

Transforming Retail Sustainability

How Fjällräven's Journey Leveraged Green Business
Benchmark^o to Achieve Sustainability Excellence



Introduction

Fjällräven, a trailblazer in outdoor apparel and gear, is on an ambitious mission to reduce its environmental footprint, enhance sustainability practices, and align its operations with the climate targets outlined in the [Paris Agreement](#). To support this mission, Fjällräven sought a robust software solution to streamline its sustainability efforts across its extensive network of retail stores—leading them to Green Business Benchmark's (GBB) sustainability management software.

This case study explores Fjällräven's challenges, goals, and the quantifiable impact of Green Business Benchmark[®] software on its retail stores' sustainability initiatives, including a 7.55% reduction in electricity usage in North American stores since 2021, increased employee engagement, and an average increase of 28 points in Green Business Benchmark[®] scores across its locations in 2023.

Challenge

Before integrating Green Business Benchmark[®] into its sustainability framework, Fjällräven faced several challenges. The absence of standardized sustainability management software for their North American retail stores made it difficult to compare performance across locations. Additionally, disparate local certifications and varying criteria hindered efforts to track and measure sustainability progress effectively. They needed software that would be easy for store staff, with limited sustainability experience, to use and maintain while fostering a sense of ownership.





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Why Fjällräven Chose Green Business Benchmark®

Amidst the exploration of alternative solutions such as [LEED certification](#), Fjällräven chose Green Business Benchmark® due to its comprehensive approach to sustainability management and employee engagement. Green Business Benchmark®'s user-friendly interface and scalability to all retail locations were key factors in Fjällräven's decision-making process. Additionally, the cost-effectiveness of Green Business Benchmark® aligned with Fjällräven's aggressive retail store growth plan.



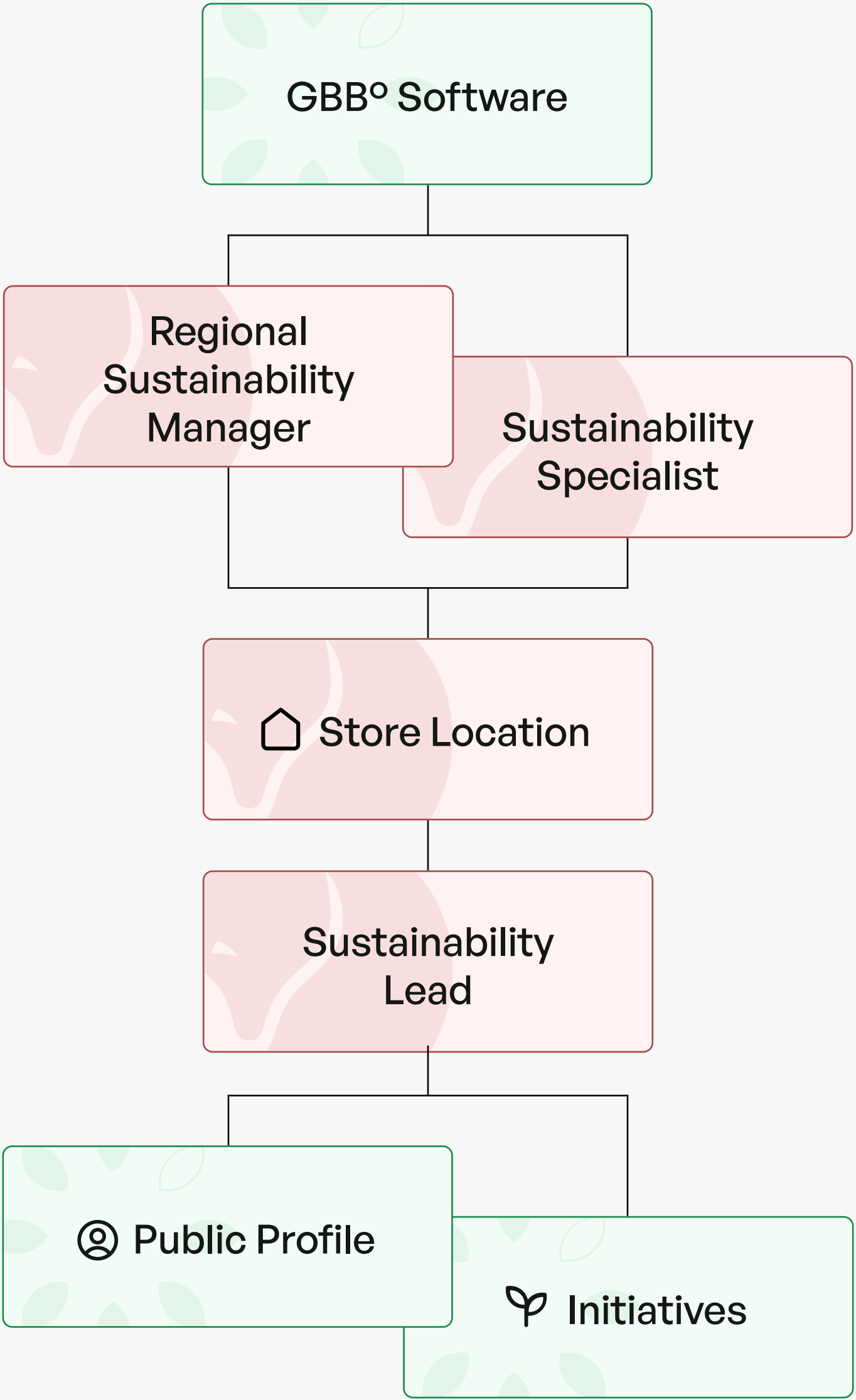
Use Case

Fjällräven’s Regional Sustainability Manager and Sustainability Specialist oversee the implementation and management of Green Business Benchmark’s software across their network of retail stores. Sustainability initiatives are executed at the store level through an in-store “Sustainability Lead” role. Each Sustainability Lead is responsible for keeping the store’s Green Business Benchmark^o public profile up-to-date and selecting and implementing sustainability initiatives from the library of available initiatives within the software.

Fjällräven currently has 23 active Sustainability Leads across 44 retail stores. If a store does not have a Sustainability Lead, the Store Manager assumes this role.

The Kick-Off to introduce the Green Business Benchmark software to the store teams took place in 2021 when the Regional Sustainability Manager held an hour-long virtual onboarding session for all future responsible store employees and interested colleagues. The onboarding not only consisted of an in-depth introduction of the software solution but also widened the horizon of employees’ understanding of Fjällräven’s sustainability approach and mission. As new stores are added or staff changes occur, individual onboarding calls are hosted ad hoc.

The Regional Sustainability Manager and Sustainability Specialist check in with the Sustainability Leads with monthly calls and started conducting audits to monitor the stores’ progress in 2022.



Results

Green Business Benchmark[®] refined Fjällräven’s approach to sustainability at its retail stores and enabled precise tracking, measurement, and communication of sustainability efforts across its retail store network. Through the standardization of sustainability practices and fostering of employee engagement, Green Business Benchmark[®] helped Fjällräven achieve key milestones and advance its overarching retail sustainability goals.

+28pts

Green Business Benchmark[®] Score Improvement

In 2023, Fjällräven witnessed a remarkable improvement in Green Business Benchmark[®] scores across its retail locations. The average score increased by 28 points, reflecting the enhanced sustainability performance of individual stores. Notably, 18 stores attained Platinum-level certification, signaling their commitment to sustainability excellence. This achievement was bolstered by on-site audits performed by the North American sustainability team. In 2023, they conducted 23 in-store audits (accounting for 59% of stores, not including those opened in 2023), ensuring transparency and accountability.

7.55%

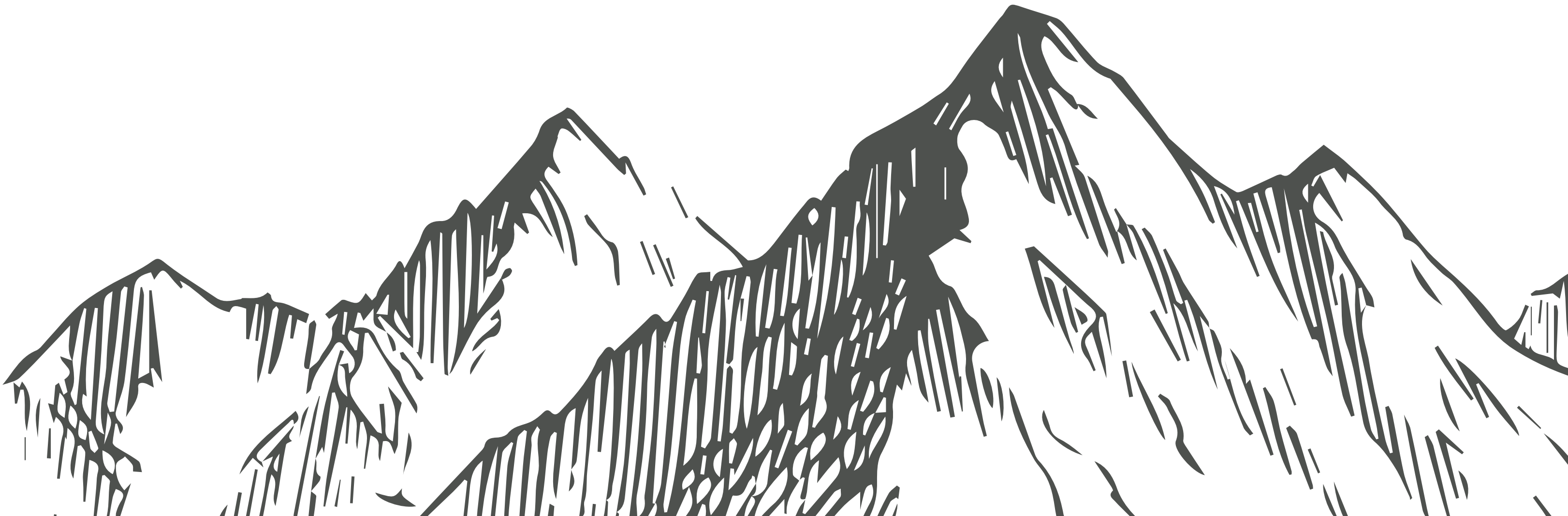
Reduction in Electricity Usage

Comparing data from 2022 to 2023, Fjällräven’s North American retail stores achieved a significant reduction in electricity usage, collectively decreasing consumption by 3.39% within one year. Building on this success, Fjällräven sustained its momentum, achieving a cumulative reduction of 7.55% in electricity usage since 2021.

+Green

Reduction in Waste

The introduction of Green Business Benchmark’s software inspired store staff to implement their own sustainability initiatives, and many have focused on waste reduction. One of the most popular initiatives stores implement is to replace disposable cutlery, cups, and dishes with reusable alternatives.



Results (Continued)

Increased Innovation & Collaboration

With all stores using the same software and initiatives, there was a noticeable increase in engagement with specific initiatives after a store shared its accomplishments. For example, one store creatively reused silica packets and old marketing materials to create bean bags for weighing down packs during try-ons. This innovation was quickly adopted by many other stores as a focus for the next quarter.

Increased Employee Engagement

In 2023, the Fjällräven implemented quarterly themes based on Green Business Benchmark^o initiative categories, guiding stores towards specific initiatives and fostering collaboration. Through guest speakers and internal experts, Fjällräven provided comprehensive education to Sustainability Leads and Store Managers, dedicating 121 training hours across 39 stores. These initiatives reflect Fjällräven’s commitment to empowering its workforce and fostering a culture of excellence in sustainability.



Conclusion

In summary, Fjällräven's use of Green Business Benchmark's software has modernized and systematized sustainability management across its retail network. By adopting Green Business Benchmark[®], Fjällräven addressed significant challenges, including disparate local certifications and the lack of a unified sustainability management software.

Moreover, Green Business Benchmark[®] is an important tool in fostering a culture of sustainability among its store teams, driving engagement and ownership of sustainability initiatives. Notable achievements include the implementation of zero-waste practices and the attainment of Platinum-level certification by 18 stores, underscoring Fjällräven's commitment to sustainability excellence.

The value of Green Business Benchmark[®] for Fjällräven extends beyond metrics and data points. It serves as a catalyst for organizational transformation, enabling Fjällräven to track, measure, and communicate its sustainability efforts effectively. The adaptability of the software and the responsiveness of the Green Business Benchmark[®] team have been instrumental in meeting Fjällräven's evolving needs. As Fjällräven looks to the future, it sees Green Business Benchmark[®] as an important solution in furthering its retail sustainability strategy, with plans to expand its use and further enhance employee engagement with the platform.





Ready to transform your sustainability efforts? Discover how Green Business Benchmark^o can help your organization achieve its sustainability objectives with our comprehensive software solution for tracking, measuring, and communicating your sustainability initiatives.

SIGN UP