



## The benefits of being a GSC Sustainable Grocer

### 1 Cut Costs

The GSC program helps grocery retailers cut costs associated with energy, water, and waste. GSC certified stores **save an average of more than \$70,000 per store annually**, from operational sustainability measures learned through the program. The GSC program engages employees directly in each store, resulting in a ‘bottom up’ approach to sustainability and cost savings that continues long after the program is completed. Finally, GSC’s custom metrics calculator allows retailers to compile key data about their stores and avoid the cost of retrieving data.

### 2 Engage Employees

Companies realize a tangible business benefit when they engage their employees in their mission to become more sustainable. Many employees want to work for businesses that are making real, credible and transparent environmental changes and participating in the GSC program shows your commitment. Participating GSC stores have used this as an opportunity to create internal ‘green teams’ to further motivate their employees in the workplace.

### 3 Strengthen Grocer Brand Credibility + Increase Customer Loyalty

Every customer counts in the highly-competitive grocery industry. Three quarters of Americans consider the environment when they shop and more than a quarter of consumers rely on certifications to help them make their decisions about what and where to purchase. Becoming part of the GSC program provides a very visual way for your customers to see that you’re ‘walking the walk’ and gives you an edge over your competitors.

### 4 Create a Healthier Environment + Drive Sustainability

The grocery industry has a large impact on the air we breathe, the food we eat and the water we drink. From use of chemicals to consumption of electricity, grocery stores have an opportunity to create a healthier environment for their customers, employees and the planet through strategies and insights gained from the GSC program. GSC stores will have the data and analysis to demonstrate how they are reducing waste, conserving water and improving their energy efficiency.

**“Manomet’s GSC program, gives Hannaford a platform to engage our associates in our sustainability work, practicing stewardship while reducing waste and cutting costs.”**

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George Parmenter, Corporate Responsibility Manager, Hannaford (Delhaize)

The Manomet Grocery Stewardship Certification (GSC) is a practical, proven environmental certification program to help grocery store leadership reduce their environmental footprint through continuous improvement and employee engagement. This comprehensive workbook based system is designed to provide store level accountability and consistency in managing sustainable practices and reducing the store’s environmental footprint. Achieving certification positively informs customers and community about the store’s sustainability commitment.

## How It Works

1. Stores complete the GSC Sustainability Workbook.
2. Points are scored for existing practices; get recognition for additional innovative sustainable practices and activities that store is already doing.
3. Achieve certification by scoring above point threshold.
4. A store walk-through with GSC program staff will be scheduled following workbook completion to assess practices.
5. A final report and data analysis will be delivered to showcase your sustainability strengths and weaknesses.
6. GSC program staff will work with you on further audits, public relations activities surrounding your certification, training, additional improvements, benchmarking and more.

“A record-high 77% of Americans consider the environment when they shop, up from 66% in 2008.”

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2014 Cone Communications Green Gap Trend Tracker

## Results

- » Annual per store savings from participating retailers: **More than \$70,000**
- » **Measurable and actionable data** for stores’ waste reduction, water conservation and energy efficiency, plus recommendations for future actions
- » **Recognition by a national certification program** of your work as a sustainability leader

**Find out how becoming part of the GSC program can help your triple bottom line!**

“[Manomet’s Grocery Stewardship Certification] looks beyond energy conservation. [The GSC] looks at how we can improve all aspects of our store, whether it’s the food we can procure, how we involve our staff, how we are involved in the community. [The GSC] takes a holistic view on our [business] operations.”

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Neil Kudrinko, Owner, Kudrinko’s



### Our Mission

Manomet’s mission is to conserve natural resources for the benefit of wildlife and human populations. Through research and collaboration, Manomet builds science-based, cooperative solutions to environmental problems.

### About the GSC

The Grocery Stewardship Certification program is part of Manomet’s Sustainable Economies program, which works to develop customized sustainability practices that improve businesses’ triple bottom line.

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