

**CONFERENCE:** Nov. 15–18, 2021  
**TRADE SHOW:** Nov. 16–19, 2021

[IAAPA.org/IAAPAEexpo](https://iaapa.org/IAAPAEexpo)

 @IAAPAHQ | #IAAPAEexpo

# Making Retail Operations *More Sustainable*

From Store Design, Environments, Signage, Product,  
Product Packaging to Sourcing

---

JESSICA VAN DYKE

VP of Partnership Development

[Jessica.vandyke@eventnetwork.com](mailto:Jessica.vandyke@eventnetwork.com)

---

event **network**



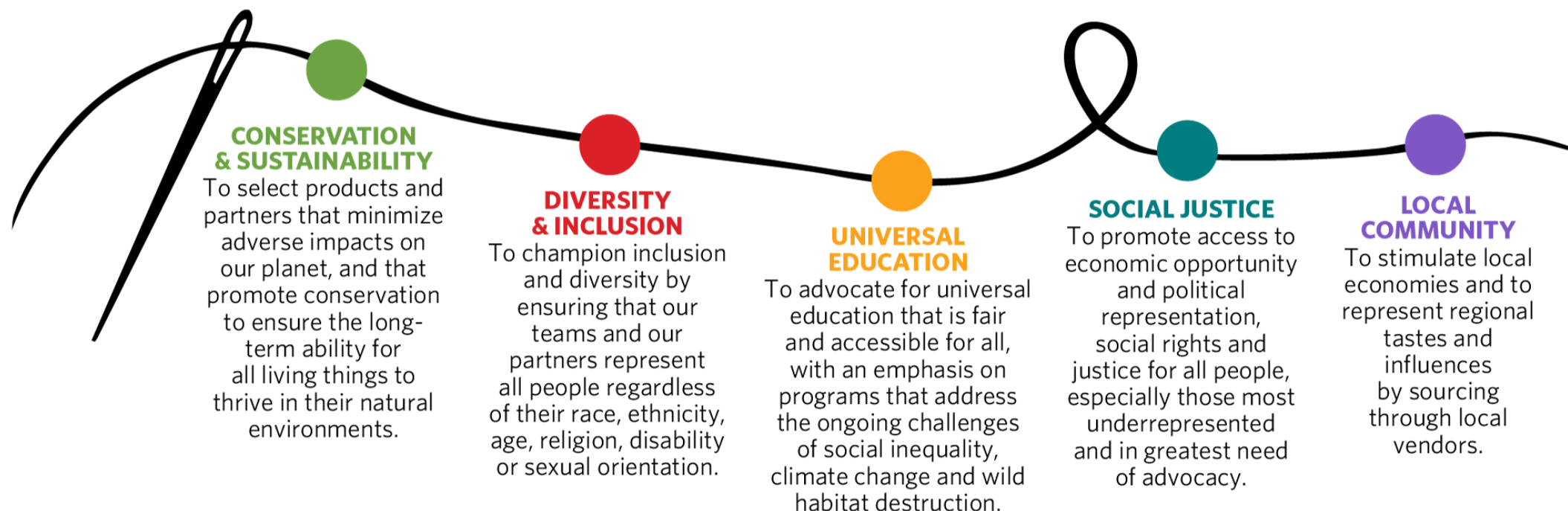
@IAAPAHQ | #IAAPAEspo



# Common Thread



ALL LIVES ON EARTH SHARE A COMMON THREAD.

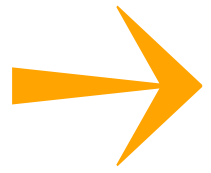


OUR COMMITMENT... CURATED FOR PURPOSE, ON PURPOSE.



# ➔ Changing Consumer Sentiments





# Evaluating Current Operations



- Reduce, Reuse, Recycle
- Consider not only downstream but upstream
- Conduct an audit of where you are today
- No step is too small
- Sustainability is everyone's job
- Communication & Collaboration!







# Store Design



## Sustainability - Store Environments

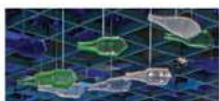
National Aquarium in Baltimore



### CREATING A SUSTAINABLE FUTURE TOGETHER

#### LIGHTING

Lights throughout the store have been replaced with eco-friendly LED's. Cabinets in the back of the store were removed to let in more natural daylight.



#### SUSTAINABLE ART

Artist Kathleen Plate handmade the store's featured eco-art ceiling display using glass bottles recovered from dumpsters headed to the landfill.

#### STORE SIGNAGE

We removed all plexiglass from the store. All the signage was created using eco-friendly printing options, recycled FSC certified substrates and lit LED panels for large scale graphics.



#### SUSTAINABLE PRODUCTS

The National Aquarium store hosts an entire collection of sustainable, local, recycled, and eco-friendly products for the conscious consumer.



From toys to t-shirts made out of recycled milk containers, to bags created from retired boat sails.

Green informational signage for products throughout the store.



#### REDUCE, REUSE

Integrated the old ceiling design into the new design so it could be reused instead of being replaced. Old fixtures have been upcycled to other retail locations.

#### WALL SOLUTIONS

We used zero VOC paint by Benjamin Moore, sustainable and durable 2Stone Concrete Veneer for the cash-wrap, and Dimensional Impact MDF Retail Panels from FSC certified sources.

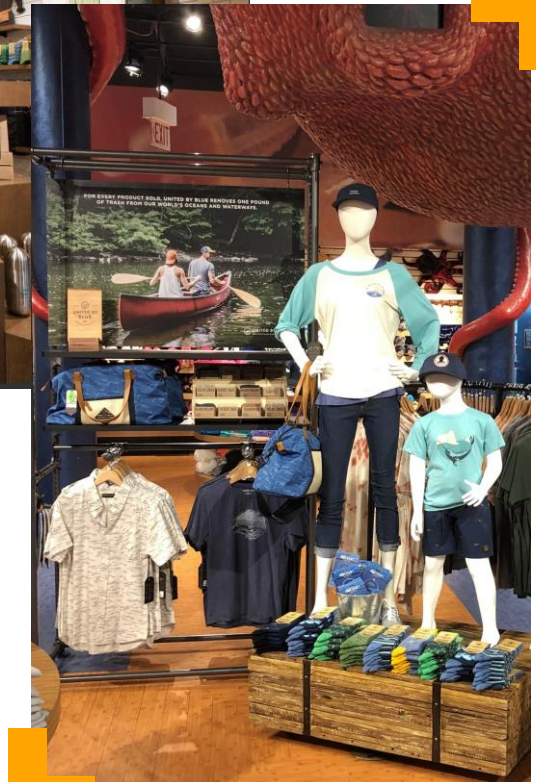
#### NET EFFECT™ CARPET

Project Net-Works™ provides a source of income for small fishing villages in the Philippines while cleaning up their beaches and waters of discarded fishing nets that threaten precious reef off their shore. Nets are collected and repurposed to provide recycled content nylon for interface carpet tile.





# ➔ Store Design







# Environments | Merchandising Systems



## WOODLAND PARK ZOO SEATTLE, WASHINGTON

Through engaging exhibits and programming, the Woodland Park Zoo helps raise awareness and educate guests on the importance of conservation and ways individuals and communities can take action to preserve our natural habitat. Event Network has extended this message throughout the Gift Shops—removing plastic materials from the store environments and incorporating eco-friendly materials, such as brick MDF slat wall made from FSC certified sources. Product, displays and signage also reiterate this important message.

**FINALIST IN RETAIL  
EXCELLENCE AWARDS  
FOR SUSTAINABILITY**

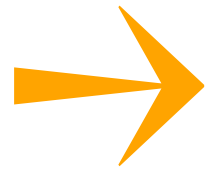
## Sustainability - Store Environments SHOP! Design Award - Lincoln Park Zoo, Chicago



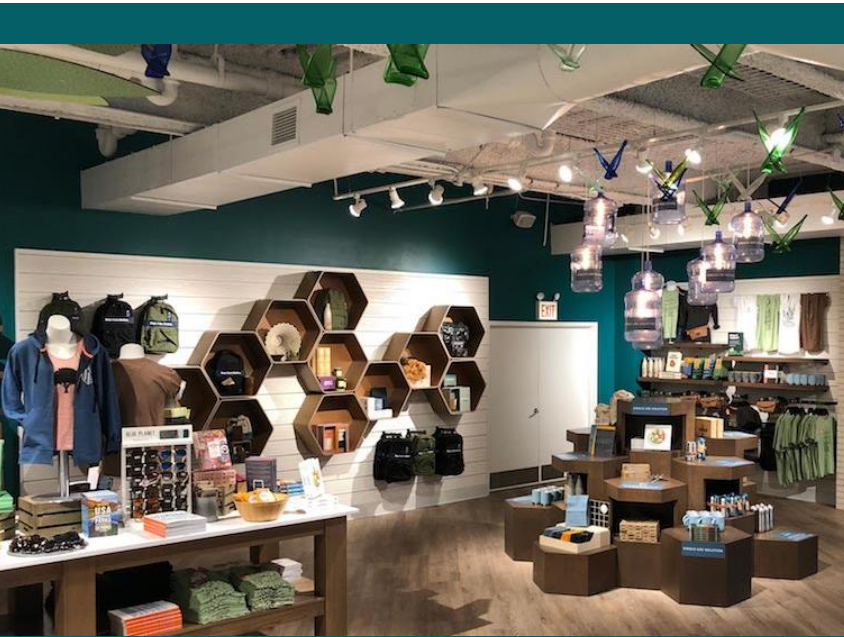
Our sustainable remodel at the Lincoln Park Zoo Gift Store won a 2020 SHOP! DESIGN AWARD.



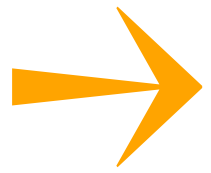




# Environments | Merchandising Systems







# Signage | Storytelling & Labels



Hang tag is printed on recycled paper & attached with a natural string



**FALCONBOARD®**  
Stronger. Flatter. Greener. Better™



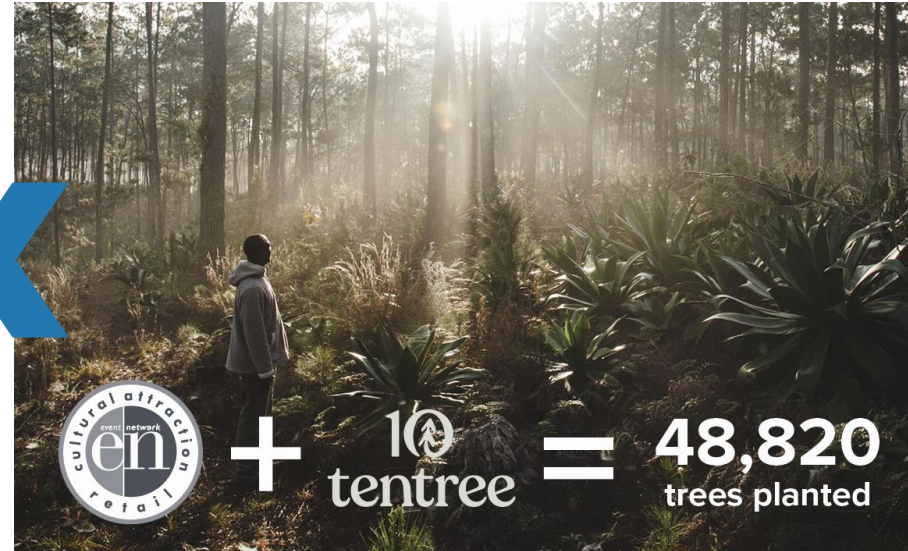


# ➔ Product Sourcing

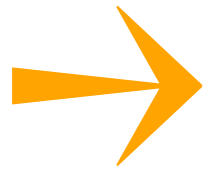




# ➔ Product Sourcing







# Product Packaging | Waste Reduction



PACKAGING



**Eco Packaging Best Practices**  
(Open box style, no blister inserts, twist ties or washers)

**Footprint Comparison**

**BEFORE**  
Single-Use  
PVC

»

**AFTER**  
PET Plastic &  
Fully Recyclable

»

**BEFORE**  
Single-Use PVC

»

**AFTER**  
Reusable Storage Bag



# Product Packaging | Waste Reduction



## BEFORE

Multiple single-use plastic bags and Styrofoam in a large outer box

## AFTER

Re-think and re-engineer packaging and product assembly. Remove all inner plastic bags, Styrofoam and inner-boxes. Reduce box size and weight for less shipping costs.

## SMALLER FOOTPRINT



PACKAGING





# Product Packaging | Waste Reduction



PACKAGING



Redesigned  
box  
packaging  
with eco-  
friendly inner  
tray



BEFORE - Pieces in plastic bags



AFTER - Stacked in one bag



BEFORE - Individual  
Pieces in plastic bags



AFTER - Layered with recycled  
padded kraft paper sheets



# Product Packaging | Waste Reduction



PACKAGING



Tote bags & clutches made from recycled PVC outdoor banners displayed at California Academy of Sciences





# Green Retail is possible with the right focus!



→ **Thank You.**



event network  
event network eve  
event network rk  
event network eve