



FOCUS

i

TRY ME!

SEIZOENS  
PRODUCTEN

LOKAAL

SHOP  
IN SHOP

MAKKELIJK

warme  
zone

STEPSTONE  
TO A BETTER WORLD

# Shop in a shop

## Your stepstone to a better world.

### Aim

Improve the appeal and accessibility of sustainable products by exhibiting them in a visually striking and attractive way in a central area in the supermarket. Customers' attention is drawn to the sustainable products in a positive way, and the display is the talk of the town. Sales are sure to increase.

### Concept

The “shop inside a shop” is an attractive stand in the supermarket where sustainable products can be promoted and sold. The shop inside a shop will be set up as a “warm zone” in the supermarket, containing fresh food, dry food and non-food products. By placing the display in the middle or at the entrance of the shop, you ensure that everybody will see it. As such it is easier for customers who want to buy more sustainable products to make purchases, and it will also attract less motivated consumers. There are numerous options for interaction and extensive communication with customers, e.g. about the complex topic of “what is sustainable”. The sustainable products will continue to be offered in other parts of the shop as well.

Civil society organisations can also help to communicate about this shop inside a shop.

This concept can be combined with offering alternatives next to conventional products (see “EasyPick” info sheet). A logo can be developed for the shop inside a shop, to make the products even more visible in the rest of the shop. The same approach can also be employed for the online shopping portal.

### Results

- There is a sustainable “shop” inside the supermarket where all sustainable products are displayed in the same location
- Customers can find sustainable products easily, both in the “shop” and on the supermarket shelves
- The supermarket conveys a strong signal to consumers that sustainability is important
- Supermarkets are communicating about the sustainability of a broad range of products
- Consumers get more insight into the various aspects/facets of sustainability
- Civil society organisations partner in developing this concept and communicating about it with customers/citizens.