

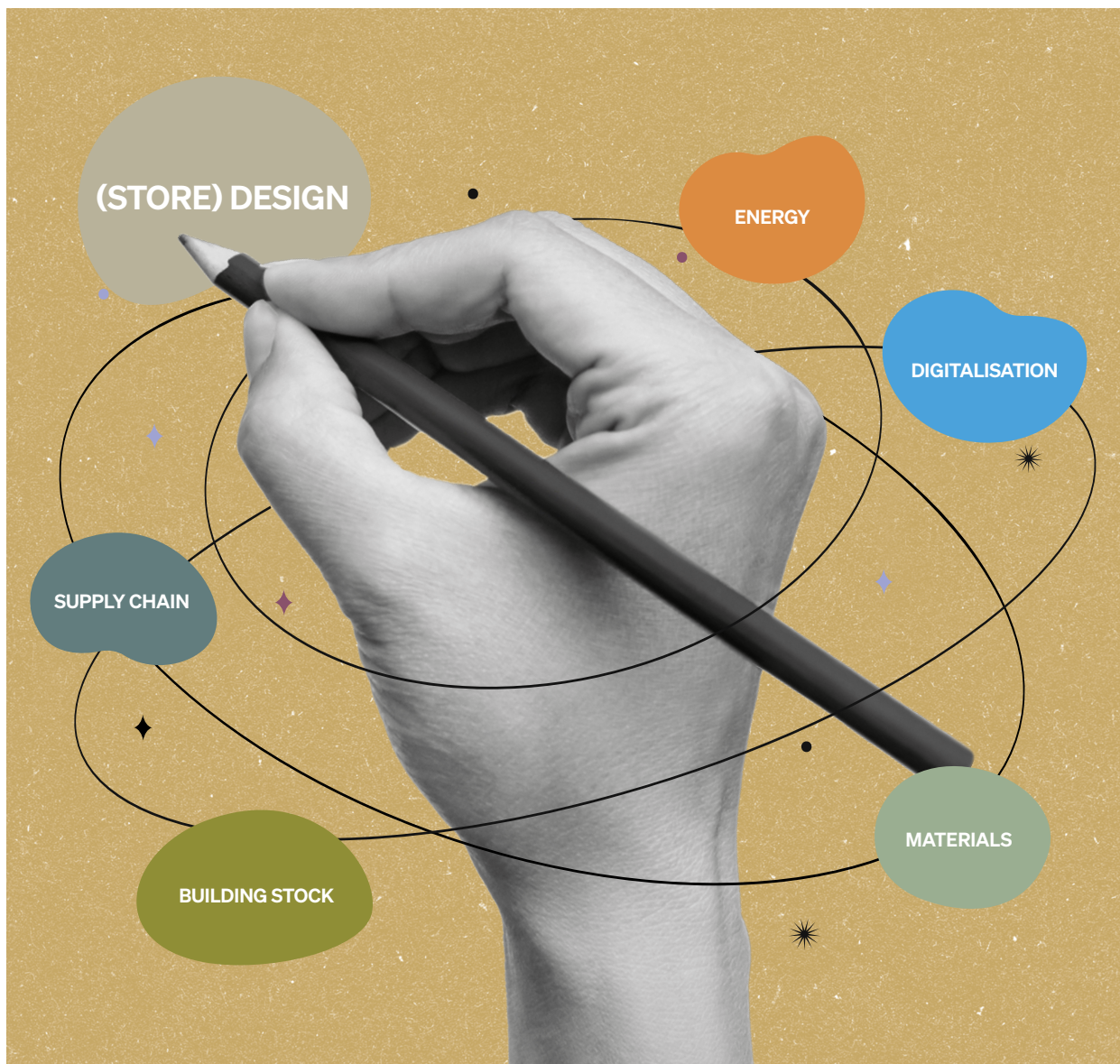
# inSites

Unlocking Insights from the World of Placemaking

No.1

## FROM A SHEET OF PAPER TO GREEN SPACES

How Sustainability Is Transforming (Store) Design



**umdasch**  
THE STORE MAKERS

# INTRODUCTION

## Where trends meet spaces

inSites is the new online format from umdasch The Store Makers. It focuses on developments, trends and innovations in the creation of spaces. The name says it all: the format aims to provide in-depth insights into various sites – be it retail spaces, offices, food courts or other exciting meeting spaces. inSites shows what placemaking has to offer: it uncovers the background, sheds light on complex issues and focuses on the people who work every day to make spaces even more functional, aesthetic and sustainable – in short, even better.

### In 2024 inSites goes green

Sustainability is the main theme of inSites 2024, with everything revolving around the [umdasch Sustainability Guide](#). This was created by the Store Makers after the [umdasch trade fair appearance at EuroShop 2023](#). Under the motto “Plant an idea”, visitors to the most important industry meeting for the retail sector were invited to record their ideas for a sustainable point of sale on the umdasch Sustainability Tree.

Many exciting and valuable contributions were collected, resulting in a comprehensive guide with six key areas that the Store Makers believe should be considered when creating sustainable spaces. From store design and energy, to digitalisation and materials, to the building stock and supply chain, the guide looks at the various aspects that contribute to environmentally friendly and resource-conserving spaces. But the most important resource, and the basis of this guide, is people – whether they are retailers or service

providers, investors, owners or tenants, customers, consumers or employees. The question is no longer whether you can afford sustainability, but whether you can afford not to address it. Because only together can we create successful, sustainable spaces.

**Your Store Makers from umdasch  
wish you inspiring reading!**

## EXECUTIVE SUMMARY



The first issue of the new umdasch online format inSites is dedicated to the topic of (store) design and its significant influence on the sustainability of sales areas and other spaces. The trend paper is the first in a six-part series on sustainability and highlights the small but effective changes that can be made in the context of [refurbishment](#). It provides insights into [sustainable materials](#), [energy-efficient lighting](#) and [green signage](#) as important components of design. [Certification](#) systems that set new standards in terms of sustainable interior design are also featured in this issue. In summary, the trend paper illustrates why thoughtful [eco-design](#) is the key to creating sustainable spaces.

# UMDASCH SUSTAINABILITY GUIDE

## The Way to Sustainable (Retail) Environments

The six focal points do not stand alone, but are interlinked. Follow the lines in the guide to see which topics influence the area of (store) design. These lines will lead you to the individual sub-chapters of the Trend Paper.

### (STORE) DESIGN



### ENERGY



### DIGITALISATION



### MATERIALS



### BUILDING STOCK



### SUPPLY CHAIN



Refurbishment/Reuse  
Energy-Efficient Lighting

Energy-Efficient Building Operation  
Renewable Energy  
Green Digital Signage

Building Information Modeling (BIM)  
Digital Solutions and Products

Sustainable Materials  
Recycling/Upcycling  
Sustainable Sourcing  
Certifications

Sustainable Building Solutions  
Reduction of Emissions  
Use of Existing Building Stock

Packaging  
Logistics  
Transparency, Integrity, Compliance

ECO-DESIGN

ENERGY  
TRANSITION

DIGITAL  
INNOVATIONS

CIRCULARITY

RENOVATION

COLLABORATION

PEOPLE



## REFURBISHMENT/REUSE

# EVERYTHING REMAINS DIFFERENT

**From sanded floors to reconditioned existing furniture, refurbishment can help any retailer make a sustainable statement in their store, even on a limited budget.**

Sustainability no longer means building from scratch or completely remodelling a store. Today, sustainability also means thinking in intermediate steps. Every green square metre is better than business as usual, someone once said in a workshop at umdasch. Conversely, if the service life is to be increased, you need changeable variables, such as non-fixed shelving and furniture in the middle of the room, which make it easier for the retailer to carry out redesigns.

This is an approach that the Store Makers have used, for example, for Turkish duty-free operator Setur at [Cologne/Bonn airport](#). The 900-square-metre duty-free area in Terminal 1 does not obey the laws of classic shopfitting.

The result is a volatile retail space that can be used flexibly and requires a minimum of materials. It is dominated by an airy eco-design, characterised by short production routes, local service providers and environmentally friendly building materials. Furniture on castors can be wheeled in and out, goods can be constantly repositioned and walls have in some cases been omitted altogether or replaced with semi-open room dividers.

## IN A NUTSHELL



**Refurbishment** the upgrading of buildings, fittings or products through reconditioning, repair and overhaul. The aim is to conserve resources and extend service life.

**Reuse** refers to the reutilisation of fittings, materials or resources in order to reduce waste and promote sustainable practices.



The duty-free area at Cologne/Bonn Airport is characterised by flexible furnishings that make it easy to change the product displays.

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The first step in the process of developing a new product is to identify a market need. This is often done through market research, which can be conducted in a variety of ways. One common method is to conduct surveys, which can be distributed online or in person. Another method is to focus group, which involves bringing a group of people together to discuss their thoughts and feelings about a particular product or service. Once a market need has been identified, the next step is to develop a prototype. This is a preliminary version of the product that is used to test the market and gather feedback. The prototype can be made using a variety of materials and methods, depending on the nature of the product. Once a prototype has been developed, the next step is to conduct a pilot test. This is a small-scale test of the product in a real-world setting. The purpose of the pilot test is to identify any problems with the product and to gather feedback from potential customers. Once the pilot test has been completed, the next step is to launch the product. This is the final step in the process of developing a new product, and it involves making the product available to the general public.



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**TO READ THE FULL PAPER!**



The second step in the process of developing a new product is to develop a business plan. This is a document that outlines the financial and operational aspects of the business. It is used to attract investors and to guide the development of the product. The business plan should include information about the market, the competition, the product, and the financial projections. Once the business plan has been developed, the next step is to secure funding. This can be done in a variety of ways, including through venture capital, angel investors, or crowdfunding. Once funding has been secured, the next step is to develop a marketing plan. This is a document that outlines the strategies for promoting the product and reaching potential customers. The marketing plan should include information about the target market, the marketing mix, and the budget. Once the marketing plan has been developed, the next step is to launch the product. This is the final step in the process of developing a new product, and it involves making the product available to the general public.

The third step in the process of developing a new product is to conduct a full-scale test. This is a large-scale test of the product in a real-world setting. The purpose of the full-scale test is to identify any problems with the product and to gather feedback from potential customers. Once the full-scale test has been completed, the next step is to launch the product. This is the final step in the process of developing a new product, and it involves making the product available to the general public. The launch of a new product is a critical moment for the business, and it requires careful planning and execution. The business should have a clear understanding of the market and the competition, and it should have a strong marketing plan in place. The business should also have a solid financial foundation, and it should be prepared to respond to any challenges that may arise. By following these steps, the business can increase its chances of success in the marketplace.

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