

YRC Explains How Retail Brands Can Embrace Sustainability

Embracing sustainability has become extremely important for all business and non-business organisations for the greater good.

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/EINPresswire.com/ -- Retail brands and businesses are no exception. Retailers who incorporate genuine sustainability in their businesses are at much better prospects of earning the goodwill and loyalty of their customers. This advantage provides leverage in fostering customer-centric retail growth.



In this communiqué, the team of retail consulting partners of Your Retail Coach (YRC) highlights an approach for embracing sustainability with an emphasis on the Middle East region.

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Empowering Retail & E-commerce businesses worldwide.”

Nikhil Agarwal

One of the leading necessities in moving towards sustainability is the comprehensive evaluation and realignment of the supply chain. This realignment

demands that the selection of suppliers be based on the additional grounds of ethical labour practices and meaningful, eco-friendly operations. With responsible sourcing of materials, retail brands can minimise their carbon footprint and wastage. It is almost important to ensure that material sourcing is transparent and traceable.

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Many contemporary retail brands have aligned themselves with the ethos of a circular economy with an innovative and heightened emphasis on recyclability, re-use, and refurbishment. A circular economy has a noteworthy scope of conserving natural resources, limiting the processing of natural resources, and making waste management easier and safer. This is not just a window of opportunity for retail brands and suppliers to leverage, but also a responsibility and accountability on their part. Done right, it can significantly aid retail brands and businesses in winning the trust and goodwill of their customers and the public in general.

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Moving beyond environmental concerns, sustainability efforts should also cover several important socio-economic aspects like fair and timely compensation, safe and suitable working conditions, gender-neutrality, and fair treatment for all stakeholders. Many retail brands and businesses also engage in philanthropic projects, community support, and charitable causes. Involvement and initiatives in socio-economic factors go beyond swaying customers with products and services and also help them better resonate with brands.

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While many claims about sustainability efforts are made in advertisements and social media posts, the first place where customers witness those claims is the storefront. The retail space must reflect the values of sustainability - the ones that brands claim to uphold. Various grounds on which in-store customers evaluate brands on sustainability include energy-efficient practices, waste management, avoidance of plastic, focus on organic supplies, support for local produce, etc. In [□□□□□□□ □□□□□□ □□□□□□□□□□□□](#) endeavours, embracing and showcasing genuine sustainability can play a crucial role. As an experienced [□□□□□□□ □□□□□□□□□□□□ □□□□□□□](#), YRC maintains that brands need to be careful when they place sustainability at the centre of their [□□□□□□□ □□□□□□□ □□□□□□□□□□□□](#), as doing so carries the potential of sending out wrong signals of using sustainability solely as a stepping stone for business growth.

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Retail brands should not ignore the importance of analysing and showcasing their sustainability efforts. To stay clear of any potential claim of greenwashing, it is important to be transparent and substantiate claims with credible evidence. Many retail brands publish annual sustainability reports in this direction. Such disclosures help attract big investors whose involvement is critical in funding retail expansion projects.

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