

# Albion Supermarket

## *Retail trade, Savings in the ceiling*

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Albion Budget Supermarket is a small family-owned supermarket in

Brunswick West. Before taking action, their monthly electricity bill was well over \$800 so naturally store owner Medhat Ghaly was keen to explore ways to save energy – and money.

The average small-medium retail store can use 80,000kWh of electricity

in a year. With a kick-start from a Carrotmob, the supermarket is on track for significant savings on energy costs.

## *What's a Carrotmob?*

The Carrotmob concept is simple. The participating business is promised a 'mob' of consumers on a particular day in exchange for spending some of the additional revenue generated on green improvements to their business.

## *What happened?*

With support from Moreland Energy Foundation's Zero Carbon Moreland participants and Carrotmob followers, hundreds of shoppers 'mobbed' the supermarket at the appointed time, more than doubling the store's average Saturday sales in just 4 hours.

Store owner Medhat Ghaly pledged 50% of the sales revenue from the event to improving environmental sustainability of his supermarket.

## *Improvements*

The \$700 raised through the event covered the costs of replacing half the supermarket's existing lights with more efficient T5 fluorescent tubes. Replacing old lighting with more efficient lighting such as T5

fluorescent tubes is a straightforward action that can save between 30% to 90% of the electricity required. The increased brightness provides a better environment and may also make de-lamping possible, resulting in further electricity savings.

Inspired, Medhat invested an additional \$700 to convert all 39 of his lights to efficient alternatives.

## *Results*

The first electricity bill after the changeover proved the worth of the project; the bottom line was down from \$859 to \$755. Even moving into the summer months (with increased cooling costs) the monthly bills were lower than before.

The supermarket is on track to save over \$600 in electricity costs and 4.96 tonnes in carbon emissions each year.

The 'payback period' on the new fluoro tubes is only 2 years.

*Albion Budget Supermarket 166-168 Melville Road Brunswick West 3055*