



# Eco Options: Empowering the Customer with Environmentally Preferable Choices

“We know that 84 percent of our customers care about sustainability,” explains Jamieson Saab, Manager of Environmental Programs, at The Home Depot Canada.

For **The Home Depot Canada**, this is an opportunity to help customers identify home improvement products and solutions that have a sustainable focus. Through its Eco Options assortment, the company offers more than 2,500 environmentally preferable products. These products help customers conserve water and energy, reduce waste or improve indoor air quality.

## Challenge

“With so many certifications available, it’s important that our associates have the resources to help customers find the right products,” says Saab. In addition, consumer interests are changing. Increasingly, “consumers are focused on products based on price and quality, and less on the pure environment attributes.”

## Response

- 1. Clarify the benefit to the customer.** Through Eco Options, The Home Depot Canada streamlined their products into five clearly defined categories that focus on the benefit to the customer: energy efficiency, water conservation, clean air, sustainable forestry or healthy homes. “Leading with the benefit to the customer (will it save them money, energy, water, time or reduce their exposure to harmful chemicals), helps our associates explain why those products are a good option to consider when making a purchase.”
- 2. Look across the product lifecycle.** When deciding whether or not to include a product in the Eco Options assortment, Home Depot starts with the certification. “If it doesn’t hold one of our pre-approved certifications like ENERGY STAR® and we know it could be a better alternative, then we engage SCS (Sustainability Certification Systems) and work with the vendor from a lifecycle perspective to validate whether it makes sense to include it in the Eco Options assortment.”
- 3. Reinforce the message with an incentive to buy.** Working in partnership with local and provincial utility companies, The Home Depot Canada also brings customers valuable rebates on energy saving products. Each year, they help customers “save more and spend less,” and justify purchasing products that also have a reduced impact on the environment.

In 2012, The Home Depot Canada also tracked water savings equal to 1,249 Olympic size swimming pools. “Our customers saved that water just by switching to low-flow toilets. We’re driving changes that have positive impact – and our customers use less water in their households.”



## Result

“The Eco Options label helps our customers navigate the product options that are available and understand the benefit of those products to them.” As a result, consumers know with confidence that Eco Options products are based on strong existing certification programs and our vendors proactively develop products that continue to give our customers choice.

## Takeaway

By assisting consumers in navigating the options, focusing on the benefit to them and providing incentive when possible, The Home Depot Canada enables customers to make better choices when it comes to their home improvement projects. Those choices also have benefits for the environment, and everybody wins.

