

Sustainability in Retail

Environmentally friendly business management can improve a company's image, maximise customer loyalty, and save costs.

Discovering the potential of sustainable product range development and specialised product training for sustainable merchandise is key to providing compelling sales arguments and competent customer support.

Project objective

The first phase of the project will involve expanding and enhancing the content of the online information pool 'Handelumweltinfo' (<http://elearning.zbb.de>).

The project partners will then adapt and transfer the contents to their own further education systems for the retail sector.

The goal is to create modern and flexible e-learning modules that will promote the topic of sustainability in retail in Europe.

Target groups

The various e-learning modules are designed for trainees and other employees, as well as for entrepreneurs and managers in the retail sector.

Academic supervision

Academic supervision and evaluation of the project will be provided by the Institut für Markt-Umwelt-Gesellschaft e.V. at Leibniz Universität in Hanover.

Key topics

The e-learning modules for trainees and other employees contain product training materials and sales arguments tailored to the following sectors:

- Food retail
 - Eggs and poultry
 - Fair Trade products
 - Meat and sausages
 - Fruit and vegetables
 - Cleaning products
- Hardware and home improvement stores
 - Flooring and floor coverings
 - Insulating materials
 - Paint, varnishes, glazes
 - Garden supplies
 - Wood products and panels
- Office management and supplies
 - Office equipment
 - Computers
 - Paper
 - Writing utensils
 - Office communications equipment

All e-learning modules also contain a comprehensive environmental glossary and tools for evaluating learning performance.

The e-learning modules for entrepreneurs and managers deal with the following cross-industry topics:

- Sustainable management
- Discovering potential for improvement (Ökocheck/eco-check)
- Best-practice-based activities and methods for sustainable management in different retail businesses
- Efficiency and ecological potential analysis; environmental impact statistics
- Developing environmental management systems

Duration

The "Education for sustainability and environment for retail" project will end in September 2009.

Funding

The project is partially funded by the European Commission.

Project partners

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(Education for Sustainability
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GD Bildung und Kultur

Programm für lebenslanges Lernen