

SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

Sustainability

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Deadline for editorial submission Monday 29th April

- *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.*

Concern over the planet means shouting out about eco-credentials has never been more important for brands as consumers seek out the ones they know are kind to the planet. In this feature, we will look at what steps brands have taken to improve their own sustainability efforts and how effectively they have translated these moves to consumers. We would welcome comments on the following:

- Where are the key sustainability battlegrounds in the convenience channel? What are the main environmental concerns for your brand/category and what steps are being taken to improve outcomes?
- How important is sustainability to Scottish consumers? What evidence is there that a brand's environmental credentials has an impact on shopper purchasing decisions? Which consumers are most keenly attuned to the environmental impact of their shopping habits? How valuable are these consumers to c-store retailers now and in the future?
- What are the benefits of highlighting more environmentally friendly options in store? How can retailers do this effectively? A dedicated green section? Greater use of POS? Social media engagement or other marketing activities?
- What targets has your brand set itself on sustainability in the short, medium and long term and what will you do to achieve these goals? What have you done so far and how does this benefit retailers, customers and the environment?
- Do you have any NPD or campaigns you would like to shout about?