

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020

SUSTAINABILITY FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It is always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Sustainability has never been higher on the agenda, with clear evidence that consumers are increasingly concerned with the impact their purchasing habits have on the environment and the natural world. And with a deposit return scheme currently scheduled to go live in Scotland in 2021, it's a huge issue for convenience retailers. In this feature we'll look at the products on offer to help retailers implement DRS as well as the steps brands have taken to reduce their impact on the environment. We'd welcome comments on the following:

On deposit return:

- What solutions can you offer retailers to support them with DRS implementation (reverse vending machines?). What options are available to cater to stores of different sizes/locations?
- When should retailers who plan on going down the reverse vending machine route start the process of sourcing an RVM? What are the key considerations for retailers who plan to invest in an RVM (size, cost, support, maintenance, etc.)
- What sort of price should retailers expect to pay for an RVM? What payment options/plans/leasing would you expect to see available to retailers?

- How can retailers assess the kind of equipment their store will require?
How can retailers get a reasonable estimate of the quantity of drinks containers they can expect to take back on a daily/weekly basis when DRS goes live?

- How can retailers get hands on experience of an RVM? What support is available to retailers who may wish to learn more about RVMs and DRS from equipment manufacturers/suppliers?

From food and drink brands

- What steps have you taken to reduce your impact on the environment? What affect have they had? How have these measures been received by consumers?

- How important do you think sustainability is to today's consumer? Why do you think that is the case? What steps have you taken to communicate the actions you have taken in this area to consumers?

- How can retailers leverage your brand's improved sustainability credentials to boost sales in store?