

THE GREEN RETAIL GUIDE



work with new or existing suppliers to consider...



FRIENDLY OR NASTY?

Is the product made from recycled materials?

Is it made from renewable resources or sustainable materials?

Is the product made from 'non-hazardous' or 'non-toxic' materials?

NEW ZEALAND MADE?

Support local business, especially Waitakere City businesses, and remember that less energy is used for transport if it's made in New Zealand.

HOW GREEN IS IT?

Does the company which makes the product look for ways to reduce pollution, energy and water use?

THE END OF LIFE?

What happens to it when it is no longer useful - can it be reused or recycled?



MARKETING GREEN GOODS

help customers buy 'green' goods by:

- Ensuring environmental claims on labels can be proven independently, for example 'Environmental Choice Label' or 'Biogro' organic label.
- Providing information about environmental impacts associated with a product or the packaging.
- Displaying environmentally friendly products proudly where customers can see them
- Avoiding over-packaged goods.
- Training your staff to give customers the information they ask for e.g. the benefits of the products you sell!

retailers who green up their business

Produce a company Environmental Plan to cut down wastage and hazardous materials from products.

Provide information about products and processes.

Look for opportunities to make changes... for example:

- Offer reusable packaging (i.e. boxes) to customers or return to suppliers for repackaging.
- Install energy efficient lighting and water saving devices in-store.
- Encourage customers to reuse bags or bring their own!
- Use appropriately sized bags and boxes.
- Tell your customers and employees about your efforts to save the planet!



THE BENEFITS OF CLEAN RETAIL

- ▶ **Your customers feel good about shopping in your store.**
- ▶ **You reduce your impact on the environment.**
- ▶ **Your employees enjoy a better working environment.**
- ▶ **You improve your companies 'green' image.**
- ▶ **You save money.**

REMEMBER!

- ▶ **Clean Retailers can work with customers and suppliers to reduce the generation of waste and pollution before it is made!**

WHAT THOSE BIG WORDS REALLY MEAN!

Environmentally friendly product - any product which results in less pollution to the air, land and water.

Sustainable - a process, product or lifestyle that can be kept up indefinitely.

Recyclable - a product or packaging which can be collected, re-processed and resold as a new product. (glass, aluminium, paper,

and some plastics)

Hazardous/ toxic - anything that has the potential to cause harm to human health or the environment. For example solvents, batteries and many cleaners.

Renewable - is something that can be used over and over again without running out - e.g. solar energy

WHAT IS 'CLEAN RETAIL'?

Clean Retail is a joint initiative of Waitakere City Council, the Ministry for the Environment, and Waitakere City retailers. The goal is to incorporate environmental practices into the day to day operations of retailers. To become a member of the programme you must have:

- an environmental policy
- carried out a waste audit
- produced a waste reduction plan

Look for the 'Clean Retail' Logo!!!

Leading the way are : WestCity Shopping Centre - Henderson.



Waitakere City Council
Te Taiao o Waitakere

**FOR MORE INFORMATION ON
CLEANER PRODUCTION CONTACT 836 8000 ext 8519**

email: rachel.brown@waitakere.govt.nz

printed on 100% recycled paper using mineral oil free inks.