

# Retail Refits with Purpose

## Ruth Andrade

Earth Care Strategy Lead

CMA Conference • 2023



regenerosity



re/alliance

A lush tropical forest with palm trees and dense green foliage. The scene is filled with various shades of green, from deep forest greens to bright, sunlit highlights on the leaves. The composition is dense, with many branches and leaves visible, creating a sense of being deep within the jungle. The lighting is soft and diffused, typical of a forest interior.

# LUSH

Leaving the world Lusher than we found it.

# SHAMPOO BARS





# CAMPAIGNING COMPANY

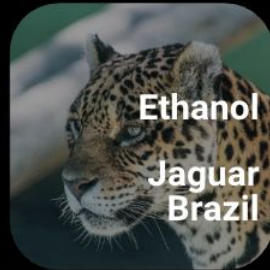
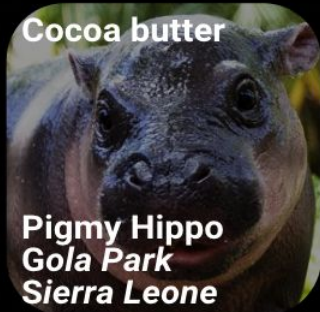
FIGHTING ANIMAL TESTING, CHALLENGING THE STATUS QUO



**FIGHTING  
ANIMAL  
TESTING**



# Wildlife protected through our supply chain partnerships



# To-Do List for Climate and Nature



**Protect  
Forests,  
Protect  
Wildlife**



**100%  
Renewable  
Power  
Everywhere**



**Make Our  
Materials  
Regenerative  
and Circular**



**Radically  
Reduce  
Transport  
Emissions**



**Stand Up for  
Climate  
Justice &  
Adaptation**

These five areas were selected based on a materiality study and key global trends.

We identify ongoing work and next steps for each pillar.

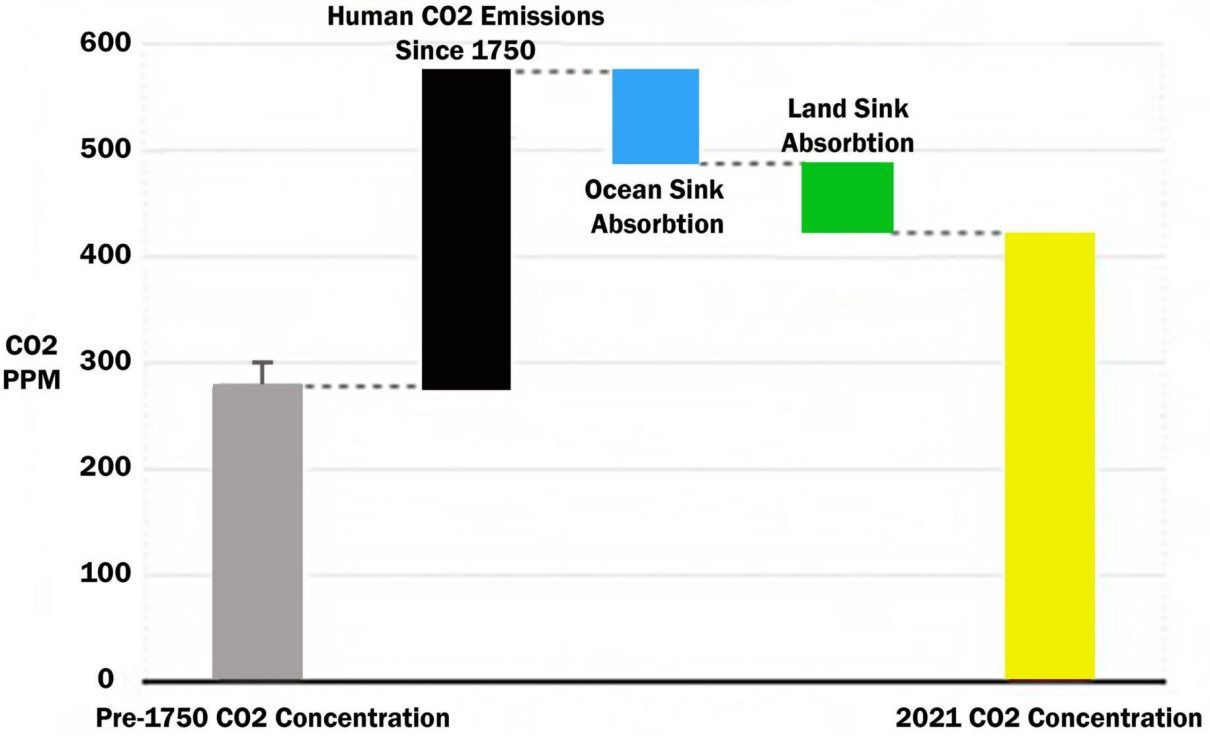


# The current context

**A snapshot.**



# CARBON DIOXIDE SOURCES AND SINKS





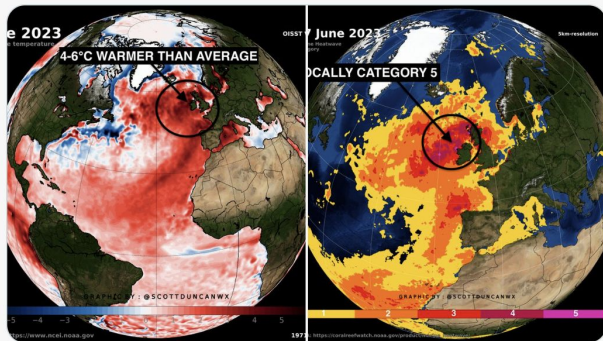


Scott Duncan @ScottDuncanWX · 17h

'Beyond extreme' by definition.

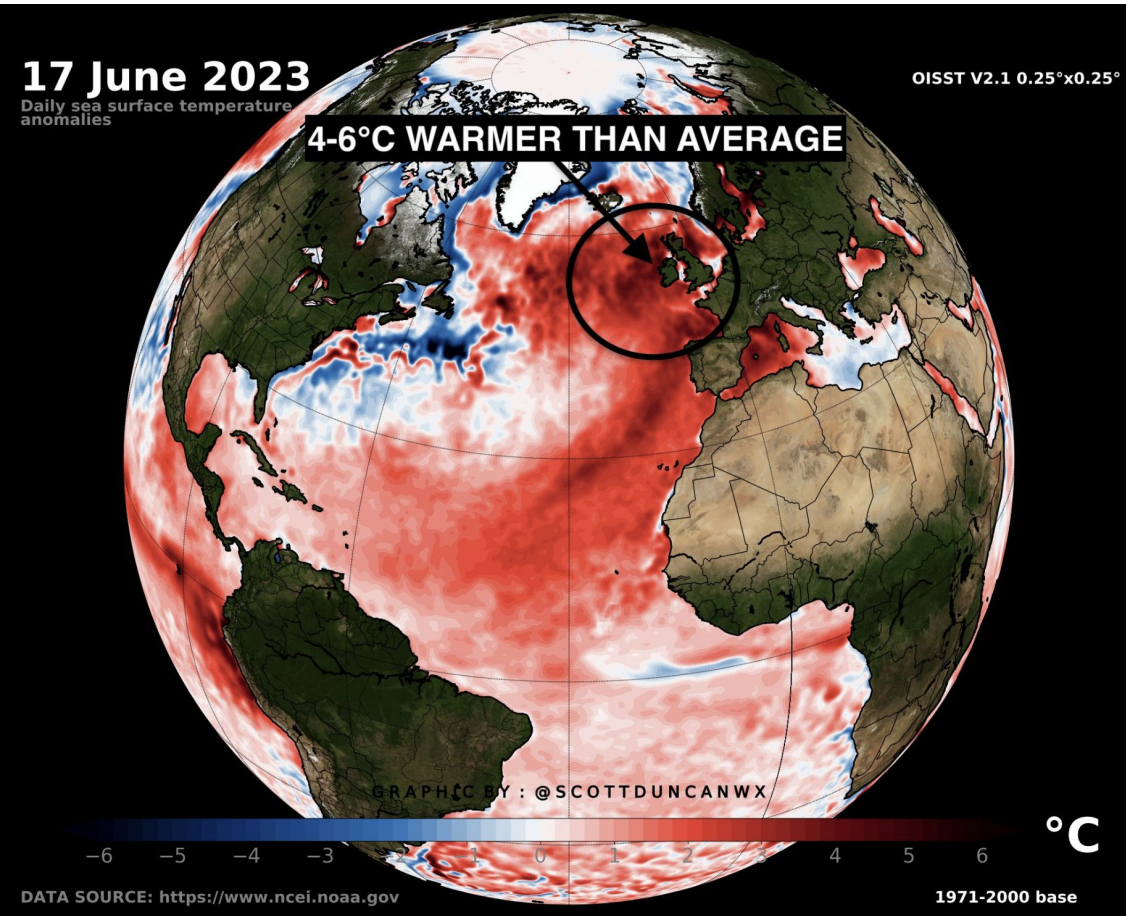
Ireland and the British Isles are at the epicentre of a major marine heatwave. We have not seen the North Atlantic look like this in modern records.

Marine heatwaves are categorised from 1 to 5. There are hotspots hitting category 5.



203 1,860 3,866 617.7K

**Compounded effects of El Niño on top of a warming climate.**

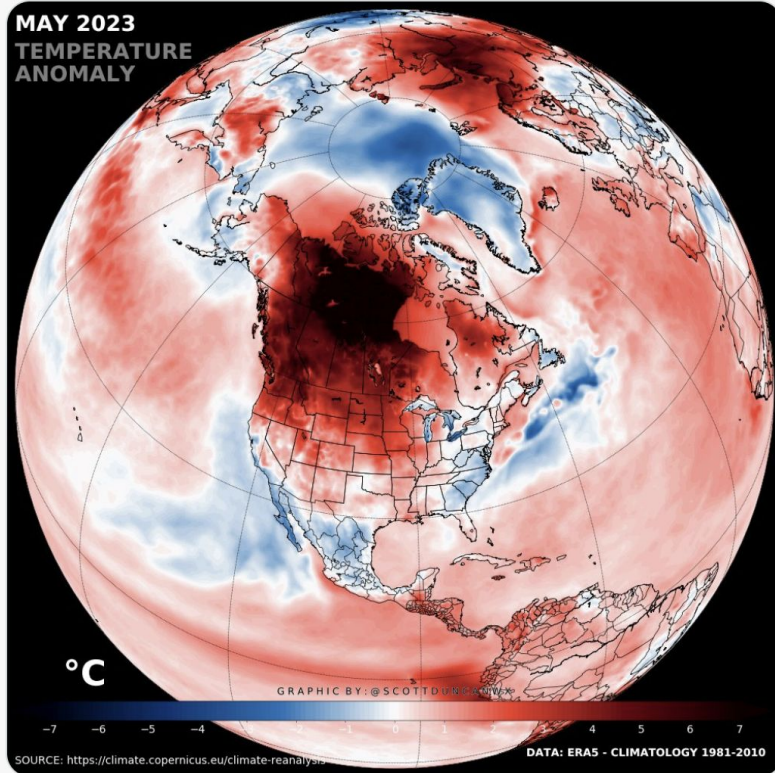




Scott Duncan @ScottDuncanWX · Jun 7

Extreme and prolonged hot and dry conditions in Canada are setting records and making it effortless for wildfires to rage.

Canada was at the epicenter of the most significant heat anomaly on the planet in May.

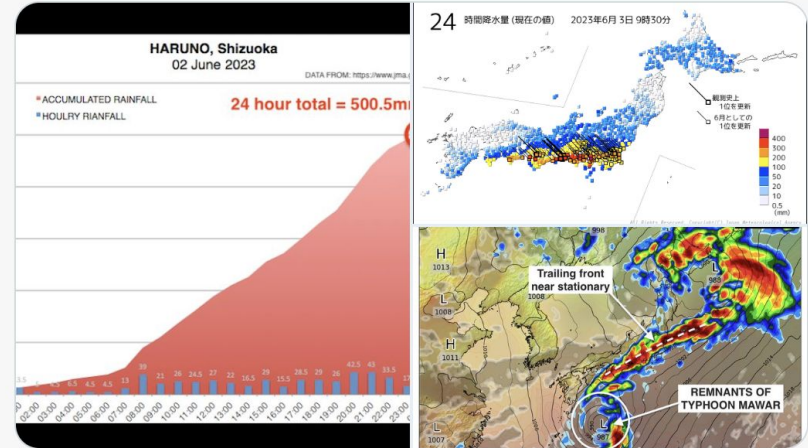


Scott Duncan @ScottDuncanWX · Jun 3

Large rainfall totals in Japan 🇯🇵

More than 500mm in 24 hours in some locations. The heavy rains lined-up on densely populated zones and broke over 100 rainfall records.

Sadly, this has led to loss of life and infrastructure damage.



4 99 250 30.2K

**How do we prepare for a world where disruption is the norm?**





**UK Flood warnings yesterday**

**April, 2mm of rain**

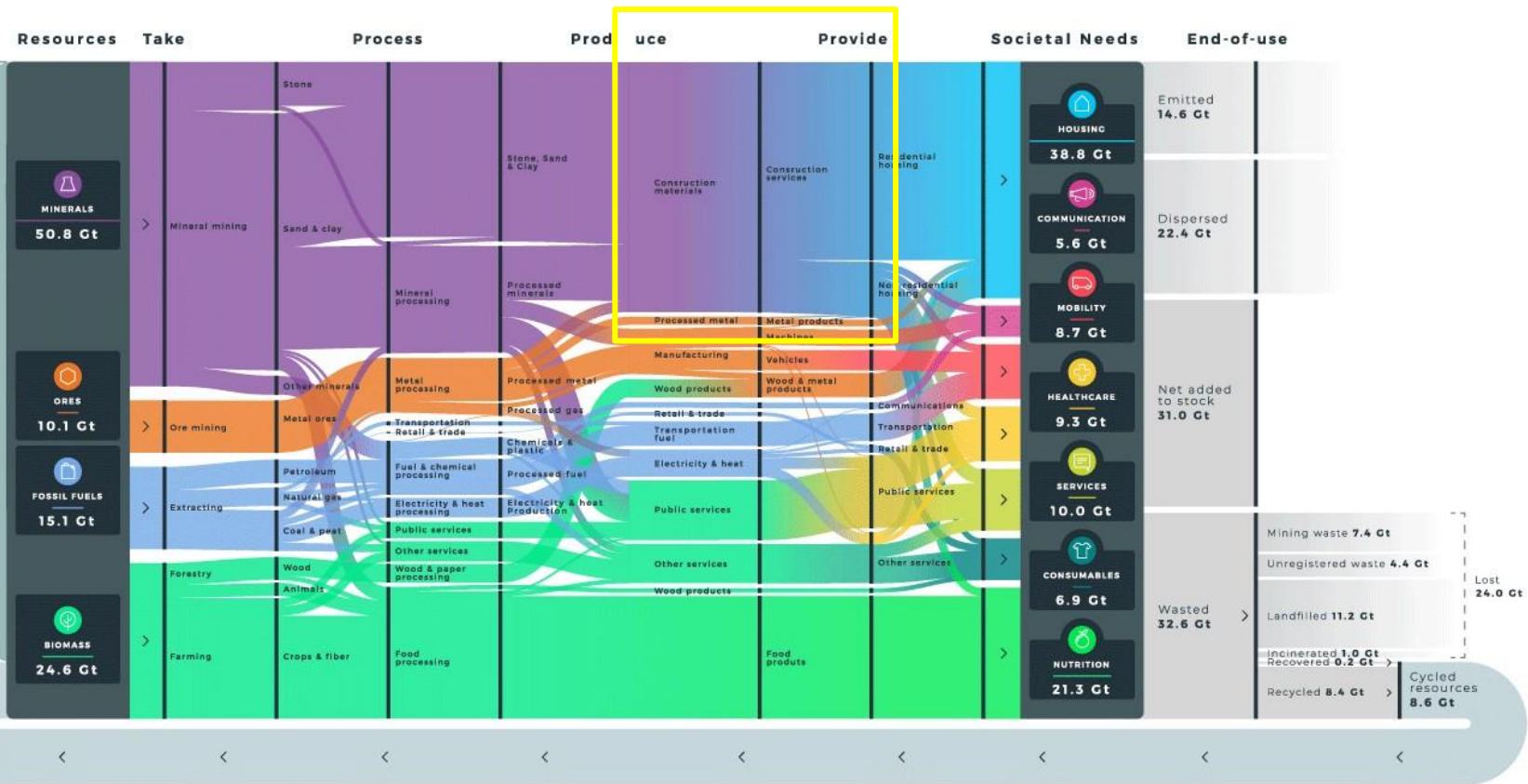
**Drought followed by floods will increase 9x in this decade.**

**Throw-away your 2050 targets**

Total resources entering the global economy  
100.6 Gt

Extracted resources  
92.0 Gt

Cycled resources  
8.6 Gt



# Global materials flow (Elen McArthur Foundation)

- | RECOVERED  | RECYCLED   |
|--|--|
| <ul style="list-style-type: none"> <li>Waste-to-Energy more than 65% efficient</li> <li>Biogasification</li> <li>Component recovery</li> </ul> | <ul style="list-style-type: none"> <li>Recycling/Reclamation</li> <li>Backfilling</li> <li>Composting</li> <li>Regeneration</li> </ul> |



**36% OF ALL  
MAMMALS TODAY  
ARE HUMANS**



**60% ARE LIVESTOCK**



**4% ARE WILD**



**70% OF BIRDS  
ARE POULTRY**



**30% ARE  
WILD**



“

**The future will  
be green or  
not at all.**

***- Jonathon Porritt***

**What are we waiting for?**



**Design**

**Source**

**Build / Retrofit**

**Lease**

**Use & Manage**

**End of Life**

**Design**

# Design Strategies

## Flexibility & Re-use

- Flexible, movable furniture
- Furniture pieces that can be repurposed
- Trials of glueless flooring
- Retrofit designed to revamp and re-use existing furniture



**I  
S  
L**

New design mixed with  
refurbished old furniture  
@Lush Bluewater





**Above: flexible design, Grafton St.**

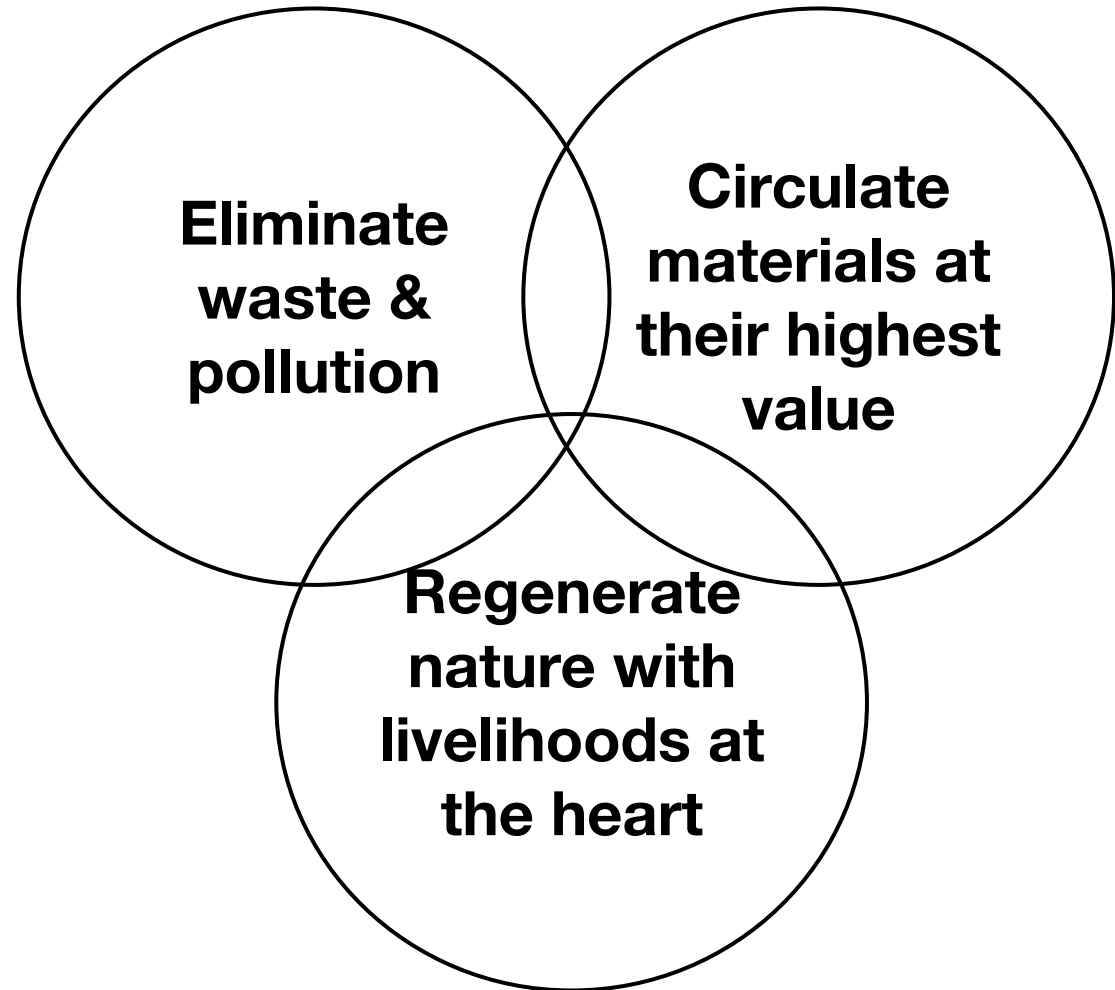
**Right: glueless flooring with Mosa Tiles, Clapham Station**



**Source**



**Our  
challenge**



# Example Sourcing Guidelines

## Timber

- Re-used, reclaimed preferred
- Chain of custody
- No red-flag country
- Plywood E1
- As locally sourced as possible

## Paints

- Ecolabel or EPD
- NOT TESTED ON ANIMALS
- Zero/low VOCs

**Prolight: recycled content light fixtures**



**Mosa: cradle-to-cradle tiles with recycled content**

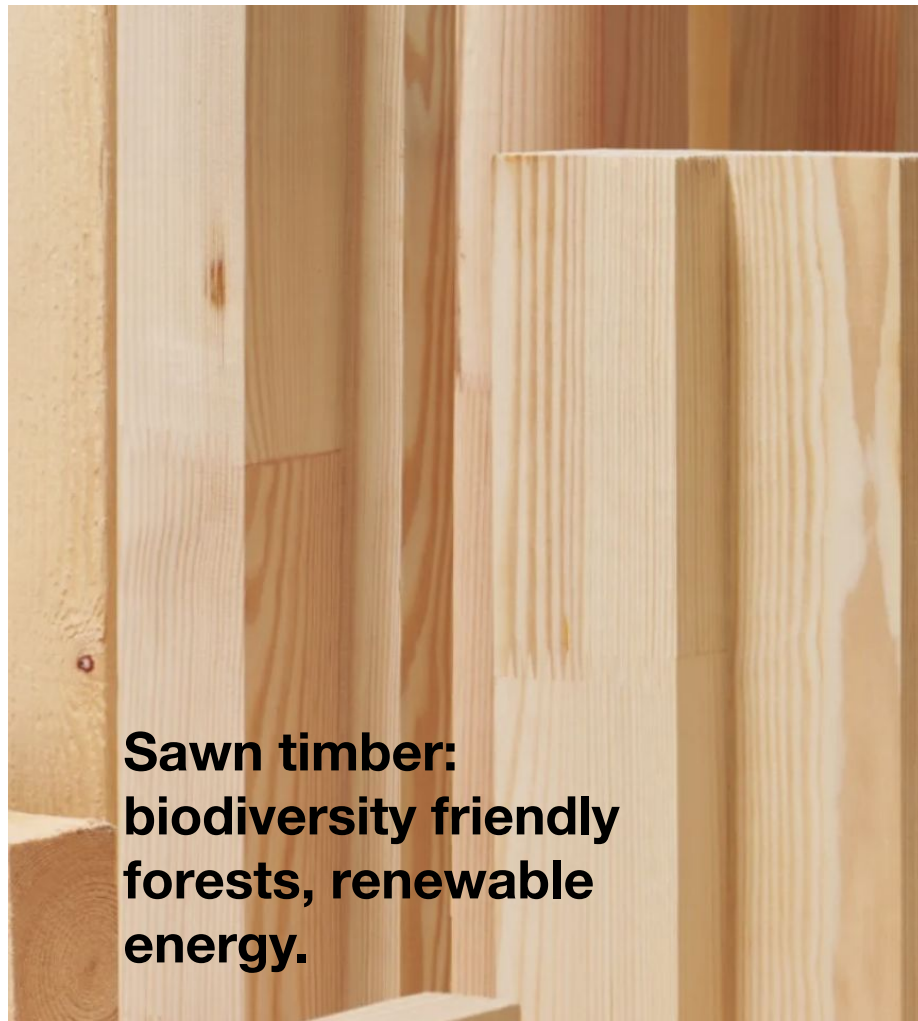


**Below: Recycled worktops, single material.**

**Left: closed loop recycled acrylic**







**Retrofit**

# During the build

## **Include specs in contracts**

- Particular suppliers specified, e.g Crown Paints, Nordbord OSB, Danskin underlay, Natrahemp insulation
- Targets for diversion from landfill
- Instructions for re-use / repurpose

## **Renewable energy on site**

- Switch early in the project

## **Aligned Contractors**

- Build relationships with people that care



HEY THERE,  
PAY HERE

Liverpool:

- Certified 5% or less sent to landfill
- High integrity materials specified





**Lease**

# Leases

## Greenleases

- Requirements built into contracts
- Pressure both ways
- Prioritising landlords that care

## Landlord Collaboration

- Germany: lighting retrofits & PV
- Australia: capex budget
- Cannot wait for legislation, too late!
- Help meet each others' climate commitments

**Use &  
Manage**

# Use & Manage

## Powerdown

- Lush North America: 20% energy reductions
- Engagement and behavioural change
- + Controls, lighting refurb

## Integration

- Environmental responsibilities with maintenance and facilities teams written into their job descriptions



## MOVE FORWARD EACH TIME YOU:

- Turn off the light before leaving a room
- Only boil the amount of water you need in the kettle
- Turn an appliance off at the wall when not in use i.e. toaster/microwave
- Top up cooling demo water with pre-boiled hot water in a flask
- Try adding/removing layers before adjusting the AC/heating
- Use unused demo water in your mop bucket or for cleaning.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

ADD ANOTHER  
INITIATIVE TO THIS  
LIST AND MOVE  
FORWARD +2



## Powerdown Engagement

**End of Life**

# End of Life

## Take-back schemes

- Many suppliers now offer take-back
- Ensure system is in place for making use of it
- E.g.: Crown, Mosa, Prolight, Amari

## Greenhub

- Infrastructure for the circular economy
- Backhaul, sorting, storage, workshop, re-use.

## Actual re-use!

- Circle it back into design!



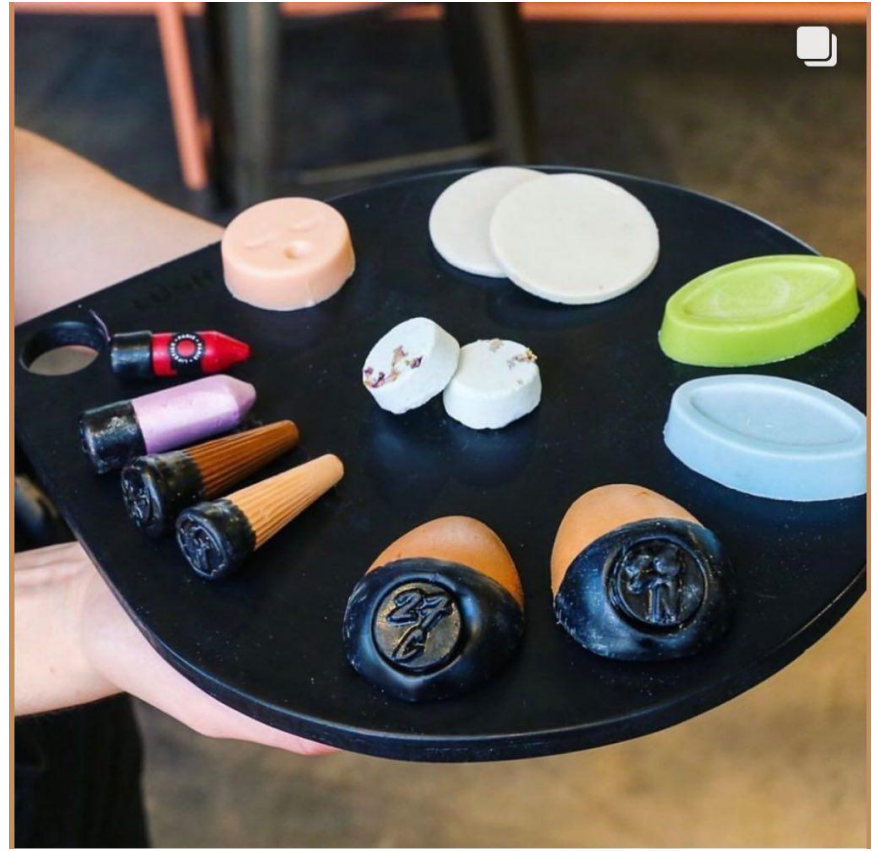
## Lush Liverpool

- 23% suppliers offer take-back
- 72% of items re-usable at the end





**Actual re-use of furniture**



**Recycle soap moulds into slates**



SHOWER  
RINSE, SET,  
GET WET.

BODY  
SOAP

HAIR  
CARE  
WITH N  
FRUIT AND V  
YOUR LOCAL

SOAP

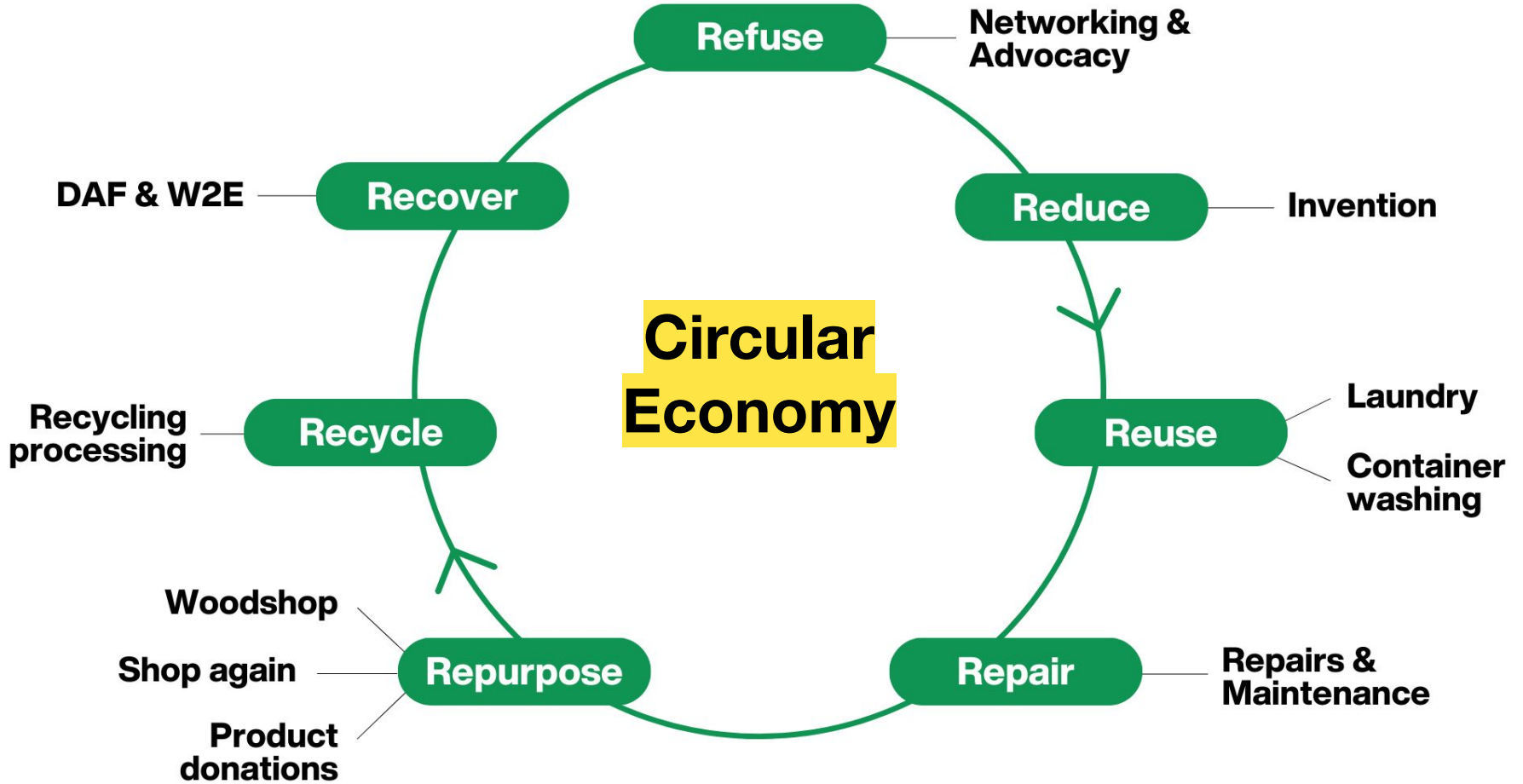


Refurbished  
pieces of furniture

# Greenhub Guiding Principles

- Design for zero waste
- Keep closing loops
- Take responsibility
- Let's collaborate
- Recycling isn't the solution
- It works, let's scale





**The future is:  
Regenerative  
Collaborative  
Adaptive**





# LIVING BUILDING CHALLENGE<sup>SM</sup>







LIVING  
BUILDING  
CHALLENGE<sup>SM</sup>

**What are we  
waiting for?**

**[www.lush.co.uk](http://www.lush.co.uk)**

**<https://www.linkedin.com/in/andraderuth/>**