

Retailers' Environmental Action Plan (REAP) & Retail Forum for Sustainability

Key messages

1. **REAP: Retailers are committed to reducing their environmental footprint.** The Retailers' Environmental Action Plan (REAP) is a voluntary initiative which aims at reducing environmental impacts in the retail sector and its supply chain, promoting more sustainable products, and providing better information to consumers.
2. **Sustainable consumption: Retailers in Europe can promote more sustainable consumption.** The retail sector can play a key role in improving the EU's environmental profile, in particular in promoting more environmentally sustainable consumption patterns. Both through their daily contact with millions of European consumers, but also through their own actions and their partnerships with suppliers.
3. **Circular economy: The Circular Economy is REAP's current key priority.** Retailers and other key stakeholders have embarked on a three year programme to discuss and promote actions in priority areas such as engaging with consumers, recycling, energy efficiency and plastics.

Background

The potential for retail to promote sustainable consumption led to the creation of the Retailers' Environmental Action Plan (REAP). Following from the Commission's 2008 action plan on sustainable consumption and production, the European retail sector (represented by EuroCommerce and ERRT) and the European Commission launched REAP in 2009.

REAP has two pillars of activity: first, the Retail Forum for Sustainability and second the Matrix of Environmental Action Points (MAP). The Forum promotes best practice in the European retail sector and identifies opportunities and barriers that may drive or hinder the achievement of sustainable production and consumption, thereby involving relevant stakeholders including suppliers, consumer and civil society organisations, governments and academia. The MAP is an online database of commitments on environmental targets made by individual retail companies and associations, grouped into three categories: "What we sell," "How we sell," and "How we communicate."

To date, 17 retail companies and 3 retail associations have signed up to REAP. They participate in the Retail Forum and they voluntarily make commitments to promote more sustainable products, lower the environmental impacts of their activities and their supply chains, and raise awareness among consumers. All signatories' individual commitments are available in a database (the MAP) which is updated annually, and regularly reviewed by the Commission. Collectively, the REAP members have also developed various voluntary agreements, such as the Retail Environmental Sustainability Code in 2010, the waste agreement in 2012, and the Commitment to the Circular Economy in 2016. REAP's current focus (2016-2019) is on the Circular Economy.

Further information

- European Commission – [REAP website](#)
- REAP (2015) [Terms of Reference](#)
- REAP – [signatories](#)
- European Commission – [Database for Retailers' Commitments](#)
- European Commission – [Retail Forum Monitoring Reports](#)
- REAP (2016) [Commitment to the Circular Economy by REAP signatories](#)