



PROJECT GREEN RETAIL

The project aims to educate retailers in India on the benefits of adopting sustainable practices. Spencer's Retail achieved tangible results since they participated in it...

The Green Retail project was conceptualized to promote and encourage sustainable consumption and production in the Indian retail sector. Green Retail is a four year project (February 2013 – September 2016) supported by the European Union (EU) under the SWITCH Asia Programme. SWITCH-Asia promotes Sustainable Consumption and Production (SCP) across the Asia region. Green Retail is targeted at the Indian Food & Beverage Retail sector in four Indian cities (Mumbai, Bengaluru, National Capital Region Delhi and Chennai). The project aims at facilitating the switch to resource efficient practices in retailers' operations, greening the retail supply chain (focus on MSMEs), and contributing to the evolution of green consumers. The project will result in improved resource efficiency, waste and water management, energy efficiency, cleaner production and sustainable consumption. The Retailers Association of India (RAI) works with the Confederation of Indian Industries (CII) along with other agencies to implement this project in retail. Several Indian retailers, including Spencer's Retail, came forward to be a part of this change.

THREE-STEP ENGAGEMENT

Engagement involves three steps: introduction, action and reaction. With partners from across the globe involved in the project, retailers have been

able to gather knowledge on many elements of sustainable consumption and production. This engagement is being conducted to develop a broad thinking and to build capacity in people enabling them to take informed decisions when it comes to improving the sustainability performance of individuals, stores and the organization. Global and national exposure through the project has facilitated the stores to move beyond their boundaries and imbibe the best practices around the globe to improve the performance of their business.

GREEN RETAIL AT SPENCER'S

Spencer's Retail has been associated with the project since 2013. The company has been actively working with the project team on multiple aspects including capacity building programmes and sustainability store assessments for the development of a sustainable business model.

Spencer's stores went through sustainability audits in the second year of the project. The aim was to improve the efficiency in the operations and management of the stores. The nine participating stores proactively implemented the recommendations made by the project team.

IMPACT AT SPENCER'S

The impact was positive as it streamlined their internal processes: logging and maintenance charts were

FEEDBACK MATTERS

Tell us about the impact of the project on your store.



Arup Roy, Sr. Manager, Spencer's, Axis Mall, Kolkata: The project brought a big impact in terms of techno-social behavioural change. We were not aware of energy assessments and sustainability. It has helped us understand the technical data and provided options to bring down our costs.



Sarmila Das Gupta, Sr. Manager, Spencer's, Mani Square, Kolkata: The project has streamlined our operations. Now, we have created systems for regular monitoring with log charts and maintenance charts. It has enabled our technical team to optimise the overall system.



Surendra Singh, Sr. Manager, Spencer's, Dreamz Mall, Gurgaon: Our store was one of the first ones in the NCR region to participate in the project. The focus, for me, has always been on reducing our operational costs

thereby making the store more economically sustainable. With the project intervention, we were able to achieve this objective by implementing some of the quick-win recommendations.

Rajnish Kumar, Sr. Manager, Spencer's, NTS Mall, Kolkata: The major impact is in the area of energy consumption, it has made a difference to our electricity bills. We have been introduced to new methodologies and ideas for the system. With the help of the project team we have optimized the running hours of our light and refrigeration systems.

Were the recommendations helpful? What is their implementation status?

Arup Roy: Yes, they were helpful. We have already

implemented 13 of them so far.

Sarmila Das Gupta: We have implemented eight of the high impact recommendations and are looking forward to implementing more.

Surendra Singh: The quick-win recommendations have helped us reduce and realign our lighting system. The open door chillers are now arranged according to specific products thereby allowing us to switch the equipment off when not required. Implementing such simple and no-cost recommendations have helped us achieve reduction in energy consumption by 21% compared to the previous year. We have 10 AHUs that have been scheduled to run in phases to maintain an optimum temperature across the store.

Rajnish Kumar: We have implemented 30-40% of the recommendations suggested in the first assessment report, which required minimum or no investments. The savings and increase in efficiency has helped the stores a lot more than what was predicted.

What are your expectations from the project?

Arup Roy: The project has initiated a culture of trainings and awareness on sustainability and energy management. It is a brilliant practice and should continue on a periodic basis.

Sarmila Das Gupta: We would like the project to cover some specific areas including waste minimization, training of technicians and other associates.

Surendra Singh: We would like to avail some more training and capacity building on the technical elements of Energy Management Systems. We would also like to continue our endeavour of packaging and food waste recycling through the relevant channels that the project can guide us to.

Rajnish Kumar: We want the project team to continue with the store visits and give us recommendations and ideas for further improvement. The training sessions that were organized as part of the project have enhanced our skills and knowledge and we would like the team to continue with the trainings as well.



► OPEN DOOR CHILLER WITH PRODUCTS THAT REQUIRE CONSTANT COOLING

prepared and continue to be used; systems were developed for the technical team to further the improvements being implemented. “The project has brought new ideas for the store in terms of store management,” said Arup Roy, Manager, Spencer’s store, Axis Mall, in an interview conducted by the project team at Kolkata.

Sarmila Dasgupta, Manager, Spencer’s Store, Mani Square Mall, Kolkata, informed the project team that, “The main achievement was in terms of energy management as it led to substantial savings”.

Rajnish Kumar, Manager, Spencer’s Store, NTS Mall, Kolkata, specifically mentioned that the major impact was on the stores energy consumption. He was able to optimize the running hours of lighting and refrigeration systems at the store leading to approximately 30% savings in the energy costs.

THE GOOD WORK CONTINUES...

Green Retail is an ever evolving project that is giving a

direction to retailers and helping them develop strategies to move forward. It has given them a framework for sustainable store operations. Now the onus lies on the shoulders of the beneficiaries of these activities to take it forward. Through this activity, many aspects of sustainable consumption and production have been integrated with the retail organisations’ operational processes. To sustain the impact beyond the project, store audits will continue to be conducted at regular intervals. In addition, training will be given to update the skill set and knowledge of retailers. With the inclusion of different aspects of sustainable consumption and production, such as waste management, cost optimization, supply chain and environmental management across the project duration, yielding tangible results, reports are being carried out to encourage retailers in India to adopt sustainable means both in personal and professional lives. 😊

