

**BBE Retail Experts with new Service-Paper "Get me the Sustainable Consumer!"**

The BBE Retail Experts management consulting GmbH & Co. KG ([www.bbe-retail-experts.de](http://www.bbe-retail-experts.de)) has now published together with the Zentralverband Gewerblicher Verbundgruppen e.V. (Central Association of Commercial Network Groups) ([www.zgv-online.de](http://www.zgv-online.de)), both sitting in Cologne, the current service paper "Get me the Sustainable Consumer! – Credibility and Trust: The strategic success factors in the Trade". Author is Eva Barth-Gillhaus.

The publication was issued with support of the enterprises Intersport, Garant Möbel Group, Rewe Group and Euronics.

Features of the 69 pages with numerous overviews and pictures are: challenge and chance (a phenomenon conquers the world, Sustainability – a management task, trade with the good conscience); Eco-economics – a target group (the environmental conscience, demographic factors, motifs and values, informational behavior, expectations in sustainable products); Who buys where and why? (at the specialized trade/ sought and found, branch owners/ go to the bio-niche, discounter/ bio in cheap, mail order business/ sustainably sent, e-commerce/ bio in the net); act sustainable: but how? (self-portrayal, presentation of goods, with deed under seal/ information concerning sustainability, win the sustainability potential/ advertising & Co.); examples from practical experience (sustainability areas/ environmental- and societal responsibility). With interviews with the management the companies are introduced as role models: [www.intersport.de](http://www.intersport.de), [www.garant-moebel-gruppe.de](http://www.garant-moebel-gruppe.de), [www.rewe-group.com](http://www.rewe-group.com) and [www.euronics.de](http://www.euronics.de).

The highly topical service paper can be obtained without cost under pdf-download (ca. 5434 KB). Contact: Sonja Koschel, [koschel@bbe-retail-experts.de](mailto:koschel@bbe-retail-experts.de), Tel.: +49 (0) 221 93655-212, Fax: +49 (0) 221 93655-202.

Dr. Ludwig Veltmann, director of the ZGV, and Hilmar Juckel, managing director of the BBE, wrote in the introduction of the new service paper that responsible behavior concerning environment has been taken up in the last years into the target catalogues by all political parties and social classes.

In the market this development has triggered a new overall trend, which marketing experts named "Lifestyle of Health and Sustainability/ LOHAS". For the trade is there a consumer potential growing up that has to be described in a new form, between bio, eco, health and fair trade ([www.transfair.org](http://www.transfair.org)), and which needs to be opened up. In the middle class association groups can here play a key role, in that they develop professional concepts and accelerate the market cultivation in connection with strong suppliers. However, with all the strike capacity it should not be overlooked that the path to the customer can be "mined". The most important factors of success for a new "LOHAS"-market appearance is, according to the two managers, the reliability of the advertising message and the trust the customers have in their trader and his products. There is a manyfaceted relationship network spanning economy, ecology and ethic-social values with new snares but also new chances, they said. The actual brochure should give a basis to this.

With the task to win further people in the trade to deal more intensively with the subject sustainability (Nachhaltigkeit) ([www.nachhaltigkeit.de](http://www.nachhaltigkeit.de)), the network groups have a key role. The middle-class trade will in future demand from their network group center not only a contribution to cost efficiency but also more and more practical support in the area of social responsibility and saving resources. The preamble suggests the big interest of the trade in the CD-ROM originating last year from a project between the BBE Retail Experts and the ZGV, as help for implementation of the subject sustainability. h-

produced was the “NUH-Fair“, the virtual fair for sustainable, environmentally compatible action ([www.nuh-fair.de](http://www.nuh-fair.de)). In a feature specifically produced, an interactive animation, the visitor is led over a fair area with the halls energy management, product range and purchase, employees, waste and recycling as well as ethics and society. Additionally there is the instructive internet site [www.nachhaltigkeit-im-handel.de](http://www.nachhaltigkeit-im-handel.de) to be seen.

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