



The
global
retail
agency

Shining the light on global retail pioneers

Issue 1 – Sustainability

Introduction

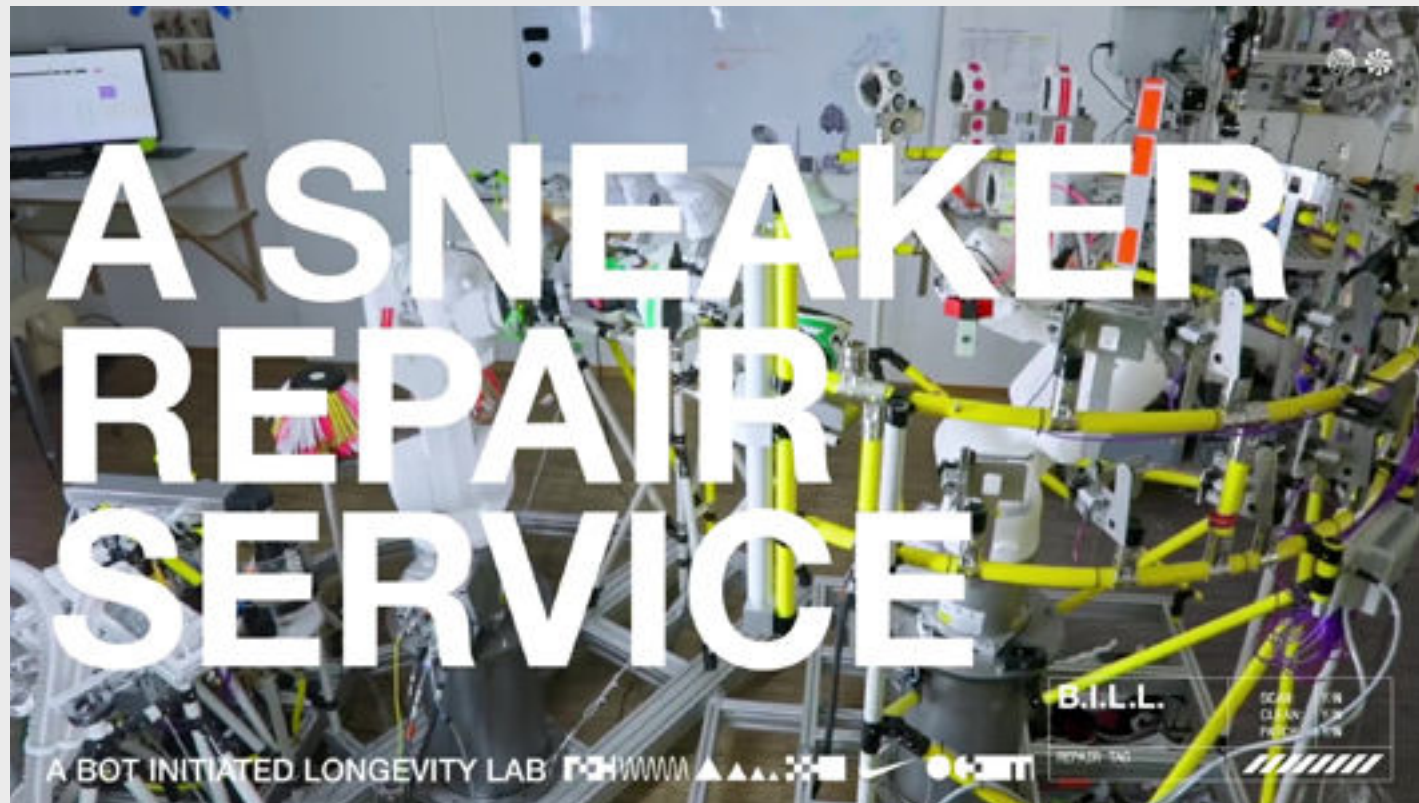
Now, more than ever, shoppers are focussed on purchasing environmentally conscious products and brands. A 2022 Global Sustainability Study found that 89% of global consumers have become greener in their purchasing, with many willing to pay a premium for sustainable goods and services. Whilst an increase in environmental awareness has largely contributed to this change in buyer behaviour, Gen Z and young millennials are making waves in the ESG space by holding brands accountable for their practices – and the consumer electronics market is no exception!

So, how are retailers rising to the challenge and catering for the 'green' appetite of shoppers? Popular initiatives include promoting and prioritising the sale of energy efficient products; implementing recycling programmes to make sure e-waste is safely disposed of; providing repair services to extend the life of products; reducing packaging waste or using eco-friendly alternatives; and educating customers on the importance of sustainable choices.

Whilst you may have already started your sustainability journey, we wanted to shine the spotlight on five brands pioneering innovations in retail that have caught our attention.

Brands included:





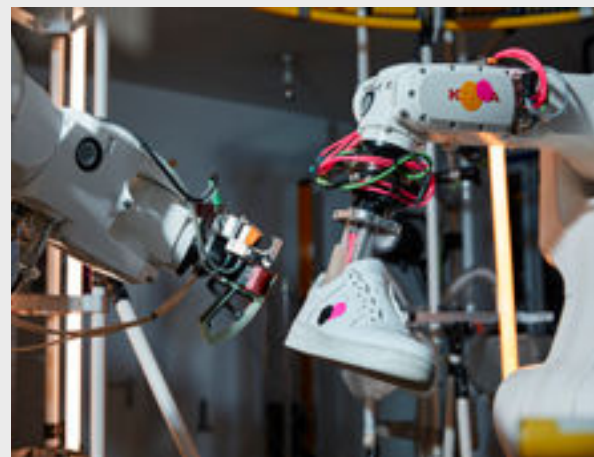
1. Meet B.I.L.L

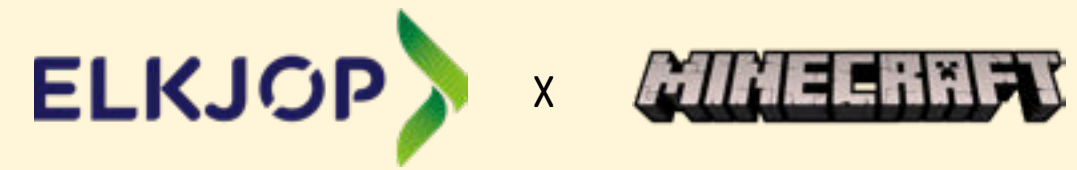
What to know

Debuting in Nike Town London, B.I.L.L (Bot Initiated Longevity Lab), is a robot-augmented system designed to clean and repair shoes with selected customisation.

B.I.L.L is Nike's latest experiment contributing towards a more circular future. The primary goal of the robot is to extend the life of footwear – this is one way to significantly reduce its impact on the planet.

Across Nike, teams are exploring new solutions and experimenting in unexpected places to create tools and services that help extend the life of its products. B.I.L.L joins other sustainable services including Nike Recycling & Donations, Nike Refurbished as well as tutorial videos that help consumers repair and restore their favourite footwear.





2. Recycling 'unwanted' for reward

What to know

Millions of old phones, tablets, headphones, and laptops are buried away in closets and drawers, unused and forgotten. Norwegian electronics retailer, Elkjøp, invites people to become Urban Miners by 'digging up' their old gadgets in exchange for freshly minted Minecraft coins.

In partnership with Microsoft, consumers can bring in their broken or unused electronic devices and Elkjøp will provide them with a receipt that includes an activation code to redeem on Minecraft's Marketplace. Each gadget has a value that corresponds to the recyclable materials it contains which adds an educational component. The retailer will also ensure items are responsibly recycled.

Customers can also combine their Urban Miner drop-offs with Elkjøp's existing trade-in service, which allows people to return old products for a discount on their next purchase.





3. The thoughtful kitchen

What to know

The Electrolux GRO Kitchen concept has been imagined as a way for consumers to prepare healthy food on a daily basis while keeping sustainability at the forefront.

Creating a vision of a better tomorrow, the 'reinvented' kitchen by white goods supplier Electrolux, will be powered by advance sensors and AI, based on behavioural science and the EAT-Lancet report; a scientific study that highlights what constitutes as a healthy diet from a sustainable food system.

The kitchen primarily focuses on a plant-based diet and provides individuals with ways to enjoy healthy sustainable food at every meal. Modular compartments are situated in the kitchen design to preserve ingredients and even grow them thanks to the Plant Gallery cubes that optimise plant growth.





4. Vending Machines which absorb CO²

What to know

One of Japan's leading beverage makers is planning an unorthodox way to cut its carbon emissions by utilising a device that is 'everywhere' across the country: a vending machine.

The machine, developed by the soft drinks arm of Asahi Group Holdings, contains a powder-like material that absorbs carbon dioxide as it sucks in air to cool or warm the drinks inside. Once a certain amount of CO² has been absorbed, the powder will then be used for industrial purposes such as making fertiliser and algae seabed's.

Described as a potential 'forest in the city', the initiative is the first of its kind in Japan and the company aims to contribute to the goal of a decarbonised society.





HUBLOT x NESPRESSO

5. Time for coffee?

What to know

A partnership between coffee manufacturer Nespresso and watch specialist Hublot has resulted in the first watch made from recycled coffee grounds and capsules.

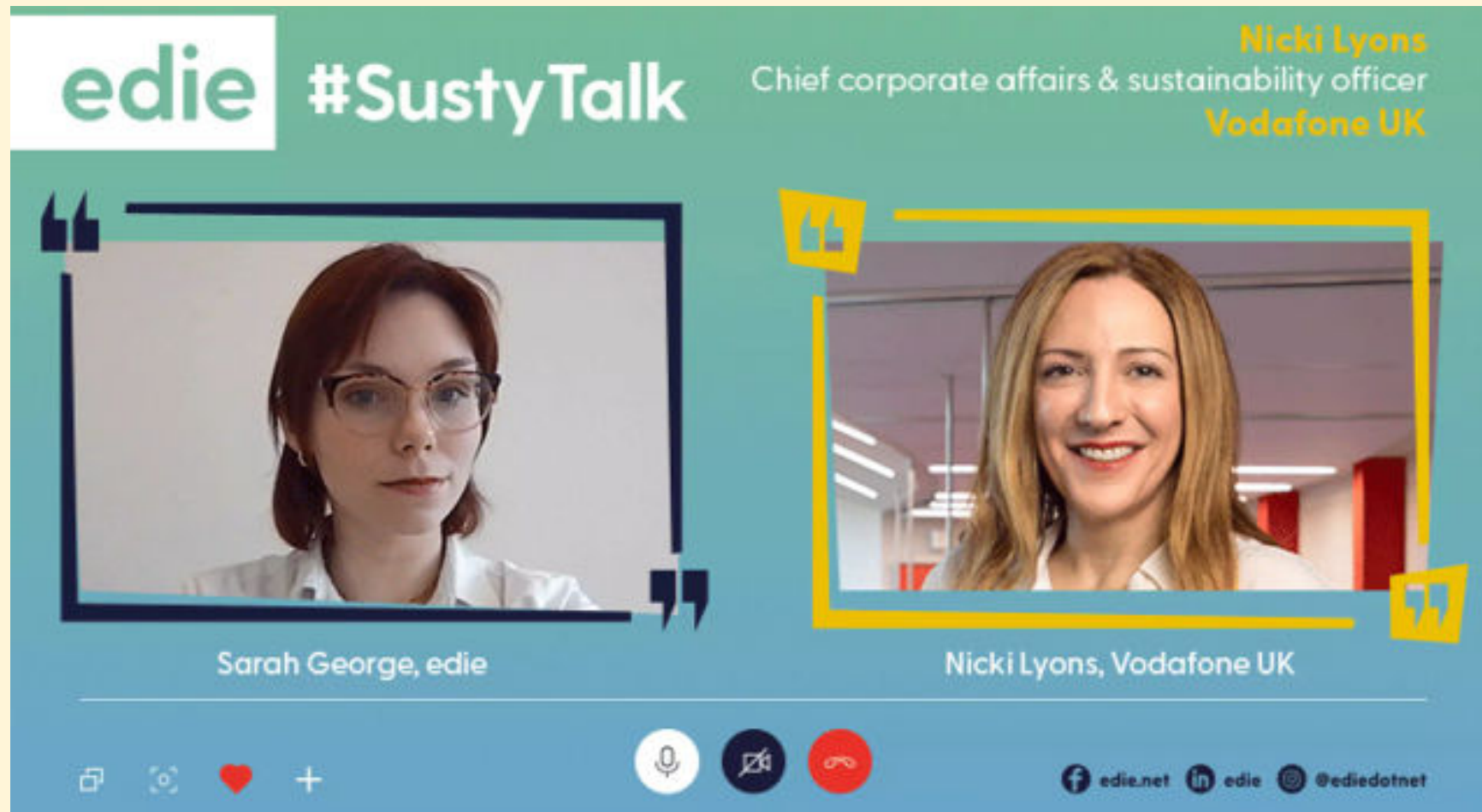
Sharing values of innovation, excellence, and sustainability, the brands launched 200 pieces of the limited-edition watch 'The Big Bang Unico Nespresso Origin' to demonstrate that value can be added to recycled raw materials and circularity has no limits.

The materials used to create the recycled product include anodised aluminium, the varnish on the dial and hands, the Hublot decal on the glass, the rubber of the strap as well as the fabric, lining, and the hook of the Velcro strap. The colour green also boldly symbolises sustainability.



Lucky Links

5 ways to increase your knowledge – hover over image for more information or click image to find out more!



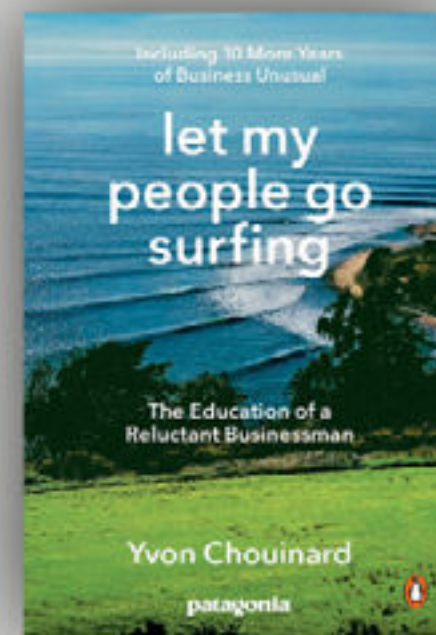
Podcast – Sustainable Business Covered – The Edie Podcast

The bi-weekly Sustainable Business Covered podcast, created by edie in 2016, showcases people and companies transforming business through sustainability projects. Collaboration and innovation are key to achieving a sustainable future. Hosted by Luke Nicholls, Matt Mace, and Sarah George, each episode celebrates sustainable achievements and explores niche areas of sustainability in business.



Book – HOW TO SAVE OUR PLANET (The Facts) – Professor Mark

"How to Save Our Planet" serves as a comprehensive handbook on how we can collectively work towards saving our precious planet. Covering the history of our planet and species, as well as exploring the potential of individuals and our ability to shape a brighter future, Maslin's inspiring perspective instills optimism even in challenging times.



Book – Let My People Go Surfing: The Education of a Reluctant Businessman – Yvon Chouinard

This thought-provoking business memoir, written by the founder of Patagonia, delves into the intricate relationship between companies, stakeholders, and the environment. It demonstrates the long-term benefits of prioritising purpose over profit and highlights Patagonia's exceptional growth as a sustainable brand.



Documentary - 14 Peaks: Nothing is Impossible – Netflix documentary

Follow fearless Nepali mountaineer Nimsdai Purja as he takes on an extraordinary challenge of summiting all 14 of the world's 8,000-meter peaks within a remarkable seven-month timeframe. This captivating documentary showcases his awe-inspiring journey while giving long-overdue recognition to the Nepalese Sherpas, who have played a crucial but often overlooked role in these expeditions.

"This documentary blow me away!. I find Nims Dai monumentally inspirational. What an incredible achievement. If only we could be as determined and single-minded in our goal to reduce our impact on the planet, then yes, perhaps nothing is impossible!" - Rebecca Walton, Head of Marketing, 100% Group

ARE YOU MAD



LOCATION



CHALLENGE



PROJECTS



WHAT WE DO

A company to watch

Founded by James Duckling and Nadeem Daniel, and later joined by Lotte Selwood, this conscious creative agency poses thought-provoking questions to brands regarding their engagement with community, culture, sustainability, and ethics.

Circularity in retail experiences

At 100% we're committed in reducing the impact retail marketing campaigns make on the environment and our resources. We are 100% Responsible for change.

Collectively we have a responsibility to RETHINK retail marketing and its longer-term consequences on the planet. Together, let's think with a circular mindset to maximise your brands impact in-store while reducing your campaigns footprint.

Our rethink architecture, combined with Second Purpose services is designed to REDUCE environmental impact throughout every stage of your route-to-market when implementing retail experiences.

We believe that all actions and improvements are driven by data and the ability to REPORT on project impact. 100% are committed to providing you with real time insights, enabling you to repeat, improve or rethink how you deliver your campaigns.



Recover

When a display has served its primary function 100% skilled installation teams will protect and remove valuable materials from stores across the world. We review each project individually to understand the second life potential back into retail, or for an entirely new purpose.

Reuse

Our goal is to reuse ex-display materials wherever possible. We've turned play tables into furniture for schools, repurposed technology products to charities and upcycled fabric graphics into new wearable products. The possibilities are endless.

Recycle

The last resort at the end of the lifecycle; where displays or parts cannot be reused, we will recycle materials as far as possible. 100% works with a network of specialist recyclers to maximise the volume of materials recycled, with a zero waste to landfill target.

Find out more: [Read our sustainability focussed reports >>](#)

100% Responsible | Case study | Reuse

Introducing our latest reuse case study: Redefining Sustainability Through Creative Reuse!

At 100% we believe that true sustainability lies not only in reducing waste but also in embracing innovative approaches to reuse. In our latest case study, we explore a remarkable project that exemplifies our commitment to maximizing resources and minimizing environmental impact.

1 Challenge

Our client manages retail programs in over 4,000 locations across EMEA, with the fixture estate regularly evolving. What could we do to reduce the environmental impact of retail fixtures that would otherwise be recycled or sent to landfill.



2 Why

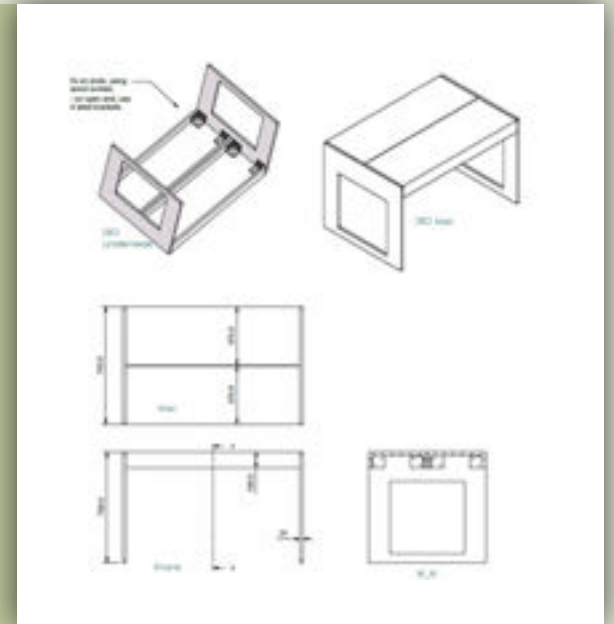
In Egypt, around 1 in 5 school buildings are unfit for use lacking basic infrastructure & necessary furniture.



3 Design

Transformation of fixture components into desks for schools.

Utilising as much of the fixture as possible and keeping waste to a minimum we used technical expertise to create a functional, yet simple design.



4 Program

The program started by removing 30 fixtures from 6 countries, across UK and Europe.

Fixtures were deconstructed and the materials prepared for repurposing before being transported to Bulgaria for manufacturing.



5 Manufacturing

Prototype testing and approval. 114 desks produced.

Flat pack furniture kits were loaded to containers and shipped to Egypt for delivery in Cairo.



6 Delivery

The tables were quickly installed, and 6 classrooms have been transformed, providing new workstations for over 400 children.

The desks will help children in classes between the ages 6-11 and provide improved facilities for their education.



Can we rethink retail for the better?
UNDOUBTEDLY?

Will your next campaign benefit
from our vast experience and
centrally managed solutions?
100%

Ready to bring your vision to life? Let's
discuss your next project and embark
on a creative journey together!

To discuss your next project, contact
our team:



Next issue out September 2023!