

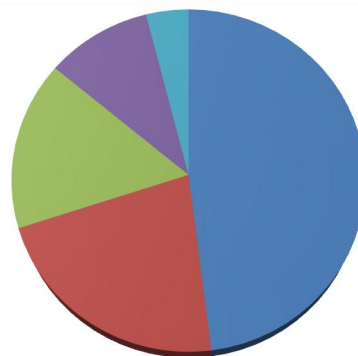
REAL-WORLD GREEN: THE ROLE OF ENVIRONMENTAL SAVINGS IN RETAIL

Executive Summary

According to *Real-World Green: The Role of Environmental Savings in Retail*, a report recently released by Retail Systems Research (RSR) in partnership with the Retail Industry Leaders Association (RILA), leading retailers have established themselves as innovators in environmental sustainability and remain committed to incorporating green practices into their operations.

The report reveals that retailers have integrated environmentally sustainable practices into their business models, business practices and branding. In doing so, retailers have achieved significant cost savings in their operations and benefits to brand image. The report also suggests that retailers believe considerable opportunities for expanded efforts still exist. An overwhelming number of respondents view a reduction in energy consumption at the store level (92%) and throughout the supply chain (88%) as a key opportunity to realize additional cost savings. Other examples of high return on investment, environmentally-sustainable opportunities identified in the survey include packaging (89%), product design (84%), and new store construction (79%).

Which statement best describes the importance of green initiatives to your company?



- Currently a strategic initiative for the enterprise
- Currently a tactical initiative for certain areas of the business
- An initiative with mild interest for the executive team
- An initiative the company is investigating
- A non-starter within our company

According to the report, “Not only has the overall sentiment about green evolved, but the areas where retailers are investing have changed significantly. Retail Winners have made even greater progress: for them green is rapidly creating a strategic advantage in ALL corners of the enterprise.”

View the full report: <http://www.rila.org/news/industry/BenchmarkingResearch/RealWorldGreen.pdf>

Contact Information

For more information on this or other benchmarking or research studies, or if there is a subject you would like RILA to conduct a study on, please contact Sarah Walczewski, manager, sustainability & retail operations at sarah.walczewski@rila.org or call (703) 600-2042.