

Retail inMotion sets out sustainability strategy

Retail inMotion (RiM), the leading retail and technology provider for airlines, has launched its sustainability strategy, which will encompass IT solutions and the onboard retail value chain, including product selection, sourcing, loading and crew processes.

Dublin-based RiM aims to focus on the creation of “inspiring solutions, which serve all aspects: people, planet and joint prosperity, the three-pillar approach of its parent company LSG Group”.

RiM’s solutions strive to minimize environmental impacts linked with operations and reduce airlines’ footprint in the air by using business intelligence and data expertise to optimize their loading.

“Through this transformation, RiM wishes to be a catalyst of change in the aviation industry and to support its airline partners in offering a research-proven, sustainable product portfolio, as well as sustainable packaging and printing options,” the company said.

“Furthermore, RiM is committed to identifying solutions to improve planning and logistics around waste and have enlisted the help of artificial intelligence technology to calculate the airlines’ fresh product demand while achieving extremely low waste rates. All this is possible as we strive to change the way people experience work and be the best business partners for our customers.”

With the sustainability strategy, RiM has set out a new vision and mission:

Vision: Creators of sustainable retail in motion.

Mission: We collaborate in enhancing people’s sustainable journey through our solutions.

Nils Taubert, Chief Executive Director at Retail inMotion, said: “Sustainability is the greatest social and economic opportunity of our time. We must understand that our actions have consequences. Hence, we embrace the duty to create long-term value (for business, environment, and society) with sustainability as a strategic imperative.”

Ersan Erdogan, Head of Sustainability and Risk Management at Retail inMotion, added: “At RiM, we are committed to a sustainable future. We collaborate with airlines and suppliers of the onboard retail value chain in creating sustainable solutions, designed to enhance the passenger experience.”