

Unpackaged in the supermarket

Lindau. The white chalk scratches across the blackboard. It's the final sweeping tail of the "e" that Anna uses to write the last letter of "Welcome" on the board. The sound gives her goosebumps. And at the same time, it's the excitement that makes her heart pound and brings a blush to her face. Because today is the day Anna, together with her friends Sonja and Daniel, has been working towards for months. The supermarket branch on the high street in Lindau is celebrating its reopening.

Anna, Sonja, and Daniel are 18, 19, and 21 years old. They've known each other for a while – and are committed to everything to do with sustainability. This inspired the three friends to get involved in the "Lindau for Change" initiative. They want to take away people's fear of dealing with the supposedly complex issue of sustainability. And they want to develop concrete actions, such as the sustainable shopping concept "clever: naturally unpackaged", which the three have been working on for months. Today is the premiere.

Everything is neatly displayed and looks reduced to a minimum

While Anna greets the mayor and numerous families outside, Sonja and Daniel ride into the courtyard on their bicycles. Before the store fills up, the two have quickly picked up the undyed cloth bags the store is giving away to customers to carry their purchases home.

Andrea Miller owns the supermarket. When she heard about the "clever" concept at a panel discussion a few weeks ago, she could already see the new design for her organic section. There would be an unpackaged corner. With simple dispensers full of dry goods - raisins, nuts, quinoa, amaranth, rice, and pasta. Plus fine and coarse- ground spices. Everything was organized, reduced to the essentials, the product. Without any packaging or foil wrapping. Next to them fresh vegetables and green herbs, whose colors brighten up the new shopping corner.

That's exactly how it looks today. Maybe even a little better, Andrea thinks. She beams with satisfaction and looks at the new display in the unpackaged corner, 70 percent of the products come from Europe. Some of it is even grown in the Lüneburg region, within a radius of 25 kilometers.

clever = unpackaged

"What does 'clever' mean?" asks a little boy in blue jeans and a sun hat as Sonja walks past him. Together with his mother, he is standing in front of the large oatmeal dispenser. "Someone who understands things quickly and is good at doing things is clever," Sonja explains to the boy. "In this supermarket section, we do without plastic. That's "clever" because we can protect the environment that way." The boy nods, but then turns his big blue eyes away from Sonja and toward the oatmeal. "1, 2, 3," his mother counts quietly and pushes down a lever to open the dispenser. Oat flakes come pouring out of the cylinder and into the transparent cereal box with a sliding lid the boy is clutching with both hands. It's already lunchtime and more and more people are coming to the new

unpackaged section. Many of the customers, young and old, have brought shopping baskets or bags. They've brought their containers from home to do exactly what Anna, Sonja, and Daniel want to achieve with their concept: shop sustainably. Because that's clever.

