CREATING A BETTER FUTURE

Tackling Sustainability for Back-to-School

INDEX

TOP SELLERS

1 **Roaring Spring Blue Examination Book**
DSC# 89035 | ESRP $0.57

2 **Skullcandy Jib In-Ear Earbuds with Mic**
DSC# 117614 | ESRP $13.47

3 **Roaring Spring Wirebound Notebook**
DSC# 141655 | ESRP $3.51

4 **Duracell CopperTop Alkaline Batteries AAA 4Pk**
DSC# 56108 | ESRP $10.00

5 **FIVE STAR Wirebound Notebook**
DSC# 64613 | ESRP $12.26

6 **OnHand Charging Cable Black 5ft**
DSC# 117778 | ESRP $20.20

FACTOIDS

93% of survey respondents said the pandemic had influenced their views on sustainability.

IBM

Gen Z prioritizes **climate change** as the third most pressing issue currently.

heforshe

Gen Z customers are willing to spend **10% more** for a sustainable product.

Forbes

Gen Z consider **sustainability** to be more important than brand name.

Forbes

Gen Z demands sustainable retail, making most of their purchasing decisions based on **personal, social, and environmental values**.

FirstInsight

The hashtag **#sustainability** has over 12 million posts on Instagram and **#thrifttok** videos are trending on TikTok and YouTube.

Team Lewis

Consumers are most likely to make sustainable or ethical choices in the categories they deem essential and buy most frequently.

Deloitte

3 out of 4 consumers report they want to do more to reach their sustainability goals at home.

IBM

3 out of 5 consumers say socially responsible or sustainable products made up at least half of their last purchase.

IBM

79% of people report wanting to buy environmentally sustainable products.

Kantar

DURACELL®

#1 Trusted battery brand

Students can count on CopperTop for long lasting, reliable power. Superior quality, dependability, and decades of innovation have made Duracell the brand it is today.
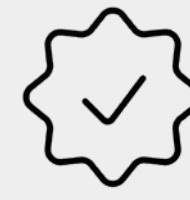
Best Uses

Duracell Coppertop batteries work in devices like:

- Toys
- Remote controls
- Flashlights
- Calculators
- Clocks and Radios
- Portable Electronics
- Wireless Mice and Keyboards

Formulated with POWER BOOST™ ingredients

Guaranteed 12 years in storage

Suitable for everyday devices

Prices subject to change. Please visit www.dstewartcanada.com for current pricing.

THE DOUGLAS STEWART co

3

Surface Go 3

The most portable touchscreen 2-in-1

Perfect for everyday tasks, homework, and play, the Surface Go 3 is optimized for digital pen and touch. Designed for Windows 11 (also available with Windows 10 Pro OS), the Surface Go 3 has a Pentium® Gold 6500Y processor, all-day battery, tablet-to-laptop versatility, and built-in Microsoft security.

DSC# 153076 | ESRP $506.18

Surface Pro 9

On-the-go flexibility

Surface Pro 9 delivers tablet flexibility with laptop performance and battery life—all in one ultra-portable device. Now with powerful new processors and optional high-speed 5G connectivity. Built for anything students need, anywhere they need it. Type cover not included.

DSC# 157864 | ESRP $2,319.17

GEN Z AND SUSTAINABILITY

College students care about important social issues such as racial equality, LGBTQ+ rights, and sustainability and climate change. Stores will find that striving for authenticity and ethical products will attract this generation of shoppers. Here are some facts about Gen Z and their desire for sustainability.

SUSTAINABILITY AS A MAIN ISSUE

According to a **global study**, Gen Z prioritizes climate change as the third most pressing issue currently. Compared to older generations, with only 51% of baby boomers sharing this view, significantly more young people care about their purchases being sustainable and eco-friendly.

SUSTAINABILITY VS. BRAND NAMES

Gen Z **prefers to buy sustainable brands**, in fact most are willing to spend even 10% more for a sustainable product versus it's cheaper alternative. Gen Z shoppers consider **sustainability to be more important** than brand names, and they have even begun to influence previous generations as well, with nearly **90% of Gen X consumers** being willing to spend 10% extra or more for a sustainable product, compared to just 34% in 2020, and a 30% jump in participation from Baby Boomers.

SUSTAINABILITY AFTER COVID-19 PANDEMIC

Coming of age during the COVID-19 pandemic has greatly influenced Gen Z. For many, the pandemic taught people to do less, spend less, and waste less. People have adapted to working from home, ordering cleaner products, and considering their personal impact on the environment. Although people cared about sustainability before COVID, the **pandemic certainly brought it into focus** for much of Gen Z. In fact, according to **a study at the end of 2019**, Gen Z demands sustainable retail, making most of their purchasing decisions based on personal, social, and environmental values.

SUSTAINABILITY AND SOCIAL MEDIA

Gen Z is the most active generation on social media, and the online landscape shows how much Gen Z cares about environmental awareness. The hashtag **#sustainability** has over 12 million posts on Instagram and **#thrifttok** videos are trending on TikTok and YouTube.

THE BOTTOM LINE

Gen Z is known for caring for climate change and sustainability, and your store will benefit from stocking eco-friendly products for Back-to-School shopping. For a list of products you should carry, **check out this article**.

Read Article: **https://retailconnection.dstewart.com/2023/04/05/gen-z-and-sustainability/**

8 TIPS TO MAKE YOUR STORE GREENER

Going green is a process, and it is okay to take it one step at a time instead of trying to tackle every goal at once. Pick one positive change each month and start gradually making changes. Here are some practical ideas you can implement:

Replace light bulbs with energy efficient lighting.

Reduce paper waste in restrooms with energy efficient hand dryers.

Switch to a green web hosting service.

Use recyclable or compostable materials when possible.

Make energy efficient upgrades to reduce energy consumption.

Order sustainable products to sell to students (Get a shopping list **HERE**).

Conduct an energy audit to see where your store's energy usage can be cut back.

Review daily activities to see where you can reduce waste or use sustainable materials.