



The key to consumer empowerment

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Expert International



The Expert Group



International TCG retail alliance

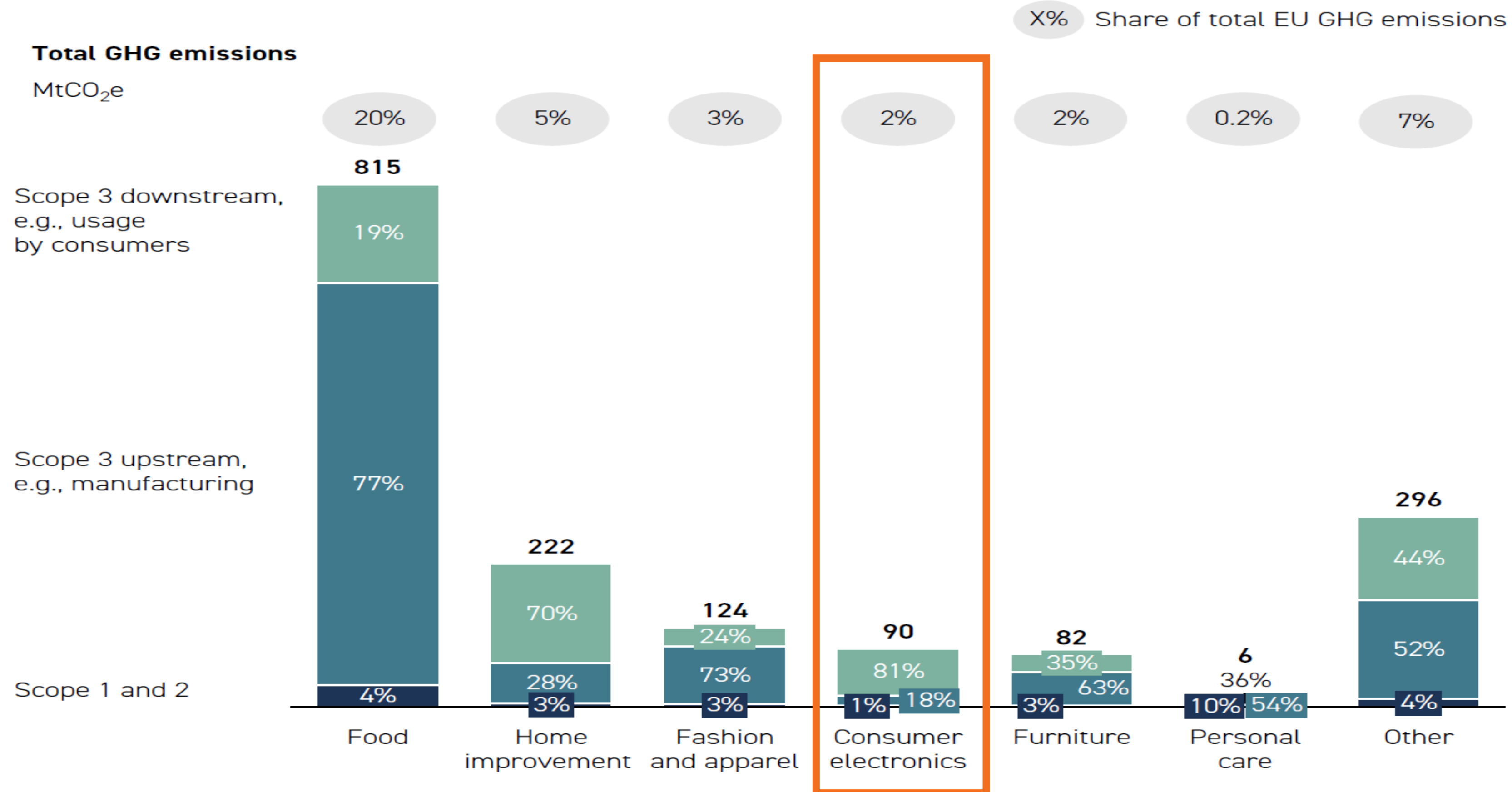
Founded in 1967

Members in 22 countries in Europe and South Africa

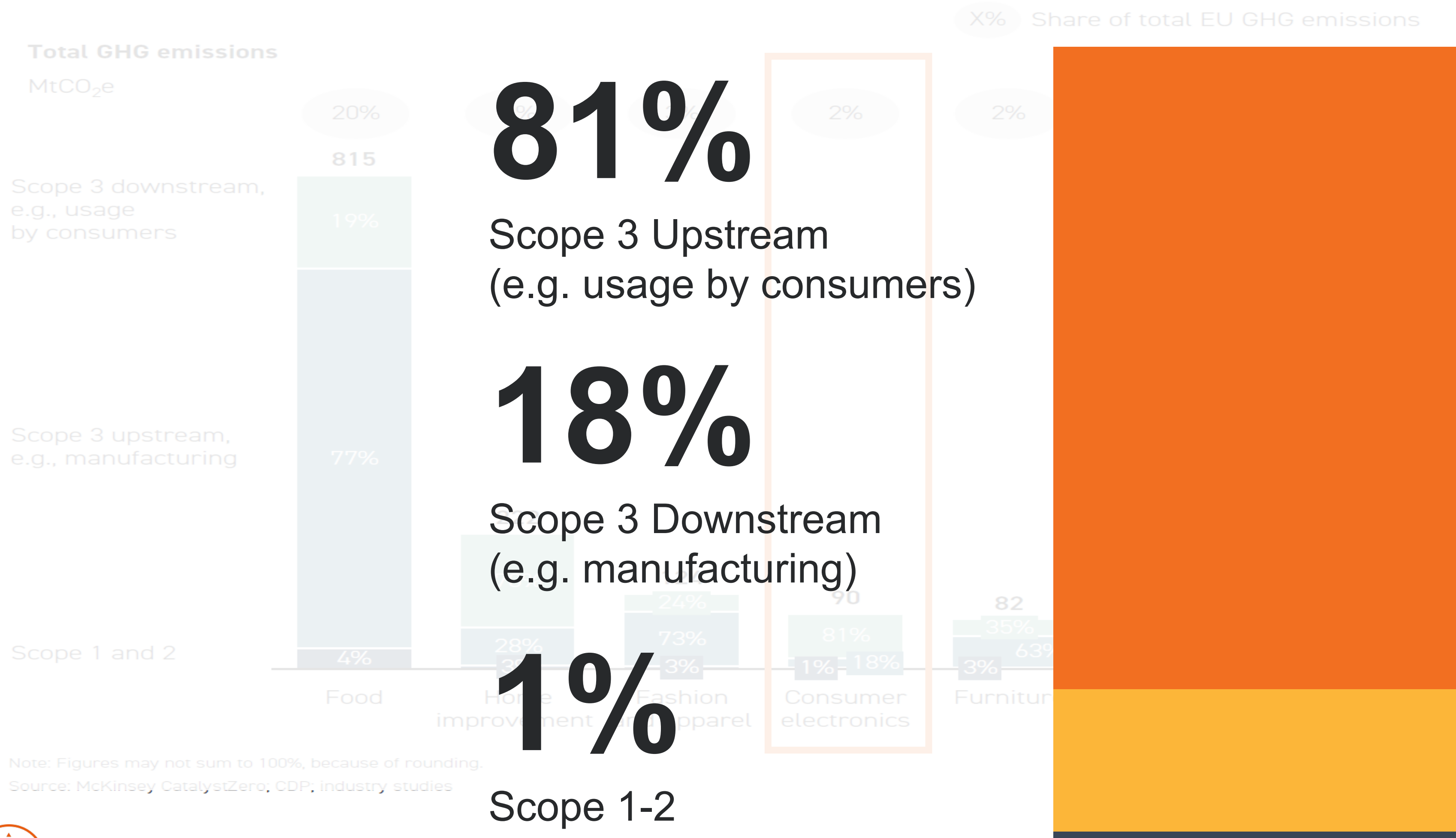
>€15.5bn retail sales

Working with >6.300 POS

Why is **consumer empowerment** so important?



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Retail is key to empower consumers, but can't do it alone

Assortment of sustainable products

Explaining benefits to the consumer and guide in the decision making

Install and train in use

Repair

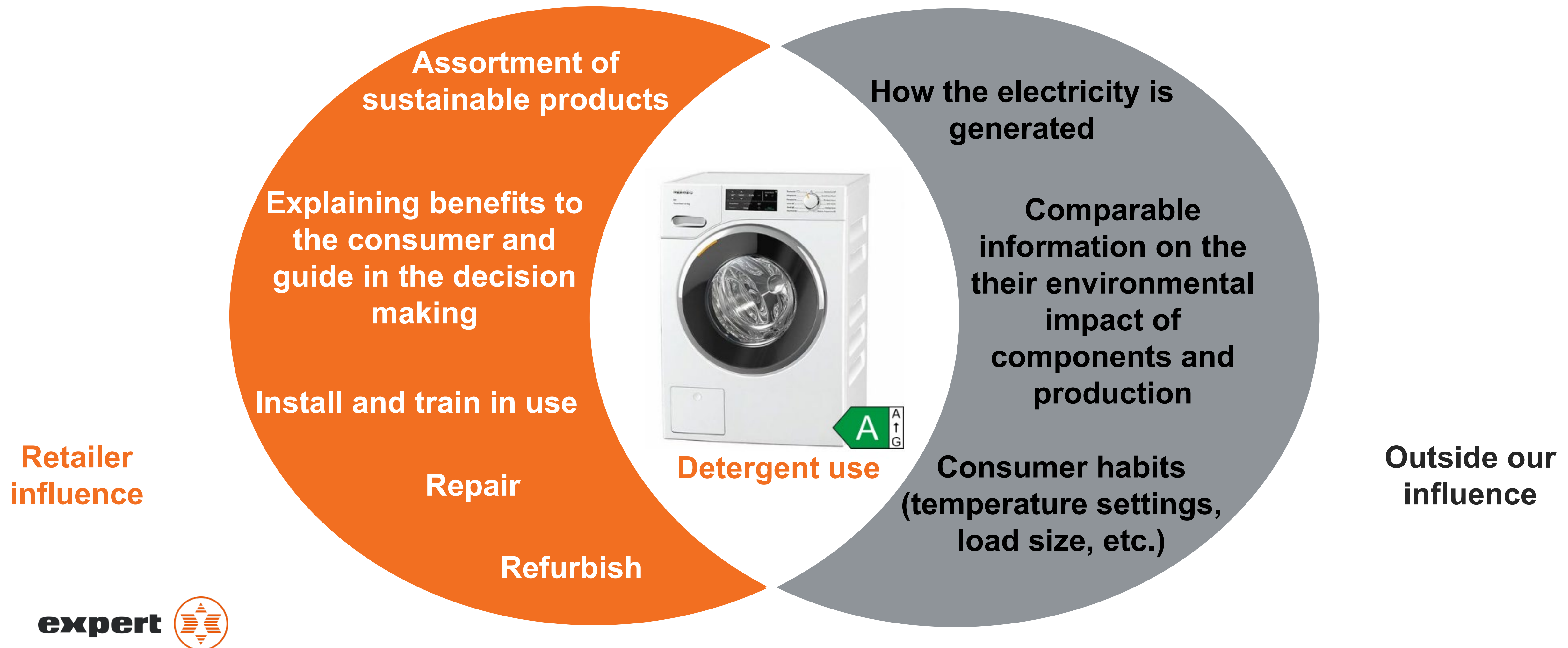
Refurbish



Retailer influence

Outside our influence

Retail is key to empower consumers, but can't do it alone



Transparency of information is good – but **comparability** is needed

The one with
recycled ocean
plastic in the inner
drum

The one with auto
dos / built in
detergent cartridges

The one “built to
last”

The one from a
carbon neutral
production site

The one produced in
Europe

Campaigns to inform and re-educate consumers are needed to impact more

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Legislation covering the activities of retailers and suppliers



Initiatives to change consumers habits

The key to **consumer empowerment**

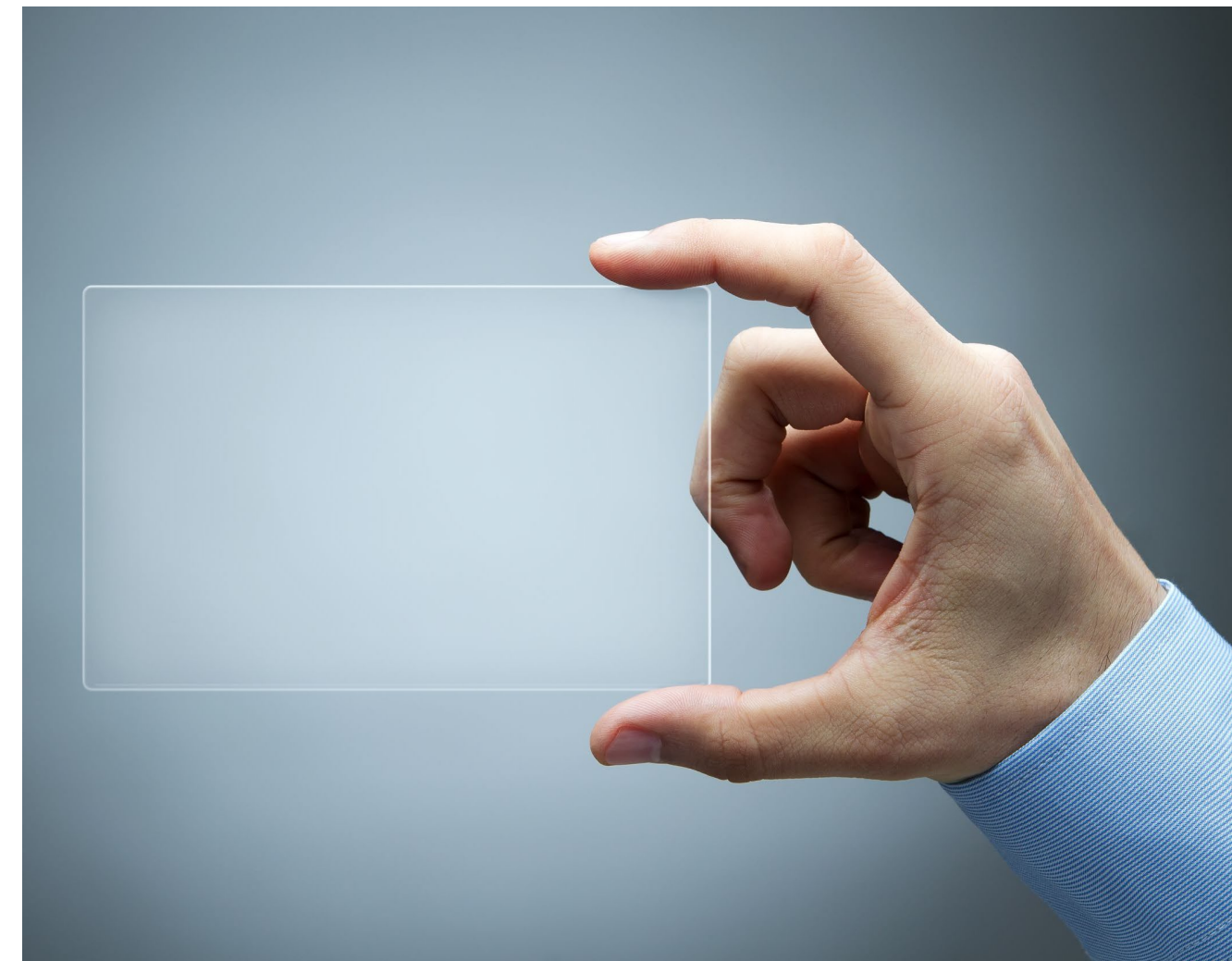


Differences between industries must be reflected in requirements to focus on what creates **impact**; the consumer needs to be empowered to reduce the environmental footprint of our industry

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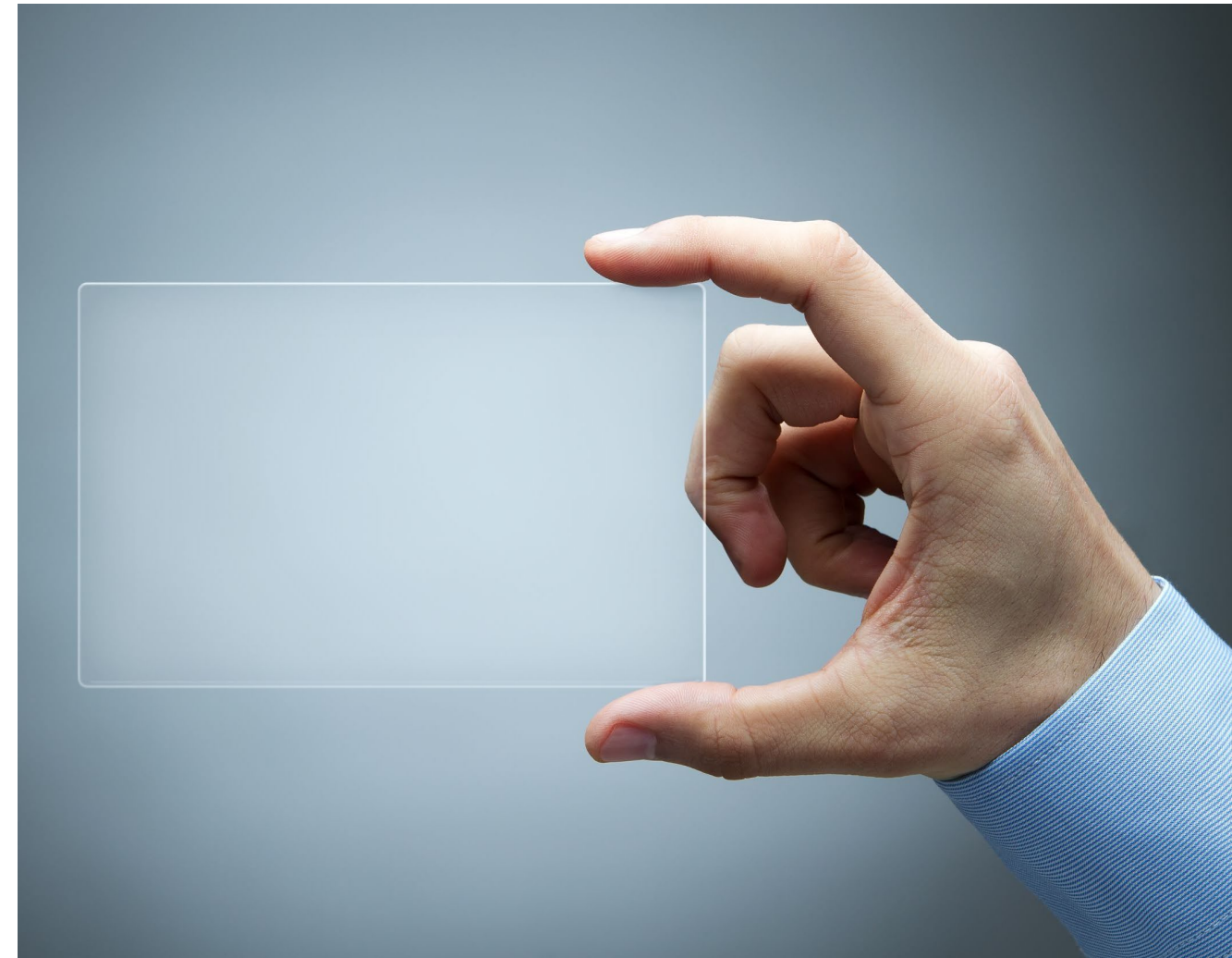


Transparency of information is needed – but to maximise the impact of transparency there needs to be **comparability** on environmental impact

The key to **consumer empowerment**



Differences between industries must be reflected in requirements to focus on what creates **impact**; the consumer needs to be empowered to reduce the environmental footprint of our industry



Transparency of information is needed – but to maximise the impact of transparency there needs to be **comparability** on environmental impact



Legislation is needed to push for improvements from suppliers and retailers – but **changing consumer habits** have the bigger impact - and this can not only be the job of retail alone

Thank you!