**DRIVERS OF SUSTAINABILITY MANAGEMENT AND REPORTING IN RETAILING**

Retailers exert a significant influence on sustainability issues due to their position in the supply chain between producers and consumers. This project is aimed at fostering sustainability management and reporting by creating the network among academia (researchers, students) and retailing practitioners/business associations in the Baltic countries and Germany. A series of public events such as open guest lectures and the open seminar have been conducted during the project to share experience and knowledge for a broader audience. In addition, the pilot study (desk research and interviews with the selected food retailing chains) has been conducted both in Lithuania, Latvia, Estonia and Germany. The data collected in four countries are expected to provide insights into drivers motivating retailers to implement sustainability practices and report on them. Overall, the key drivers are: environmentalism-related (processes: energy efficiency, logistics and packing); product-related (healthy products, origin of products); followed by drivers related to consumer responsibility and behaviour. In addition, the results differ across the countries examined, and therefore different implications for retails chains could be offered.