

Sustainability is Trendy in Retail

Connecting with our oceans, beaches and island conservation through retail should always be on trend.

Why is Sustainability Trendy in Retail?

- ▶ Nearly 80% of US consumers consider sustainability when making at least some purchases.
- ▶ Almost 80% of retailers believe their sustainability efforts pay off by customer loyalty.
- ▶ 50% of consumers signal their concerns about sustainability are related to their concerns about the planet.
- ▶ 70% said they would change their shopping habits if they discovered the store or brand wasn't operating sustainably.

(Data obtained by the Ashkin Group)

Handcrafted Arts by Stoneage Arts Global and Mundo Handmade

These Items represent Anthropological Conservation efforts in Indonesia, Kenya and Nicaragua. These are great gift trends, because people want unique and one of a kind items. Think Etsy© and why they are unique.



Trends in Sustainable Materials

Consider using Bioplastics in your souvenir items by Kalan and Billco. Move away from traditional plastics if possible.



Unique Sustainable Food Items

Plastic free tea bags from Swahili Imports and food products from Sweetgrass Trading company.



Social Sustainability Matters in Trends

- ▶ Retail impacts the environments of humans through factory work, hand crafts, logistics, packaging, waste, wages, benefits, and living conditions. Community retailers are also responsible for their workers, and their own community; all while remembering not to discount other communities for their own gain. “Fair trade,” must be fair for all, not just your retail location(s).
- ▶ Human rights should always be at the center of all retail decisions. Here is an easy way to approach this topic, if you would not like a human right denied to you, do not support others that take those rights from others. Retailers have the ability to create positive change for people through economics.
- ▶ Embrace diversity and inclusion in your buying and retail location(s).
- ▶ Make human efforts a part of your bottom line, how are you helping the people of the world as a retailer? Support DEAI efforts!

New Plush Item from SS Handcrafted Tuttle Bubbies, handmade by Women in Ecuador Women Empowerment is Important!



Think Local Trends for Sustainability

Work with local “hot” companies to develop products for your store location(s).
This helps with carbon foot printing and social sustainability.



Unique Impulse Items

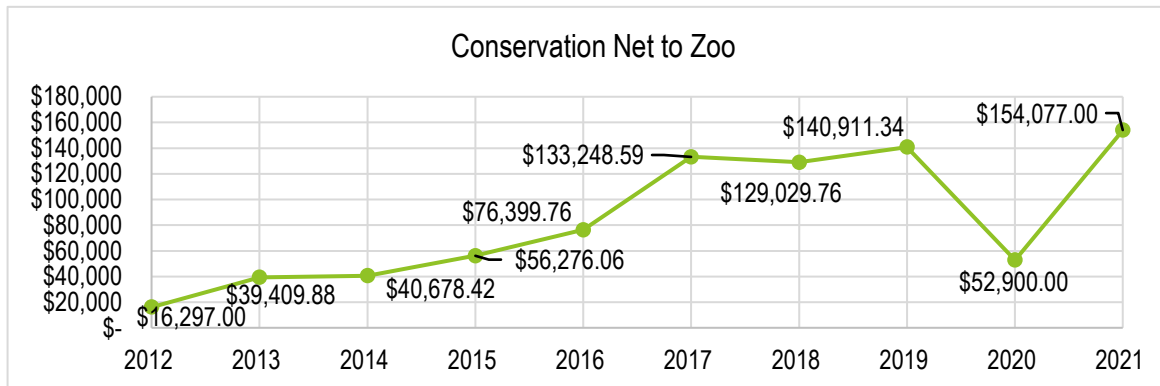
Buy items that help Native People of your area.

(Pictured below is Medicine of the People)



Merchandise that Supports Causes and Donation Programs

- ▶ Many people love stories and causes. Does your shop give back?
- ▶ What opportunities are you providing in your retail setting to support a cause?
- ▶ Are you asking for cause donations at your registers?
- ▶ Do you have cause driven merchandise in your location?
- ▶ Are you telling stories through video, QR codes, social media or signs in your retail locations?



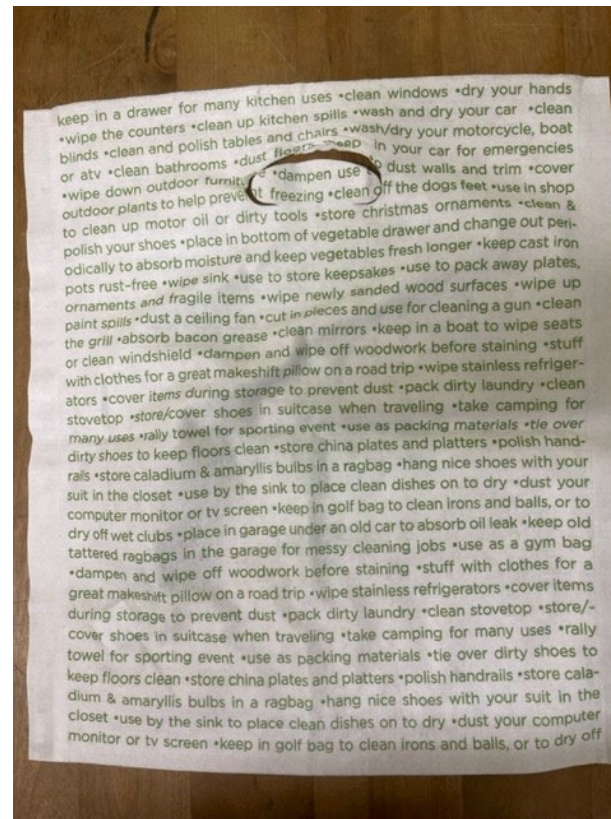
TerraCycle is an Example of Cause Retail

Their designs are inspired by artisanal aesthetics to symbolize the harmony between humankind and nature. Our planet generously offers us abundant natural beauty and sustenance. Their mission is to give back to the Earth. Every product sold removes at least 1 pound of trash from rivers, canals, and oceans.

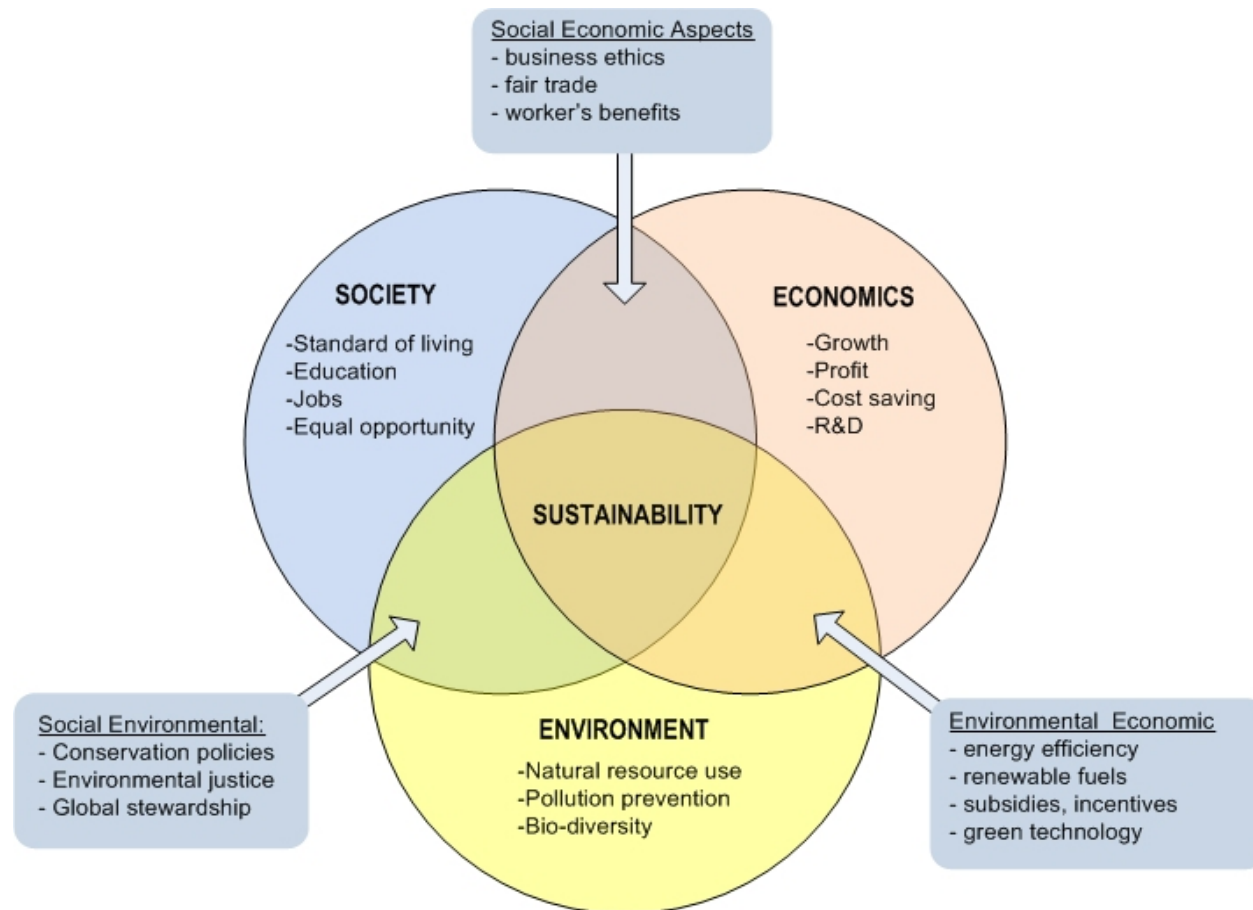


Bag Purchases Sustainably with Ragbags

The checkout bag is still important in retail sales, and these bags become advertising rags. This bag makes a great cleaning cloth, and it is biodegradable.



Remember Sustainability is the Trend That May Save Our Shops (S.O.S) and the World



Please Contact Me With Questions

It was a pleasure sharing with
you today. If you have any retail
questions please e-mail me at:
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Thank you!

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