

Green Star for retail

While many within the retail sector have recognised the potential for a sustainable transformation of their centres, shops and stores, the diversity of retail outlets has meant that a 'one-size-fits-all' approach to sustainability has been hard to find.

Evidence suggests that retail outlets that provide fresh air, natural light, and that are water and energy efficient are more attractive to consumers, generate higher sales, and retain more productive staff. Retail customers are getting savvier and are increasingly giving preference to companies that are socially and environmentally responsible. In short, sustainability sells, and it represents one of the biggest opportunities for the retail sector leaders in 2013.

Green Star is Australia's only voluntary, national, holistic rating system for fitouts, buildings and communities. Hundreds of projects across Australia are now Green Star-rated – from offices to schools, university buildings, hospitals, industrial facilities and multi-unit residential developments. Close to 500 more building projects are currently registered for Green Star certification.

The recent introduction of new Green Star rating tools means that the many benefits of Green Star certification – from operational cost reductions, to increased brand equity, market differentiation and increased productivity are now available to the retail sector. From bank branches to fast food restaurants, chain stores to supermarkets, Green Star is the future of sustainable retail in Australia.



Here's just some of the ways a Green Star certified rating can benefit your retail project:

- ▶ **Increased sales at the till**
Studies have found that integrating simple green principles into your retail outlet's design, such as increasing natural light penetration, can increase sales at the till – in some cases by as much as 40 per cent.
- ▶ **Attract customers**
Today's consumers are rewarding sustainability with their wallets. In fact, one survey has found around half of all shoppers are more likely to make their purchases from an environmentally-friendly store.
- ▶ **Attract and retain staff**
Employees, particularly young people, increasingly want to work for companies that are environmentally conscious. Working from a green retail space can positively impact how employees feel about their employer, and higher satisfaction means better employee retention.

▶ **Save money and resources**

Green buildings are designed for high energy and water efficiency, so they are cheaper to operate. Going green can help retailers stay in the black.

▶ **Reduce your environmental footprint**

The retail sector is one of the world's largest consumers of energy. Through Green Star your retail project can become one of the growing number of Green Star-rated projects producing a third less greenhouse gas emissions than their non-Green Star counterparts.

▶ **Future-proof assets**

Governments and large corporate organisations are increasingly incorporating green principles into their property requirements, and mandating minimum Green Star benchmarks for new developments. Obtaining a Green Star rating now will ensure your retail asset is not disadvantaged by regulatory changes in the future.

▶ **Realise higher returns**

Green Star-rated buildings deliver consistently higher returns on investment than comparable non-Green Star buildings. Be one of the first organisations in your sector to capitalise on the green premiums associated with Green Star.

▶ **Demonstrate leadership**

A Green Star rating is a clear expression of your company's commitment to the environment. By integrating Green Star principles into your project, you'll differentiate your company from your competitors, and leave the community with a lasting legacy of your sustainable leadership.

“ Green Star provided us with a platform to enhance and verify the Westfield Sydney development's environmental attributes. ”

Robert Jordan, Managing Director

Westfield Group Australia and New Zealand

Find out more about Green Star and how we can work with you:

**www.gbca.org.au/greenstar
tool.development@gbca.org.au**

