

European food SCP Round Table

Coop policy on the environment

Brussels 13th of July 2010
Centre Albert Borschette, Room AB 1D
36, rue Froissart

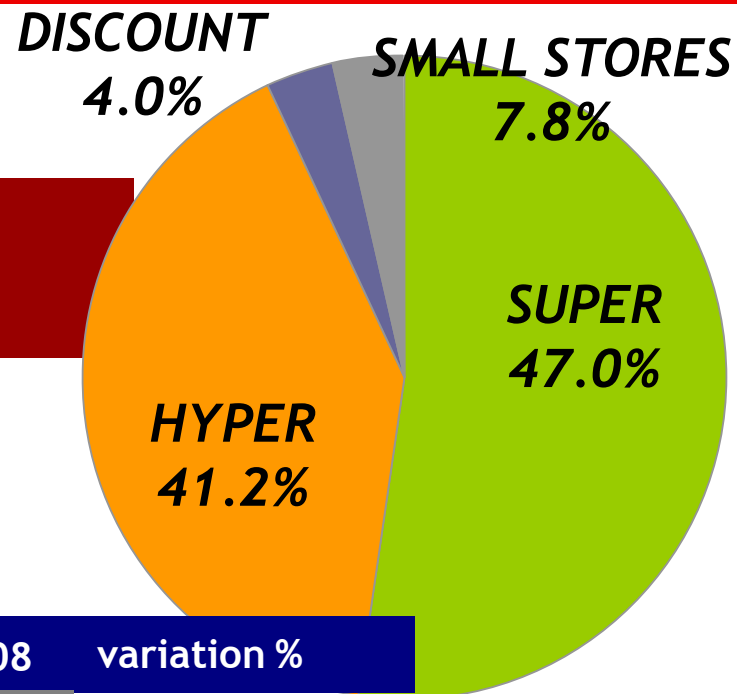
Aldo Soldi
President of ANCC-COOP



Coop in 2009

MAIN ECONOMIC ORGANIZATIONAL FIGURES

**12.744 BILLION €
TURNOVER IN 2009**



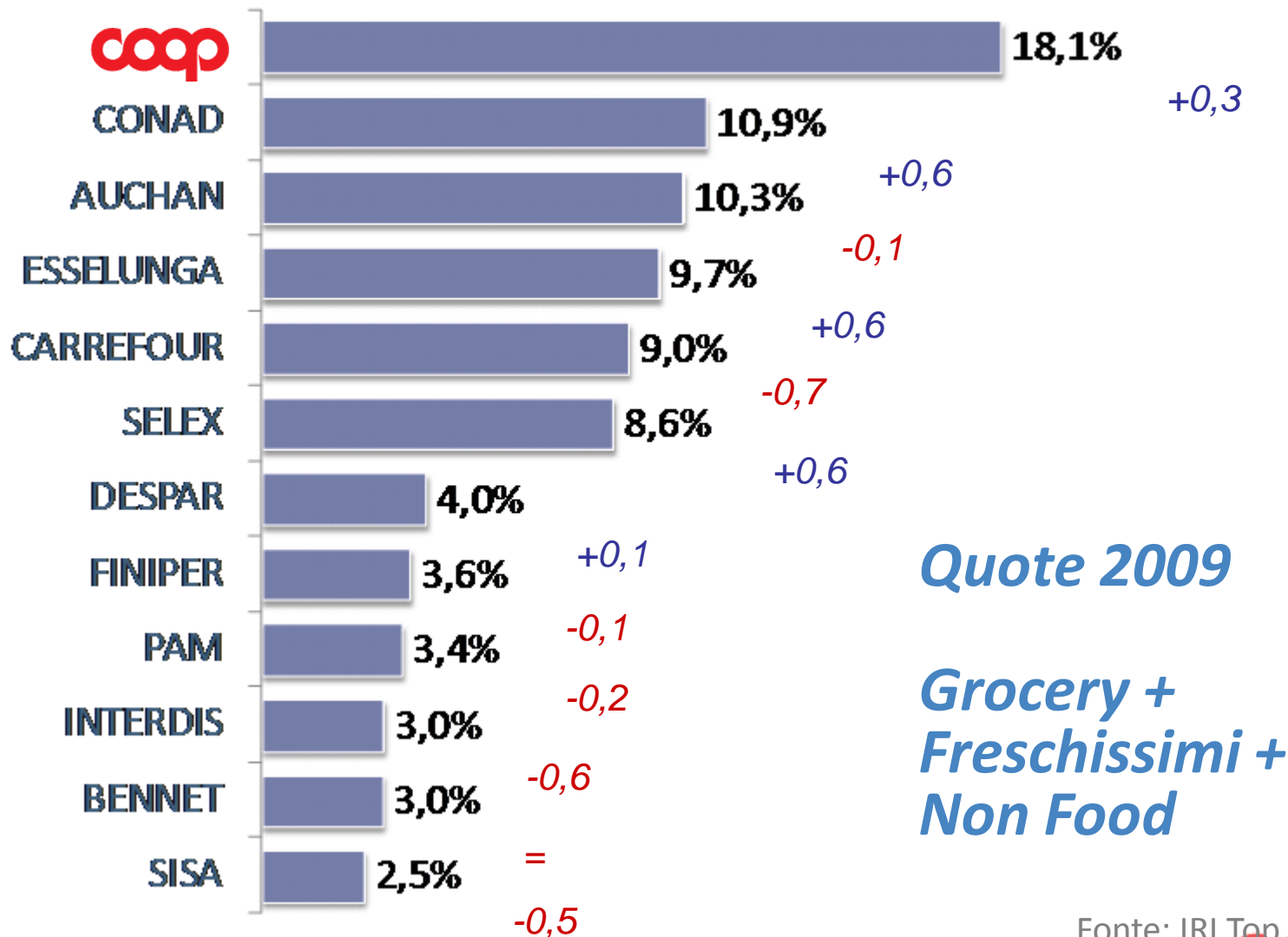
	2009	2008	variation %	
Cooperatives	120	124	-4	-3.2%
Stores	1,440	1,425	+15	+1.1%
sqM (x 1000)	1,705	1,685	+20	+1,2%
Members (x 1000)	7,200	6,955	+245	+3.5%
Employees	57,100	56,500	+600	+1.1%
SALES (€.000.000)	12,744	12,631	+113	+0.9%

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Italy in 2009

MARKET SHARE IN ITALIAN RETAILING



Quote 2009

*Grocery +
Freschissimi +
Non Food*

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Fonte: IRI Top trade



The social responsibility of Coop



From more than 150 years, Coop is inspired by the founding values of the co-operation: mutuality, participation, intergenerationality, solidarity and sociality

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The social responsibility of Coop



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Social Responsibility

The good reasons to engage voluntarily, beyond law requirements, in the field of environmental sustainability :

- Intergenerationality is the foundation of the development of the co-operative movement and there is nothing more intergenerational than the environment: we want to leave a better world to future generations
- Business reputation and how much members and consumers appreciate the company
- Economic advantage

Coop policy for the environment

The activity of the retail sector has manifold effects on the environment. For Coop, this is a priority, in every field of activity:

- the implementation of education campaigns to raise awareness on environmentally responsible behaviours
- the communication and the information to members, workers and young generations
- own-brand products
- the planning and management of shops

Not only good ideas, but also concrete and daily actions.



Coop own-brand products

Coop is committed in the reduction of the environmental impact along the whole life cycle of its 2,932 own-brand products.

Special attention is given to the spread of organic agriculture, the reduction of packaging, the adoption of certification schemes to get more environmentally friendly products.

Own-brand products represent the 25% of total sales.



Coop own-brand products



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Own-brand products

- Coop eco-friendly products: 100% recycled paper; phosphate-free detergents; 100% biodegradable disposable dishes and glasses. They are all Eco-label certified.
- Coop organic products come from cultivations that apply organic methodologies that comply with the EU legislation. They do not use pesticides nor chemical substances and protect the biodiversity of the ground through crop rotation.



Own-brand products

The safeguard of marine fauna

Monitoring of the whole supply chain of the tin tuna in cooperation with the Earth Island Institute for the protection of dolphins, red tunas and marine eco-systems.

With this choice Coop will save more than 6,000 specimen of red tuna every year.



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Own-brand products

- Packaging

All Coop packaging comply with the 3R rule (in Italian "Risparmio, riciclo, riutilizzo"): save, recycle, reuse.

From 2000 to 2008 this project enabled savings for more than 16,000 tons of different materials



- Shopping bags

Almost all traditional shopping bags were replaced with biodegradable bags.

Furthermore, in all shops it is possible to buy cotton, jute etc. reusable bags.



Points of sale



When opening and managing a new shop, Coop is committed in reducing the environmental impact:

- in the design of the facilities
- using technologies that allow an efficient use of resources
- constantly monitoring the environmental performances and training of employees
- with the production of renewable energy

Points of sale



- Separated collection: collection and dispatch of waste to the different recycling sites
- Lightening: Coop is among the first retailers in Europe to take part in the Greenlight programme promoted by the EU and aiming at reducing energy consumption

Points of sale

- Use of renewable energy: there are now more than 50 photovoltaic plants that produce clean energy and contribute to the reduction of CO2 emissions. The new logistic centre that Coop inaugurated at the end of 2009 has the biggest photovoltaic plant in Italy and produces 3,200,000 kWh of electricity



- Transport of goods: centralization of the transport of goods and use of logistic platforms to avoid long distances and optimize loading

Education and information

Coop is committed in the education and information of its members and consumers about a healthy lifestyle and the safeguard of the environment.

- Information campaigns
- Initiatives, conferences, workshops
- Brochures in the shops
- Promotion of products



“Save the energy” campaign



- Coop involved 2,500 families of consumer-members that followed a specific education path for the management of energy consumption at home.

The families involved in the project could get information, exchange views, ask experts through an online community that met and interacted in a purpose-made website

“Save the energy” campaign

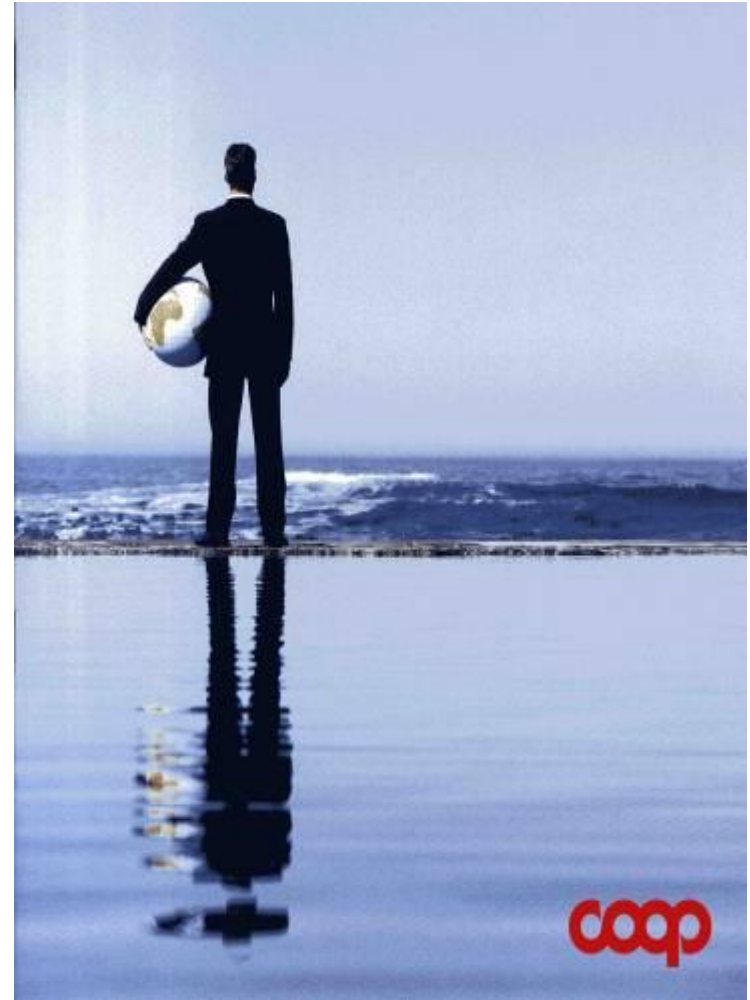
At the end of the project, a competition was launched to award the families that during the year were able to put into practice the actions and behaviours to save energy. The good results were published on the web

The campaign (2008/2009) was supported by the Ministry of the Environment and the Ministry of Economic Development; besides, the most important environmental organizations took also part in the project (WWF, Greenpeace, Legambiente)



“Coop for Kyoto”

- Coop decided to commit itself to cut GHG emissions. Furthermore, 151 Italian facilities and all own-brand product suppliers were involved in the project to reduce energy consumption, monitor and elaborate the data and look for improvements to reach the agreed objectives



"PROMISE" project: the green choice.

Sustainable consumption as a lifestyle

It was presented on the 8th of July 2010 and supported by the EU, in co-operation with Liguria and Latium regions, the Ervet of Emilia Romagna region (the agency in charge of the territorial development) and Confindustria in the Liguria region (the organization representing the industry sector).

The objective of the project is to show that communication can raise awareness among consumers, producers, local bodies and help them making environmentally responsible choices.



"PROMISE" project: the green choice.

Sustainable consumption as a lifestyle

A survey that involved 10,000 Coop members and consumers, showed that there is big awareness of the importance of concrete actions for the protection of the environment; it also came out that the majority of the interviewees chose sustainable products.



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Education to conscious consumption

- From 30 years, Coop carries out education initiatives for a conscious consumption in schools with the support of the Ministry of Education. Coop proposes didactic programmes and workshops to educate new generation to more responsible behaviours.



The activities of environmental education tackle the life cycle of products which are very used by young people, such as the production of cans (from the extraction of the mineral to its disposal).

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Education to conscious consumption

At local level, the education activity in co-operation with schools focuses on the daily-life problems

- The correct use of water
- Packaging and the environment
- The relation between agriculture and the environment
- The recovery of materials

In 30 years of activity these are the numbers of people involved:

2,500,000 students

130,000 teachers

100,000 classes



Euro Coop for the environment



- Climate Change is one of the priorities of the activity of Euro Coop
- In 2009 the project “Climate Change and Consumer Cooperatives - taking the Challenge forward” was launched with the commitments that the European consumer cooperatives voluntarily undertook to tackle the Climate Change
- The initiative aims at exchanging good practices, information, know-how to get better results and to lead the way and serve as an example for other organizations

Thank you!



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President of ANCC-Coop

