

Sustainable retail - where to start?

Ecsite 2023
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At PwC, we are passionate about sustainability, and it is a core part of our mission and strategy

PwC's purpose
Build trust in society and solve important problems



People
We are a diverse community of ultimate solvers

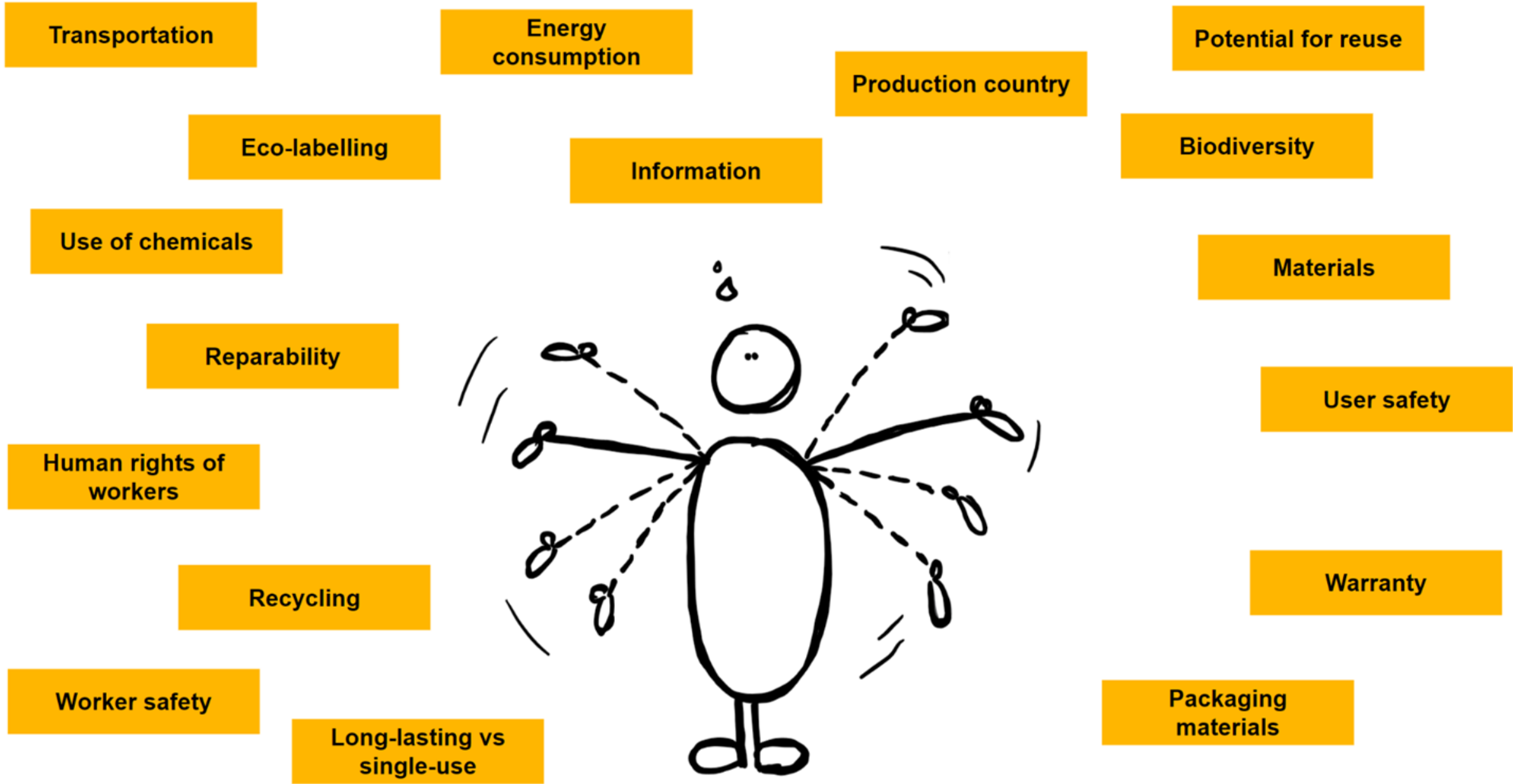


Customers
We help customers earn trust and achieve sustained outcomes

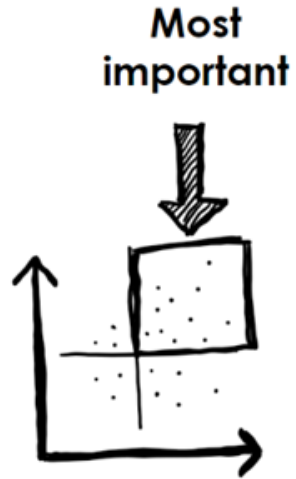


Society
We develop solutions for a sustainable future





The goal - avoid “analysis paralysis”

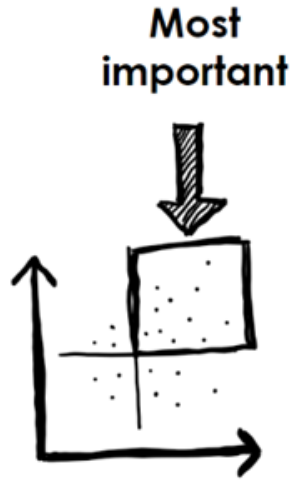


STEP 1

Make priorities to simplify the process

→ This means some things will not be prioritized!

The goal - avoid “analysis paralysis”



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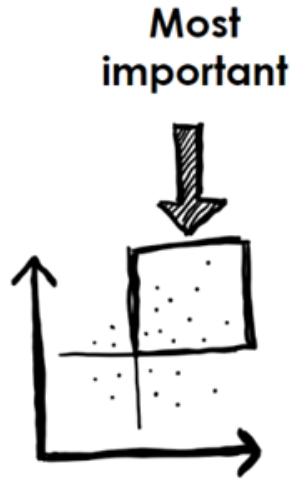
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STEP 2

Figure out ways to evaluate the prioritized areas

→ Simplify evaluation criteria as much as possible

The goal - avoid “analysis paralysis”



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STEP 3

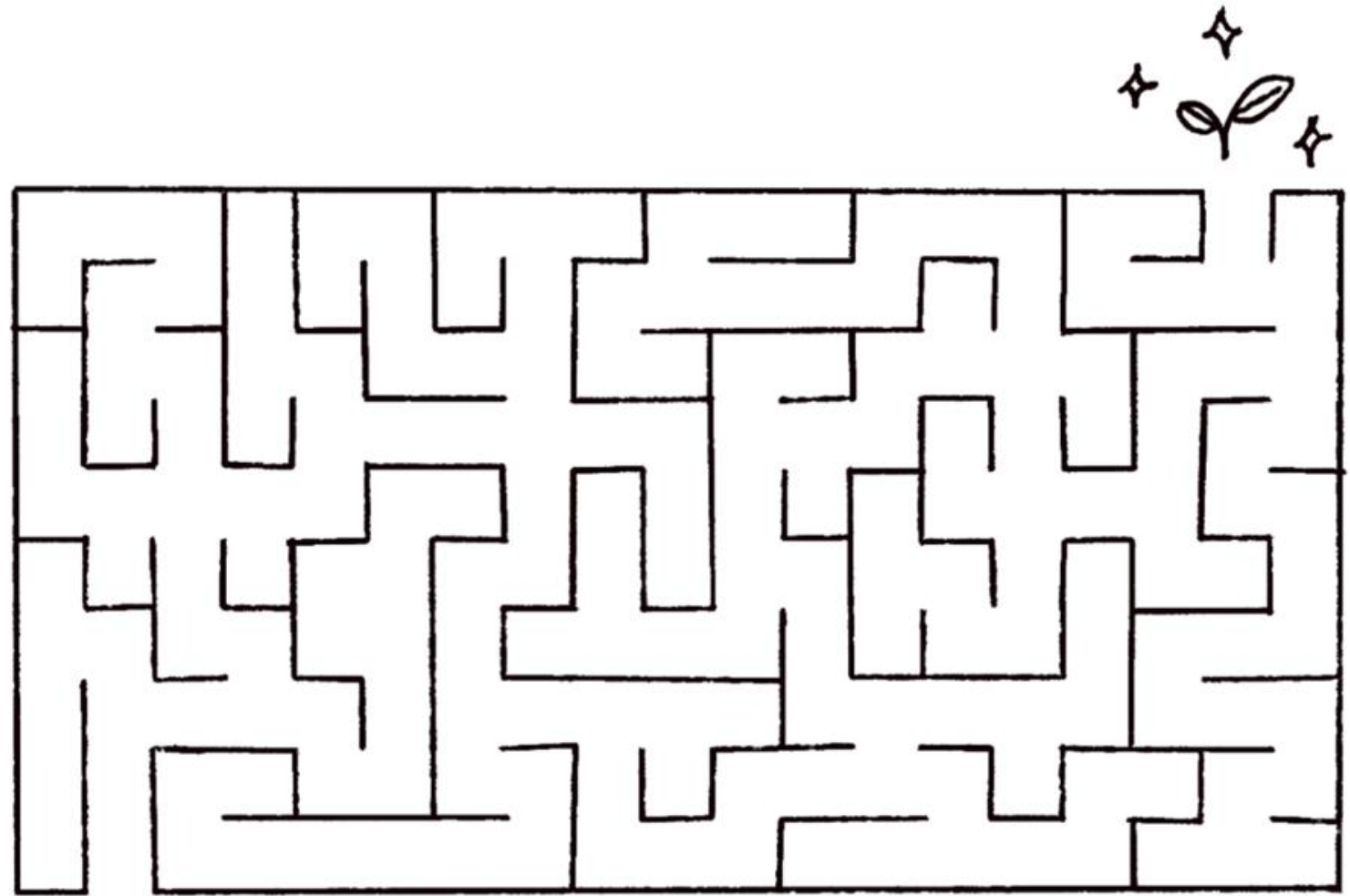
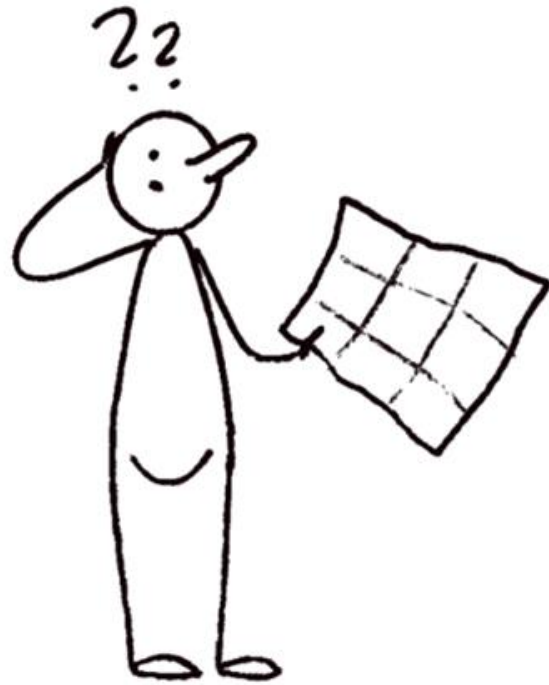
Implement the model in real life

→ Make adjustments as you learn, to improve the model

Tips for success

1. Aim for a team with varying perspectives and knowledge
2. Talk to your customers to find out what is important to them
3. Talk to suppliers to check today's status and possibilities for improvements
4. Start with a high-level model and fine-tune later





Key takeaway:

Take the first step and be prepared to make a few wrong turns along the way - this is how we learn and improve!

Thank you!



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