

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Sustainability

Editorial contact for this feature is

Matthew Lynas [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission Tuesday, August 31<sup>st</sup>.

- *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.*

Glasgow will take to the world stage this November when the COP26 climate change conference gets underway. For Scottish retailers, sustainability is already high on the agenda as consumers show an increasing interest in the eco-credentials of the products they purchase and business owners grapple with new rules and regulations governing single-use plastics and more. We would welcome comments on the following:

- How important is sustainability to today's consumer? Why is this the case? Is there any evidence that a brand's eco-credentials influence purchasing behaviour?
- What steps has your brand taken to operate more sustainably? How are you communicating these changes to consumers?
- Scotland is on course to introduce a deposit return scheme next year. For soft drinks firms/reverse vending machine brands, what advice or support can you offer retailers as they prepare for the launch of DRS?
- How can retailers better communicate sustainability in their store? Should retailers consider a dedicated section for this? Do you offer any POS materials brands could use to highlight changes to packaging/processes that have improved a brand's sustainability?
- Do you have any sustainability focused NPD or campaigns you would like to shout about?