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## SUSTAINABILITY IN RETAIL

Retailing in the Green Economy: Getting Serious about Sustainability

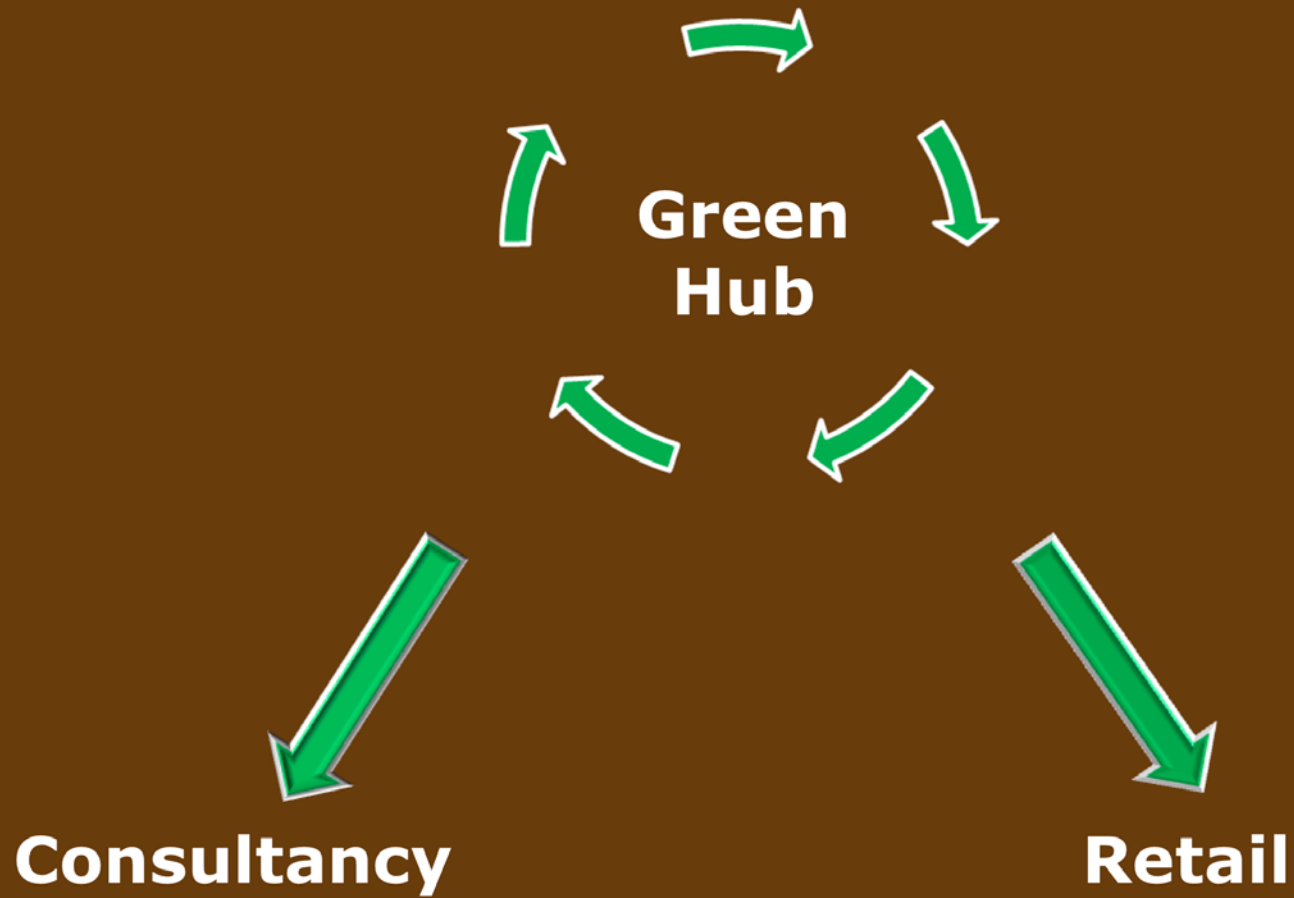
# Eco Age Ltd



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# Concept

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# Consultancy



- Assess
- Advise

- Supply
- Install



# Consultancy



Helping residents and businesses to become greener



**A comprehensive range  
of retro fit services**

Products and technologies include:

- Solar Panels
- Turbines
- Insulation
- Heat Pump Systems
- Efficiency & Recycling

Services include:

- Environmental audits
- energy and utility analysis
- business operation and procedure solutions
- waste management

# Retail



- Gadgets
- Gifts
- Books
- Stationery
- Office Supplies
- Corporate Gifts
- Party Bags

- Furniture
- Lamps
- Appliances
- Wallpaper & Paints
- Flooring
- Linens
- Interior Finishings
- Building Materials



# Clientele

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Working with the community through:

- Home owners
- Architects
- Businesses
- Schools
- Government
- Designers
- Retailers
- Property developers

# Sustainability

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In order to ensure sustainability of products, materials and our services we constantly research:

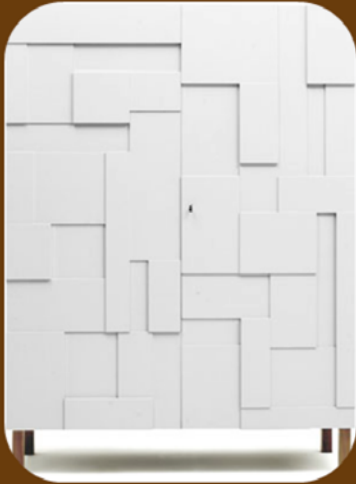
- What materials should be used in projects
- Where the products/materials originates from
- The manufacturing process and composition of the final products/materials
- Durability of products and materials
- Social responsibility practices
- End of Life management schemes



# Design



Does the sustainability of the product influence its design?



# Target Market

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- This is a market worthy of investment
- Our key target market is the medium/high end
- This is less susceptible to market fluctuations
- The market is composed of ~70% consumer choice and ~30% reaction to consumer choice
- The importance of advertisement lies in the influencing of the 70% consumer choice - creating a market driver for sustainable products

# Influencing the Market

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## Old Concept

'Negative Proposition'

Stop Buying  
Stop Flying  
What not to do

## New Concept

'Positive Proposition'

Informed Choice  
Greater Awareness  
What can be done

# Summary

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## How we can help

- Implementing change
- Monitoring improvements
- Conforming to regulations
- Educating staff through all levels
- Encouraging commitment