

SUSTAINABILITY IN CATEGORY MANAGEMENT.

From intention to full empowerment:
the Italian case



SUSTAINABILITY IN CATEGORY MANAGEMENT

1 The intention



SDA Bocconi
School of Management



European
Institute of
Innovation for
Sustainability



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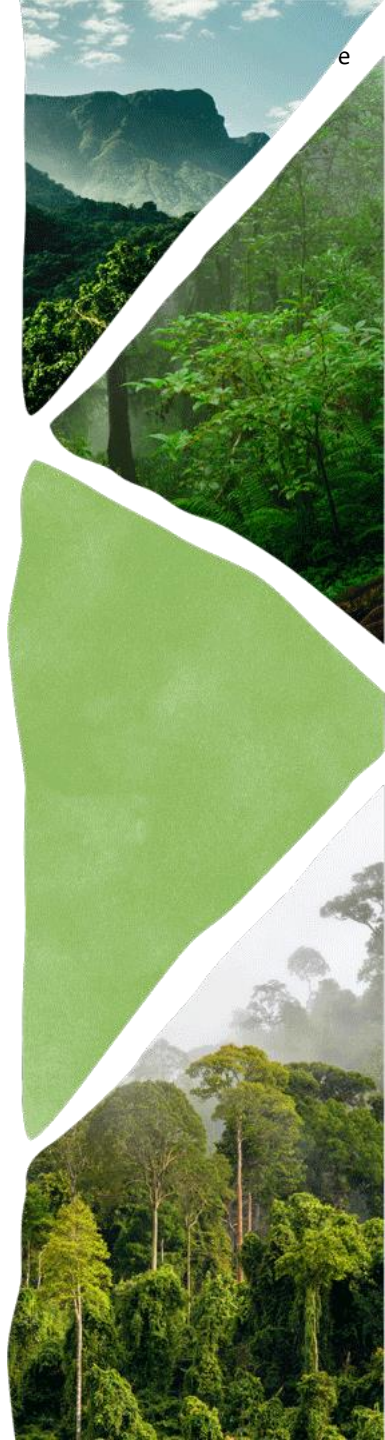
2 The test



3 The empowerment



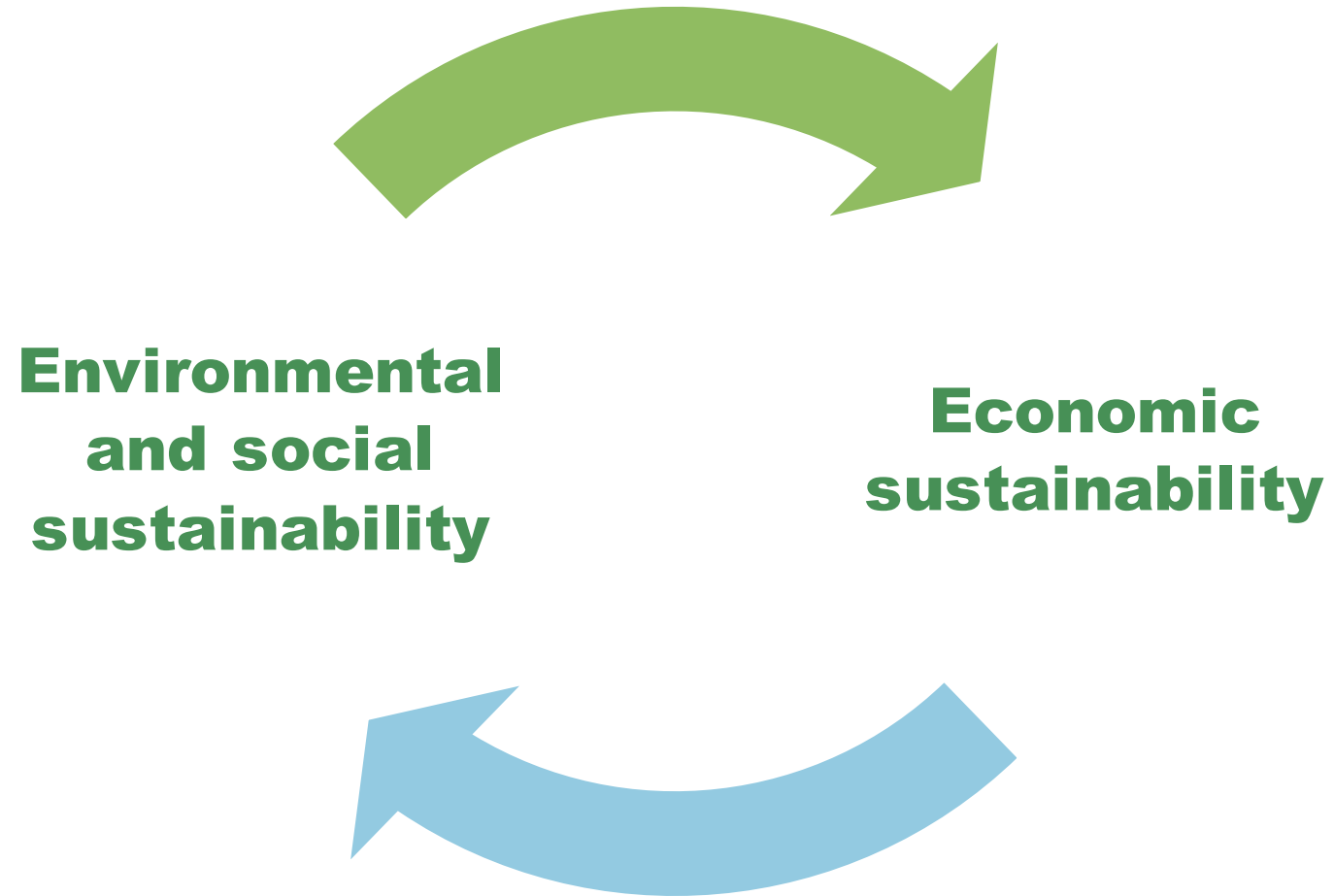
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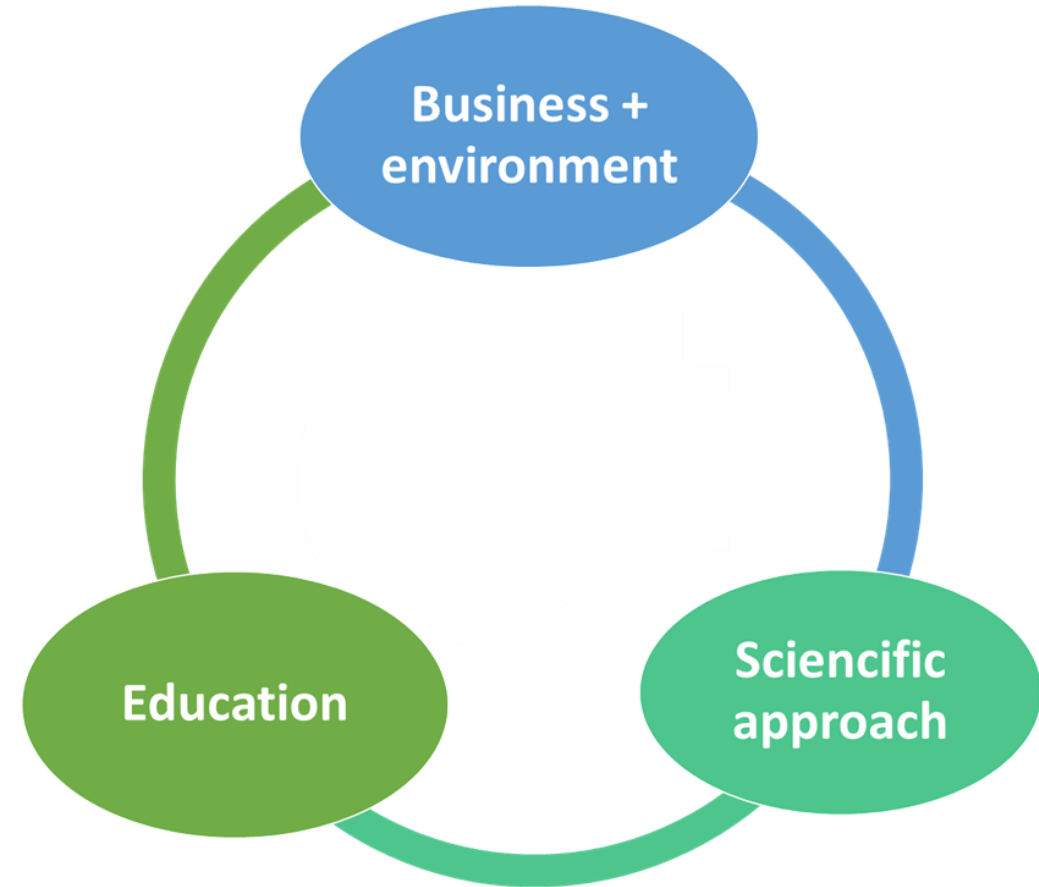




SUSTAINABILITY: COMPLEXITY AND SCIENCE







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STARTING FROM LAUNDRY DETERGENTS

1.Disposable tableware

2.Laundry detergents

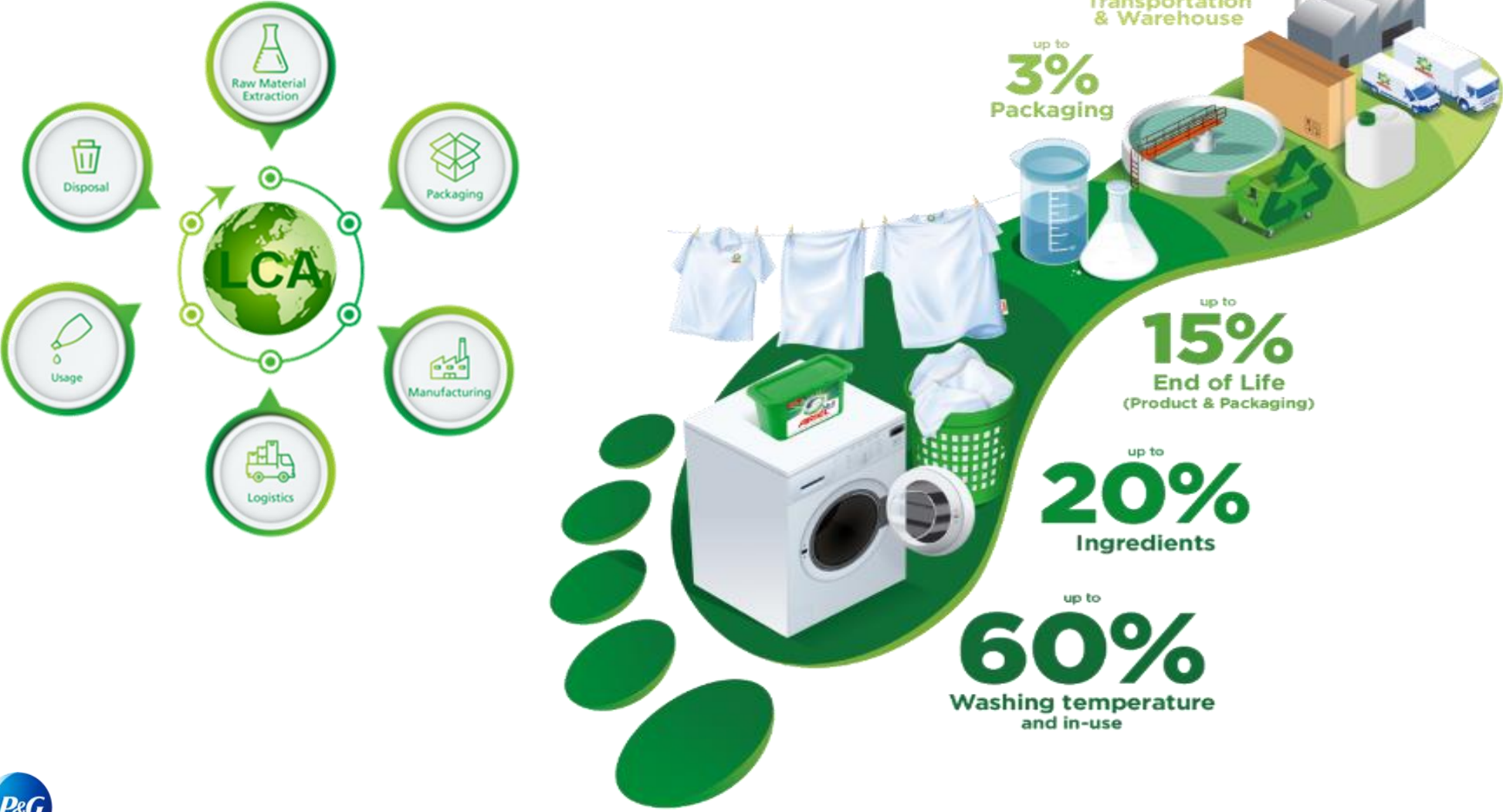
3.Bottled water



Source:: Toluna Quksurveys: 1200 consumers



LAUNDRY: CONSUMERS IN-USE PHASE AS OPPORTUNITY

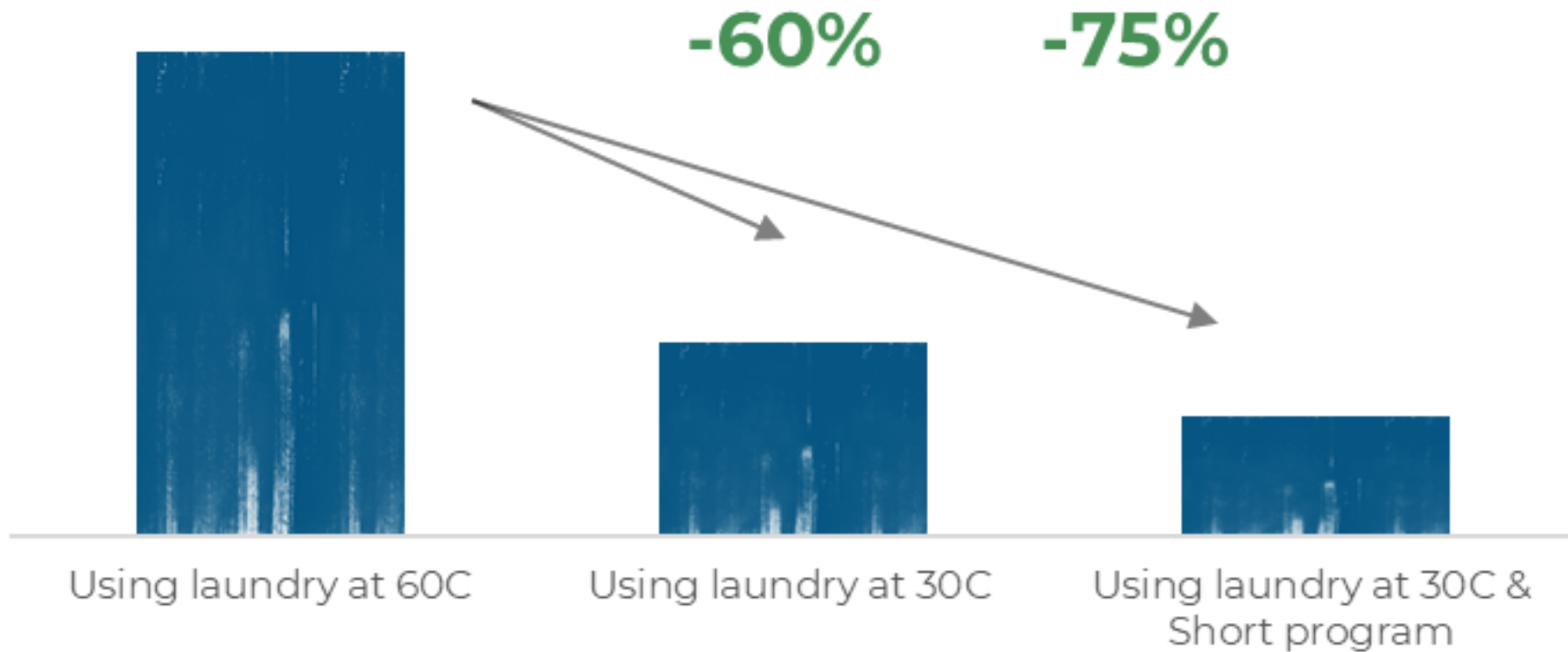


LAUNDRY'S CARBON FOOTPRINT



CONSUMERS SAVE ENERGY & COST WHEN TURNING TO COLD & SHORT!*

■ Energy Consumption



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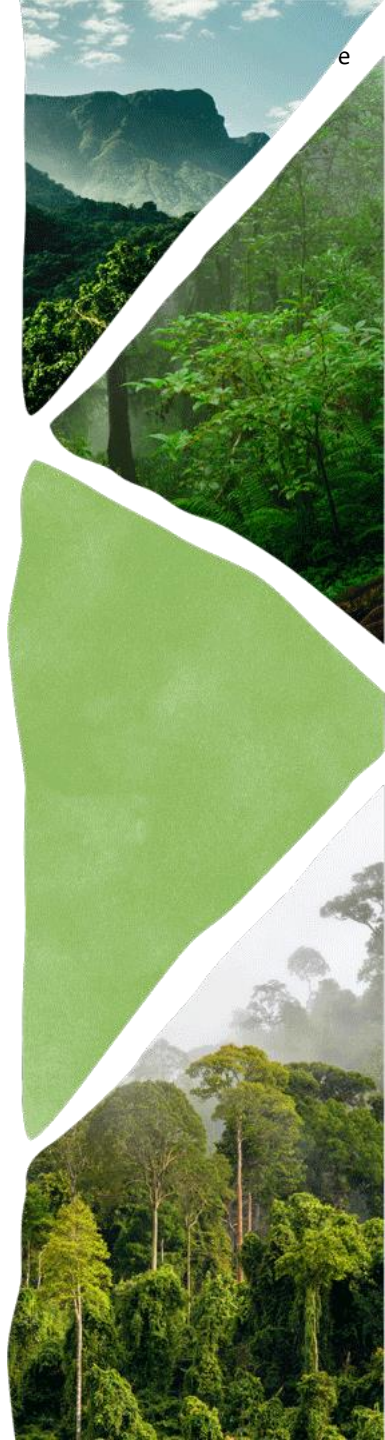
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KEY FIGURES

€3 billion turnover

> 1.500 stores

100 mq / 5.000 smq

> 1.000 entrepreneurs

GREAT ENVIRONMENTAL COMMITMENT

Food waste

New green store format

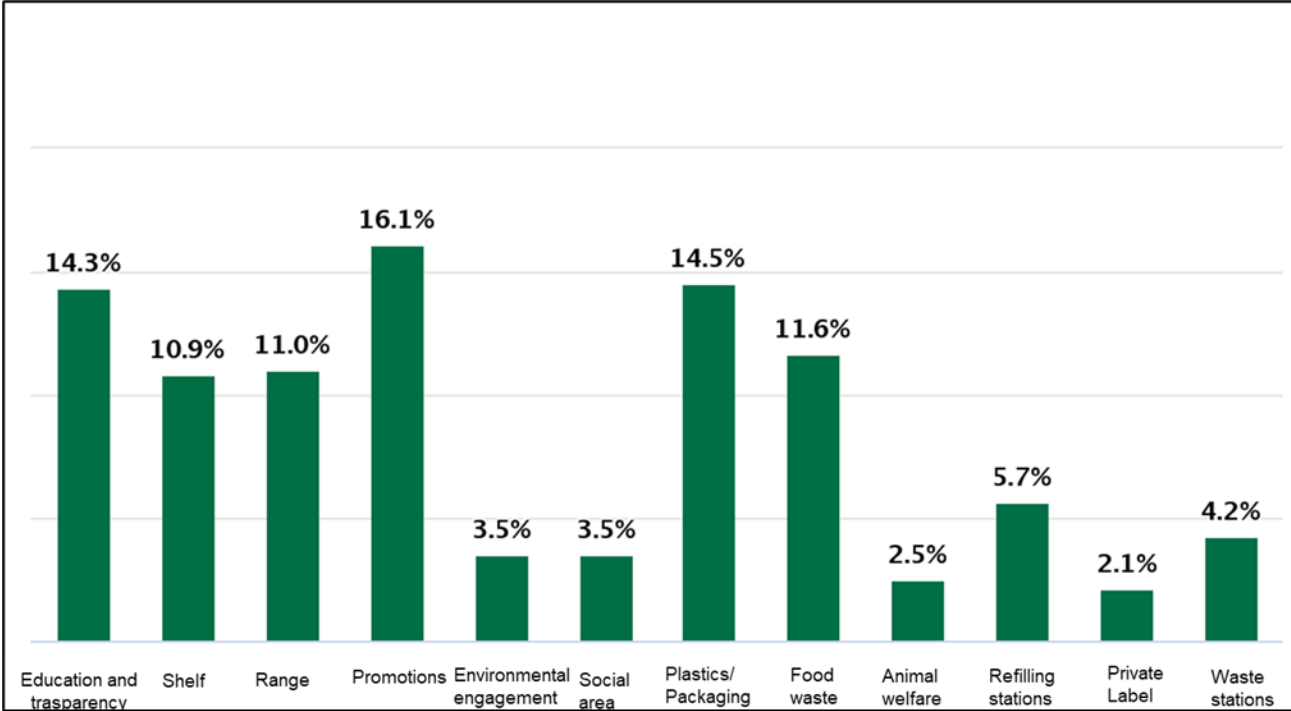
Green packaging

Marketing campaigns

Recycling

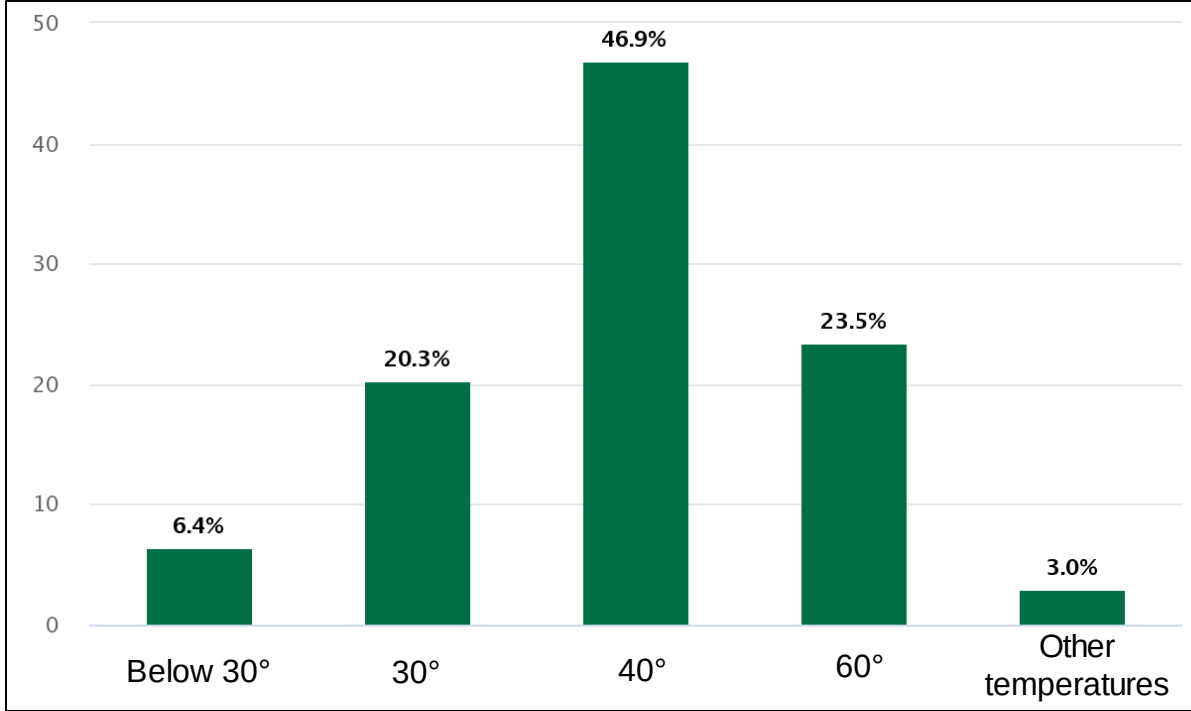


SHOPPER CENTER: UNDERSTANDING THE CONSUMER BEHAVIOUR



Around sustainability, which are the key areas where CRAI should focus?

Base: 3332 respondents



At what temperature do you usually set your laundry machine for cotton / lines?





ENGAGEMENT & EDUCATION OF KEY CRAI STAKEHOLDERS

1 Engagement @ CRAI convention



2 Videopills explaining the project

Introduction



The consumer



Sustainable category
management



The joint project



ACTIVATION



CRAI
aderisce*

IL BUCATO AMICO DELL'AMBIENTE



IN 3 SEMPLICI GESTI

-  Lava a basse temperature, risparmia energia.
-  Utilizza un dosaggio corretto, rispetta l'ambiente.
-  Smaltisci correttamente le confezioni.

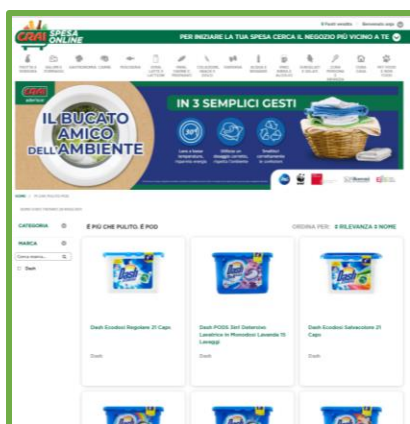
*CRAI aderisce al Category management sostenibile, un'iniziativa di sostenibilità promossa da P&G. Per dettagli visita la pagina <https://it.pg.com/category-management-sostenibile>



PLAN ACTIVATION- PHASE 1

E-COMMERCE ACTIVATION



SOCIAL MEDIA



PROMOTIONAL FOCUS



WEBSITE



RESULTS



+14%
Category € Sales
vs. channel

+18%
Unit dose € Sales vs.
channel

P&G €
performance:
In line with category

All decisions on assortment, shelving, price and promotion are at the sole discretion of the retailer



PLAN ACTIVATION- PHASE 2

INSTORE MATERIALS



Gondola ends



Shelf Flags

MATERIALS

- ✓ **SELECTIVE**
(shelf)
- ✓ **PERMANENT**
- ✓ **SUSTAINABLE**

ASSORTMENT

1



2



3



All decisions on assortment, shelving, price and promotion are at the sole discretion of the retailer



PLAN ACTIVATION- PHASE 2



RESULTS

+5%

Total category € growth

+3.5%

Unit Dose € share

P&G €
performance:
In line with market

All decisions on assortment, shelving, price and promotion are at the sole discretion of the retailer

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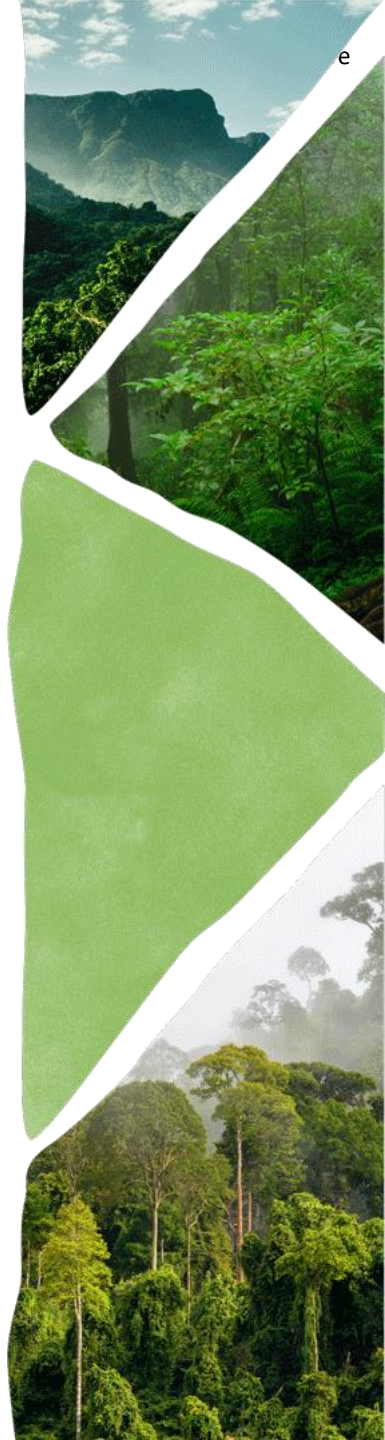
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Creare valore con il Category Management Sostenibile



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