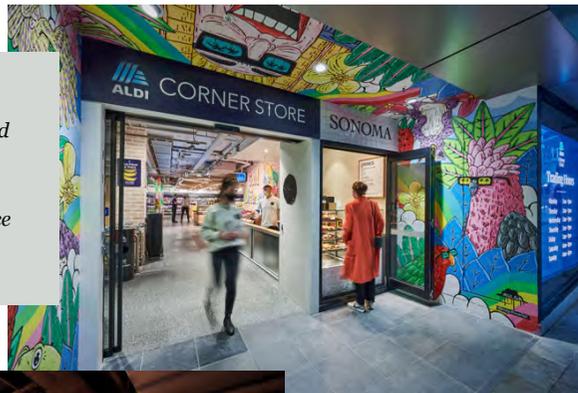
It’s misguided to just consider the built environment, who builds it, and with what and from where. These are the superficial “medals” worn to proclaim action.

Increasingly, it will need to be about what you sell, where it comes from, and why—or if it needs to be sold at all.

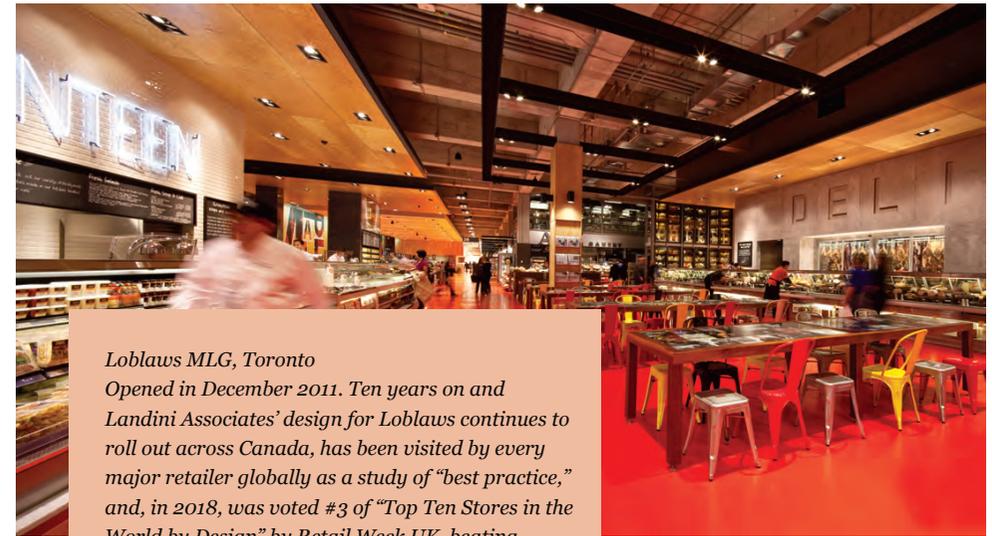
This is the retailer’s job. If they can reinvent themselves as creators of opinion first, then curators of stock, then they could become increasingly closer to their customers both intellectually and physically.

That may now be sustainable.

ALDI Corner Store in North Sydney is all about community, genuine local focus, and making the customer smile during their shopping experience. Progressive Grocer writes that it has “the potential to influence retail concepts worldwide.”



SSG Food Market, Seoul. “Customers are raving about the complete transformation. SSG Dogok is the new must-go place in Seoul. The customers appreciate Emart for creating such a pleasant and premium grocery shopping destination. Thanks to you and your team, Landini, SSG Food Market has become a place of and for the community.”
Jin Hua Lee, Project Engagement Manager, Emart



Loblaws MLG, Toronto
Opened in December 2011. Ten years on and Landini Associates’ design for Loblaws continues to roll out across Canada, has been visited by every major retailer globally as a study of “best practice,” and, in 2018, was voted #3 of “Top Ten Stores in the World by Design” by Retail Week UK, beating Selfridges and Aesop.

“Is this the world’s best supermarket? Our answer is yes.” – Howard Saunders, Retail Futurist and Trend Speaker

8. A CALL FOR AUTHENTICITY IN SUSTAINABILITY MARKETING

By Frank Beard

I’ll admit that I had reservations when I was asked to contribute to this report. Although I believe strongly in the old Boy Scout adage of leaving the campground cleaner than you found it, sustainability matters are rarely my central focus and tend to hover around the periphery.

It’s not that I don’t care. As someone who grew up in the 1990s and dabbled in environmental science classes in college, the call to action has been a constant background noise for most of my life. I find it troubling that we as a species continue inflicting severe harm on the planet we rely on for our survival. I also question the morality of kicking the proverbial can down the road for subsequent generations to deal with.

The issue is that I don’t really know what to do. Sometimes I even wonder if I can personally make a difference. Not only do the major systemic problems frequently feel esoteric or far-removed from the demands of everyday life, but it’s so easy to become jaded. A few summers ago, the company that processes my city’s recyclables reportedly sent twenty tons of paper a day to the local landfill rather than recycling them as intended. Similar stories have played out across the country—like when Los Angeles sent more than half a million tons of plastic to four different landfills in 2018. I still think about this every time I place a plastic bottle in a recycling container.

Industry Leader Insights

- CSR and Marketing Statements
- Waste Management
- Plant Based Food
- Move to Purpose Led Marketing
- Changes in Employee Behaviour
- Reduce Single Use Plastic
- Use Recyclable Materials Where Viable
- Use CNG Vehicles
- Buy from Eco-friendly Suppliers
- Centralised International Initiatives
- Recycling Efficiency
- Support Deposit Return Schemes
- Work with Food Banks
- Net Zero Carbon by Date
- Water Efficiency
- Reduce Carbon Footprint
- Energy Efficient Refrigeration
- Energy Efficiency
- Measure & Track our Carbon Footprint
- Consciousness of the Environment



In nature, there is no such thing as waste. Fallen leaves do not need to be swept because they become the mulch that nurtures trees. An animal kills only what it wants to eat. When life is over even human beings seamlessly merge into the earth. The Bible speaks of dust to dust & ashes to ashes. The saint poet Kabir sang about how we all are clay pots moulded into different shapes & forms coming from the earth and going back to earth. Physics teaches that matter cannot be created or destroyed, it merely changes forms.

To my mind, there is no sustainability practice or effort that is too small, or too insignificant, once it is firmly rooted in the intent to do right for people and the planet. It's our job as a business to equip all of our employees with the tools, resources, guides, and insights to make the best decisions they can, every day, to help to leave this world in a better place.

In the foodservice and retail space, this encompasses large-scale innovation in packaging, climate-friendly food produce, front and back of house waste management, onsite energy and carbon reduction planning, a sustainability pledge that all our suppliers must commit to, along with many smaller changes in employee behaviour.

In Maxol, we have a specialist in-house team working closely with KPMG on how we measure and track our performance across all key areas of our business, from green electricity at HQ, supply chain, bio-fuels, packaging, construction of service stations, adoption of renewable technologies, recycling waste, and much more. It is very much a journey, and over the next five years, we plan to lower our Scope 1 and Scope 2 carbon emissions by 35% and to collaborate with our licensee network and key suppliers to achieve similar reductions in our Scope 3 emissions.

Take the plastic bag tax for example. I watch in dismay as customers happily pay the small change for a plastic bag for a few items or insist they get one because they have purchased a hot food item - a well-packaged lunchtime meal for immediate consumption (current Northern Ireland legislation). This should have been an easy win, making it the consumer's responsibility to get their purchases home by setting a minimum £1 charge. And forget about all the exceptions and exemptions - this one small area could see a sea-change in attitude.

A hundred small wins, as well as large changes, are needed. In all decisions, we need to look at the lifetime cost of projects, not just today's cost, and be prepared to invest in some, even if the financial returns are challenging.

At Landini, "sustainable" means designing places that are not disposable or recycled by fashion. These are places of unlimited meaning and lifespan that can represent the community they serve, evolving and growing with it; lasting places of both functional and emotional relevance; like markets once were before they became Super (markets).

Giant Eagle and GetGo have been leaders in sustainability as part of our commitment to help build healthy, thriving communities, and the pandemic did not slow our efforts. We have recently made the commitment of achieving net zero carbon emission by 2040, with an initial target of a 50% reduction by 2030.

11. QUOTES FROM INDUSTRY LEADERS

GLOBAL



A Letter from our CEO

Dear Friends and Neighbors,

Our core purpose – fulfilling lives, every day – captures Wawa's special place in this world and is the essence of Grahame Wood's founding vision for a business built around people, not just profits. It inspires us to create meaningful personal connections that make a real difference in the lives of our customers, our communities and of course, each other – every day.

Our "Social Purpose" is the driving force behind the way we hire, support and serve. Today, it is at the heart of hundreds of examples, stories and initiatives that are making a true difference in the lives of our customers and associates.

For us, investing in our Social Purpose is part of our DNA. The framework we have created helps us organize, talk about and share this purpose with all our friends and neighbors. We have identified four strategic pillars that encompass our actions: Valuing our Associates; Protecting the Environment; Providing Trusted Products and Supporting our Communities.

Our Social Purpose Report includes stories and examples that demonstrate how we are investing in and expanding our Social Purpose in various ways, some new and others core to our heritage.

We know this is a continuous journey, and work will always remain to be done. But we are very proud of our associates and the steps we have taken already to embrace this vision and move it forward. And we do it all for the good of our communities and those we serve every day.

With appreciation,

Chris Gheysens

— **Chris Gheysens**
CEO Wawa, Inc. USA

Sustainability Progress in Australia

Although the world paused and the use of single use plastics and cups increased due to COVID-19 protocols, Climate change continues to be a key agenda item in Australia. The expectation is companies have this at the forefront of their thinking when talking to consumers, and it is now forming an important part of marketing in every aspect. From recycling to zero emissions this has become critical as governments globally continue to play catch up. Locally, the time frame to implement is continuing to tighten very quickly & in general the population is demanding and driving change.

In Australia, a significant number of leading global & local organisations have really identified with their impact on the environment, and while a lot of companies had been on the journey of reducing their carbon footprint this has now been fast tracked. A number of Retailers and Suppliers in the convenience channel & across the general market have moved to communicate this message very clearly to their teams & their consumers. The likes of 7-Eleven with their partnership with Simply Cups have saved over 20 million cups from going to landfill. BP announced that all 88 NSW COCO sites will be powered by a solar power farm in NSW by January 2023, and have also announced that they plan to Net Zero emissions by 2050. Suppliers, Coca-Cola and Nestle have changed some packaging to be 100% made from recycled plastic & this continues to be a focus, showing the shift of major companies. Mars Australia has recently switched to 100% renewable electricity with the installation of 700,000+ solar panels which will offset 100% of the power at its six factories and two offices in Australia. Retailers and Suppliers will need to work together to meet the expectations of the next generation of Shoppers coming through, as it will get to a point where it is expected that something is being done with regards to sustainability, and that wherever possible we are choosing the best option for the environment.

The speed of sustainability change in Australia is accelerating at an exciting pace, which is continuing to provide insights to assist the wider business community adjust their future plans.

— **Theo Foukkare**
CEO Australian Association of Convenience Stores

At Landini "sustainable" means designing places that are not disposable or recycled by fashion. Places of unlimited meaning and lifespan that can represent the community they serve, evolving and growing with it. Lasting places of both functional and emotional relevance; like markets once were before they became Super (markets).

Practically and commercially, low embodied energy is one of the most effective ways that designers can meaningfully impact sustainability. These days there's too much trend-washed talk about "sustainable" design, without considering the lifespan of the design itself.

It's misguided to just consider the built environment, who builds it, with what and from where; these are the superficial "medals" worn to proclaim action.

Increasingly it will need to be about what you sell, where it comes from and why, or if indeed it's needed (to be sold) at all.

This is the retailer's job. If they can reinvent themselves as creators of opinion first, then curators of stock, then they could become increasingly closer to their customers, both intellectually and physically.

Now, that might be sustainable.

— **Mark Landini**
Creative Director, Landini Associates, Australia