

Subscribe or follow us on:

Log In / Sign up

[Home](#)
[News](#)
[Opinion](#)
[Videos](#)
[Events](#)
[Jobs](#)
[Directory](#)
[Press Releases](#)
[Research](#)
[More](#)
[Regions](#)

Menu

Green shops make more money

A new study by the World Green Building Council shows retailers how to cash in on the clear link between sustainable store design and higher sales.

By Vaidehi Shah

Thursday 4 February 2016



A greenery covered mall in Sao Paulo, Brazil. Research has shown that more sustainable shops have higher customer footfall and sales. Image: Glancarlo Liguori / Shutterstock.com

Retail shop owners who include sustainable features such as natural light, greenery, and ample ventilation into their stores can expect happier staff and customers, and also higher profits, a new report by the World Green Building Council (WGBC) has found.

Launched on Monday, the industry body's report, titled, *Health, Wellbeing and Productivity in Retail: The Impact of Green Buildings on People and Profit*, discovered that while many retailers know that sustainable shop design and management can improve their business performance, they are slow to implement changes in their stores.



GREEN BUILDINGS

Putting Singapore on the global map for green buildings

[Read now](#)

The report aimed to help retailers cash in on this missed opportunity by giving them a toolkit which they can use to quantify the value of sustainability on people's well-being and ultimately, sales.

Terri Wills, chief executive officer, WGBC, said that drab "grey box" stores - simple rooms in enclosed malls - are a dying trend, and more companies are striving to create a better shopping environment for consumers.

The report, which was led by the UK Green Building Council aims to "empower retailers to look within their own properties to understand and monetise how better, more sustainable physical environments can potentially drive profit", she noted.

She added that in doing so, WGBC aims to "ultimately strengthen the business case for greener, healthier buildings".

The report is part of WGBC's "Better Places for People" campaign, an initiative

Advertisement



Most popular



POLICY & FINANCE
Gates Foundation under scrutiny for "skewed" development...



LIFESTYLE
Shark's fin soup: A cultural conundrum



CSR
Delivering on the SDGs will require a system reboot

[View all news](#)

Industry Spotlight



ENERGY
Powering the solar revolution



WATER
A revolutionary way to treat wastewater



ENERGY
Lighting up rural lives with solar energy

[View all](#)

Feature Series