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SUSTAINABILITY IN RETAIL

Retailing in the Green Economy: Getting Serious about Sustainability

SUSTAINABILITY: RETAIL DESIGN

FITCH

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GREEN CAN LOOK GOOD TOO

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GLOBAL BEST PRACTICE

5. FITCH RESPONSE

PROCESS
GOALS
DESIGN IDEAS



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1. SUSTAINABLE DESIGN DEBATE

SUSTAINABLE DESIGN SHOULD BE GOOD DESIGN:

SUSTAINABLE DESIGN
DOESN'T MEAN A SINGULAR
LOOK AND FEEL

SUSTAINABLE DESIGN
DOESN'T MEAN RESTRICTED DESIGN

SUSTAINABLE DESIGN
DOESN'T MEAN WE CAN'T DESIGN



RYAN FRANK'S ECO-ERGONOMIC STOOLS

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1. SUSTAINABLE DESIGN DEBATE

DESIGN AND INNOVATION FIRST - SUSTAINABILITY SECOND



TOM DIXON FOR LACOSTE 'ECO POLO' | TOYOTA PRIUS | DAYLESFORD ORGANIC BIODEGRADABLE MILK 'JUGS'

1. SUSTAINABLE DESIGN DEBATE

THE QUESTIONS WE ARE ASKING OURSELVES:

WHAT DOES 'SUSTAINABLE DESIGN'
MEAN WHEN APPLIED TO RETAIL?

WHAT WILL THIS LOOK LIKE IN THE FUTURE?



MINIMAHUELLA BULB VASE

FITCH

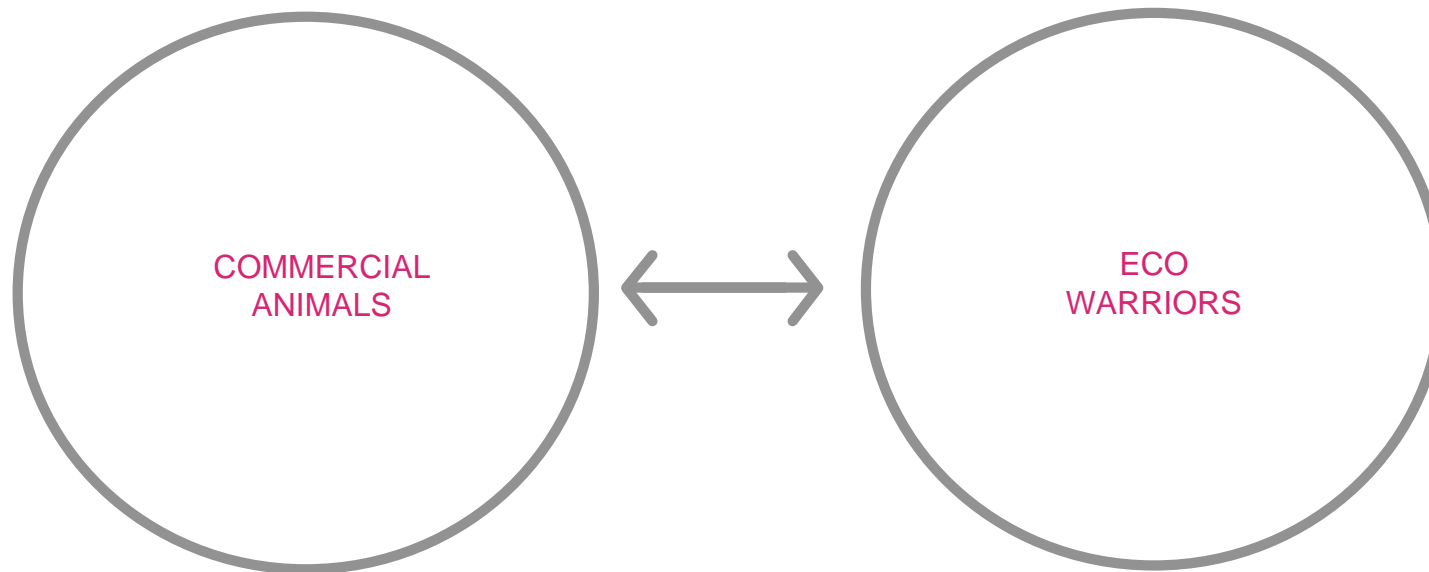
TO ANSWER THIS WE HAVE TO LOOK AT THE
BASIC ECO-NOMICS THAT ARE DRIVING THE
DEBATE AND SOLUTIONS...



2. ECO-NOMICS

COMMERCIAL ANIMALS VS. ECO WARRIORS

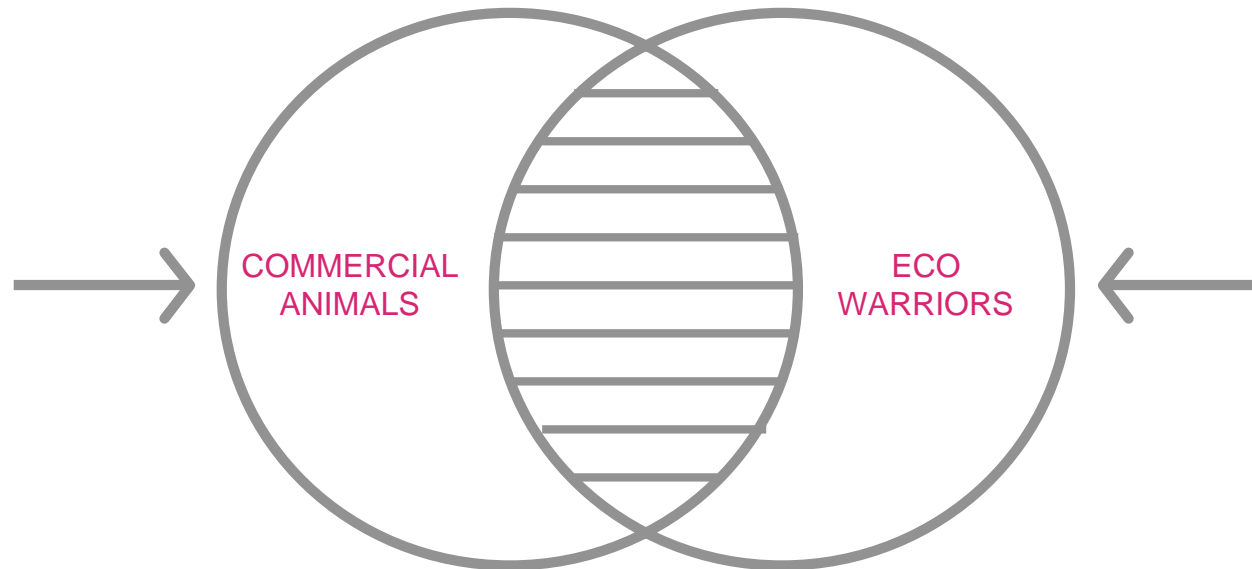
DIFFERENT AGENDAS AND A DIFFERENT PERSPECTIVE ON THE WORLD




2. ECO-NOMICS

COMMERCIAL ANIMALS VS. ECO WARRIORS

OUR ROLE AS RETAIL CONSULTANTS AND DESIGNERS TO SEEK COLLABORATION TO FIND THE COMMON GROUND



2. ECO-NOMICS



THE OUTPUT OF THIS PROCESS,
WHERE ECOLOGICAL ISSUES MAKE
COMMERCIAL SENSE, HAVE TO DATE BEEN
SOLUTIONS THAT FOCUS ON 'SAVINGS' AND
OVERT SUSTAINABILITY STATEMENTS...

2. ECO-NOMICS



TESCO WICK SCOTLAND | AVEDA FLAGSHIP TOKYO | SHOPPING MALL AMSTERDAM | WHOLE FOODS LOS ANGELES

2. ECO-NOMICS

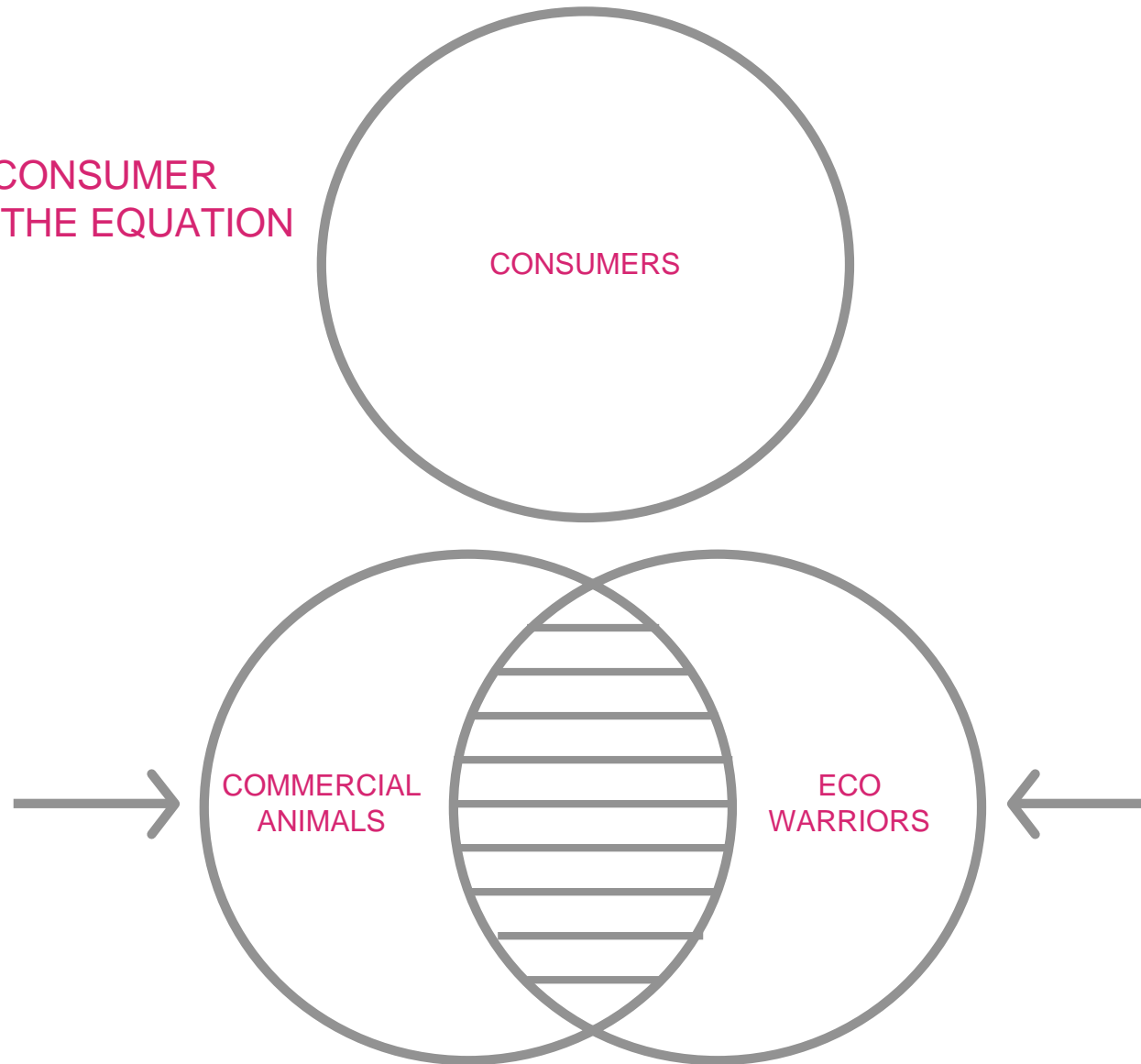
FROM OUR DESIGN PERSPECTIVE:

THE MOST IMPORTANT GROUP IS MISSING
FROM THIS EQUATION - **THE CONSUMER**

THE GROUP BY WHICH ALL OUR DESIGN
RESPONSES ARE JUDGED...

2. ECO-NOMICS

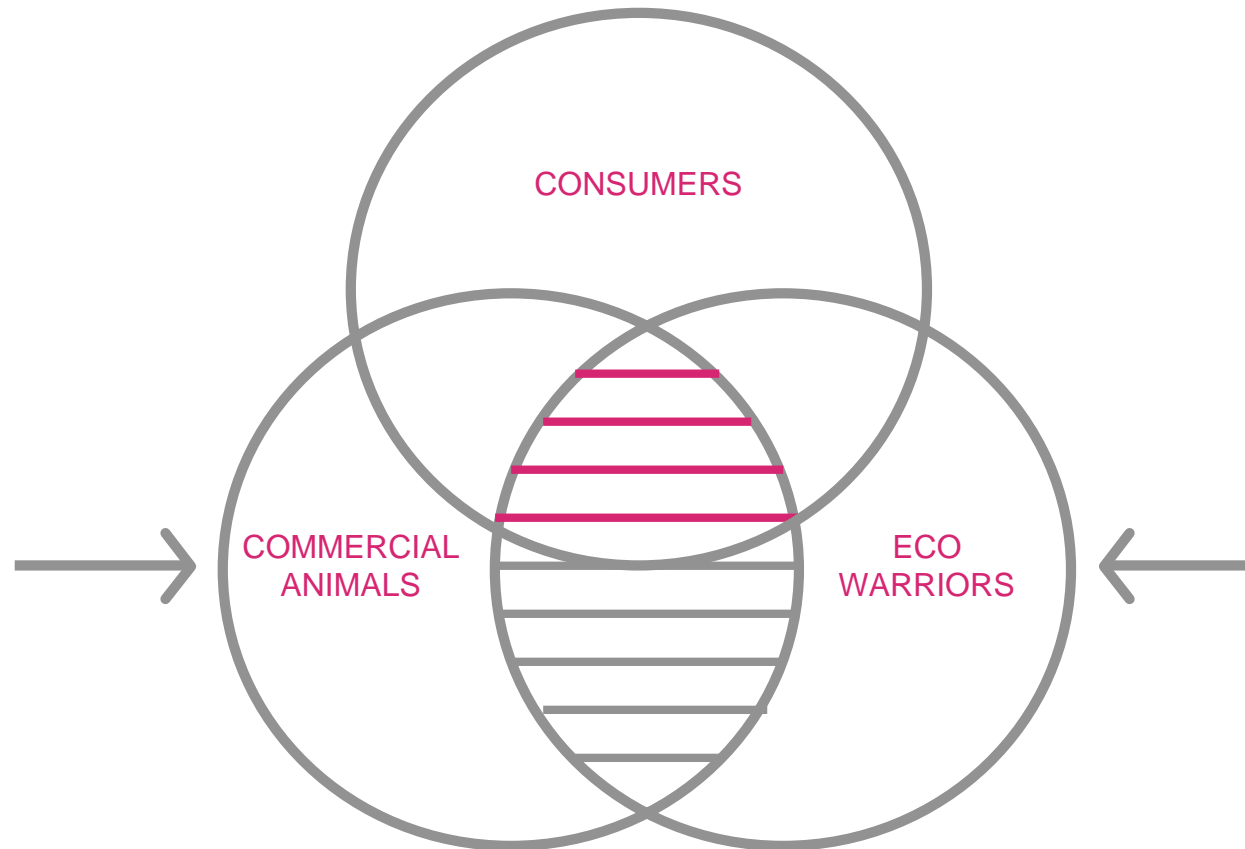
ADDING THE CONSUMER
CONTEXT TO THE EQUATION



2. ECO-NOMICS

COMMERCIAL ANIMALS +. ECO WARRIORS + CONSUMERS =

CREATING INNOVATION AROUND SUSTAINABILITY
DEVELOPING SUSTAINABLE CONSUMER EXPERIENCES





HOWEVER, BEFORE WE CAN BEGIN DESIGNING MEANINGFUL CONSUMER EXPERIENCES WE NEED TO BE MINDFUL OF THE FOLLOWING CONSUMER TENSIONS...

GREEN-WASHING
CURRENT FINANCIAL CLIMATE

3. CONSUMER CONTEXT

GREEN-WASHING

830% INCREASE IN ASA
COMPLAINTS IN PAST 12 MONTHS

80% OF BRITONS BELIEVE
COMPANIES PRETEND TO BE
ETHICAL TO SELL MORE
(+66% FROM 2005)



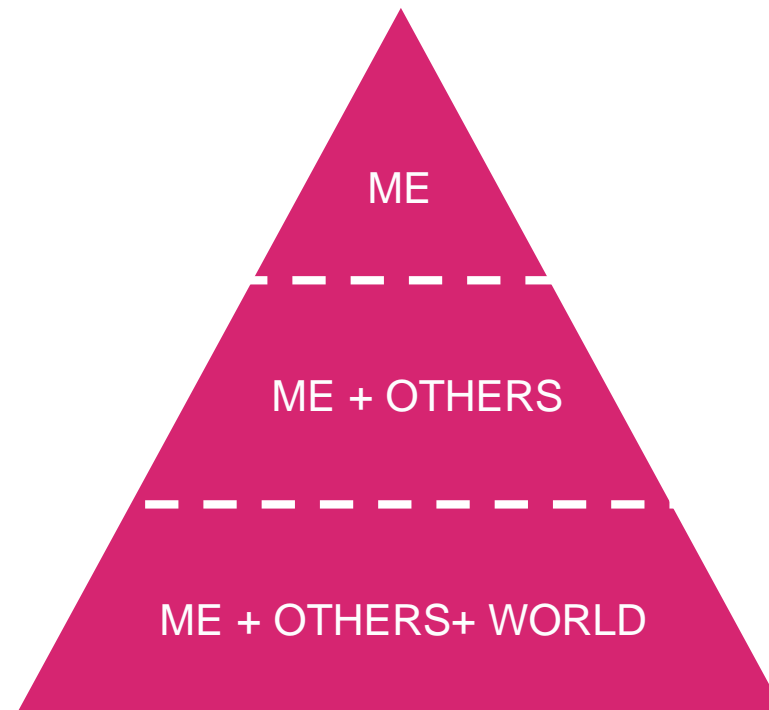
OPTIMISM



SCEPTICISM

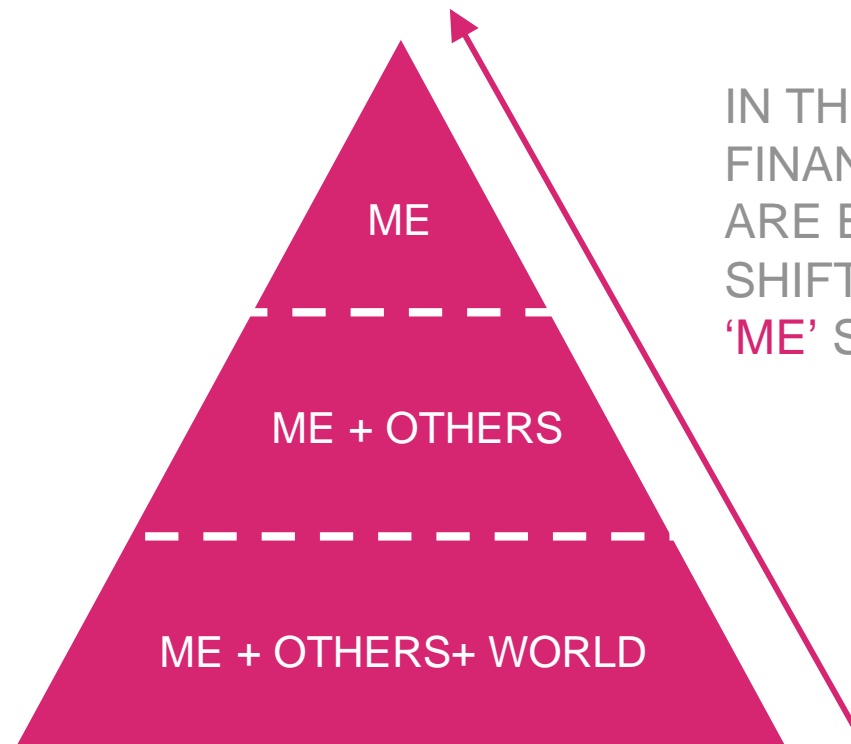
3. CONSUMER CONTEXT

SOCIAL AWARENESS HIERARCHY



3. CONSUMER CONTEXT

SOCIAL AWARENESS HIERARCHY

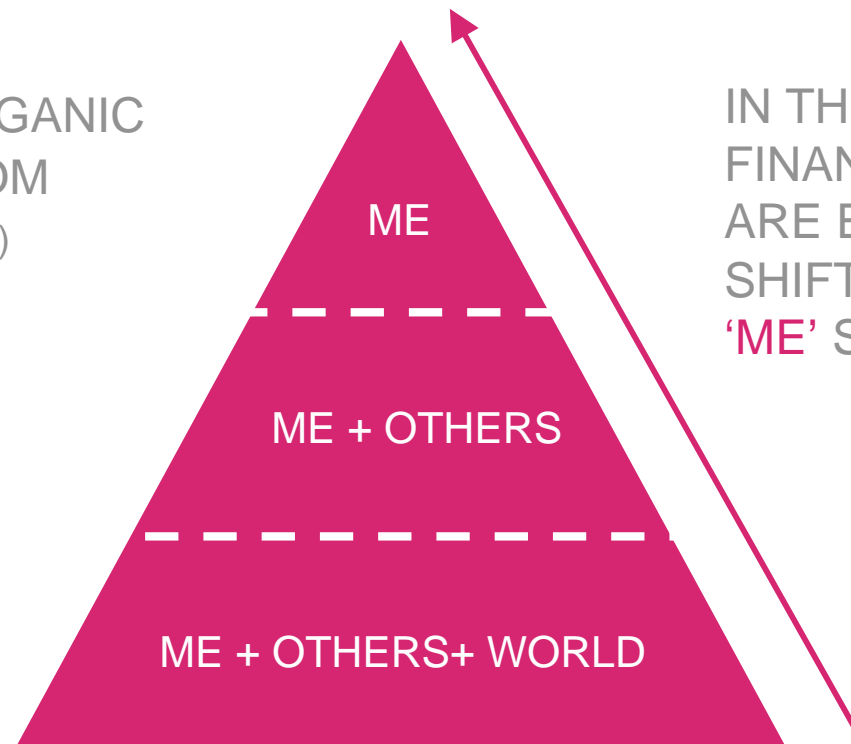


IN THE CURRENT FINANCIAL CLIMATE WE ARE EXPERIENCING A SHIFT TOWARDS THE 'ME' STATE OF MIND

3. CONSUMER CONTEXT

SOCIAL AWARENESS HIERARCHY

19% FALL IN ORGANIC
FOOD SALES FROM
£100M - £81M (TNS)

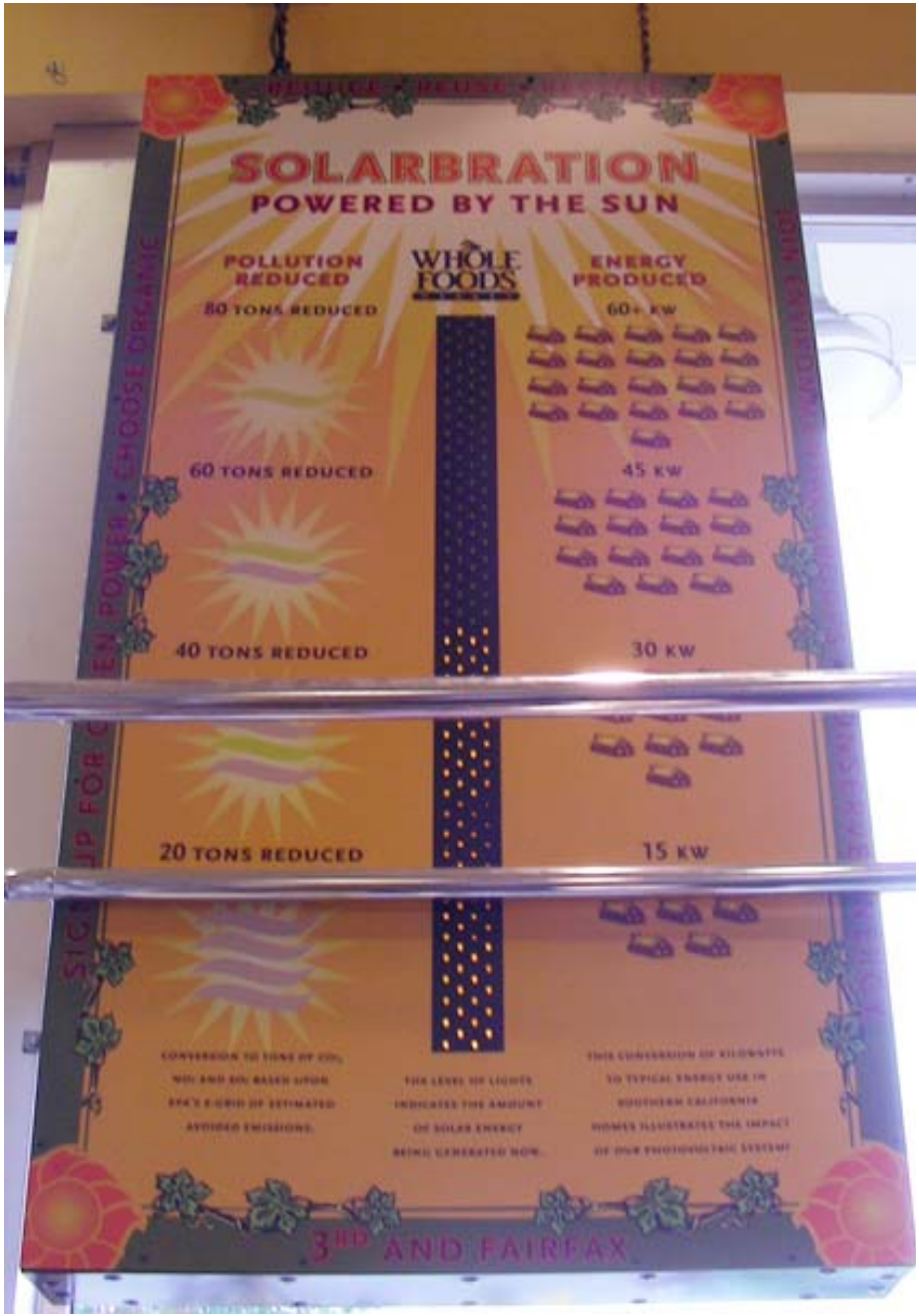


IN THE CURRENT
FINANCIAL CLIMATE WE
ARE EXPERIENCING A
SHIFT TOWARDS THE
'ME' STATE OF MIND

4. RETAIL SOLUTIONS

SO HOW HAVE RETAILERS RESPONDED TO THE ISSUE OF SUSTAINABILITY SO FAR?

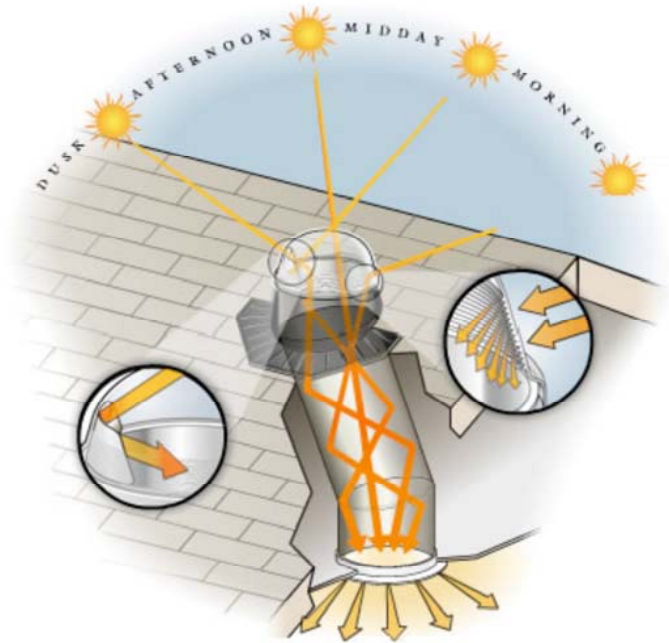




WHOLE FOODS MARKET | USA - POWERING STORES USING GREEN ENERGY



WAL-MART | MCKINNEY - PILOT STORE FEATURING 26 SUSTAINABLE INITIATIVES TO TEST AND ROLL OUT

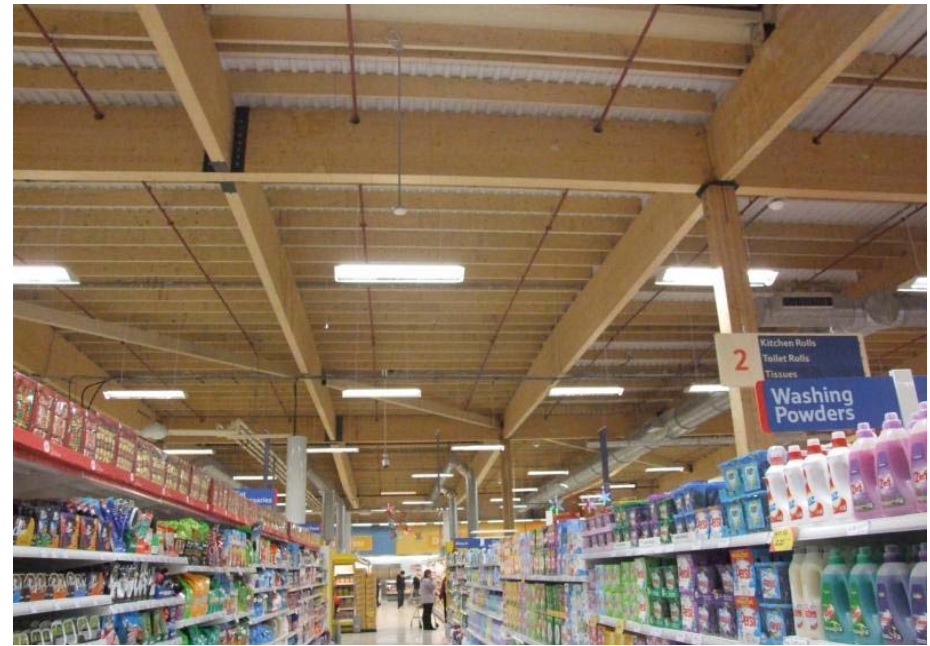


REI | BOULDER - USING SOLARTUBES WILL SAVE THE STORE OVER 20% IN ENERGY COSTS

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THREE SIXTY | HONG KONG - USING RECYCLED MATERIALS FOR IN-STORE FURNITURE



TESCO | WICK - EDUCATING CONSUMERS AS THEY SHOP

£200m, 100 point, **eco-plan**

Plan A

Because there is no Plan B



Climate Change



Waste



Raw Materials



Fair Partner



Health





TIMBERLAND | LONDON - BEING TRANSPARENT ABOUT THE PRODUCTS AND RETAIL 'FOOTPRINT'



UNPACKAGED | LONDON - OPEN FOOD, NO PACKAGING AND REFILLS



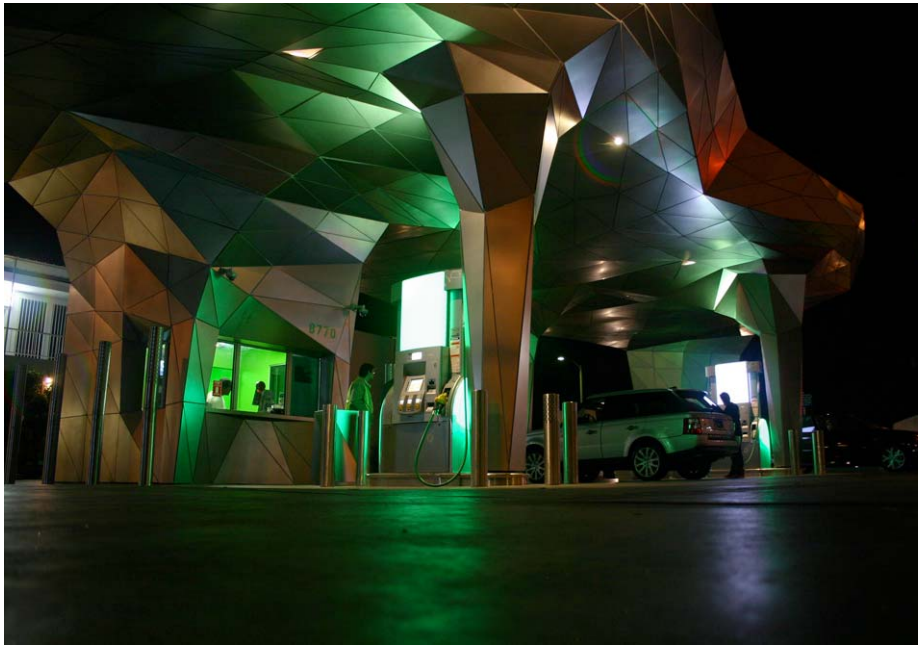
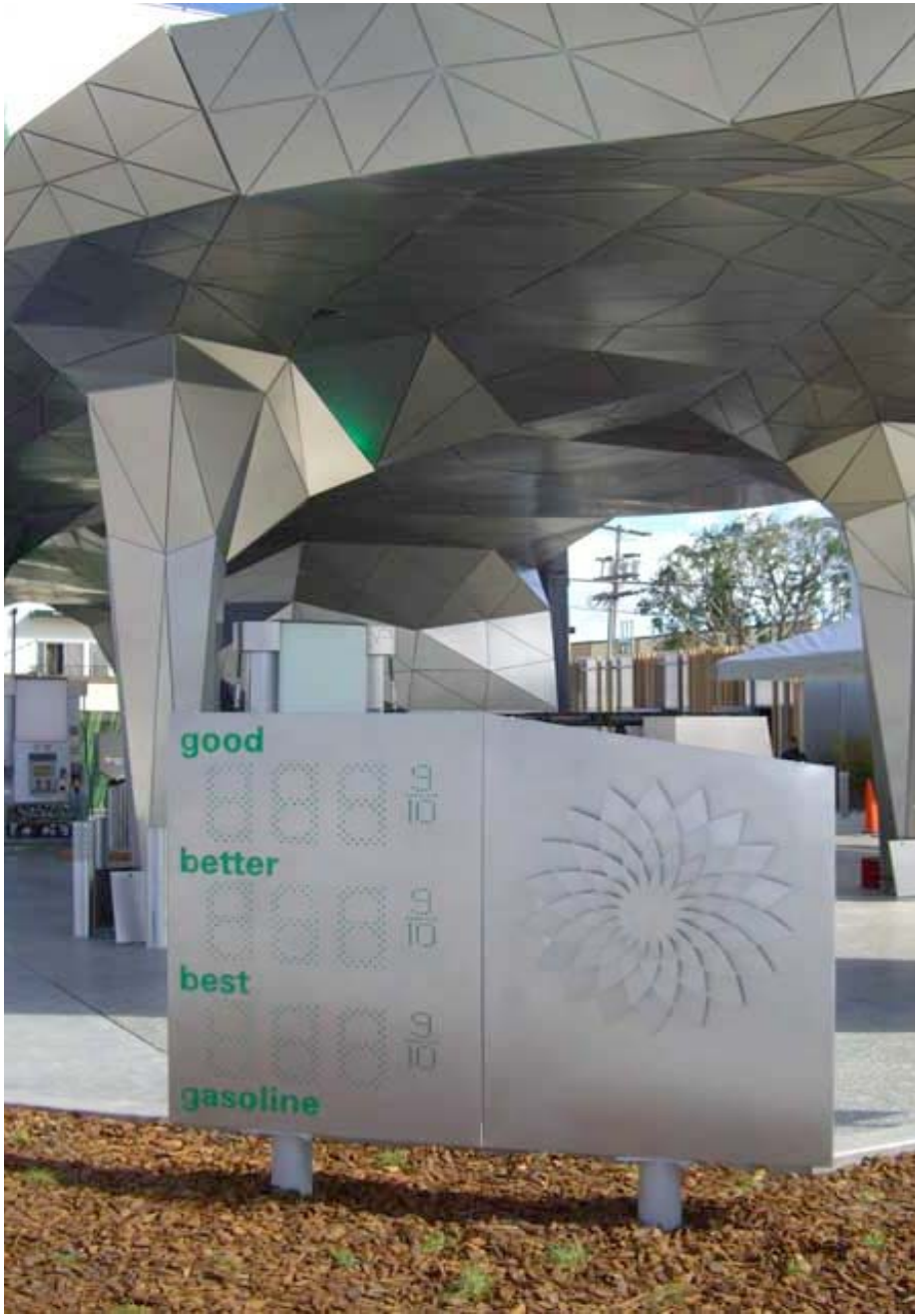
T O 80%*

**wear it more,
wash it less**

*80% of energy in a garment's lifecycle goes towards washing and drying it.

HOWIES | LONDON - USING WINDSWEPT TIMBER AND RECLAIMED MATERIALS THROUGHOUT





BP | LOS ANGELES - FRANK GEARY INSPIRED DESIGN - EXTRAORDINARY



SO WHAT DO WE TAKE FROM THIS?:

GOOD START

NOT ALL SECTORS/ COUNTRIES

STILL NOT CONSUMER-CENTRIC

THIS BEGS THE QUESTION:

HOW ARE WE INCORPORATING SUSTAINABILITY
INTO OUR WORK?

5. FITCH RESPONSE

ONE: OUR 4D PROCESS

SUSTAINABLE DESIGN HAS 5 BASIC VALUES:

1. BUILT TO LAST
2. SUSTAINABLE SOURCING
3. LOW ENVIRONMENTAL IMPACT
4. SELF-SUFFICIENT
5. PROMOTION OF GREEN INITIATIVES

5. FITCH RESPONSE

TWO: THE VISION

OPPORTUNITY FOR SUSTAINABILITY TO
BECOME THE NEXT CATALYST FOR REAL
INNOVATION AND FUNDAMENTAL CHANGE
IN CONSUMER BEHAVIOUR

5. FITCH RESPONSE

THREE: CREATIVE IDEAS

1. BUILT TO LAST VS TEMPORARY

- MODULARITY
- NEW AESTHETICS
- EXPERIENCE VS UTILITY

2. CLOSED LOOP RETAILING

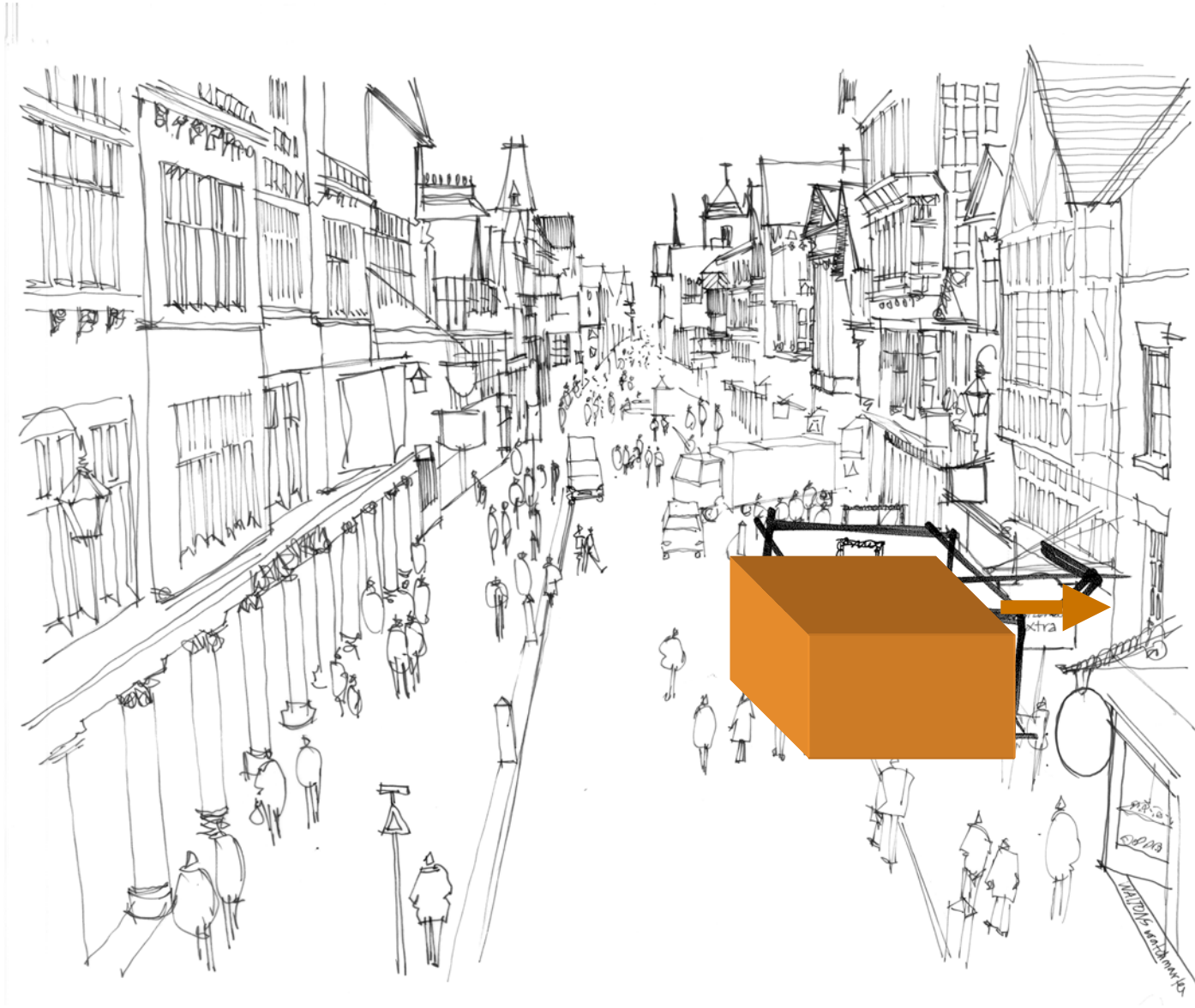
3. GENUINE COMMUNITY

1. BUILT TO LAST VS TEMPORARY



ILLY, VENICE | GAP & YAHOO NEW YORK | IKEA SYDNEY | M&S MILTON KEYNES

1. BUILT TO LAST VS TEMPORARY



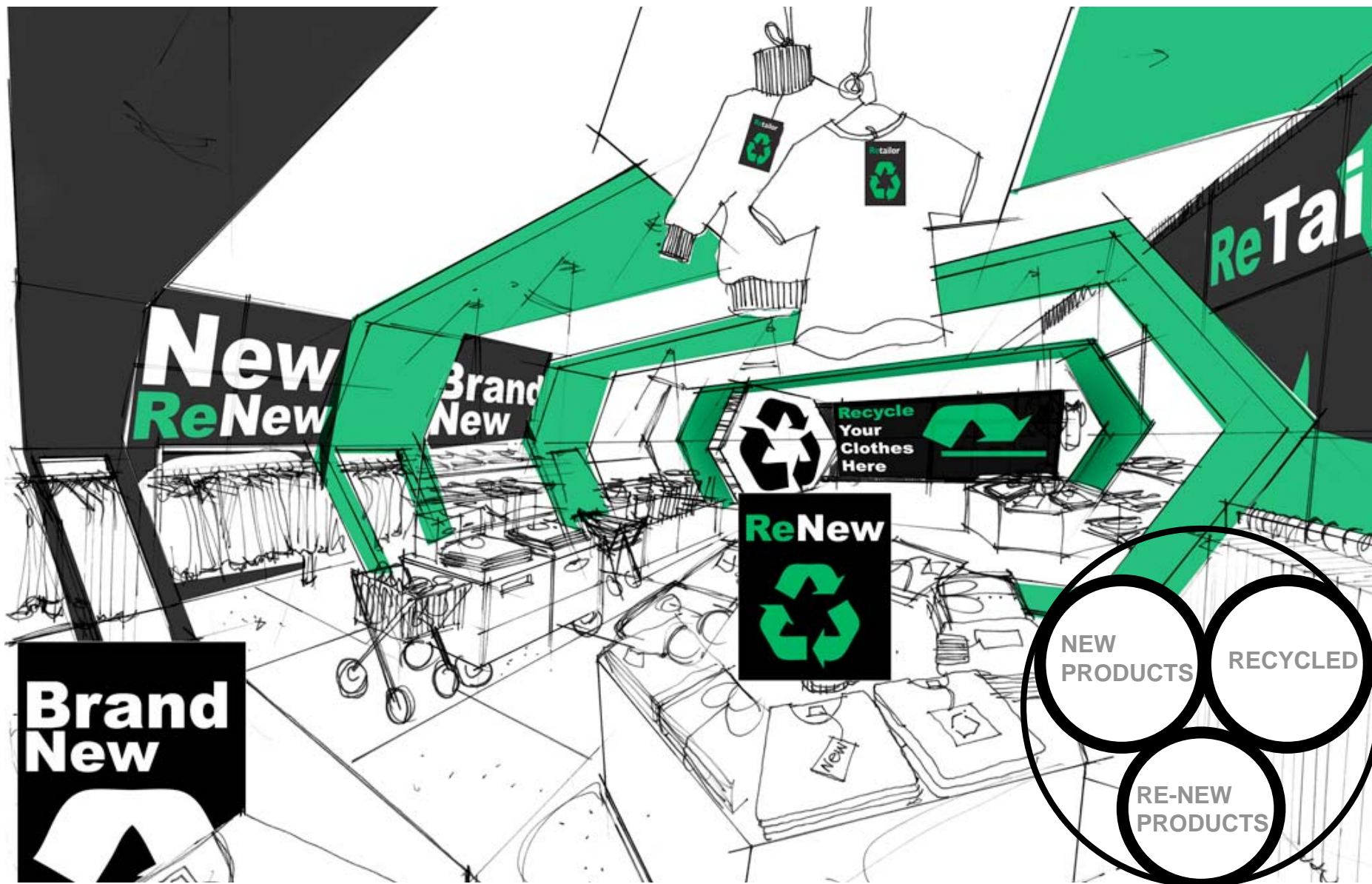
1. BUILT TO LAST VS TEMPORARY - MODULARITY



1. BUILT TO LAST VS TEMPORARY - NEW AESTHETIC



2. CLOSED LOOP RETAILING



3. GENUINE COMMUNITY



supermarkets can become the **new philanthropists**

5. FITCH RESPONSE

CONCLUSIONS

1. SETTING YOUR OWN CORPORATE AGENDA
 2. GETTING ORGANISATIONAL BUY-IN
 3. PUTTING THE CONSUMER AT THE HEART OF THE DESIGN PROCESS
 4. CREATING A CULTURE OF TRIAL AND EXPERIMENTATION
- ...SUSTAINABILITY AS THE NEXT PARADIGM SHIFT IN RETAILING

THANK YOU