

# Green

“Energy saving doesn’t need any justification. It’s just a slam dunk.”

—Bob Garrity, VP of Sustainability at Giant Eagle



## the NACS<sup>®</sup> green toolkit introduction

Being green. You can’t go a day without hearing about it. Spiralling energy costs and a renewed awareness of the environment have put green initiatives at the top of the agenda for the global convenience industry. Industry leaders such as ASDA, Walmart, and Tesco are setting targets to reduce energy use by at least 20 percent. But becoming environmentally responsible is not just an issue for industry giants. For smaller operators, as well, cutting energy consumption is rapidly becoming a strategic priority.

NACS has produced this Green Toolkit to examine how convenience and petroleum retailers have improved the impact of their stores on the environment, pleased their shoppers, improved sales and cut costs. The kit includes:

- Strategies and tactics you can adapt to your business needs
- Case studies outlining what some companies are doing, which may help you plan your own green approach
- A model communication plan you can use to tell your customers, community, and stakeholders about your efforts
- Helpful resources

The following retailers contributed to the development of this publication: ASDA, BP, Budgens, Giant Eagle, Green Valley Grocery, Harry Tuffin, Marks & Spencer, Musgrave Retail Partners, Nice N Easy Grocery Shoppes, Power Mart, Quick Chek, Ricker Oil, Rutter’s Farm Stores, SeQuential, 7-Eleven, Tesco, Walmart, W H Smith, and Zarco 66.

*A global guide to implementing a green and sustainable convenience store*

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