



MASSMART

GROUP UPDATE

Eco Wise brand update

The Eco Wise brand looks to endorse items that Massmart offers as greener alternatives to traditional products. It's the group's environmental advocacy programme to raise awareness about important environmental issues. Eco Wise works both up and down Massmart's supply chain, promoting responsible environmental behaviour from suppliers as well as responsible shopping behaviour from customers.

The Eco Wise logo appears on products that are responsible alternatives. During the first year after the Eco Wise brand was launched in 2008, only four eco-friendly lines were promoted. Since then, the frequency and scope of the promotions have increased and Massmart now endorses a vast range of 300 products as environmentally friendly. These include paint, wood, light bulbs and panel heaters, with more products being steadily added to the range.

The Eco Wise website

Eco Wise is noticeable in stores thanks to branding on product packaging and shelf edge displays. Another way in which the Eco Wise brand is being spotlighted is through a new website, which has recently been launched.

The website is designed to be used by consumers and allows them to increase their knowledge about the items that Massmart endorses as greener alternatives. It is full of quick hints and tips to help consumers live their lives in a more eco-friendly way and it has the latest news on green trends.

Some of the featured products under the Eco Wise brand include Massmart's environmentally responsible private label products, such as Garden Master's new range of Water Wise irrigation products and their 100% organic compost and soil. Other private label products featured are Camp Master's FSC-certified range of charcoal and briquettes and Logik's rechargeable batteries. The Eco Wise brand also endorses a recycled stationery range available at Makro stores. The website address (www.eco-wise.co.za) will be found alongside the Eco Wise logo on the packaging of these and other products.

Working with Walmart

Massmart is working to achieve its goal of improving information transparency to promote responsible consumer behaviour. Massmart is looking forward to learning more from Walmart in this regard. Walmart has considerable expertise in the field and is currently



working on a food labelling programme for products in its stores. Walmart's approach is to keep things simple. Its seal purely lets consumers know that one item is healthier than another, without making use of a complicated rating system. The Eco Wise brand works on the same principle, letting customers know that one product is a more responsible choice than another.

Massmart intends to keep promoting environmental awareness both with its suppliers and with its consumers. An individual's choice can either be advantageous for or detrimental to the environment, and by educating and informing these decisions Massmart hopes more environmentally friendly choices will be made. ■

