



# Responsible Retail

.....  
A visual review of sustainability and social responsibility





# Responsible Experiences

Corporate social responsibility, sustainability, energy efficiency and environmental awareness have increasingly come together into one overarching banner that we call 'Responsible Retail'. Across every retail sector, from food to fashion, beauty to home, customers increasingly demand transparency from retail brands to prove their ethical credentials. There is almost no limit to the stories that responsible retailers can tell, with instore corporate communications featuring detail about their supply chains, community and charity strategies. Environmental credentials are equally important; from zero carbon store construction and energy efficiency, to plastic and packaging free shopping. Responsible Retail is also moving beyond communication into eco-responsible products and services; recycled, upcycled and resold. Responsible Retail is here to stay.



# Part 1: Responsible Food Retail

Albert Ceska Republick, Prague

Coop, Milan, Italy

Naturally, London

Albert Heijn, Netherlands

Daylesford Organic Farmshop, UK

Nisa Evolution Format, , UK

Aldi Corner Store, Australia

Delhaize, Nivelles, Brussels

Planet Organic, London

Aldi Local, London, UK

Eataly, London & Paris

Plus Duin Almere, Netherlands

Aldi, China & Italy

Food Central Foodcourt, Dubai

Potager City by Carrefour, Paris

Amazon Fresh, London

Carvey's SuperValu of Cobh, Ireland

Sainsburys, UK

Asda Sustainability Store, Leeds, UK

Gloucester Services Farmshop, UK

SuperValu, Dublin, Ireland

Billa Pflanzilla, Vienna, Austria

Harris Farms Supermarket, Brisbane, Australia

Tesco, UK

Carrefour City, Paris, France

Jumbo Eco Store, Netherlands

The Source Bulk Foods, Dublin, Ireland

Carrefour, Belgium & France

Kavanagh's Budgens, London, UK

Waitrose, UK

Coles Moonee Ponds, Australia

Landmarkt, Amsterdam, Netherlands

Whole Foods Market, UK & USA

Coop Eco Community Store, UK

Marks & Spencer, UK

Woolworths, Melbourne, Australia

Coop Hagastanden, Stockholm, Sweden

Natoora, London, UK

Woolworths, Cape Town, South Africa





Aldi Corner Store is a new local format from Aldi Australia, designed again by Landini Associates, and first launched in July 2021 at 99 Mount Street, North Sydney. Responsible messaging features throughout the store; from environmental messaging around renewable electricity and zero waste, to local supplier and 'Buy Aussie', as well as 'One Juice Sold, One Meal Donated' from Oz Harvest.







Opened in October 2020, UK supermarket ASDA launched this sustainable trial concept in Middleton, close to the retailer's Leeds HQ. The store is designed to help shoppers reduce, reuse and recycle with ease and the supermarket chain estimates the numerous initiatives being trialled in this store will save one million pieces of plastic per year. To encourage customers to shop sustainably, the supermarket has launched 'Greener at Asda Price' a national price promise that loose and unwrapped will not cost more than wrapped equivalents. There are twelve areas dedicated to ASDA's sustainability offer, spread across the store, helping embed the 'sustainability' message as customers shop the whole store.









Marks and Spencer’s sustainability approach, known as Plan A, was launched in 2007 and has been an ongoing commitment to reducing their environmental impact. Plan A focuses on becoming a net zero business by 2039/40, engaging stakeholders such as customers, colleagues, and partners in their sustainability journey. One of their notable initiatives is the “Look Behind the Label” campaign, which encourages customers to explore the sustainability stories behind M&S products. Through initiatives like these and collaborations with organizations like Reboot the Future, Marks and Spencer aims to lead in sustainable business practices and drive positive change for the environment.







M&S have always been strong and pro-active communicators, using graphics instore to highlight sustainability, CSR and supply chain transparency.



# Shop till you Shwop

Through Oxfam,  
you've given new life  
to 35 million skirts,  
shirts and shoes

*Look  
behind  
the label*



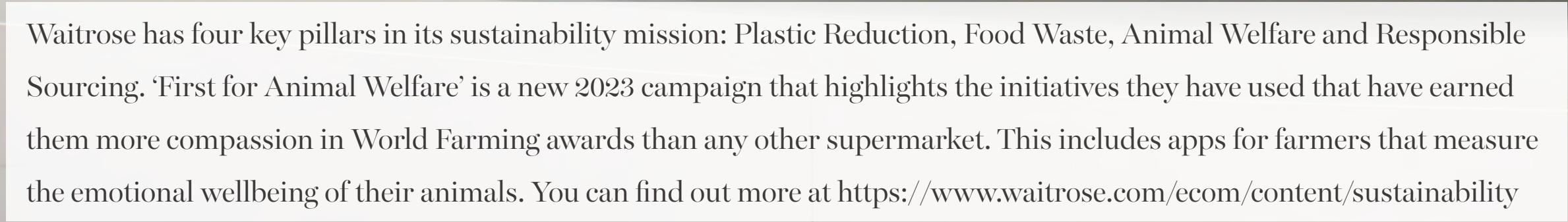
The M&S Shwop initiative is a unique clothing recycling program introduced by M&S. It encourages customers to donate their unwanted clothing, regardless of the brand, at M&S stores in exchange for a £5 M&S voucher. The collected clothes are then either resold, reused, or recycled. The ethical basis of the Shwop initiative lies in promoting circular fashion and reducing textile waste. The initiative also supports various charitable causes, as the resale of donated clothes generates funds for M&S's charity partners, such as Oxfam.





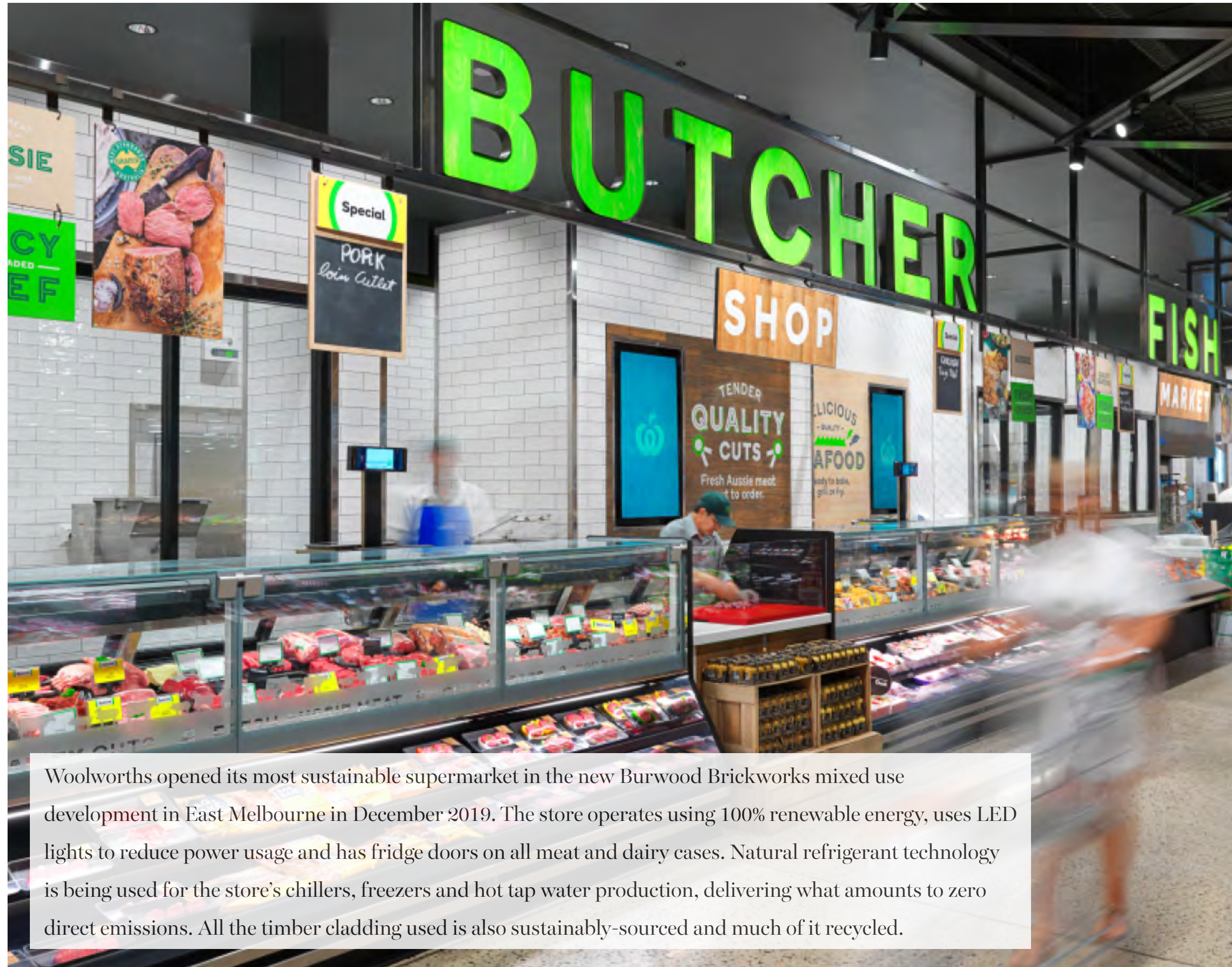






Waitrose has four key pillars in its sustainability mission: Plastic Reduction, Food Waste, Animal Welfare and Responsible Sourcing. 'First for Animal Welfare' is a new 2023 campaign that highlights the initiatives they have used that have earned them more compassion in World Farming awards than any other supermarket. This includes apps for farmers that measure the emotional wellbeing of their animals. You can find out more at <https://www.waitrose.com/ecom/content/sustainability>

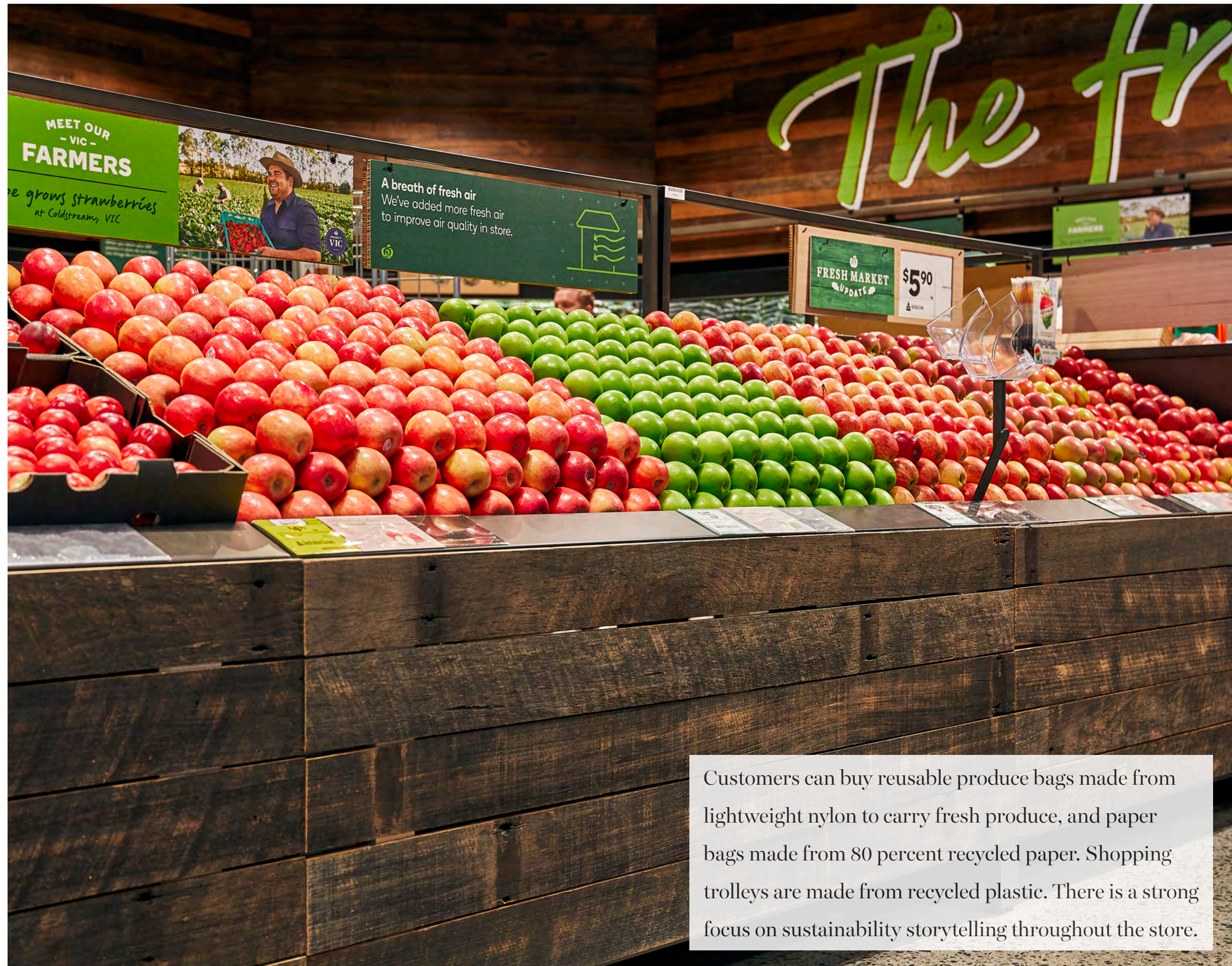




Woolworths opened its most sustainable supermarket in the new Burwood Brickworks mixed use development in East Melbourne in December 2019. The store operates using 100% renewable energy, uses LED lights to reduce power usage and has fridge doors on all meat and dairy cases. Natural refrigerant technology is being used for the store's chillers, freezers and hot tap water production, delivering what amounts to zero direct emissions. All the timber cladding used is also sustainably-sourced and much of it recycled.









## Part 2: Responsible Retail (Non Food)

---

Ace & Tate, Antwerp, Belgium

Adidas Flagship, Dubai, Paris & Berlin

Adidas Terrex, Munich, Germany

Allbirds, Chicago, USA

Censuum, Copenhagen, Denmark

Coachtopia Pop Up, London

Eco Alf, Berlin, Paris & Spain

Galleries Lafayette (Re)Store, Paris

H&M Looop, Stockholm, Sweden

IKEA Circular Hub, London & Paris

L'Occitane 'Mega' Store, Hong Kong

Levi's Haus, London, UK

Lush Naked Store, Berlin

Nike House of Innovation, Paris

Nike Lab & Grind Pop Up, Chicago, USA

On Running Flagship, London

Pangaia Concept 016 at Nordstrom, USA

Primark Cares Pop Up, London, UK

Selfridges Project Earth, London

So Just, London

The Body Shop, London

Timberland Eco Store, London

Unbottled, Paris

Uniqlo, London & Paris



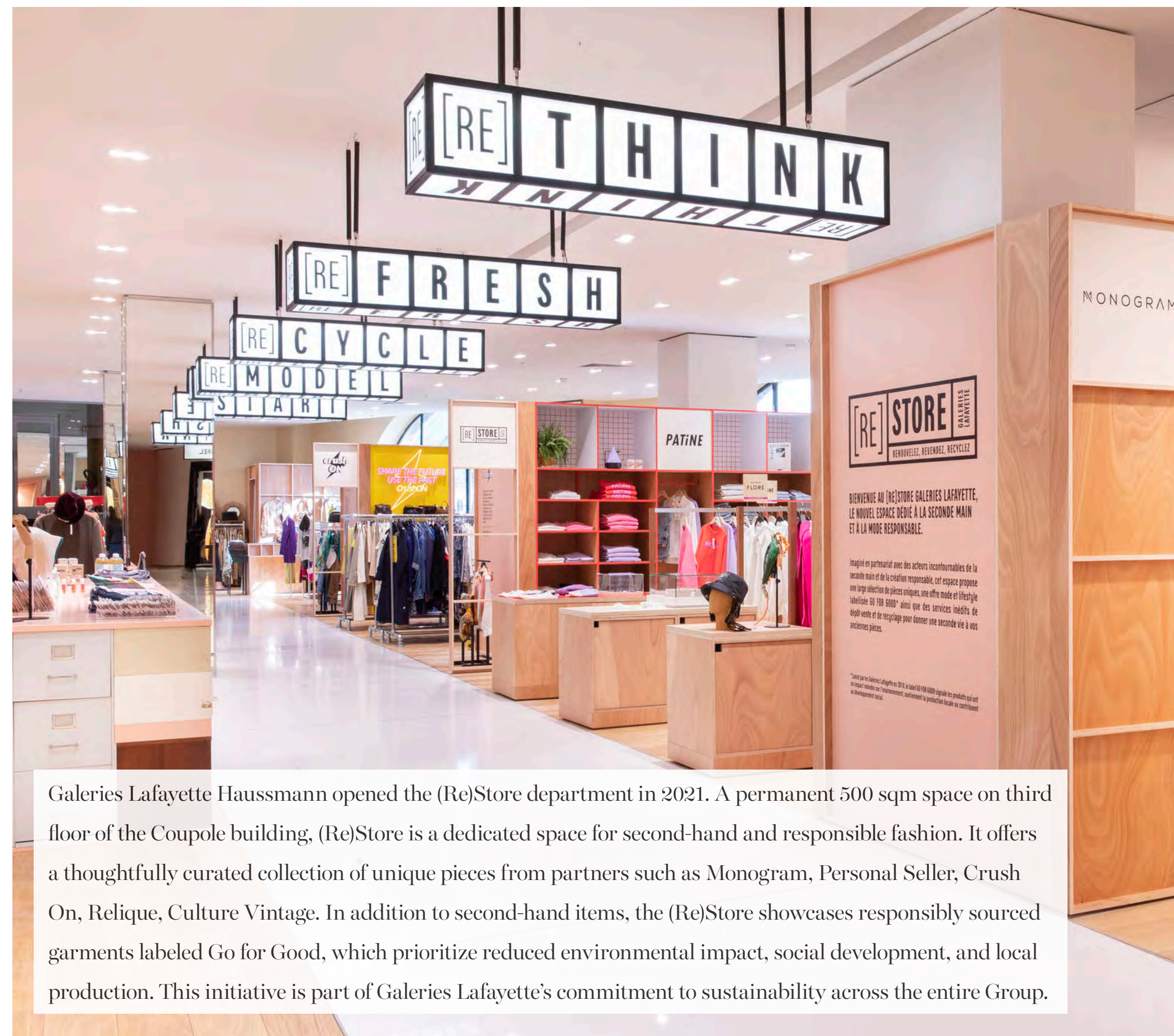




Spanish design studio Nagami created this innovative concept for Ecoalf in 2023. Located in Las Rozas Village near Madrid, the interior is almost entirely 3D printed from 3.3 tonnes of repurposed plastic waste. The plastic used in the walls, shelves, and display tables was sourced mainly from hospitals. Nagami used a custom-built extruder and advanced 3D printing technology to create the plastic panels. The design is supposed to represent melting glaciers and raise awareness about the climate crisis. This project, completed in just three months, is believed to be the world's first fully 3D-printed interior using recycled plastic. Nagami works with recycled plastic to create furniture and architecture as part of a closed-loop production process.





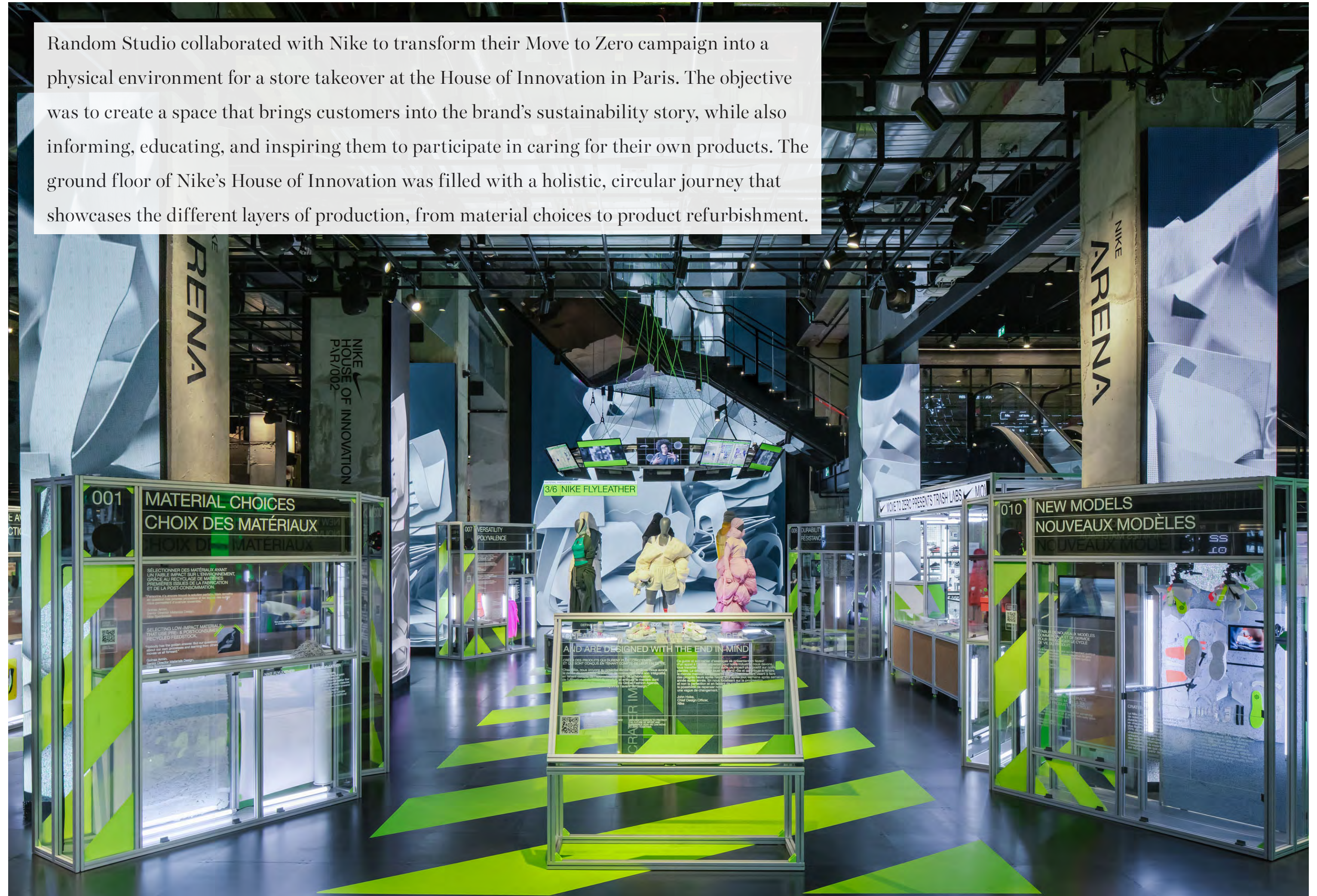


Galleries Lafayette Haussmann opened the (Re)Store department in 2021. A permanent 500 sqm space on third floor of the Coupole building, (Re)Store is a dedicated space for second-hand and responsible fashion. It offers a thoughtfully curated collection of unique pieces from partners such as Monogram, Personal Seller, Crush On, Relique, Culture Vintage. In addition to second-hand items, the (Re)Store showcases responsibly sourced garments labeled Go for Good, which prioritize reduced environmental impact, social development, and local production. This initiative is part of Galeries Lafayette's commitment to sustainability across the entire Group.





Random Studio collaborated with Nike to transform their Move to Zero campaign into a physical environment for a store takeover at the House of Innovation in Paris. The objective was to create a space that brings customers into the brand's sustainability story, while also informing, educating, and inspiring them to participate in caring for their own products. The ground floor of Nike's House of Innovation was filled with a holistic, circular journey that showcases the different layers of production, from material choices to product refurbishment.





The space features a conveyor belt displaying trash, digital screens showcasing products made from recycled materials, and a bin where visitors can drop their old Nikes to be transformed into new products. In the center of the store, 10 cabinets present the core principles of Nike's Circular Design through a graphic composition of information, images, videos, materials, case studies, and products. The Trash Hacker's Gallery exhibits creations made by local talents using upcycled materials, and visitors can visit the TrashLab to learn how to repair and upcycle their own products. The overall aim is to engage visitors in a collective and connected experience, inspiring them to contribute to sustainability.







**PER ACCEDERE  
ALLA VERSIONE INTEGRALE DEL REPORT  
CON OLTRE 200 PAGINE E PIÙ DI 60 NEGOZI,  
NAZIONALI E INTERNAZIONALI, SCRIVI A  
[comunicazione@retailinstitute.it](mailto:comunicazione@retailinstitute.it)**