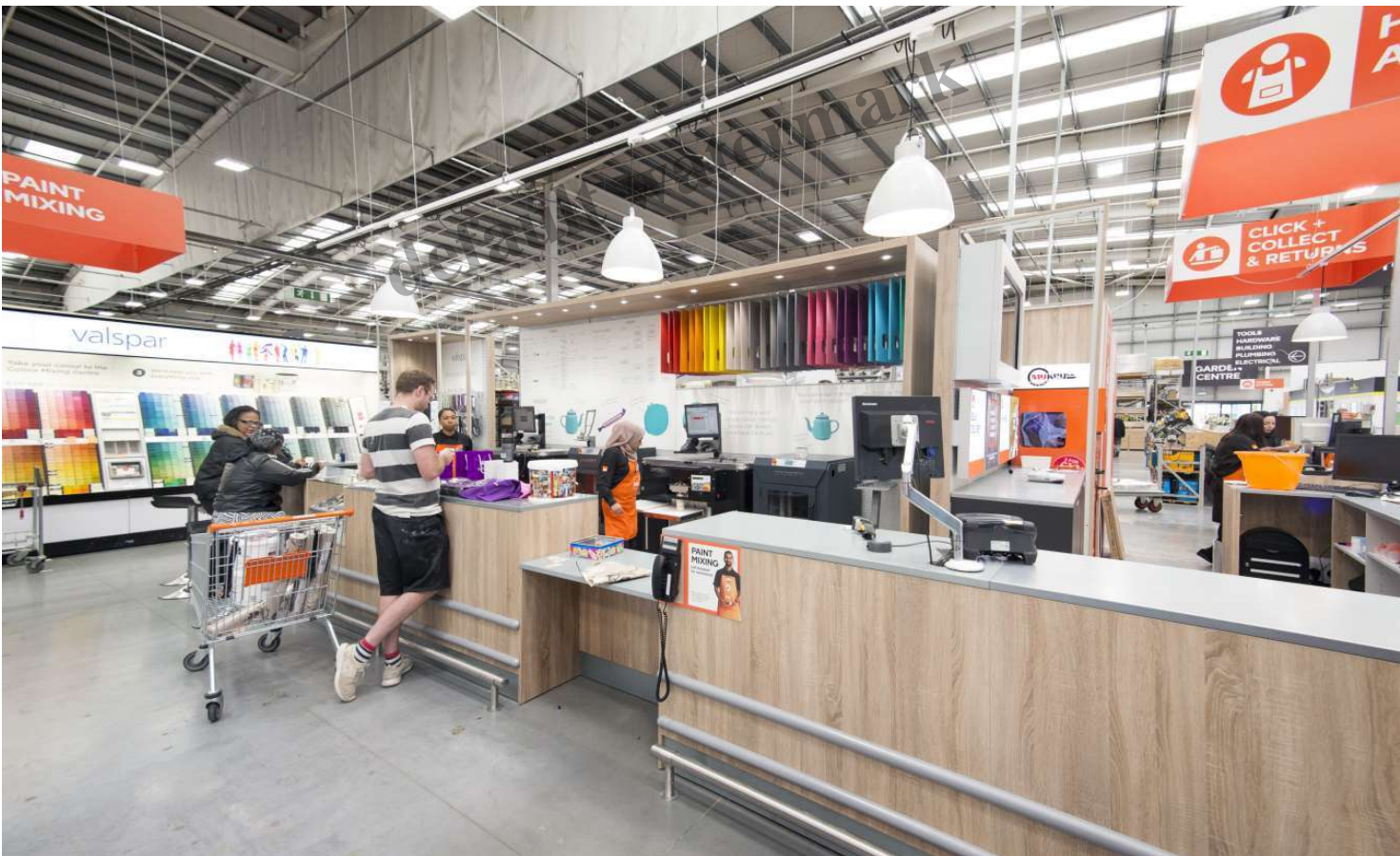


Kingfisher spearheading the circular economy

Description



Kingfisher has established a number of design principles (in collaboration with experts from Bioregional). "These principles help our product developers and suppliers integrate circular design principles into our products and supply chains in a way that is good for customers and for our business", Laurie says. Kingfisher's principles focus on six so-called impact areas: safe materials for humans and nature, sustainable materials that are easily and widely recycled, reused or renewed, utility and function, including efficient use of materials and design for longevity and reuse, energy and

carbon, focusing on reducing fossil fuel energy use, water stewardship and ethical responsibility, including fair and safe working conditions in the supply chain. Retail Detail had an exclusive interview with Caroline Laurie, Head of Sustainability of the Kingfisher group that has several large DIY-chains in its portfolio, operating around 1200 stores (store brands such as **B&Q**, **Castorama** or **Brico Depot**) and omnichannel operations in 10 European countries. According to Laurie, Kingfisher has been integrating circular economy principles into product design for many years, working with partners including Bioregional and the Ellen MacArthur Foundation. “We focus on solutions that reflect growing customer interest in smarter consumption, and product ranges or services that help customers and our business to get more from less, reuse or use longer. Most people have never heard of the circular economy but they know they want quality products that are long-lasting, create less waste and are easy to recycle.”

Read the full article at: www.retaildetail.eu

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