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Retail inMotion launches sustainability strategy to further its innovation capabilities

DUBLIN, Ireland, May 10, 2022 – Retail inMotion (RiM), one of the world’s leading providers of retail and technology solutions for airlines, is pleased to announce the launch of its sustainability strategy, which will encompass IT solutions, the entire onboard retail value chain, including product selection, sourcing, loading, and crew processes, and how we work with each other.

As part of its sustainability strategy, 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 minimise environmental impacts linked with operations and reduce airlines’ footprint in the air by using business intelligence and data expertise to optimise 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. 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 new sustainability strategy, RiM aims to go beyond the transformation of its business model, as highlighted in its 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: “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: “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.”

About Retail inMotion

[Retail inMotion](#) is an on-board retail and technology expert for the travel industry. Its culture of collaboration and innovation continues to help it steadily strengthen its position in the global on-board retail industry. Retail inMotion offers proprietary products, solutions and services in technology, crew engagement, product development, and fully outsourced on-board retail services. Retail inMotion is a wholly owned subsidiary of the [LSG Group](#).