

## Selling Sustainable Products – Best Practice in the Nordic Retail Sector

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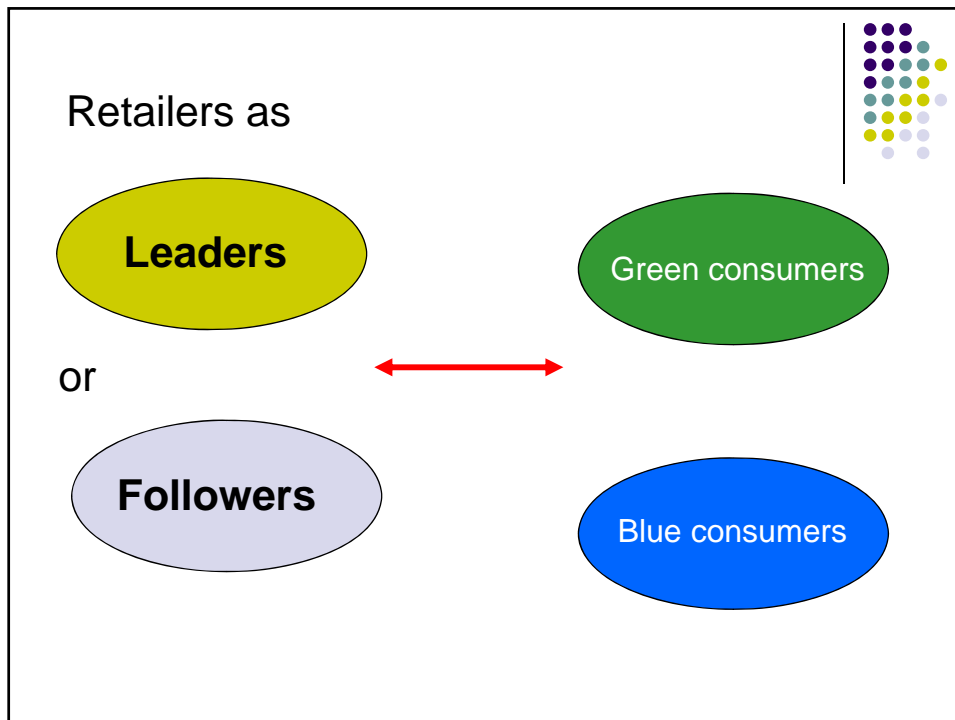
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## About the Survey

- Conducted for and financed by the Nordic Council of Ministers' Working Group on Integrated Product Policy
- Carried out by:
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  - Hanne Møller, Østfoldforskning, **Norway**
  - Kirsten Schmidt, Aalborg Univ., **Denmark.**





## Leaders:

- are pioneers
- incorporate sustainability into their brand
- do business, but with a moral stance
- accept long term investments
- build value based customer relations:  
*stability, credibility, confidence*
- develop private labels with sustainable products

## Followers:



- enter when markets become more mature
- business on short term
- respond to consumer demands
- help growing the market by bringing volume and more visibility
- enforce competition on price and range

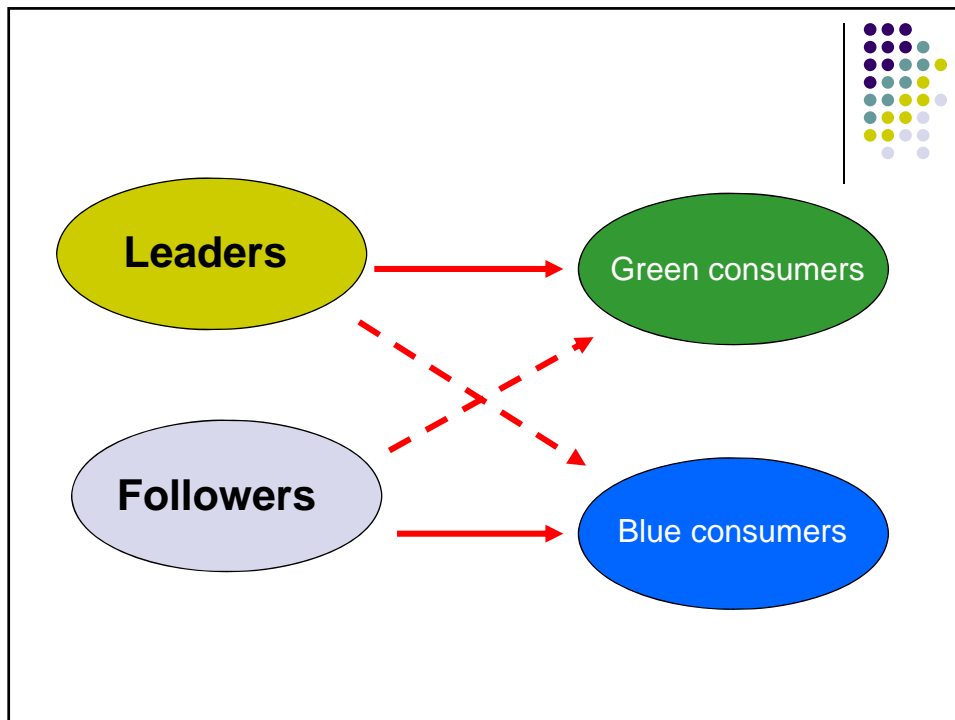
### Green consumers

- Sustainability is a value, but no compromise on quality
- Willingness to pay
- Want to be challenged by new products
- Larger sale if sustainable products have their own space
- Sensitive to empty shelves

### Blue consumers

- Will try if it's convenient and not too "different"
- Extra value (e.g. quality)
- Price is important
- Sustainable products must be available among conventional range





## Implications in the value chain

- Long term relations with key suppliers
- Private labels are growing – and e.g. environmental requirements are specified
- Product development, both in private labels and product brands
- Quality is key – no compromises
- Price competition, especially on basic products
- Polarisation between discount and sustainability conscious customers. In-between products loose market shares
- Room for spot market offers. We love to make a good deal!