**Sustainability in Retail – 5 Articles of note** (wall street journal)

Several retailers have implemented robust sustainability programs and actively communicate their initiatives to customers through various strategies:

**Decathlon**: The French sporting goods retailer emphasizes a circular economy by implementing eco-design principles, repair workshops, buy-back offers, and product rental schemes. They assess and improve product repairability, with 450 products achieving high repairability ratings. In-store repair services fixed 2.77 million products last year. Decathlon communicates these initiatives through in-store services and customer engagement, promoting sustainability and changing consumer attitudes.

**IKEA**: The Swedish furniture giant focuses on circularity by using renewable or recycled materials and offering services to extend product life. They've introduced the IKEA Preowned app, facilitating the buying and selling of secondhand IKEA furniture, currently tested in Madrid and Oslo. IKEA also provides spare parts to help customers maintain and repair their products. These efforts are communicated through digital platforms and in-store promotions, emphasizing sustainability and product longevity.

**Marks & Spencer (M&S)**: The British retailer launched the "Look Behind the Label" campaign to highlight ethical and environmentally friendly production and sourcing methods, including Fairtrade products and sustainable fishing. Their "Plan A" initiative aims to increase environmental sustainability, with commitments like becoming carbon neutral and sending no waste to landfill. M&S communicates these efforts through marketing campaigns and in-store information, encouraging customers to engage with their sustainability goals.

**H&M Group**: This fashion retailer is committed to responsible and sustainable sourcing, with 64.5% of materials used by their brands being recycled or sustainably sourced as of 2020, aiming for 100% by 2030. They assess supplier compliance through their Sustainable Impact Partnership Program (SIPP) and utilize sustainability standards developed by NGOs and other organizations. H&M communicates these initiatives through sustainability reports and collaborations, such as partnering with actress Maisie Williams as a global sustainability ambassador to promote recycled materials and responsible fashion.

**Whole Foods Market**: The American supermarket chain has developed in-store rating systems to provide transparency in purchasing. These include a Sustainability Rating System for wild-caught seafood, animal welfare ratings in the meat department, and an Eco-scale rating system for cleaning products. Whole Foods communicates these initiatives through in-store information and labeling, enabling customers to make informed choices about the products they purchase.

These retailers effectively communicate their sustainability initiatives through a combination of in-store information, digital platforms, marketing campaigns, and collaborations, fostering customer engagement and promoting environmentally conscious choices.

[The Wall Street Journal](https://www.wsj.com/articles/your-billy-bookcase-should-have-multiple-lives-says-ikea-sustainability-chief-f30b24e8?utm_source=chatgpt.com)