

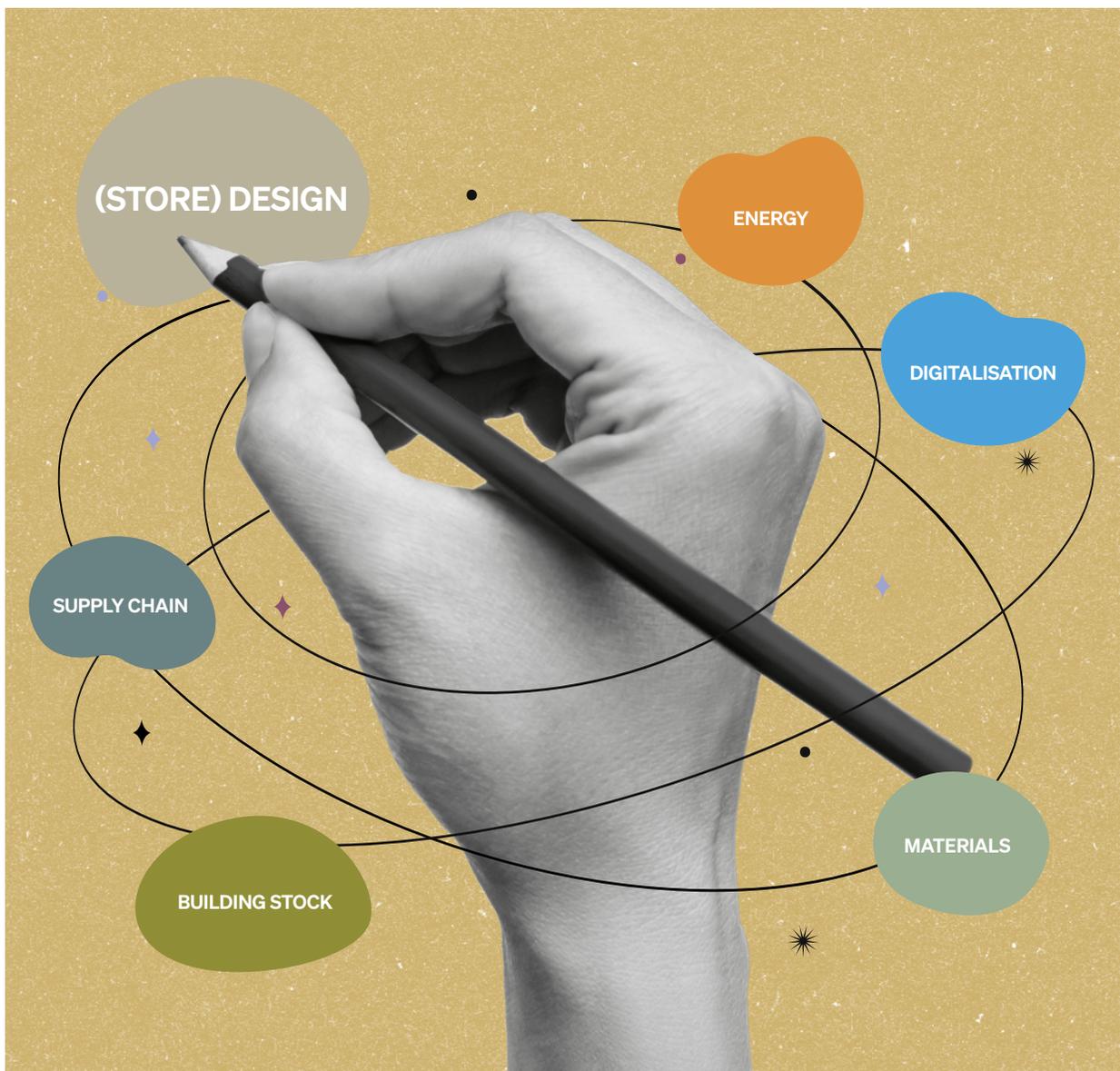
# inSites

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



Refurbishment/Reuse  
Energy-Efficient Lighting

### ENERGY



Energy-Efficient Building Operation  
Renewable Energy  
Green Digital Signage

### DIGITALISATION



Building Information Modeling (BIM)  
Digital Solutions and Products

### MATERIALS



Sustainable Materials  
Recycling/Upcycling  
Sustainable Sourcing  
Certifications

### BUILDING STOCK



Sustainable Building Solutions  
Reduction of Emissions  
Use of Existing Building Stock

### SUPPLY CHAIN



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.

## REFURBISHMENT/REUSE

**Shorter renovation cycles, longer service life**

The Store Makers in Leibnitz have many years of experience with refurbishment projects, particularly for food and drugstore chains. According to umdasch food retail experts Ursula Schütze and Robert Hauptmann, it has long been customary in this sector to carry out a complete store refurbishment every few years. A supermarket, for example, used to be designed for a lifespan of 15 years, after about half of which a visual refresh was carried out, whereby the majority of the furnishings were retained and refurbished. Today, says Hauptmann, the refurbishment cycles are often shorter, but usually no longer affect the entire store, but individual profiling departments such as wine, fruit and vegetables, cosmetics or the bakery shop.

It's not just about reacting to market demands, but also about anticipating them. "We can't decide what will be dismantled, reused or disposed of," says Schütze.

**"Soon, that's the desired goal, we will no longer be talking about alternatives to conventional chipboard. Then the alternative will be the first choice."**



**URSULA SCHÜTZE**  
SHOP CONSULT MANAGER  
UMDASCH STORE MAKERS  
LEIBNITZ



Stylish room dividers at Cologne/Bonn Airport not only create an open sense of space, but also reduce material costs.

"But we can already make a positive contribution with our solutions in the design and development phase. For example, when smart solutions such as a [self-checkout terminal](#) come onto the market, we have to think about them in terms of the circular economy: in a sustainable design language, durable quality and professionally recyclable at the end of the life cycle. In between, we provide services to ensure that it doesn't get that far until as late as possible."

Climate protection projects also talk a lot about sustainable materials. At the end of the day, the retailer is not just buying panel material or a single screw, but the overall service, explains Schütze. And what that service consists of can be customised.

## REFURBISHMENT/REUSE

**Pioneers in sustainability**

They exist, the lighthouse projects. A holistic view of retail spaces that show how consumption and climate go together. Take [Bründl Sports in Kaprun](#), for example, where the Store Makers implemented shopfitting and digital solutions based on a concept by blocher partners. The sports store redesigned and expanded its flagship and was the first non-food store in Austria to receive ÖGNI (DGNB) interior certification.

Salon Verde, the boutique concept of Austria's largest garden centre operator bellaflora, also aims to prove this with its city centre locations: Green building measures are no longer a nice-to-have, but a must. "This is a stroke of luck for us designers," says Schütze, who is actively promoting the topic to her customers.



A sustainable paradise for sports enthusiasts: at Bründl Sports in Kaprun, innovation and environmental responsibility go hand in hand. © Bründl Sports / Joachim Grothus



A retreat in the urban jungle: Salon Verde in Vienna scores with a green store design and lighting concept.

"There is hardly a company at the moment," muses Hauptmann, "that doesn't work with sustainability at least in its headlines. At some point, these headlines have to be filled with life, and that's exactly where we are now. And I think that's where many of our customers are too. Now it's up to us to get into action, work on our [ecological handprint](#) and build the bridge to a sustainable future."



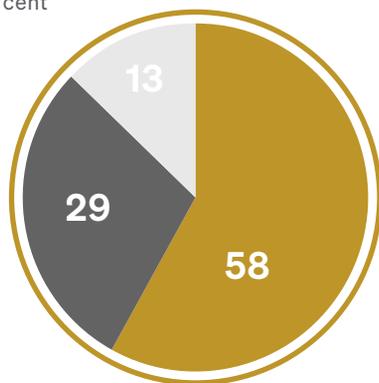
**ROBERT HAUPTMANN**  
STORE CONSULT & SOLUTION DEVELOPMENT  
UMDASCH STORE MAKERS  
LEIBNITZ

## ENERGY-EFFICIENT LIGHTING

# LIGHTING THE WAY

## Electricity consumption by consumer Non-Food

Shares in per cent

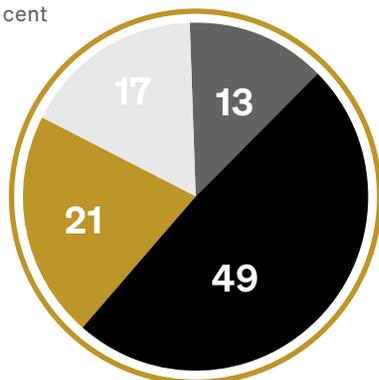


- Lighting
- Air Conditioning / Ventilation
- Other

Non-food basis: 16 retail chains/over 9,000 stores/over 11 million square metres of retail space | Source: [EHI study on energy efficiency in retail 2023](#)

## Electricity consumption by consumer Food

Shares in per cent



- Lighting
- Refrigeration Technology
- Air Conditioning/Ventilation
- Other

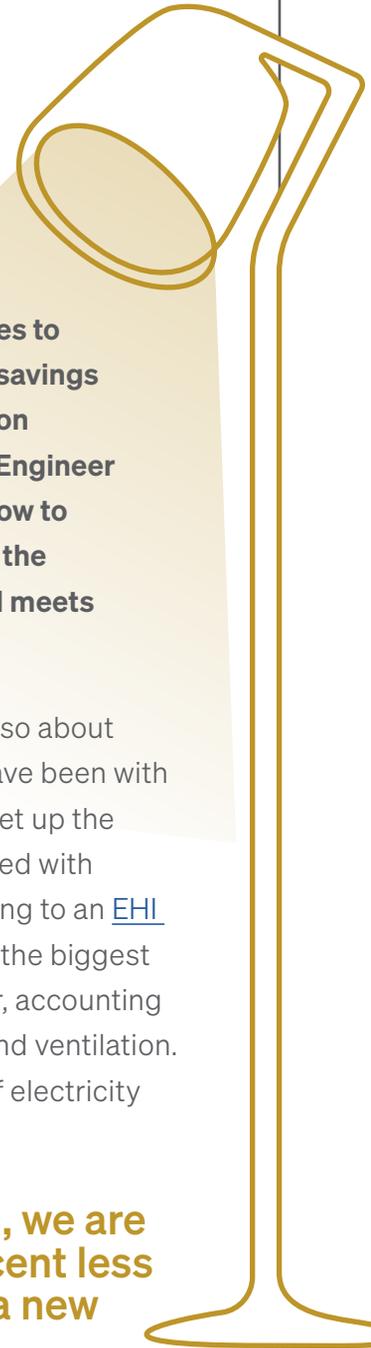
Food basis: 25 retail chains/over 14,000 stores/over 20 million square metres of retail space | Source: [EHI study on energy efficiency in retail 2023](#)

**Lighting is a perennial favourite when it comes to (store) design, as there is huge potential for savings here – keyword LED. Bettina Wieser and Anton Gassner, Shop Consult Manager and Senior Engineer Lighting at umdasch in Amstetten, explain how to design energy-efficient retail spaces so that the lighting fits in perfectly with the concept and meets green building standards.**

New planning is one thing. Increasingly, it is also about refurbishment, says Gassner, who will soon have been with umdasch for 35 years and was brought in to set up the shop lighting department. A lot can be achieved with energy-saving lighting, says Gassner. According to an [EHI study on energy efficiency in retail](#), lighting is the biggest consumer of electricity in the non-food sector, accounting for 58 per cent, followed by air conditioning and ventilation. In the food sector, lighting accounts for 21% of electricity consumption, second only to refrigeration.

**“Compared to the old system, we are talking about around 50 per cent less energy consumption with a new lighting concept.”**

Especially as there are other costs in the background, such as air conditioning or ventilation. Conventional light sources generate more heat, which has a knock-on effect on cooling. And luminaires don't just shine from the ceiling. They are used to illuminate shop windows, provide ambient lighting in retail spaces, and are integrated into a wide range of furniture – not to mention digital signage and its applications.



**ENERGY-EFFICIENT LIGHTING**

Light has the potential to shape spaces: This includes start-up zones, the right percentage of brightness, long guarantee periods and even longer operating times. And switching secondary locations to twilight mode outside opening hours. According to the lighting experts at umdasch, the electronics need to become intelligent. “Ideally, there should only be a few buttons with which the customer can cover everything,” Gassner says. “We do everything else for them, with intelligent control in the background.”

**Environmentally friendly conversion**

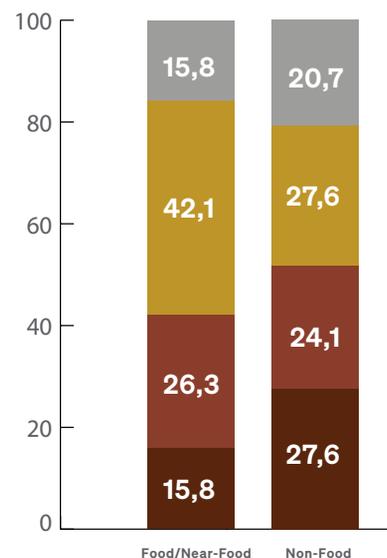
“There are definitely companies for whom we only design the electrics in a sustainable way,” says Gassner. In particular, his team has a project on the table involving around 2,500 square metres of retail space. “We are converting fluorescent lamps on all indirectly lit wall panels to LEDs, and even outbuildings such as warehouses are becoming environmentally friendly.” “LEDs have many advantages: they are compact, lightweight, highly efficient, flexible and dimmable by stages,” explains Wieser.

“Of course, customers are also price sensitive when it comes to lighting,” says Wieser. “But when they hear how much they can save on operating and maintenance costs and how quickly modern systems pay for themselves, they are more receptive to arguments.” There is also the issue of spare parts when legislators gradually phase out substances of concern in electrical and electronic equipment, as is now the case with the RoHS Directive.

Gassner talks about the need to catch up when it comes to environmentally friendly materials, but sees progress. Housings that used to be made of aluminium are now made of recycled material from 3D printers. Whereas the spotlight and LED chip

**LED Lighting in Retail: Current Conversion Status in Relation to the Number of Shops**

Figures in per cent, according to respondents’ estimates



LED lighting is standard in new builds and refurbishments, but the changeover is not yet complete across the board. According to the [EHI Store Monitor 2023](#), 76% of all retail company shops in the food/near-food sector are already using LEDs, and 69% in the non-food sector. © Source: [EHI](#)

**ROHS DIRECTIVE 2011/65/EU**



“Restriction of Hazardous Substances” ([RoHS](#)) restricts the use of hazardous substances commonly found in electrical and electronic devices and gradually aligns the lighting market with the EU’s climate targets.

were once inseparable, today the light core is simply removed. umdasch works with a large number of renowned developers. “The exchange of know-how is important to keep our finger on the pulse,” explains Gassner. Sustainability begins with research. And innovation is the driving force in the market.

ENERGY-EFFICIENT LIGHTING

**Best Case Salon Verde**

The urban city concept [Salon Verde](#) by bellaflora shows that creating an appealing atmosphere does not have to be at odds with efficient, resource-saving lighting technologies. The aim here was to create a quality of stay through light, which was a challenge given the multi-layered store concept with green walls and flat islands. In addition, plants require different illuminance levels and light colours to thrive than, for example, home accessories and illuminated shop windows.

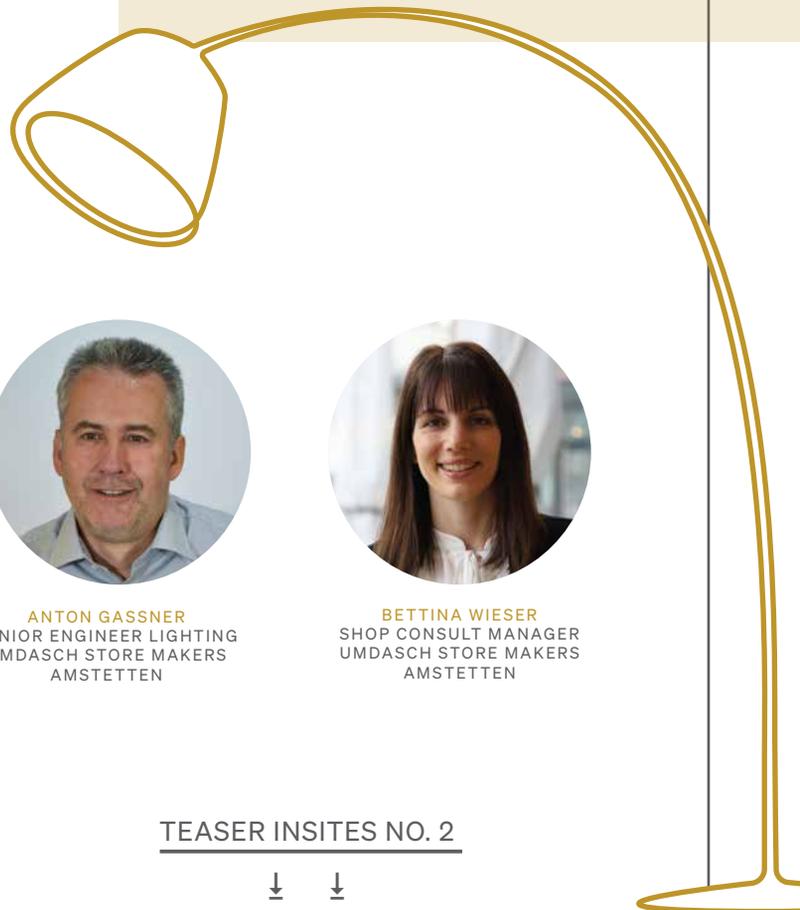
Salon Verde opted for LED chips for the lighting, which can be replaced quickly, cost-effectively and with minimal use of resources. Light is used here in an energy-saving yet effective way. Controlled spotlights reproduce the natural play of light and shadow as well as light and dark during the day.



The lighting concept at Salon Verde guides customers intuitively through the space, cleverly highlighting the product range and dimming secondary locations outside opening hours to save energy.



The skilful combination of horizontal and vertical illuminance levels, as well as mixed lighting, perfectly sets the scene for the overall ambience of the Salon Verde.



**ANTON GASSNER**  
SENIOR ENGINEER LIGHTING  
UMDASCH STORE MAKERS  
AMSTETTEN



**BETTINA WIESER**  
SHOP CONSULT MANAGER  
UMDASCH STORE MAKERS  
AMSTETTEN

TEASER INSITES NO. 2



Discover more insights on the topic of energy in the second issue of inSites. Stay tuned!

## GREEN DIGITAL SIGNAGE

# THE BRIGHT FUTURE OF DIGITAL SOLUTIONS



**BERND ALBL**  
MANAGING DIRECTOR  
UMDASCH DIGITAL SOLUTIONS

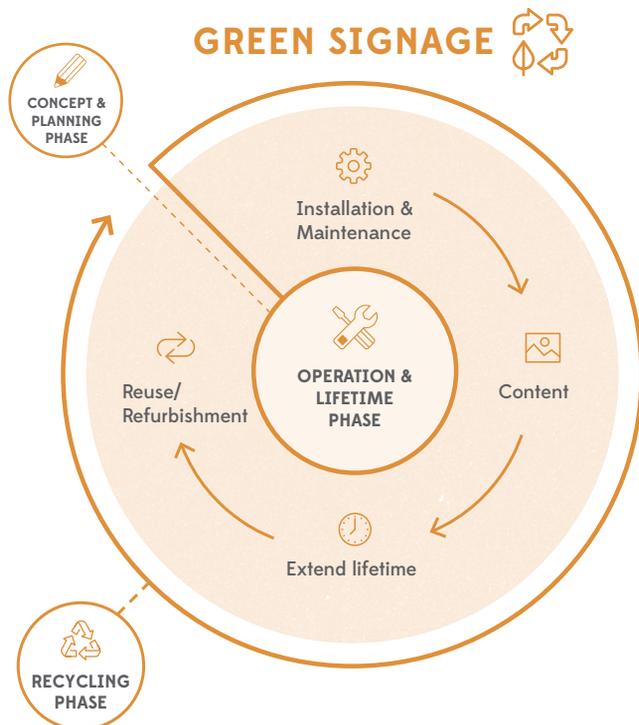
**What is sustainable furniture? Ideally, it should never break. And if it does, it is easy to repair. And what is a sustainable material? It is free of harmful substances, recyclable, durable and preferably made from waste.**

## What about sustainable technology?

At umdasch, Bernd Albl, Managing Director Digital Solutions, is responsible for projects at the interface between high-tech and high-touch. His team brings intelligent [digital signage solutions](#) to the sales floor. For some years now, the focus has also been on ideas for transforming digital signage into green signage.

This transformation requires sustainable offerings from the industry, demand from customers and a favourable regulatory framework. Albl illustrates the challenges in the digital solutions industry with an example: “A television usually has between 30,000 and 50,000 operating hours, with LED screens it is 100,000 to 150,000 before a noticeable deterioration in picture quality occurs. And then I can’t just replace a panel, because the products are not designed to be refurbished. This is also due to warranty and returns processing issues.”

According to Albl, this is precisely where the industry needs to start in order to extend the service life of digital signage hardware by replacing just a few components.



## IN A NUTSHELL



**Green signage** refers to the use of environmentally friendly technologies in digital signage systems in order to minimise their environmental impact and maximise energy savings. This includes various measures along the product life cycle, from planning and operation through to recycling.

## GREEN DIGITAL SIGNAGE

Alternatively, used monitors that are no longer suitable for the sales floor due to their reduced colour quality can also find a new home in the production areas of companies, for example as information screens for employees. “We also have customers who deliberately combine monitors from different years of manufacture with varying colour temperatures in the retail space – using the retro look as a stylistic element, so to speak. In this case, the shopfitters have to play with the effect in the interior design or arrange the screens in such a way that it is not noticeable,” says Albl.

In addition to the subsequent use of monitors, the replacement of components in [electronic shelf labelling \(ESL\)](#) is also important in terms of service life.

The button cells are easy to replace, meaning the price labels can be used for many more years. With often thousands of labels per store, this is a considerable saving.

### Customer needs as the driving force

When asked whether customers are actively pushing this topic, Albl replies: “We have now received the first tender asking which sustainability certification we are seeking. So not which one we have, but which one we aspire to. It’s all about semantic subtleties: What are you working on? And not: What do you have?”

**“It is important that the impetus comes from the market, because we are a service provider to the market. And at the end of the day, it is the customer who decides and pays.”**

“What we can do: raise awareness, show solutions, moderate the process. The technology is there. Now we have to use it and optimise it,” says the digital expert.

According to Albl, until the industry makes the big leap, the Store Makers are taking a fresh approach in their area of responsibility: In addition to store design, they are also thinking differently about digital design in the concept phase – and then find ways to contribute to more sustainable operations on the shop floor.



GREEN DIGITAL SIGNAGE

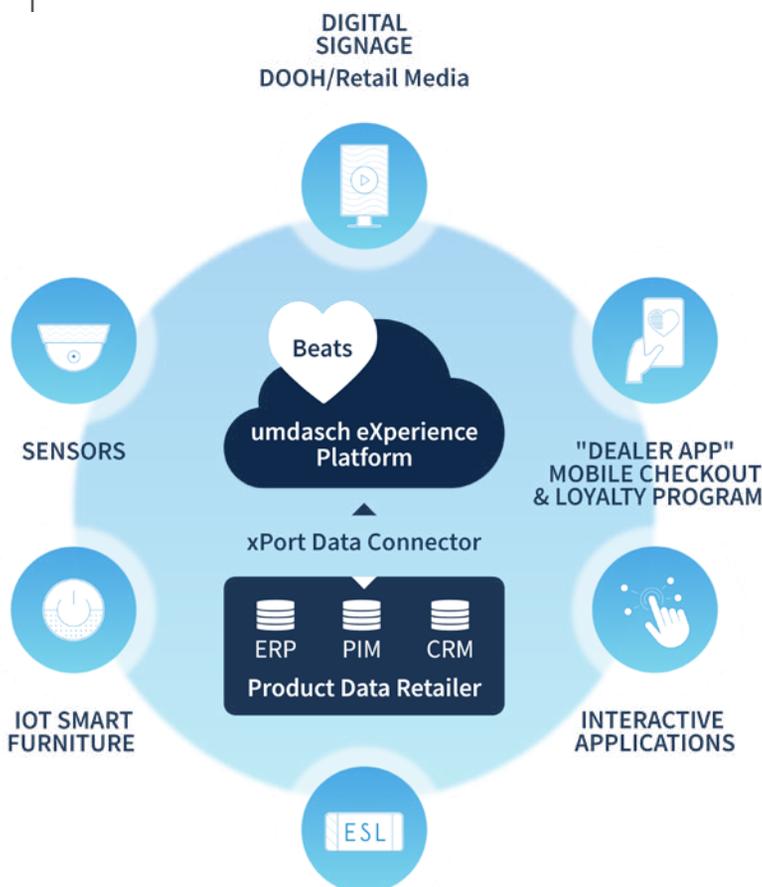
Less is more

The digitalisation of [Circle K](#) advertising spaces went hand in hand with a reduction in hardware. With around 7,000 screens at 700 locations, this has resulted in massive cost savings in the German branch network alone. Instead of external players “behind the screens”, the software now runs directly on the terminals – the so-called system-on-chip principle. The advantage: reduced power consumption and fewer electronic components.

Although Albi believes that his industry is still at the beginning of this topic, the path for umdasch is clear. “We want to continue developing software solutions to make the use of the associated hardware more energy-efficient.”



As the Circle K software runs directly on the end devices, it not only uses less power and electronics, but is also less likely to break down. This means less maintenance work and lower costs for the petrol station operator. © Circle K



The umdasch eXperience Platform simplifies the interaction of retail systems with digital touchpoints. The data collected provides valuable insights into the customer journey that retailers can use in real time.

The vision is to combine different touch points in the retail space that communicate intelligently with each other. This will make the systems in the space effortlessly operable and controllable based on factors such as visitor frequency and the ambient situation, including temperature and lighting conditions. While the journey towards a sustainable ‘digital modernity’ has only just begun, ambitious projects are already underway. But big things often start small. In Albi’s words: “We want to enable our customers to make small changes with a big impact – without losing their appeal in the eyes of consumers.”

TEASER INSITES NO. 2



Further impulses on the subject of energy await you in the second issue of inSites. Stay tuned!

## SUSTAINABLE MATERIALS

# THE ART OF LEAVING OUT

## IN A NUTSHELL



**Eco-Design** is an approach to design that seeks to minimise the environmental impact of spaces and products throughout their life cycle through sustainable design.

**An interview with Swantje Donath about her love of the tactile and why sustainability is the new normal.**

**inSites:** Ms Donath, you work as an interior designer and shop consult manager in Duisburg and are known as the material scout at umdasch because of your love of materials. Why is this subject so important?

**Donath:** Because at the beginning of a project, in the concept and design phase, a lot is about materials. And when we talk to clients in workshops about their sustainability goals, it quickly becomes clear that sustainability is a top priority, especially when it comes to floors, walls and ceilings. There is no way around alternative materials if the carbon footprint is to change significantly. Quite apart from the fact that a sustainable approach adds to the ambience and quality of the store by absorbing noise and pollutants, regulating humidity and providing a natural look and feel.

**inSites:** How do you turn a sustainable project into a customised one?



**“Designing with eco-design in mind means not only being ecologically effective, but also taking into account economic, social, technical and aesthetic aspects.”**

SWANTJE DONATH  
SHOP CONSULT MANAGER  
UMDASCH STORE MAKERS  
DUISBURG

## SUSTAINABLE MATERIALS

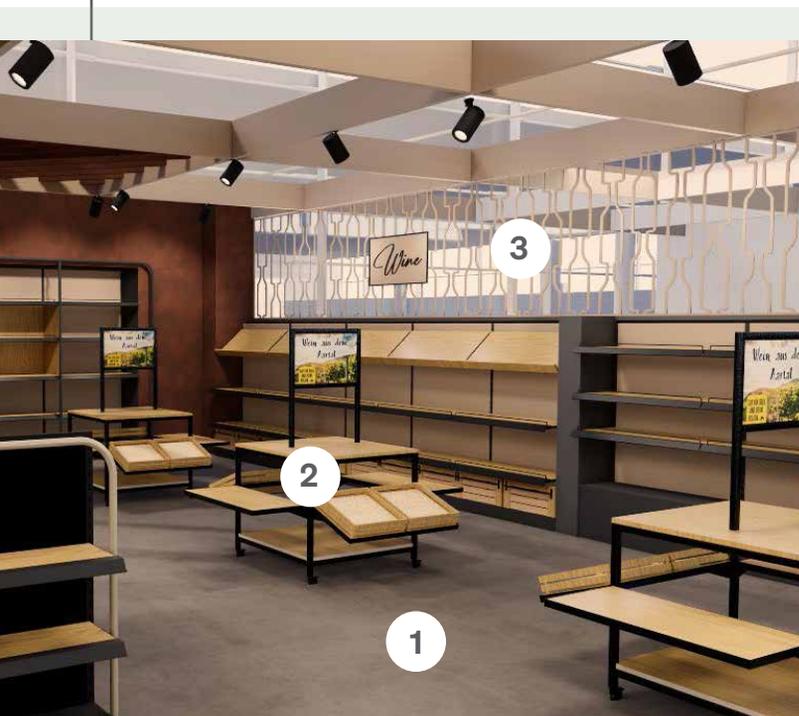
**Donath:** Once all the objectives have been defined, we develop a holistic project process. We can also think of it as a life-cycle model that takes into account the assembly as well as the subsequent use or disposal. In short, the brand experience is aligned with the consumer's environmental awareness.

**inSites:** You mentioned workshops. Where does all the expertise come from, the knowledge about the right choice of materials?

**Donath:** We have always been well positioned in Duisburg and have guided customers through our materials library. Now we are pooling the experience of colleagues from all locations in one central place – our ECOLib database for sustainable materials. Anyone doing research for a customer project at umdasch can obtain valuable input from the digital archive, as experience already gained with the respective material is also noted there. This saves time during project work and helps to



Sustainable materials in the spotlight: At the umdasch innovation hub in Duisburg, Germany, an impressive collection of materials invites you to discover them.



Green shopping at the gate: The duty-free area at Cologne/Bonn Airport focuses on contemporary design with low-emission floors (1), variable furniture (2) and open room dividers (3) instead of walls.

avoid mistakes. For example, if a material turns out not to be scratch-resistant after all.

**inSites:** Being sustainable does not necessarily mean planning an alternative version, but rather making the best of what you have.

**Donath:** A big topic. When remodelling a room, it's always about working with existing resources. It is helpful to focus on what is important and leave out what is less important. Consider whether I can refurbish an existing screed floor and integrate it into the concept. Or whether it really has to be walls.

In this way, projects such as the open-plan [duty-free at Cologne/Bonn airport](#) can be realised if it is in the client's interest.

## SUSTAINABLE MATERIALS



**inSites:** So it's becoming more and more important to design spaces flexibly?

**Donath:** Exactly, trends change and so do products and consumers. The more rigid a space concept is, the more difficult it is to add furniture or arrange it differently. And sustainable is something that I can adapt in a resource-saving way without too much effort.

**inSites:** One argument against sustainability is that it is too expensive. Is this true?

**Donath:** There are manufacturers who will charge more for a chipboard made from 100% waste wood than the cheapest supplier of a chipboard with less recycled content. However, in terms of the total cost of a project, including production, transport and disposal, the price of the material is negligible. For example, there is cementfree terrazzo that hardens in a day, can be sanded in a day and walked on in two to three days. This saves an incredible amount of time on site.

**inSites:** Are customers also enthusiastic about sustainable materials?

**Donath:** They are when you introduce them to the subject and tell them the stories behind the exciting materials. At EuroShop we realised how important the tactile experience is. And it's fascinating to know that a recycled board made from rice husks, pressed cardboard or coconut fibres is just as stable and even more visually appealing than a conventional chipboard.



Sustainability you can touch: At EuroShop 2023, the Store Makers showcased unusual sustainable materials on their stand – to see, feel and be inspired.

## TEASER INSITES NO. 4



Curious? More insights on the topic of materials will follow in the fourth issue of inSites.

## CERTIFICATIONS

# CERTIFIABLY SUSTAINABLE

**Certification systems such as LEED, BREEAM and ÖGNI (DGNB) are becoming increasingly important in the design of green buildings and spaces. They provide clear guidelines for ecological design and set standards for sustainability.**

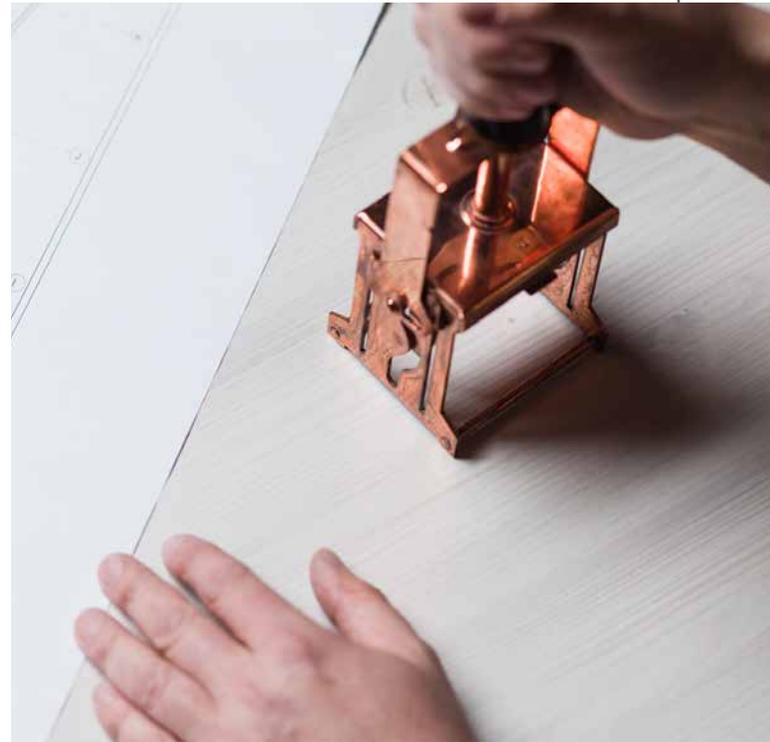
Did you know that, according to studies by the [WHO](#) and the [US EPA](#), we spend an average of 90 percent of our time – almost 22 hours – indoors? This makes the design of indoor spaces all the more important, as they have a significant impact on our well-being, health and performance.

Certification systems can provide guidance on how to build environmentally friendly, healthy and economical interiors.

**“Certifications are important to create comparability and set a minimum standard. They can also be an important guide to making buildings more compatible for people and the environment.”**



THERESA KIRCHWEGER  
SUSTAINABILITY MANAGER  
UMDASCH STORE MAKERS



The careful use of resources, the use of low-emission materials, the improvement of energy efficiency and the reduction of indoor pollution all play a role. These parameters also have a major influence on (store) design, as they make a positive contribution to the quality of stay.

In this context, inSites presents three recognised building certifications as examples and discusses the subcategories for interiors in each case.

CERTIFICATIONS

	BREEAM	LEED	ÖGNI (DGNB)
<b>Country of origin</b>	UK	USA	Austria (D-A-CH)
<b>Distribution</b>	Global <a href="#">projects</a> with local <a href="#">partners</a>	Global <a href="#">projects</a> with local <a href="#">partners</a>	<a href="#">Projects</a> mainly in Europe, but also worldwide with local <a href="#">partners</a>
<b>Evaluation Criteria</b>  The criteria may vary depending on the country or building use (new/existing or residential/commercial).	<ul style="list-style-type: none"> <li>- Water</li> <li>- Land Use and Ecology</li> <li>- Energy</li> <li>- Materials</li> <li>- Health &amp; Wellbeing</li> <li>- Resilience</li> <li>- Management</li> <li>- Transport</li> <li>- Pollution</li> <li>- Innovation</li> <li>- Waste</li> <li>- Resources</li> </ul>	<ul style="list-style-type: none"> <li>- Water Efficiency</li> <li>- Energy &amp; Atmosphere</li> <li>- Sustainable Locations</li> <li>- Materials &amp; Resources</li> <li>- Indoor Environmental Quality</li> <li>- Innovations &amp; Regional Priority</li> <li>- Location &amp; Transport</li> </ul>	<ul style="list-style-type: none"> <li>- Economic Quality</li> <li>- Ecological Quality</li> <li>- Technical Quality</li> <li>- Socio-cultural &amp; Functional Quality</li> <li>- Process Quality</li> <li>- Location Quality</li> </ul>
<b>Certification levels</b>	<p><a href="#">6 degrees of excellence</a> (only In-Use) / 5 degrees of excellence (new buildings)</p> <ul style="list-style-type: none"> <li>- Outstanding</li> <li>- Excellent</li> <li>- Very Good</li> <li>- Good</li> <li>- Pass</li> <li>- (Acceptable)</li> </ul> <p>★ ★ ★ ★ ★ ★</p>	<p><a href="#">4 levels</a></p> <ul style="list-style-type: none"> <li>- Platinum</li> <li>- Gold</li> <li>- Silver</li> <li>- Certified</li> </ul> 	<p><a href="#">4 levels</a></p> <ul style="list-style-type: none"> <li>- Platinum</li> <li>- Gold</li> <li>- Silver</li> <li>- Bronze</li> </ul>  <p><a href="#">Special Awards</a></p>



**BREEAM: Building Research Establishment Environmental Assessment Method**

Developed in the UK in 1990, [BREEAM](#) is the oldest sustainable building certification system. With around [535,000 certificates issued](#) and a global reach of more than 70 countries, it is the most widespread system of its kind. It considers impacts at global, regional, local and interior levels over the entire life cycle of buildings. The BREEAM [Refurbishment and Fit Out \(RFO\)](#) standard is used to assess and minimise the environmental impact of refurbishment and fit out projects.



The IKEA store at Vienna Westbahnhof has been awarded the BREEAM 2023 certificate for its sustainable concept. The innovative store is car-free, has a green façade and roof to regulate the microclimate and photovoltaic systems to generate energy. © [querkraft-ZOOMVP](#)

## CERTIFICATIONS

The following aspects are assessed: the building envelope, structure, core and local services and the interior design of a building.



### LEED: Leadership in Energy and Environmental Design

[LEED](#) is an internationally recognised classification system for the energy and environmentally friendly design of buildings, developed by the [U.S. Green Building Council](#). As of 2023, LEED reached more than [105,000 certified projects](#) with a total area of 12 billion square metres in over 185 countries. Of these, more than [10,000](#) were in the retail sector. The LEED [Interior Design and Construction \(ID+C\)](#) standard applies to interior design projects, including commercial interiors, retail and hospitality.



### ÖGNI: Austrian Society for Sustainable Real Estate Management

The [ÖGNI](#) is a sustainable building initiative and the Austrian equivalent of the [DGNB](#) (German Sustainable Building Council) standard. The [DGNB certification system](#) can be adapted to different building uses and country-specific requirements and assesses six areas of the building life cycle. It is unique in that it gives equal weight to all of these aspects. [ÖGNI Interior certification](#) is available for office and administrative buildings, shopping centres, hotels and restaurants. Extension projects can be certified regardless of whether they are integrated into new or existing, certified or non-certified buildings.

### Best practice: Bründl Sports Kaprun

[Bründl Sports in Kaprun](#) was the first non-food store in Austria to be awarded the highest ÖGNI interior certification “Platinum” and the special [“Crystal” award](#) (for outstanding social sustainability).



Ecological materials such as silver fir, spruce and Swiss stone pine or natural stone from Rauris characterise the interior of Bründl Sports Kaprun. © Bründl Sports / Joachim Grothus



Recycled materials such as plastic panels from chocolate moulds and textile fibre panels made from cotton and wool waste were used in the shopfittings. © Bründl Sports / Joachim Grothus

## CERTIFICATIONS

The Store Makers have accompanied Bründl on this environmentally friendly path as its shopfitting and digital partner. The [way to ÖGNI certification](#) is multi-step, as Theresa Kirchweger, Sustainability Manager at umdasch, explains: “In shopfitting, the suppliers’ procurement channels were of crucial importance.

In addition, only sustainable and environmentally friendly materials with appropriate certificates were used, and life-cycle assessments had to be calculated for selected furniture. The CO<sub>2</sub> emissions of all transport also played an important role.“

The building certifications mentioned differ in their criteria. However, some aspects of the certification process are common to all.

## HOW TO GET CERTIFIED

### 1 EARLY PLANNING AND INTEGRATION

Start integrating sustainable principles into (store) design at the planning stage to meet certification requirements from the outset.

### 2 UNDERSTANDING CERTIFICATION REQUIREMENTS

Each certification has specific criteria, be it in terms of energy efficiency, choice of materials or social aspects. It is important to know all the guidelines and apply them to the project in all its uniqueness.

### 3 COOPERATION WITH EXPERTS

Collaboration with experienced experts, consultants and auditors is essential to fulfil the requirements and successfully obtain the certificates.

### 4 COLLECTING REQUIRED DOCUMENTATION

Many certifications require extensive documentation to prove the implementation of sustainable practices, e.g. drawings, technical data, reports, etc.

### 5 MENTORING AND REPORTING

Ongoing reporting on the operation and consumption of the building is often required for certification. Careful data collection is therefore essential.

TEASER INSITES NO. 4



More insights on the subject of certifications will follow in the fourth issue of inSites.

# CONCLUSION

## Revolution in space

Whether it's a retail space, an office or a food court, today's spaces need to be more than just aesthetically pleasing and functional; they also have to meet certain sustainability principles. In short, conventional (store) design is no longer enough. A holistic approach, also known as eco-design, is required.

Planning with eco-design in mind means thinking in terms of a life-cycle model that takes into account assembly as well as proper recycling or reuse scenarios. This starts with research and development, for example in the form of energy-efficient and intelligent lighting controls and digital signage solutions.

Ideally, spaces should be planned with eco-design in mind from the outset, as subsequent changes are possible but there is less room for manoeuvre. This means taking into account the principles of refurbishment, maximising space flexibility, selecting environmentally friendly materials, energy-efficient lighting and green digital signage right from the design stage.

Certification systems such as ÖGNI, BREEAM or LEED can serve as a guide and help industry participants to achieve a minimum standard in terms of sustainable building and interior design.

From the point of view of umdasch The Store Makers, the focus is on the concept phases of design and production. As part of the value engineering process, existing stores and other spaces are examined to determine whether and to what extent their inventory can be refurbished and reused. In terms of the circular economy, remodelling takes precedence over new construction. Optimisation before renovation, reuse before business as usual, selective retrofits before comprehensive measures.

Overall, the need for eco-design shows that it is time to get off the beaten track and take a holistic view. It's not just about how spaces look, but also how they can contribute to environmental protection. Only by taking an integrated approach can companies ensure that their spaces meet the needs not only of the present, but also of future generations.

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