

24th October 2024, Zürich

Research Workshop «Best Practices in Sustainability – how Retailers achieve a competitive advantage»

Speakers: Prof. Dr. Sara Rosengren (Ica Retailers' Chair in Business Administration, especially Retailing, Stockholm School of Economics), Janie Bisset (Chief Executive Officer and Chief Sustainability Officer, IKEA Switzerland), Sandro Tichelli (Country Manager, Danone Switzerland)

Retailers play a crucial role in driving sustainability by serving as the solid bridge between supply (e.g., manufacturers) and demand (i.e., consumers). This research workshop is dedicated to delving into principles and strategies for retail managers to stimulate and support sustainable consumer behaviors, from within their organizations. While existing sustainability discourses isolate sustainability issues in, e.g., production, sourcing and distribution, or consumption, our workshop aims to integrate perspectives by focusing, from retailers perspective, on actionable interventions and key levers for a more sustainable future. Specifically, we will discuss different gaps that exist between sustainability *ambitions* and *actions*, both among consumers and within retail organizations. Together, we will explore potential solution approaches for addressing, bridging, and filling these gaps. Among other things, we address the following questions:

- Responsibility: Which roles do retailers play for the active creation of more sustainable markets (in general) and consumption patterns (in particular)?
- Gaps: What are central gaps that exist between sustainability ambitions and positive actions, among consumers and within retail organizations – and how can such inertia be measured and assessed?
- Mindset and positive Change: What tactics (rather operational as well as more strategic) can retail managers employ to encourage and support sustainable consumption patterns – and, importantly, stimulate “sustainability mindsets” within their organizations?

The typical participant would be a manager with responsibilities in marketing, communications, and operations. Specialist managers from sustainability and corporate development departments highly suitable too. Above all, we hope for stimulation discussions between various job roles around retail organizations.

Date

Thursday, 24th October 2024, 8:30AM – 4:30PM

Language

This Research Workshop will be held in English.

Location

Radisson Blu, Flughafen Zürich, Rondellstrasse, 8058 Zurich, Switzerland, Phone: +41 44 800 40 40, E-Mail: info.zurich@radissonblu.com, www.radissonhotels.com

Registration

Registration is now possible via handelsmanagement@unisg.ch.

Subject to change. Participants are going to receive the final programme outline prior to the workshop.