

Lagardère Travel Retail x Concourse collaborate on sustainability development & education in travel retail



Addressing airport retail sustainability challenges and potential circular solutions, the Circular Hotspot was deemed as an educational success

On December 4, 2019, Lagardère Travel Retail and Concourse representatives met in Singapore to take part in a Circular Hotspot – a monthly ideas workshop designed to encourage the discussion and development of a circular approach.

Hosted by Lagardère, the event focused on how circularity can be implemented in the designing of stores & activations. Grant Fleming, Head of Strategic Development, ASIA – Lagardère Travel Retail and Chris Morriss, Managing Director – Concourse, introduced the issues in the current travel retail concession business model and encouraged participants to offer solutions in terms of Re-using, Re-purposing & Recycling.

The “Circular Challenge” brainstorming session addressed airport retail sustainability challenges and potential circular solutions. The following issues were discussed: how to design out waste generated by travel retail stores during initial planning stages by incorporating design, materials, interior fit-out and logistic solutions; to concession after-life and how to close the loop of store closures.

Morriss explains: “We have been working on innovation and education when it comes to sustainable brand activation, store implementation and what happens at the end of a display asset’s lifecycle. We are thrilled that Lagardère Travel Retail Asia have responded to this call to educate industry

colleagues as to what this actually means and to commit to initiating circular business model solutions to make it achievable.”

Fleming adds: “The industry has to react to the need for stronger and more defined answers to sustainability. The Circular Hotspot allowed us to hear first-hand strong expertise on the topic that was outside our typical industry view and actions – this type of innovative approach to challenges is welcomed and helps us all speed up.”