

Net Positive for retailers

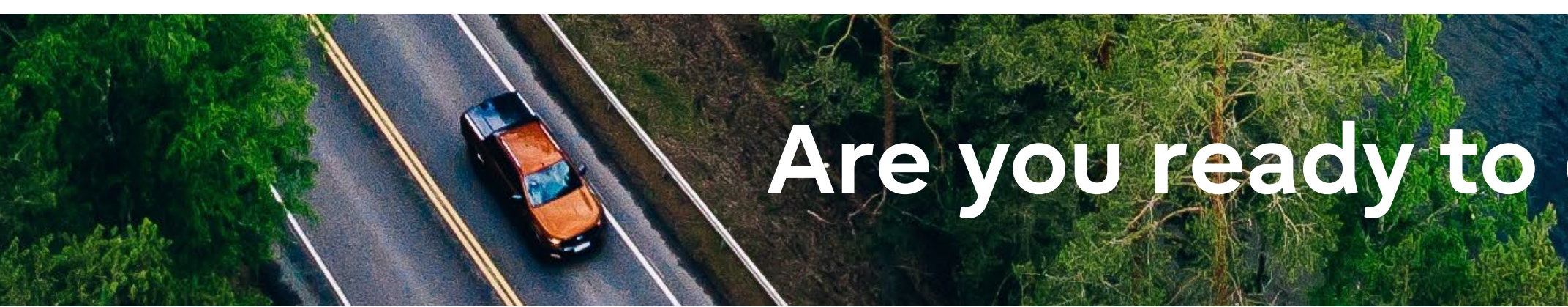
# Five steps from ambition to action

Retail has always been a major driver of progress. But as the industry evolves, so must its approach to sustainability. So far, sustainability efforts have largely focused on minimizing the bad, but is there room to maximize the good? We think so.

To be truly progressive means embracing a 'Net Positive' mindset. That's a world where organizations not only minimize their social and environmental footprint, but also generate a lasting, positive impact for both.


Follow our plan below to start turning ambition into action.





## Are you ready to go?

Assess your progress: Benchmark your organization against industry peers with our quick assessment tool.



## Step 1

### Rethink your operational model for sustainability

Review your operations to continue reducing your energy consumption and waste while planning to increase your social responsibilities and the well-being of people.



**75%** retailers make it easy for staff to raise complaints and protect their well-being, beating all other industries.  
Source: Economist Impact

## Step 2

### Make the business case for meaningful change

Pursuing Net Positive will need investment in changing consumer purchasing behaviors, supply chain efficiencies, and employee well-being but loyalty, sales growth and profit will follow investment.



Companies targeting Net Positive goals and tracking revenue and profit goals are ahead on investor confidence and ESG targets.  
Source: Economist Impact



## Step 3

### Build Net Positive into your customer experience

Embed Net Positive into your shopper journeys. Invest in consumer education, refillable packaging, merchandising, store layout, and order fulfillment to make sustainable shopping choices affordable and rewarding.



H&M, ICA Gruppen, Marks & Spencer, Tesco and Sephora are some of the retailers introducing pre-owned clothing, refillable packaging and dedicated sustainable product areas into their stores.



## Step 4

### Don't do it alone

Create sustainability action groups with business partners, up and down the value chain, to build Net Positive awareness and collective responsibility for taking action and measuring results.



In 2024 Ahold Delhaize's European retail business launched open-source climate hubs. The hubs serve as online platforms where suppliers can gain insights into carbon emissions. Additionally, they can learn more about Ahold Delhaize's commitment to reducing emissions and access resources to navigate the process of addressing and reporting them.



## Step 5

### Invest in the right technology

Implement real-time monitoring and AI-driven tech to measure performance and promote sustainable change. Data collection and analytics are critical to making the right decisions and keeping your data safe.



Amazon has deployed AI-powered solutions across its extensive ecosystem to help reach its sustainability targets and become net zero by 2040. The solutions include an AI-powered packaging decision model, personalized size recommendations in fashion and apparel to reduce returns, and a tool designed to estimate the carbon footprint of products.



Learn more about the Net Positive Index and how your organization can become a Net Positive pioneer.

[Read the full article in our webpage](#)

[Get expert help: Contact us to discuss your Net Positive journey with Fujitsu Uvance Consumer Experience.](#)