

# VilVite

Sustainability project at VilVite's  
science retail shop in Bergen, Norway

# Where do we start?

## Getting help

- Make a plan/ambition
- Knowledge in how to evaluate products
- Suppliers - dialog and influence
- Setting future goals

# Product evaluation

Evaluation tool with simple questions to consider the climate and environmental influence of a product.

# Product evaluation tool from PwC



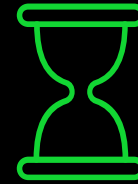
## Production

Is the product made in a sustainable way?



## Transportation

How is the product packed?



## Usage

Is the product made to last, and can it be fixed?



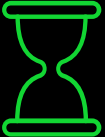



## End

Can the product be reused or recycled after end of usage?

Each phase gets a score, which together gives a final score for the product.

# The sum of each phase are put together for a final score

		Score	Comment
	Production phase: 20 possible points		
	Transportation phase: 6 possible points		
	Usage phase: 16 possible points		
	End phase: 8 possible points		
	<b>Score: 40 - 50</b>	<b>Score: 30 - 40</b>	<b>Score: Under 30</b>
	<b>Sum: X of 50 possible</b>		

# Evaluated 100+ products

		Produksjonsfasen				Transportfasen				Bruksfasen				Sluttfasen		Sum	Evaluert	
Varenummer	Produktnavn	Er varen miljømerket?	Hvor er varen produsert?	Hva er varen laget av?	Kan varen inneholde farlige kjemikalier eller mikroplast?	Howdan er varen emballert?	Er emballasjen merket med Grønt Punkt?	Er det tydelig hvordan man skal kaste emballasjen?	Er varen laget for å vare lenge?	Kan varen repareres hvis den går i stykker?	Kan eventuell strømkilde lades opp eller skiftes?	Finner man informasjon om varen på produsentens	Kan varen gjenbrukes av andre?	Er det lett å vite hvordan man kvitter seg med varen?	Kan varen resirkuleres?			
		Score	Kommen	Score	Kommentar	Score	Kommentar	Score	Kommentar	Score	Kommentar	Score	Kommentar	Score	Kommentar	Score	Kommentar	
7090050780147	Compact binoculars	1		1	Kina	1		3	overflødig med plast inni	1	Grønt punkt	1		5		3		27
9781780679648	Match a track	0		1	Kina	5		3	Overflødig med plast utenpå	0		1		5		3		32
7300009261093	Wooden tetris space	1		1	Kina	5		3		1	Grønt punkt	1		5		3		32
5060282510463	Mj Discovery - 3D	0		1	Kina	3		1		0		0		5		0		11
7300009655328	Putty Jumping Clear	0		1	Taiwan	3		2	CE-merking	1	Grønt punkt	1		5		0		22
6430018272610	Photosynthesis	1		1	Kina	5	Papir/papp	3	CE-merking	1	Riktig mengde med papp/papir emballasje og plast utenpå	0		5		3	ikke elektrisk	34
736970420165	Q-ba-maze starter box warm colors	0		1	Kina	1		3	CE-merking	0	overflødig med plast utenpå	0		5		0		25
5600310393165	Skjelett 3D byggesett	0		1	Kina	5	treverk	3	CE-merking	0	overflødig plast	1	Grønt punkt	2	kan brukes flere ganger, men laget for å stille ut	0	finner ikke produktet på nettsiden	23
7043370090519	Spiralblokk linjer	5		4	østerrike	5	papir/papp	3		2		2		5	laget for å brukes opp	3	kan tørkes	41
6949936111425	Green straw	0		1	Kina	3	Papir og plast	2	CE, men kvelefare	0	Overflødig plast	1	Grønt punkt	5		3		30
4893156032652	Science magjo	0		1	kina	1		3	CE-merking	0		0		5	mange deler kan lett erstattes	3	ikke elektrisk	28
5055923753514	Coffee Lovers Puslespill	0		1	Kina	5	papir/papp	3		2		1	grønt punkt	5		0		32
7090018240263	getSmart Kids: Addisjon og subtraksjon 1	0		7	antar at de er laget i norge	5	papir/papp	3		1	pappekse med nødvendig plast inni	0		5		0		36
6949936111128	Water powered rocket	0		1	Kina	1		3	CE-merking	1	Pappekse med plastposer inni	1	grønt punkt	5		3	står at man kan ta kontakt for å få tak i deler	30
	Molekylbyggesett	0		1	Kina	1		2	CE-merking, og merket kvellingsfare	0	plasteske, med plast utenfor og plastposer inni, litt mye	0		5		3	består av flere deler, så om noen blir ødelagt kan man fremdeles fint bruke det	27

Alle evaluerte varer

Score 40-50

Score 30-40

Score under 30

Average score 24,6

23,5% of all our products have  
some kind of eco-label

# Product requirements

1. Product content
2. Production
3. Sustainability
4. Packaging



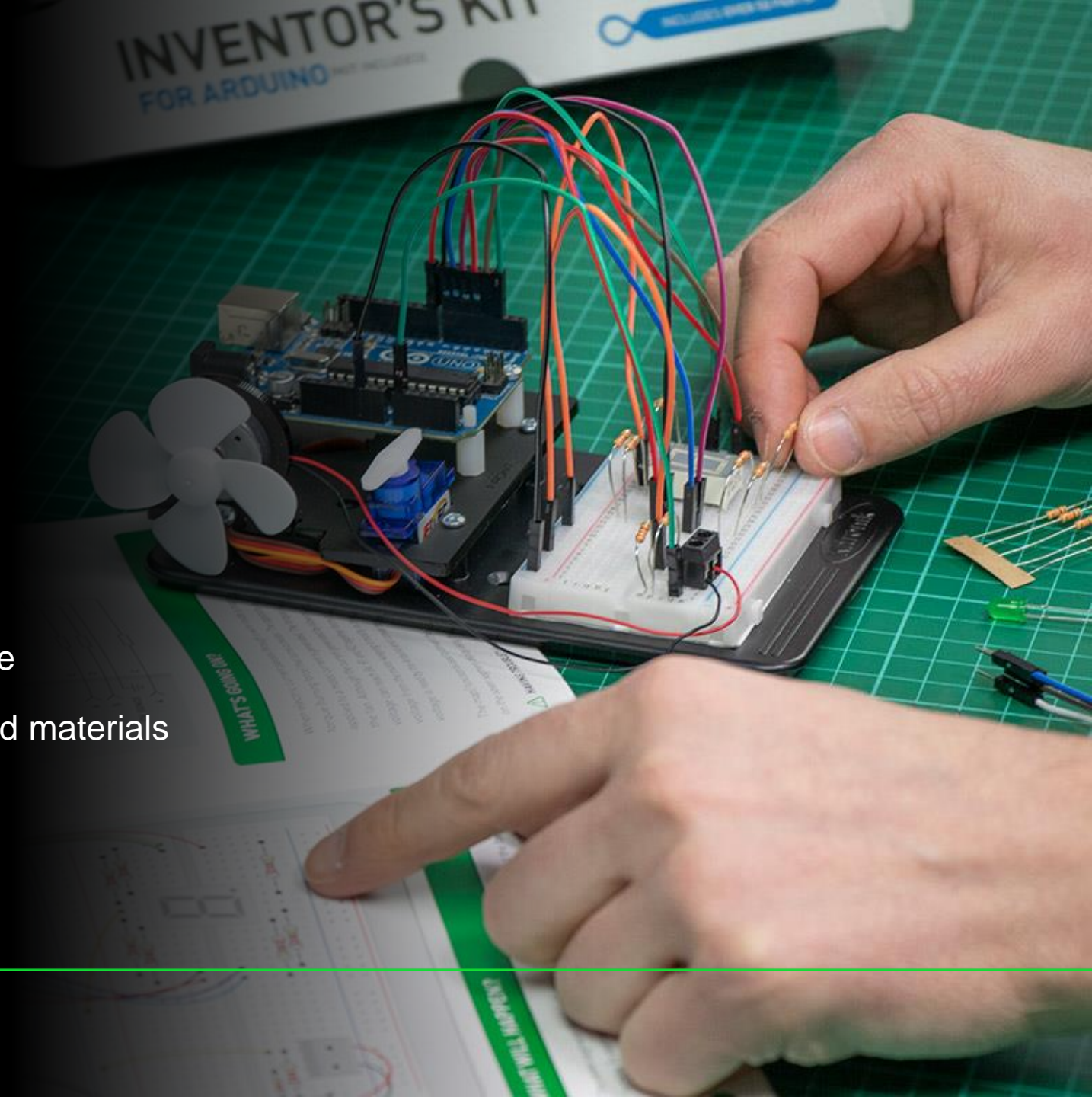


# 1. Product content

- Learning
- Connected to our exhibition

# 2. Production

- Production within Europe, as local as possible
- Information on product if it is made of recycled materials



Long-lasting shopping bags made of redesigned banners and leftover leather from Norwegian shoe factory. Produced locally in Bergen.



# 3. Sustainability

- Minimum 30 points on all products
- Quality and long lasting products
- Products made for one time usage needs to have recyclable containers
- Suppliers that offer spare parts for repairing
- EI-products that are rechargeable instead of battery

From plastic, wrapped and poor quality to FSC-wood, long lasting and paper wrapping.



## 4. Packaging

- No unnecessary packaging
- As little air as possible
- Information about recycling
  - Checked the packaging on all our products and logged all eco-labels (March -03).  
53,6% of our products have eco-labeled packaging
- We only reuse packaging when sending from our webstore

From plastic wrapped  
and long traveled  
greeting cards to  
Norwegian design and  
production with, no  
wrapping and FSC-paper



# Recycling

- Redesigning our store:
  - Gave away used furniture
  - Reused materials
- Recycling products for customers
- Information inhouse and online



# Suppliers

- Informed them about our goals
- Documented what our suppliers do within sustainability and which certifications they have
- Asked for more information on their webpage
- We let them know if products have low quality or unnecessary packaging
- Looking for new suppliers and products with sustainability in focus



# Future plans

- Selling second hand
- Making products ourselves
- Meet the certification demands for retail from Miljøfyrtårn (Eco-Lighthouse)
- Subscriptions?

# Challenges

- Resources and time!
- Few available products within science that is in Norwegian
- We are small and have little influence
- We need products that sell, and the best sellers are not sustainable
- Sustainable products look nice, but are often very neutral. Kids are attracted to colour.



# What we've learned

- Gained a lot more knowledge
- We know what to look for when ordering
- We need to be more demanding against suppliers
- Storytelling sells
- All employees need to be included, engaged and trained
- We have clearer goals for where we want to be - be realistic
- One step at the time

