BEYOND SMART CITIES

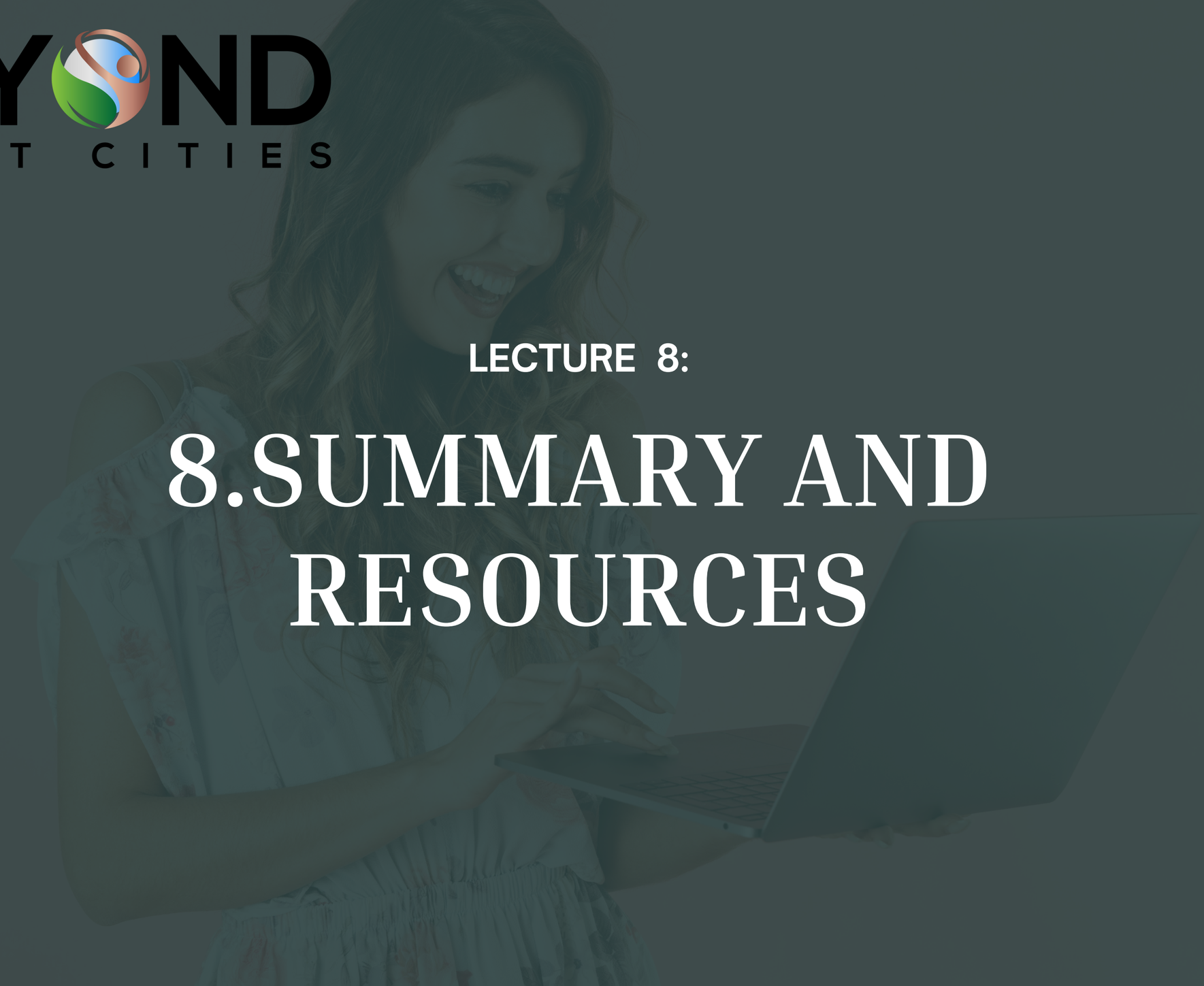
Advanced Sustainable Retailing Training





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BEYOND SMART CITIES



LECTURE 8:

8.SUMMARY AND RESOURCES



Learning Objectives

- Summary
- References



Summary

- Sustainability is becoming more important to retailers as customers become more aware of how their purchases affect the environment and society.
- Retailers are an important part of most supply chains, so they can play a key role in making sure the whole chain is sustainable.Specifically, they can influence both upstream suppliers and downstream members of the supply chain (customers) to be more sustainable through a circular economy, which occurs when products at their initial end-of-life stage are returned to the supply chain for continued use.
- However, sustainable supply chains in the retail sector are not well understood. As such, many retailers have yet to commit to sustainability, and those that do may struggle to meet their sustainability goals.

NEXT

Summary +

- With changing societal norms and consumer attitudes, the need for businesses to consider and incorporate sustainability into their core strategies has never been more important. Retailers, as customer-interfacing entities, are in a unique
- The course begins with a discussion of sustainability and its application to the retail sector, followed by a brief review of sustainable supply chain management, focusing on how sustainability requires enabling a circular economy. This examination of the critical role of retailers in a circular economy is due to their position in the supply chain between suppliers and consumers. To better understand how retailers can use this position of influence, a framework for achieving sustainable supply chain management in retailing is proposed.
- This framework combines the traditional marketing touchpoints that retailers have access to (product, price, place, promotion, and packaging, which is important in a circular economy) with the core principles of a circular economy (reduce, reuse, and recycle, as well as social impact).This framework shows, with the help of examples from retailers' current sustainability efforts, how retailers can use their strategic levers to work with both customers and suppliers to adopt sustainability goals.
- Of course, retailers engagement in sustainability initiatives is not without challenges. Thus, the next section of the paper addresses impediments to scaling sustainable supply chains to ensure that they have a systematic impact. Specifically, companies can advance the sustainability imperative by adopting a more long-term focus that engages multiple stakeholders and requires a system-wide integration and infrastructure overhaul that will ultimately result in sustainability becoming an entrenched organisational orientation.



- Retailers are well positioned to take the lead in driving sustainability via the circular economy concept for several reasons. Retailers represent the central and critical linkage between the upstream and downstream actors in a supply chain.
- They can lead and support the supply chain by linking raw material producers, manufacturers, wholesalers, transporters, warehousers, and other elements of the supply chain involved in serving customers.
- The upstream actors include natural resources and resource producers, suppliers (manufacturers, wholesalers, and transportation vendors, among others), technology partners, NGOs, and other constituents that interact with retailers prior to a customer's purchase of a product.
- The downstream actors include customers who purchase the product from a retailer, retailer employees who interact with customers, consumers who consume the products, households and communities where consumption occurs, and potential stakeholders who influence and are influenced by the consumption process.
- Such advice could be used as a model for jobs like "chief sustainability officer," which are becoming more common at the top of companies. Building on this discussion, the key behavioural mechanisms that can improve the success of retailer sustainability initiatives are presented. Drawing upon the illustrative examples used in the framework, the authors argue that incentive alignment, infrastructure development, the development of norms, governance, information exchange, and education will help scale sustainability in retail supply chains.

Summary +

At the end of the course, a research plan is made to improve retail sustainability, especially from a marketing point of view. In keeping with the theme of the paper, we talk about how marketing can help research sustainable supply chains through both the retailer-customer link and the retailer-supplier link. More specifically, we identify six broad and fertile avenues for future research:

1) effective communication;
2) motivating behaviour change;
3) retail transformation;
4) sustainability culture in retail;
5) retailer-supplier relationship management; and
6) measuring sustainability outcomes.

Altogether, this paper lays the foundation for retailers to work with both customers and suppliers to achieve sustainability initiatives using key behavioural mechanisms and overcoming potential impediments.

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