

PROGRAMME: DAY 1

**GREEN
CHARITY
RETAIL**
THE VIRTUAL CONFERENCE

Tuesday 25 May

Time	Session	Speaker	Details
10 – 11am	The power of networking	Fergus Rolfe, Manager, Fit for the Future	<p>How can knowledge and experience be shared to implement practical measures to reduce your organisation's environmental impact and adapt to climate change? This session will demonstrate the power of networking and collaboration in achieving these aims, to support you to:</p> <ul style="list-style-type: none">• Understand the benefits of networking with other organisations in environmental sustainability projects• Identify what you want and can offer in networking• Be aware of the mechanisms and support available to facilitate networking in environmental sustainability projects• Become aware of environmental sustainability work already undertaken by similar organisations and the range of potential solutions and benefits.
12 noon – 1pm	The importance of being purpose-driven	Amy Greenacre, Head of Impact and Sustainability and Melissa Cave, Partnership Development Manager, World of Books Group	<p>We will consider what circular means and how the charity sector fits in to the circular economy at large. We will discuss the importance of being purpose-driven, as well as balancing the triple bottom line: purpose, planet, profit and consider reuse, recycle, and recommerce and the emergence of the environmentally savvy shopper and conscious consumer culture. You will come away understanding:</p> <ul style="list-style-type: none">• The benefits of actively engaging the 'new normal' and conscious consumer – harnessing the zeitgeist, gen Z• How to play a part in the green recovery by reducing your footprint through a combination of in-shop and online solutions• Top tips / takeaways on a budget, including working with partners, sharing expertise, embracing technology to do more with less, at scale etc• The more we can do together, the greater impact we can make.
2 – 3pm	The Psychology of Sustainability	Kate Nightingale, Consumer Psychologist, Founder, Lecturer	<p>As the importance of sustainability changes so does the way brands need to communicate and implement it. Customers demand more than simply planting trees for each order or giving money to an environmental charity. In this session we will talk about how human psychology can help us design better strategies for sustainability communication and environmentally-friendly customer experience.</p>

Charity Retail Association[®]
The voice of charity retail



Cybertill



PROGRAMME: DAY 2

**GREEN
CHARITY
RETAIL**
THE VIRTUAL CONFERENCE

Wednesday 26 May

Time	Session	Speaker	Details
10 – 11am	Going green	David Roman, Sustainability Manager and Kerry Dawson, Sustainability Coordinator, British Heart Foundation	<p>We will look at what a sustainability strategy might cover and tools to put it into practice. The British Heart Foundation was Greenest Charity Retailer 2019 and has done a lot to reduce single use plastics, recycling as much as possible and building a more ethical supply chain. We will share what we've been doing and discuss what more we can do on data, green energy, carbon targets and communications.</p> <ul style="list-style-type: none">• Learn what the three pillars – planet, prosperity, people – are all about• Materiality assessment – what matters most?• How to build a sustainable strategy• Engaging staff and volunteers in practical actions and achieving savings.
12 noon – 1pm	BONUS SESSION Extended Producer Responsibility (EPR) and the Right to Repair for WEEE	Craig Anderson, Chief Executive, Reuse Network	<p>Whether charity reuse activities are to raise funds or to alleviate social exclusion and poverty – we have always been influenced by environmental policy and legislation – sometimes supportive and sometimes a hindrance. Explore how the sector has responded to the green policy agenda and ponder how we keep social, economic and environmental issues on a level playing field. We will address:</p> <ul style="list-style-type: none">• Balancing the charity reuse agenda with government and business intentions• Importance of impact reporting, transparency, and ensuring social change is measured alongside economic and environmental impacts• Moving from product stewardship to extended producer responsibility• Is Reuse a waste matter? – moving from social distancing and facemasks to social value and discarded blinkers
2 – 3pm	Sustainable shopping: cultivating the conscious consumer	Elaine Scott, Business Development Manager, Cybertill	<p>Consumer behaviour is changing as the impact of climate change and consumerism rise up the agenda. Cybertill recently conducted a report to discover how consumer behaviour is changing and how retailers are helping conscious consumers change how they shop. Elaine Scott shares the findings of this report and the impact this will have on charity retail. Delegates will come away with an understanding of:</p> <ul style="list-style-type: none">• Key statistics about changing consumer behaviour• The rise in second-hand shopping• The impact of lockdown on consumer behaviour• How retailers facilitate conscious consumerism• Strategic examples from a charity focused on sustainability

Charity Retail Association[®]
The voice of charity retail

**Book
here**

Cybertill


world of books
GROUP

 **PRECYCLE**
GROUP

PROGRAMME: DAY 3

**GREEN
CHARITY
RETAIL**
THE VIRTUAL CONFERENCE

Thursday 27 May

Time	Session	Speaker	Details
10 – 11am	A circular economy within charity retail	Emily Cronin, Head of Trading, St Peter and St James Hospice Shops	Find out how the hospice have embedded the circular economy into all aspects of their retail business, including working with repair cafes, customising vintage garments for resale, buying new goods and a simple t-shirt case study. You should come away with ideas for ways to reduce landfill, how to maximise each donation and rethinking your stock.
12 noon – 1pm	Textiles 2030 briefing: the UK sustainable textiles action plan FOLLOWED BY Retail's 'plastic straw' moment: it's time to rethink paper receipts	Dr David Moon, Head of Business Collaboration, WRAP Samantha Lind, Campaigner at Beat the Receipt	Hear about WRAP's new voluntary agreement launched in April and how it will target more circular use of textile products and materials in order to deliver ambitious climate targets. <ul style="list-style-type: none">• Learn about planned multi-stakeholder action in the UK to develop more circular use of textile products and materials• Identify opportunities for charity retailers to get involved The Paperless Pledge is an industry-led movement aiming to make paper receipts optional in all UK retail stores by the end of 2023. Paper receipts are non-recyclable, consume oil, trees, and water, and they don't fit into the digital lifestyle that we currently have – so why are we still printing them automatically? We'll discuss: <ul style="list-style-type: none">• The carbon footprint of a paper receipt (as calculated by the Carbon Trust)• The broader environmental impacts of the UK's paper receipts• Consumer attitudes towards paper receipts, sustainability and digital lifestyles• The economic and sustainability benefits of switching to optional printing• The Paperless Pledge and how you can get involved
2 – 3pm	Achieving net-zero: quantifying and communicating sustainability benefits to donors to drive brand engagement and income	Taskeen Ahmed, Group COO, Precycle Group	As sustainability continues to move up the agenda, retailers are under increasing pressure from consumers to commit towards net-zero targets. But how do you quantify the re-use already taking place in stores and how do you communicate this to customers, donors and supporters? We will talk about: <ul style="list-style-type: none">• The information recycling partners can provide to such stakeholders• Ways in which it might be communicated• How to integrate this into your sustainability strategy.

Charity Retail Association[®]
The voice of charity retail



Cybertill

