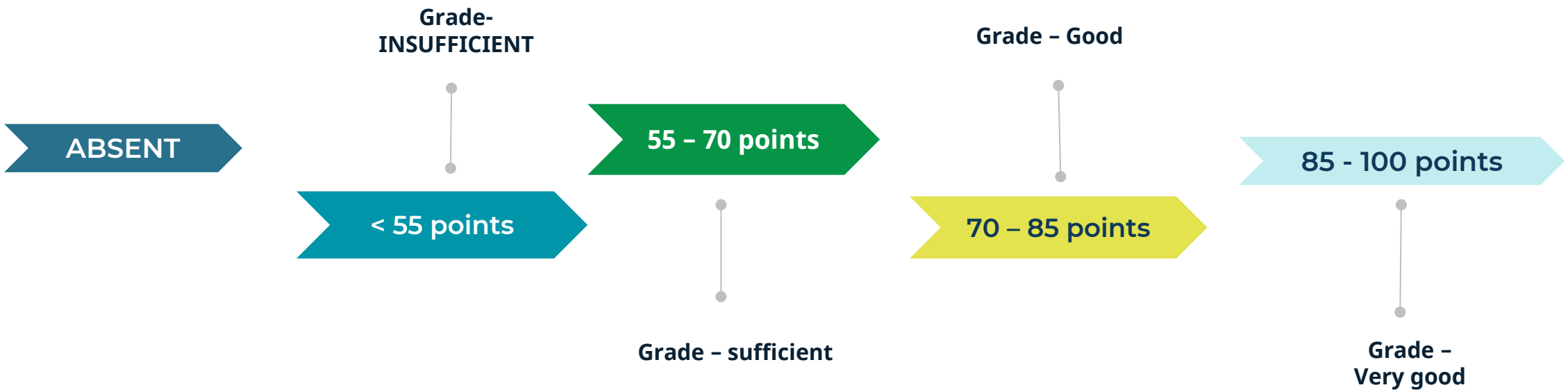
Evaluation criteria – Green Skills4Retail

Maximum 100 points

60% **portofolio**

40% **presence**



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Program

First group- October

Course	Data	Hours	Total hours/day	Module name	Trainer	Number of Participants
Green Skills In Retail – Group 1	21-Oct	12.30 - 15.30	3 h - sincron	M1 – Introduction in durable retail	Jaber Mocanu Manuela	36
				M2 – Durablle purchasing practices		
	22-Oct	09.00 - 12.00	3 h - sincron	M4 – Communication and education of consumer	Niță Valentina-Alexandra	
				M5 – Social responsibility and equity		
	23-Oct	10.00 - 13.00	3 h – sincron	M3 - Energy efficiency and responsible use of resources	Cîrtojanu Bianca-Gabriela	
				M6 – Implementation of green practices in retail		
	24-Oct	10.00 - 13.00	3 h - asincron	M7 – Examples of good prctices and case studies	Dinescu Mirela Nicoleta	

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CASE STUDIES

The implementation of green retail practices in Carrefour Company Romania

Carrefour Romania is a retail company that has made a strong commitment to sustainability and social responsibility. In this case study, we will analyze how Carrefour Romania implements sustainable retail practices and how these contribute to reducing environmental impact and promoting a more sustainable society.Promotion of Local Products Carrefour Romania supports local production and sources a large portion of its food products from local suppliers. This supports the local economy and reduces the carbon footprint associated with transporting goods. Through the "Local Producers" program, Carrefour Romania promotes and highlights Romanian products, thus contributing to the development and promotion of local agriculture and traditional products.

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CASE STUDIES

Reducing Packaging and WasteCarrefour Romania has implemented programs to reduce packaging and waste in its stores, promoting reusable and biodegradable packaging, as well as minimizing the use of unnecessary packaging materials.Through awareness and education campaigns, Carrefour Romania encourages customers to adopt responsible consumption practices and to recycle packaging and waste.Supporting the Local CommunityCarrefour Romania has programs and initiatives for actively involving employees and customers in social and environmental responsibility projects through volunteer programs, donation campaigns, and partnerships with non-governmental organizations.

Through these projects, Carrefour Romania contributes to improving the quality of life in local communities and protecting the environment.Carrefour Romania demonstrates a strong commitment to sustainable retail practices and social responsibility. By promoting local products, reducing packaging and waste, and supporting the local community, the company contributes to building a more sustainable society and protecting the environment. This case study highlights the importance and benefits of implementing sustainable retail practices in the retail industry.

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CASE STUDIES

Skills4Retail
Building sustainable growth

The implementation of green retail practices in Carrefour Company Romania

Questions (answers are given by carefully reading the case study):

What are the main sustainable retail practices implemented by Carrefour Romania and what are their benefits?
How does promoting local products contribute to Carrefour Romania's sustainability and social responsibility?
What strategies does Carrefour Romania use to reduce packaging and waste in its stores?
What initiatives does Carrefour Romania have to support the local community and protect the environment?
How do you think the sustainable retail practices implemented by Carrefour Romania can influence other companies in the retail industry in Romania?

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STUDII DE CAZ

The implementation of green retail practices in Carrefour Company Romania

– Activities:

- Develop an action plan for reducing packaging consumption in a retail store similar to Carrefour Romania. (10 points)
- Specify ways to identify opportunities for optimizing packaging use to reduce excess packaging and waste generated in a store similar to Carrefour Romania. (10 points)
- Conduct a SWOT analysis of the sustainable retail practices implemented by Carrefour Romania and identify potential opportunities and threats. (10 points)
- Develop an awareness and education campaign for customers about the importance of responsible consumption and recycling in retail stores. (10 points)
- Create a PowerPoint presentation – 1 or 2 slides – or a poster highlighting the main aspects and benefits of sustainable retail practices in the context of Carrefour Romania. (10 points)

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Indications

Action Plan for Reducing Packaging Consumption in a Retail Store Similar to Carrefour RomaniaObjective:Reduce packaging use and minimize environmental impact within a retail store, similar to Carrefour Romania, by implementing effective and sustainable measures.Current Situation AnalysisInventory of packaging types:Evaluate and categorize all packaging materials used in the store.Impact evaluation:Assess the ecological impact of each type of packaging, considering factors like recyclability, carbon footprint, and environmental harm.Identifying problematic areas:Identify products and departments that generate the highest packaging consumption and waste.Setting ObjectivesEstablish clear and measurable goals for reducing packaging, such as reducing plastic packaging by 20% within one year or increasing the use of recyclable materials by 30%.Packaging Reduction StrategiesOptimizing packaging design:Work with suppliers to design packaging that uses less material while maintaining product integrity.Encouraging reusable packaging:Promote the use of reusable bags and containers for customers and encourage suppliers to adopt reusable packaging.Reducing plastic packaging use:Replace plastic packaging with biodegradable or recyclable alternatives.Implementing bulk packaging solutions:Offer products in bulk where possible, reducing the need for individual packaging.

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Case studies

Implementation of Sustainable Retail Practices in Carrefour Romania – Tasks:

Action plan to reduce packaging consumption in retail stores (2):

- Employee and Customer Education and Engagement
- Collaboration with Suppliers
- Monitoring and Evaluation
- Promotion of Eco-Friendly Initiatives
- Innovation and Continuous Development

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Specify the ways to identify opportunities to optimize packaging use to reduce excess packaging and waste generated in a store similar to Carrefour Romania

Concrete ways to identify opportunities to optimize packaging use in a retail store

Stages and strategies:

- Packaging consumption audit
- Analysis of demand and purchasing trends
- Collaboration with suppliers
- Evaluation of packaging alternatives
- Education and training
- Monitoring and reporting
- Feedback and continuous improvement

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Building sustainable growth

Implementation of sustainable retail practices in the company CARREFOUR Romania – Tasks:

Conduct a SWOT analysis of the sustainable retail practices implemented by Carrefour Romania and identify potential opportunities and threats.

Strenghts	**Weaknesses(to develop)**
Commitment to sustainability Diversity in the offer of ecological products Clear policies to reduce waste	High operational costs Limitations in the accessibility of organic products Dependence on external suppliers
Opportunities	**Threats**
Growing demand for sustainable products Innovative packaging technologies Eco-friendly loyalty programs	Increasing competition Fluctuating raw material prices Lack of recycling infrastructure

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Implementation of sustainable retail practices in the company CARREFOUR Romania – Tasks:

Awareness and education campaign for responsible consumption and recycling in retail stores

Campaign title .....
Campaign objective
Raising customer awareness of the importance of responsible consumption and recycling to reduce negative environmental impact.
Increasing customer engagement in environmental actions by educating and motivating them to adopt sustainable behaviors.
Target group
Key messages
Implementation strategy
1. In-store promotional materials
2. Online and social media information campaign
3. Community education and engagement events
Communication and promotion
Monitoring and evaluation

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Implementation of sustainable retail practices in the company CARREFOUR Romania – Tasks:

Create a PowerPoint presentation – 1, 2 slides or a poster highlighting the main aspects and benefits of sustainable retail practices in the context of Carrefour Romania.

Slide 1 - Title: Sustainable retail at Carrefour Romania
Main aspects of sustainable retail implemented by Carrefour Romania:

Waste reduction and use of sustainable packaging
Promotion of organic and local products
Energy efficiency and carbon footprint reduction
Innovation in recycling and circularity

Slide 2 - Title: Benefits of sustainable retail practices at Carrefour Romania

Benefits for the environment, society and business:
Environmental protection
Increase in customer loyalty and satisfaction
Competitive advantage and cost reduction
Positive impact on the community and local economy

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Implementation of sustainable retail practices in the company CARREFOUR Romania – Tasks:

Create a PowerPoint presentation – 1, 2 slides or a poster that highlights the main aspects and benefits of sustainable retail practices in the context of Carrefour Romania.

Suggested poster design

Large and clear titles for each section to attract attention.

Suggestive images that illustrate sustainable practices and benefits, such as biodegradable bags, local products, solar panels, and recycling.

Use of green and blue colors to emphasize the connection with the environment and sustainability.

Insertion of the Carrefour logo and an inspirational message, such as: "Together for a greener future!".

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Two documents with the following names will be sent to the email address green4skills@gmail.com:

Answers_questions_student's last name-first name
Solving_tasks_student's last name

You can work in a team, but the documents must be uploaded individually

Maximum submission deadline: **October 31, 2024**

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