The key to consumer empowerment

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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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81% Scope 3 Upstream (e.g. usage by consumers)

18% Scope 3 Downstream (e.g. manufacturing)

1% Scope 1-2

Note: Figures may not sum to 100% because of rounding.

Source: McKinsey analysis, 2021, industry studies
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
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How the electricity is generated

- Comparable information on the their environmental impact of components and production
- Consumer habits (temperature settings, load size, etc.)

Retailer influence

Outside our influence

Detergent use
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 from a carbon neutral production site
- The one produced in Europe
- The one “built to last”
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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The key to consumer empowerment

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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!