

SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

Sustainability

Editorial contact for this feature is

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Deadline for editorial submission Friday, May 7th.

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's 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 is a key consideration for many consumers as awareness of issues including plastic pollution and climate change continues to rise. In this feature we'll look at the steps brands have taken to boost their sustainability credentials. We'd welcome comments on the following:

From 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?
- Do you offer any eco-friendly products? How are these eco-credentials communicated? What are the benefits of highlighting sustainability credentials on packs?
- What can retailers do to better highlight sustainable products in their store? What merchandising advice can you offer? What are the benefits of introducing a dedicated eco-friendly/sustainable fixture or section?
- How can retailers leverage your brand's improved sustainability credentials to boost sales in store?
- Do you have any NPD or campaigns you would like to shout about?

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?