



## Project Donor

### European Commission SWITCH Asia Programme

SWITCH -Asia Programme aims to promote Sustainable Consumption and Production (SCP) among Small and Medium sized Enterprises and consumer groups in Asia. Sustainable Consumption and Production is an attempt to reconcile the increased demand for goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, in order not to jeopardize the needs of future generations. To achieve this objective, the programme works simultaneously on the ground with projects that target producers and consumers as well as with policy makers.

www.switch-asia.eu



## Implementing Partners

### Confederation of Indian Industry (CII)



CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 117 years ago, it is India's premier business association, with a direct membership of over 7100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 250 national and regional sectoral associations.

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### Asia Society for Social Improvement and Sustainable Transformation (ASSIST)



Asia Society for Social Improvement and Sustainable Transformation (ASSIST) is an international non-government organization focused on capacity building. It seeks to promote sustainable practices to address social problems in the developing world, with focus on Asia and Africa. ASSIST takes pride in its process-oriented approach to capacity building towards social improvement and sustainable transformation.

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### Collaborating Centre on Sustainable Consumption and Production (CSCP)



CSCP is a non profit think and do tank established in 2005. The Centre provides scientific support to activities undertaken by UNEP and other organisations in the field of SCP. This support includes the development, testing, implementation and monitoring of concrete projects, especially in developing countries, which enables these countries to leapfrog to sustainable consumption and production patterns using life cycle thinking and regional perspectives as guiding principles.

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### Retailers Association of India

Retailers Association of India (RAI) is the unified voice of Indian retailers. RAI is a not-for-profit organization (registered under section 25 of Companies Act, 1956), works with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. RAI is the body that encourages, develops, facilitates and supports retailers to become modern and adopt best practices that will delight customers.

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### AREC

Austria Recycling (AREC) is working in sustainable industrial development at the interface between economy and environment, acting as a bridge between industry and environment. AREC supports enterprises and communities in particular in the process of the implementation of management systems, by technical and organizational consulting, empowerment of people and training for an eco-efficient, sustainable economic manner as well as in financial and social matters.

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### STENUM Asia

STENUM Asia Sustainable Development Society is a training and consultancy organisation registered in Gurgaon, India since 2007. Its objective is to promote sustainable development by supporting enterprises achieve higher resource efficiency (RE), minimise waste and enhance output. It has impacted more than 100 enterprises across sectors in India and helped them to save money while saving the environment. Benefitting from the optimum combination of training, consultancy and support for implementation and evaluation of the implemented solutions, participating enterprises achieved higher efficiency leading to lower cost of operations at no or low investments.

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# Green Retail



## Sustainable Development of the Indian Food & Beverage Retail sector



[www.switch-greenretail.in](http://www.switch-greenretail.in)

### PROJECT FUNDED BY



### IMPLEMENTING PARTNERS







## BACKGROUND

Food & Beverage sub sector constitutes about 60 % of the retail sector in India (2011). The Energy / Power consumption in the food & beverage retailers accounts for 15 % of their operational cost. The Food & Beverage sector also generates large amounts of waste, 40% of food production in India is estimated to be wasted due to improper handling, transportation and storage.

The project Green Retail targets the Food & Beverage vertical (subsector) in the Indian retail sector with the final aim of greening the retail supply chain (focus on MSMEs), facilitating the switch to resource efficient practices in retailers' operations and contributing to the evolution of green consumers.



## PROJECT BRIEF

Title: Green Retail  
Project Duration: 44 Months  
Project Location: India  
  
Target Sector:  
Food & Beverage Vertical of Indian Retail Sector

### Primary Target Groups:

- Retailers
- Micro, Small and Medium Enterprises in Supply chain of Retailers
- Government Bodies
- Financial Institutions
- Consumer Groups
- Civil Society



## VALUE CHAIN INTERVENTIONS

### DOWNSTREAM (SUPPLY CHAIN)



### UPSTREAM



## OBJECTIVES

The **OVERALL OBJECTIVE** of this project is to contribute towards the sustainable development of the Food & Beverage Vertical of Indian Retail sector.

### SPECIFIC OBJECTIVES

1. To capacitate and collaborate with large retail chains with the aim of instilling sustainable thinking and adoption of sustainable approaches in their strategy, operations and marketing.
2. To drive sustainable practices in the supply chain of retailers.
3. To transfer knowledge / best practices and experiences of European retailers.
4. To capacitate, support and encourage key stakeholders to educate consumers on sustainable consumption and create a favourable climate that nurtures adoption of sustainable practices.



## PROJECT ACTIVITIES

### RETAILERS

# 1

#### Sustainable Business Model (SBM)

Development of Sustainable Business Models.

Training programs on SBM will be given to 5 retailers.

# 2

#### Green Supply Chain Management (GSCM)

Awareness sessions on GSCM targeting 200 participants.

Green procurement guidelines & Green Supply Chain Programme.

Training of Trainers (ToT) will train over 100 local experts on GSCM.

# 3

#### Green Retail Framework

Development of Green Store Guidelines.

Technical assessment and advisory support to **30 Model Retail Outlets**.

Development of Self Assessment Toolkit.

# 4

#### Sustainability Reporting

Training programs on Sustainability Reporting will be given to 5 target retailers.

Technical support to retailers for development of sustainability reports.

# 5

#### Innovative Partnerships

Development of Interactive Platform and Innovative Partnership Model for close interaction between retailers, MSMEs in the supply chain and farmer producers groups.

# 6

#### Exposure visits & International networking

Exposure visit to European retailers and Trade Fair / Forum.

Business Meetings facilitation between Indian and European Retailers.

### MSMEs IN SUPPLY CHAIN

# 7

#### Awareness Sessions

Awareness sessions targeting 300 members of supply chain of retailers.

# 8

#### Direct MSME Support Programme

This programme will be a combination of 40 days of technical training workshops, gap assessment services, technical support / advisory services and a technical support programme for MSMEs in the supply chain.

# 9

#### Performance Assessment & Sustainability Awards

Assessment of the environmental performance of MSMEs in the supply chain.

Sustainability Awards will be presented to the top 3 best performing MSMEs.

### CONSUMERS

# 10

#### Go Green Strategy

Development of a Go Green Strategy to gain consumer awareness on green retail, products and approaches.

# 11

#### Multi-channel consumer awareness campaigns

Creating mass awareness on sustainable consumption and green and sustainable products.



## BENEFITS FOR PARTICIPANTS

- 🛒 Improved resource efficiency
- 🛒 Financial savings as a result of cost reduction
- 🛒 Reduced energy and water consumption of retail outlets
- 🛒 Improved water and waste management, cleaner production and packaging optimization for MSMEs
- 🛒 International exposure and networking with European retailers
- 🛒 Increased sustainable consumption behaviour of end consumers