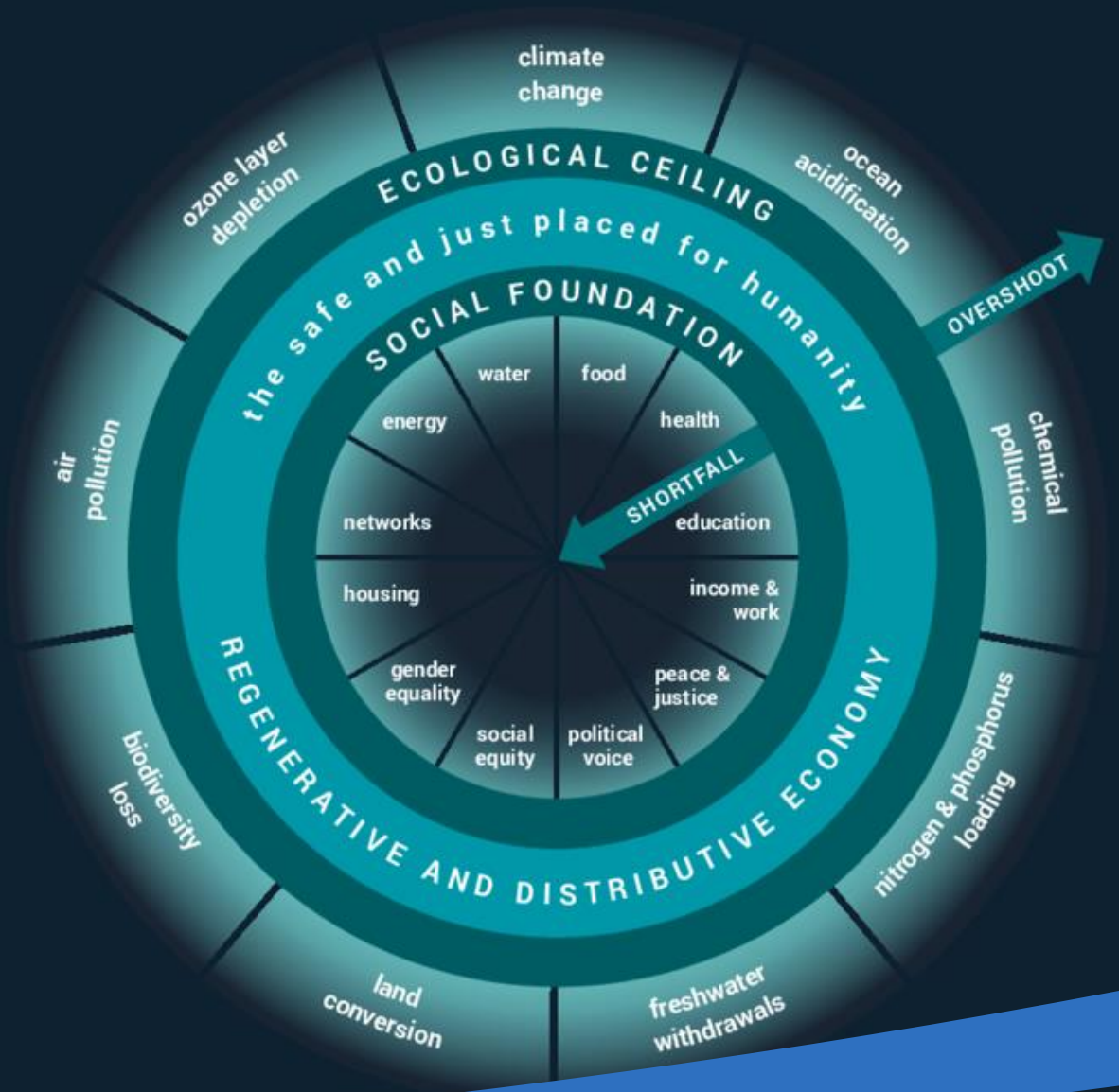
SUSTAINABILITY FOCUS GROUP 2024

ECR Community Quarterly meeting
15th May2024

ECR COMMUNITY
EFFICIENT CONSUMER RESPONSE



Agenda

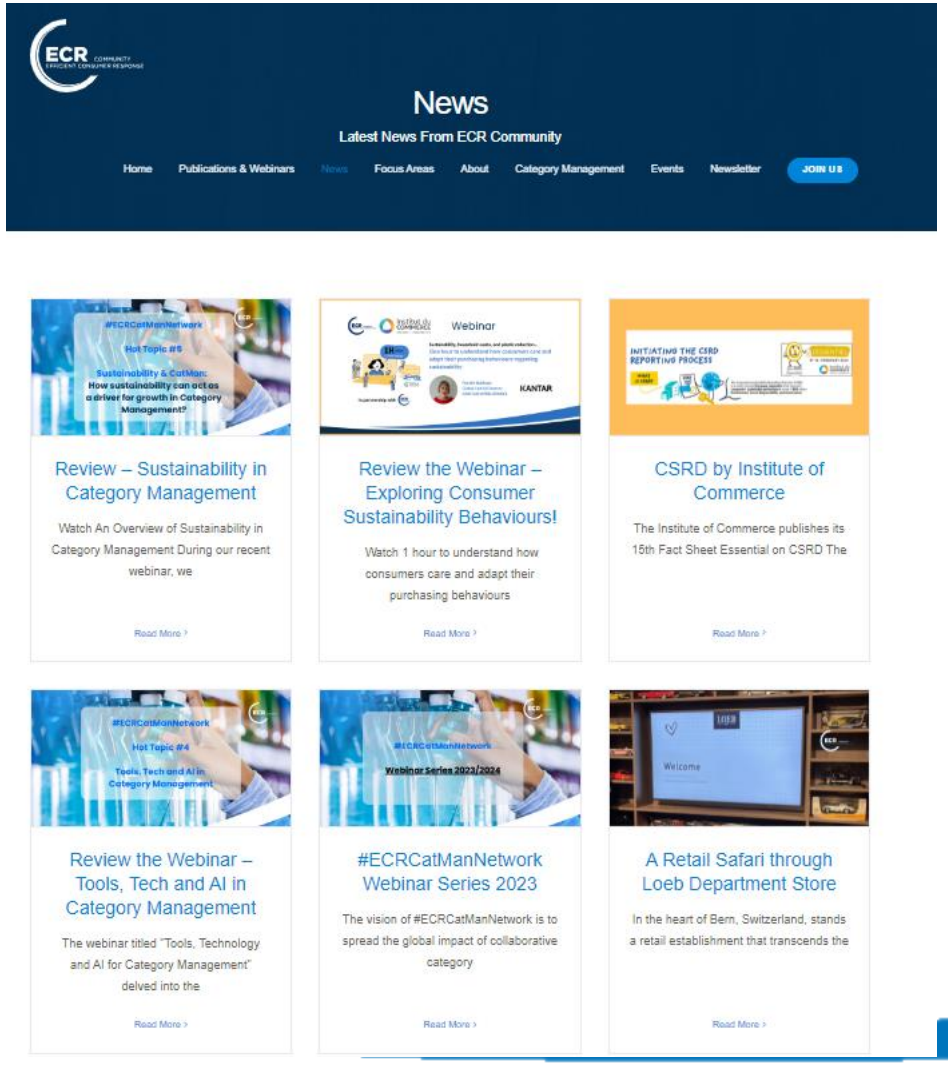
- What has been done by the focus group since February?
- Validate the template proposed by ECR Italia
- Have a 30mn to 1 hour slot to discuss on how to help our members to measure scope 3 carbon footprint

What happened since last meeting in February ?

- Since last meeting the focus groupe have met 2 times (China, Colombia, France, Ireland, Italia, Russia)
- We have worked on template to collect the type of activities/topics/expertise linked with sustainability each ECR are working on. Presented by Carolina.
- We have have done a first draft of definition of a dedicated «steering group ».
- We have organised a webinar for ECR community members companies in March (126 attendees)

- Next steps
  - Validation of the template
  - Launch of the survey
  - Analyse the answers and find the common topics we want to work on (Invite the project manager in each ECR to a meeting with the conclusion & next steps)
  - Decision regarding the roles and composition of the steering committee

Replay : “1 hour to understand how consumers care and adapt their purchasing behaviours regarding sustainability”



Country	Participants
France	44
Greece	34
China	5
Ireland	5
United Kingdom	5
Austria	4
Belgium	4
Germany	3
Portugal	3
Spain	3
United States of America	3
Russia	2
United Arab Emirates	2
Australia	1
Colombia	1
Italy	1
Kazakhstan	1
Malta	1
Netherlands	1
Poland	1
Sweden	1
Sweden	1

ECR Sustainability Steering group

Draft based on the workshop of February 2024 in Brussels

- **Objectives**
  - Identify topics to share/work on within ECR Communities regarding sustainability x retail x Consumption
  - Work on new collaborative best practices that takes into account planet + consumer
  - Connect experts & peers in sustainability & retail internationally
  - Share information (events, Trainings, tools, contacts speakers, Legislation, Local initiatives…)
  - Gather facts & figures (KPI, Statistics, Benchmarks etc.)
- **Deliverables**
  - Webinar series
  - Online workshops
  - Online training?
  - Create/update a maturity scorecard
  - Spread new best practices
  - Share use cases (success & failure), inspirational presentation (with Ceos, head of CSR around the globe
  - Create ECR Awards?
- **Who can participate**
  - Internal or external?
  - Local ECR + **local ECR projects manager**
  - Academic & experts (scientists, third parties…)
  - NGO

How to help our members to measure scope 3 carbon footprint?

- What do you do ?
  - Give information on the new third party expert on data management regarding
  - Facilitate discussion between top to top CEO
  - Build new tools…
- What do you need? …

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Appendix

ECR Community Sustainability Focus Group Objectives *Validated on the 22nd of September 2023*

1. **Create awareness within ECR National Initiatives** (internal) about the links between planet boundaries & retail/consumption?
   - **Decide together how this impacts ECR mission**?
   - Work on **new collaborative best practices** that takes into account planet + consumer?
2. **Connect experts & peers** in sustainability & retail internationally
3. **Create awareness within our member companies** (external) about the links between planet boundaries & retail/consumption?
   - Share **fresh information** on the evolution of the regulation (Europe +…). For instance CSRD (Corporate Sustainability Reporting Directive, European agricultural policy…)
   - **Be inspired by projects from ECR countries** where collaboration has been a key success factor to promote sustainable consumption /projects…?

What we expect from the ECR Community regarding sustainability?

Source : Workshop of February 2024

- **Get inspiration from other ECR and share best practices (stories, examples, best practises)**
  - Have a place to follow the public policies on sustainability
  - Have a place to share how we can share all the initiatives regarding public policy
  - Share practices per country regarding best practices and their implementation (ex. reusable packaging) : how it started, the keys to implement and spread, to what extend it is in place/ which categories). Feedback circle on the impact of a bluebooks to improve the impact
- **Be a communication channel (not a lobby) for members companies wolrdwide**
  - Exchange and disseminate knowledge, materilals to circulate locally eg planet boundaries
  - Success Stories, Failure Stories, Use Cases
  - Create content, virtual classes? (for instance reverse logistic for packaging, packaging/ circular economy…)
  - Propose inspirational presentation (with Ceos, head of CSR around the globe…)
  - Legislation : what matters now and next, Business opportunities, inspire ownerhip/ share stories
  - Long term vision
- **Identify Commonalities across the board and how to strengthen them**
- **Create ECR awards on sustainability** Based on best of each countries and virtuel conference on effictive campaign?
- **Create a steering comitee to get external support** (Associations, Consultants, Legal)
- **Organise a bisannual webinar**
- **Specific Topic :**
  - **CSRD :** make understand the amount of work that is coming. How the different regulations work together (CS3D, PPWR). How to start? Be proactive to explain to companies and lighten the burden
  - **How to share the scope 3 data**

Resources/ contacts/ tools to share

Source : Workshop of February 2024

- **Share Tools**
  - Osapiens (Austria)
  - Zei, Climate Fresk, Plastic Fresk (France)
  - www.klimatopedia.pl (Poland)
- **Provide contacts how topics that matters**
  - speakers, awards entrants, legislation, case studies, steerco (experts & peers), share local initiatives, experts, universities, NGOs etc.)

- **Share information about Events, Trainings etc.**
- **Gather facts & figures**
  - KPI, Statistics, Benchmarks etc.

Resources already available

- **Presentations and replays**
  - What are the planet Boundaries (Agnès Martin, aknao)
  - What is a regenerative Business model? (Yannick Servant)
  - How Institut du Commerce has changed its missions and onboarded its members (Xavier Hua)
  - Regulation in Europe, China and Latam regarding sustainability
- **Fact Sheet**
  - CSRD (New European Corporate Sustainability Reporting Directive) : https://www.ecr-community.org/csrd-by-institute-of-commerce/