

The Danish Retail Sector

Climate change and responsibility in the Danish retail sector

Retailers in Denmark recognize climate changes as a global challenge and will contribute to act in collaboration with other parts of business to tackle the global issues. Retailers can primarily play a part by implementing climate measures in their own stores, increased availability of climate-friendly products and information to consumers.

As a result, the Danish retail sector has launched a Retail Action Plan for Climate Change on how retailers can take responsibility and what measures they can undertake. The initiative is part of the Danish government business climate strategy and a derivative of the government's partnership on climate responsibility in retail sector.

Retailers committed to partnership will work on:

- Intensifying and continue the many existing initiatives in stores to reduce energy consumption, which already are in progress within a large number of enterprises in the retail sector. The initiatives will be dependent on type of store, but would likely include new lighting, heating and cooling
- Informing consumers about climate-friendly behavior and climate-friendly products, by creating incentives for consumers to choose alternatives to large disposable bags among other things.
- Encouraging the expanded the use of existing eco-labels rather than developing a new independent climate label.
- Encouraging further knowledge and communication on how consumers can act climate-friendly every day. Climate friendliness is not always evident, so there is a need to focus on knowledge regarding climate impacts on products and behavior, as well as the most effective ways to reduce climate impacts.

Retailers want the Action Plan to help ensure that more businesses will continue to work strategically with a climate-friendly business focus in the retail sector. As part of this new Action Plan a climate friendly week in store and across Denmark was launched for the first time, where retailers assist consumers with good advice on climate-friendly behavior and focuses on climate-friendly goods.

The participating retailers were:



The Retail Action Plan for climate change

Retailers in Denmark, who sign up to this action plan, commit to strengthen their climate change initiatives in the following areas:

Our climate initiatives in our own stores:

- Retailers will intensify its efforts in reducing the use of energy in their own buildings, including stores and storages.
- Retailers will focus on freight transport relating to retail, and thereby help reducing CO₂ emissions.
- Danish retailers are a part of a Climate Change Network at the Danish Chamber of Commerce to ensure the exchange of experiences and knowledge sharing.

Our initiatives towards consumers:

- Retailers will participate in and support a common annual climate week which focuses on climate-friendly behavior and climate-friendly consumption
- Retailers will create incentives for consumers to select alternatives to large disposable carrier bags.
- Retailers will participate in creating climate awareness among consumers through dissemination and reference to public information material.

We urge the authorities to work with existing eco-labels

- Retailers urges that climate becomes more integrated in the criteria for the existing official eco- labels rather than developing a separate climate-label
- Retailers urges that the existing eco-labels are extended to incorporate other groups of goods which are visible in the retail sector
- Retailers urges that EU's eco-labeling system will apply to more electrical household products

We urge to ensure more knowledge

- Both the Danish consumers and retailers lack information on climate-friendly behavior. Retailers will disseminate the impartial advice, as the authorities prepare to employees and consumers
- Authorities must develop a greater level of knowledge about how the consumer most effectively can reduce the CO2 impact - without any notable deterioration in the consumer's quality of Life
- The authorities should contribute to the effectiveness of knowledge sharing on the use of climate-friendly solutions for different industries within the retail sector

The following retailers have endorsed the action plan:



