



# On the Road to Retail

{Earth Systems and Resources}



# Students read About

Different components of product distribution in a scenario.

They analyze information related to environmental and social impacts of distribution to determine opportunities for making distribution more sustainable. This lesson also provides an opportunity for students to explore the concept of externalities, or “hidden costs” of a products



# Objectives



Students will:

- Identify the processes and people involved in product distribution
- Evaluate the sustainability of distribution methods and practices
- Analyze data in order to determine ways to increase sustainability of a distribution system



# Think about it....

What do you think happens after production?

- *The materials have to be transported to a store where they are sold; retailers advertise products; consumers buy products*





# Part of Jeans

Included



Hidden





# Article

The background image shows a well-lit clothing store. In the center, there are two mannequins dressed in contemporary fashion. One mannequin wears a grey patterned top and a leopard-print skirt, while the other wears a red top and a patterned skirt. To the left, there are racks of various clothing items, including a white and black patterned sweater in the foreground. To the right, there are shelves displaying handbags and other accessories. The store has a clean, modern aesthetic with light-colored walls and wooden accents.

- Read over the article “A Better Way”
- You will work with your shoulder partner to answer the questions on the next slide.
- Each pair to present to the class one or several of their recommendations for improving the company’s system of distribution.



# With your Partner

Guiding Question: As a consultant, what recommendations would you make to improve the distribution system according to the considerations below?

1. Carbon Footprint: In what ways could the company reduce its carbon footprint (its CO<sub>2</sub> emissions) during distribution? List at least two ideas, and explain how each results in a lower carbon footprint.
2. Worker Retention: In what ways could the company retain its employees for longer periods of time? List at least two ideas, and explain why each promotes greater employee retention.



A photograph of a clothing store interior. The store is well-lit with warm lighting. In the foreground, there are racks of clothing, including a white sweater and a red quilted jacket. In the middle ground, a mannequin is dressed in a leopard print skirt and a dark top. In the background, there are more racks of clothes, shelves with handbags, and a display of folded items. The overall atmosphere is clean and organized.

Local Economies: In what ways could the company contribute more positively to local economies where its stores are located? List at least one idea, and explain how it contributes to local economies.

4. What challenges might a company face when considering a sustainable approach to improving its system of distribution?



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# Questions???

1. Do you think it is reasonable to require companies to provide information about their carbon footprint on clothing labels or in stores? Explain why or why not.
2. A t-shirt sewn in California from cotton grown in Turkey and shipped to a distribution center in Reno travels 7840 miles before ever reaching a store. Why might a company choose to spread out its distribution and production all across the globe?



# Questions???

3. Do you think hidden costs, such as pollution and employee health, should be included as part of pricing products like jeans?

4. Would you be willing to pay more money for a product if you knew it contributed substantially to the local economy, such as if it was made locally by citizens who pay local taxes?



# Questions???

5. Many people have no idea what goes into distributing goods to consumers. Why do you think that is? Would more information influence your purchasing decisions?
6. How can you as a consumer work to change distributing so it is more sustainable?