

Tackling obesity:

Consumer Co-operatives Leading the Way



euro coop

European Community of Consumer Cooperatives

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Initiatives from consumer co-operatives across Europe in the areas of food labelling, product reformulation, education and lifestyle, physical activity, and advertising and marketing.



Contents

1 Food Labelling

6 Product Reformulation

12 Education and Lifestyle

22 Physical Activity

25 Marketing and Advertising

Foreword

Obesity is one of the **key public health challenges** of the 21st century, with the latest estimates in EU countries revealing that overweight affects 30 to 70% of adults and obesity affects 10 to 30% of adults . In addition, according to the World Health Organisation's Childhood Obesity Surveillance Initiative (WHO's COSI), around **one third of children** aged 6 to 11 years old are overweight or obese . The prevalence of obesity continues to increase, which puts a strain on the health system in the EU. Indeed, excess weight is correlated with **psychological problems, physical disabilities** as well as non-communicable diseases such as **cardiovascular diseases, diabetes, and cancer** .

Euro Coop represents 19 national associations of **consumer co-operatives** across Europe, operating as retailers but **democratically-controlled** by consumers. Consumer co-operatives have a sound knowledge of consumer habits and ultimately act in their interest. It is therefore not a surprise that much of consumer co-operatives' **efforts** are devoted to **addressing** the issue of adult and childhood **obesity**.

Euro Coop is a **founding member** of the **EU Platform for Action on Diet, Physical Activity and Health** and as such is committed to tackling current trends in diet and physical activity. Consumer co-operatives

have long **promoted healthy lifestyles** through raising awareness and educating their members and consumers at large, thus **promoting the fight against obesity** in Europe.

We are therefore proud to present the IV edition of "Tackling Obesity: Consumer Co-operatives Leading the Way". This report gathers the most significant examples of **concrete initiatives** undertaken by our member organizations in order to encourage healthy habits among consumers. This can be done via different tools: responsible marketing, labelling, education campaigns, encouraging physical activity, and product reformulation.

It is our hope that our **fellow co-operators** and civil society actors will find this report inspiring and that it can serve as a model for other stakeholders in the food chain. Together we can encourage sustainable initiatives which promote **healthy lifestyles** and make **healthy choices** the easiest option.

Enjoy your reading!

Todor Ivanov
Secretary-General

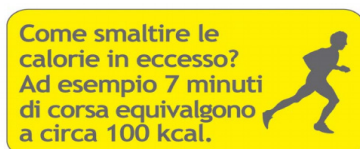
Silvia Schmidt
Food Policy Advisor



Food Labelling

Special logos: “Moderate Consumption for Children” and “Movement Icon”

(Coop Italy)



Coop Italy has developed a **special logo** “Consumo moderato per i bambini” [Moderate consumption for children], which is present on the packaging of those products that are appealing to children but that are **rich in sugar/salt/fat** (e.g. fruit juice). If the size of the package allows, the logo is complemented by the following wording: *“Due to the nutrient profile of this product we recommend a moderate consumption by children, for whom a special line, **Club 4-10**, has been created”* (please refer to page 8 of the section Product Reformulation to find out more about the initiative Club 4-10).

The **“Icona movimento”** [movement icon] consists of a stylised human character and a wording indicating how many minutes of **physical activity** are needed to burn a certain amount of the product.



Keyhole labelling

(Coop, Denmark; Coop, Norway; Coop, Sweden)



Authorities in Norway, Sweden, and Denmark have joined forces in using the Keyhole label as a common **nutrition label**, which makes it easier **to choose healthier foods**. This label is voluntary and indicates the healthiest option in different product categories (e.g. dairy products, ready meals, bread and other cereal products). The keyhole symbol is attributed to a certain product according to **eight dietary guidelines and the Nordic nutrient recommendations**. Requirements include criteria relating to fibre, salt, sugar, fat, and saturated fat for various product groups.

Therefore, keyhole-labelled products generally **contain less fat, sugar and salt**, and more fruit, vegetables and whole grains compared to non-keyhole labelled products. The symbol is immediately visible on the item, so that Nordic consumers can easily spot it and find the healthiest option among a range of products of the same category. The keyhole label also **increases consumers’ familiarity** with information such as the **nutritional value** and **fat percentages**. For more information about the Keyhole nutrition label and the Nordic Council of Ministers click [here](#).



Whole Grain Logo (Coop Denmark)



Coop Denmark is part of the **Whole Grain Partnership**, a unique collaboration between food authorities, health organisations, and the food industry. The wholegrain logo indicates that a product has a **high percentage of whole grain**, as well as a **healthy nutritional profile** in terms of fat, sugar, salt, and dietary fibres. This logo can be found on many different products, including **cereals, flour, pasta and ready meals**. The requirements for displaying this logo vary per product and can be found in the guidelines explaining the use of the Danish whole grain logo. For instance, in breakfast cereals and muesli, the Whole Grain Logo may be used only if whole grain composes at least 60% of the dry matter. Coop Denmark has steadily increased the marketing of products that are eligible to bear this logo. **Thanks to the Whole Grain Logo, more than half of Danish consumers are buying less white bread compared to a year ago.** [Click to read](#) the guidance for the use of the Danish whole grain logo.



Green Dots (The Co-operative Group, UK)

The Co-operative Group's "Green Dot" is a labelling scheme launched in 2009, its purpose being to **highlight healthier products** and **key nutritional messages**. These labels incorporate nutritional messages within a green dot graphic, e.g. **"high fibre"** (on foods that contain 6g of fibre or more per 100g) and **"low in saturated fat"** (on foods that contain 1.5g of saturates or less per 100g). The green dot is used alongside the traffic-light labelling. By making it easier to identify healthier products in stores, **consumers** are enabled to make **healthier food choices** for themselves and their families. The objectives of the green dot are to **raise consumer awareness** of the **nutritional benefits** of eating healthy food products and to tackle obesity by helping consumers form healthier eating habits.



Traffic Light Labelling (The Co-operative Group, United Kingdom & Eroski, Spain)

This is a labelling scheme adopted in 2006 in the UK whereby the nutritional content of products is expressed in **three colours (green, amber and red)**. When products contain a **low level** of fat, saturated fat, sugar and salt, they will be identified with a green light; when they contain a **medium level** of these key nutrients, they will be labelled with an amber light, and when it is a **high level**, a red colour will appear on the package.

Since 2008, the Co-operative Group has applied traffic light labelling to shelf edge tickets for Co-operative Brand products sold as part of their range of **take-away food** and served in the Espresso café bars, including cakes, pastries and hot sandwiches. More recently, traffic light labelling has been included on **recipes** featured in both print and digital communications.

In 2010, the Co-operative Group developed a **new labelling scheme** integrating traffic light information with high, medium and low descriptors, accompanied with guideline daily amount information to **enable consumers** to quickly discern whether the food has a high, medium or low amount of key nutrients and how this contributes to their recommended daily intake. In June 2013, the Co-operative Group committed to adopting and implementing the UK Governments' 2013 recommended Front of Pack Nutrition Labelling Scheme.

Also, the Spanish co-operative - **Eroski**, after having **consulted** its **consumer-members**, decided to display the nutritional content of food through a mixed scheme, with colour coding and GDAs. Approximately 2000 references are listed.



per 30g cereal:					
16	ENERGY	FAT	SATURATES	SUGARS	SALT
SERVINGS	460kJ 110kcal 6%	0.7g LOW 2%	0.1g LOW 1%	5.1g HIGH 6%	0.2g MED 4%
% of an adult's reference intake.					
Typical values per 100g: Energy 1530kJ/360kcal					



The Heart Symbol (S Group, Finland)

The Heart Symbol system was launched by the **Finnish Heart Association** and the **Finnish Diabetes Association** at the beginning of 2000. Food companies wanting to use the symbol on their product must make sure the product complies with the defined food-category based **criteria** regarding fat, sugar, salt and cholesterol. For bread and cereal products, **fibre content** is also taken into account.

About **1100 products** currently bear this symbol in Finland, with **112 food companies** using the symbol on their products. **Awareness of the symbol is high** among consumers who declare buying products with the heart symbol (73.9% of female consumers and 54.8% of male consumers).



GDA Labelling (S Group, Finland)

Since 2008, S Group has added Guideline Daily Amounts (GDA) to its own brand products, with the intention to **help consumers** read and **better understand the nutritional value** of the food they buy. Its objectives are to express nutrient values in a consumer-friendly way and to enable **consumers** to make an **informed choice** when doing their daily shopping.





Product Reformulation

Healthy Alternatives to Palm Oil (S Group, Finland & Coop, Norway)



For several years, the S Group in Finland and Coop in Norway have **focused** on **replacing palm oil** with other oil alternatives as well as on procuring sustainably produced palm oil. The palm oil is mostly replaced by **healthier** sunflower oil which contains less saturated fat than palm oil, and therefore has a **positive impact** on **public health**.

At Coop Norway specifically, palm oil was **phased out** of several foods and most **Coop-branded foods** are now **free of palm oil** (Coop's use of palm oil has decreased by 70 tons).



Bene.si Product Line (Coop Italy)



Bene.si is a range of products which meet the guidelines of a **balanced and healthy diet** without giving up on taste. **Three** specific Bene.si product lines have been developed: (1) the functional products which have been enriched with nutrients that are **beneficial to health**, (2) the "free from" products which **do not contain** a certain nutrient such as **lactose or salt**, and (3) gluten free products. All Bene.si products are free from artificial aromas and only **contain natural flavourings**.

The Bene.si range includes, for instance, morning biscuits rich in fibres, ham with reduced sodium, low-fat ice cream, as well as frozen ready to eat meals. For those consumers following a **vegan diet**, the Bene.si product line also offers plant products, such as soy milk and rice milk, or ice cream free from ingredients of animal origin. [Click](#) for further information.



Club 4-10 (Coop Italy)

The "Club 4-10" is a range of products targeted at **children aged 4 to 10 years old**. In view of addressing **childhood obesity**, Coop Italy reformulated existing products targeted to children, created new products, and removed the ones which were not in line with the scientific guidelines formulated with the support of the **Italian Society for Obesity (SIO)** and the **European Childhood Obesity Group (ECOG)**. The Club 4-10 range includes **snacks, cookies, filled pasta and ready meals** with fish and vegetables. The recipe of Club 4-10 products foresees that specific criteria (e.g. **no use of artificial aromas**) are added to criteria that are already used on all Coop products (e.g. **no use of hydrogenated fats**). In addition, the nutrient that is considered to be most critical for a certain product is reduced by at least 30% compared to similar products that can be found on the market. For instance, the Club 4-10 range includes a snack that has **30% less fats** compared to the average fat intake of other popular snacks, and an apricot content of 17.8%.

The objectives of this range are to **provide children** with a **healthy, high quality** option at an **accessible price** and to stimulate Coop Italy competitors to follow the example. To this end, the entire Club 4-10 range reports nutritional values per 100g and per portion, indicating the energy, protein, carbohydrates, sugars, total fat and saturated fatty acids, fibre and salt content. For further information about the club 4-10 [click here](#).





Reduction of Key Nutrients *(The Co-operative Group, UK; Coop Denmark; Eroski, Spain)*

The Co-operative Group in the UK has committed to **reducing** the amount of **salt, fat and saturated fat** in its own-brand products. On salt, work began in 2006 when compliance with the original 2010 British Food Standards Agency (FSA) salt targets became mandatory for all new and re-launched **Co-operative brand products**. In 2011, the Group signed up to the UK Government's Public Health Responsibility Deal which committed it to achieving salt targets for the end of 2012 which would collectively deliver **a further 15% reduction** on 2010 targets. During the salt awareness week that took place in March 2016, the Co-op's commitment to reducing the salt intake of the British population was renewed. As part of this commitment, **salt reduction** continues to be a key part of **Coop's product development** process with 87% products now meeting the **2017 salt targets**.

Furthermore, the Co-operative Group is also involved in **reducing** the presence of **fats** in their products. For instance, the **removal of hydrogenated vegetable oils** has been implemented for all own-brand products. Also, in 2015, the Co-operative Group removed nearly 21.5 tonnes of saturated fat from their spreads range alone.

Regarding sugar, the Co-operative Group has decided to focus on **soft drinks** which are shown to be one of the biggest contributors to sugar in the diet of UK consumers. The Co-operative Group has therefore taken the initiative of **completely reformulating** their high juice and squash range to **remove 100 million teaspoons of sugar** and **1.5 billion calories** and is currently the first retailer to boast a solely "no added sugar" own-brand squash and high juice range. This means that if each day a child drinks a glass of the "no added sugar" high juice, instead of the old "added sugar" version, their calorie intake will be reduced by 13 calories each day, i.e. 26.000 calories saved in a year.



Coop Denmark is in a “**Salt Partnership**”, which works to reduce the Danish population’s **intake of salt**. About 70% of the salt we eat comes from food produced by the industry. Coop Denmark is constantly working to reduce the content of salt in their store produced goods.

Eroski’s Sannia range offers products **nutritionally balanced** and **healthier** compared to similar products, without sacrificing flavour. For breakfast, specifically foods with less fat, salt and sugars are proposed. In 2009, Eroski decided to remove partially hydrogenated vegetable fats, popularly called trans fats, from their own brand products given their negative effect on our cardiovascular health. Products which do not contain trans fats can be identified by consumers with the following message: “**without partially hydrogenated vegetable fat**”.

In addition, cookies, cereals, milk bread and croissants, Eroski Sannia stand out for their **high fibre content**, being integral or being fortified with **vitamins and iron**. Meanwhile, new loaves contain less fat and salt, are made with sunflower oil or olive and have high-fibre content. In the case of juice, **nectars** Eroski Sannia of different flavours contain **60% less sugar** compared to similar products and are high in **vitamin C**. With regards to **dairy products**, Sannia includes cheese **without fat**, butter with **65% less fat** and skim milk-based drink milk enriched with Omega-3.



'Consume Less Salt' Campaign (Coop, Sweden)

In April 2014, **Coop Sweden** launched a new project to encourage people to consume less salt. Indeed, it is estimated that **Swedes consume twice** as much salt as the daily recommendation of 6 grams per day. Too much salt can cause **high blood pressure**, which in turn **increases the risk of a heart attack and stroke**. In the aim of reducing salt consumption among its consumers, Coop Sweden has embarked in the **reformulation of 200 products** with the Änglamark, Coop, and X-tra brands, including sausages, potato wedges and corn flakes. Since its beginning, the initiative has resulted in the **reduction of 15.7 tons of salt**. A large number of foods have been reformulated in the aim of making them **healthier**, without having to compromise on either **taste** or **quality**. In some products, such as a Coop Ketchup, the salt content was more than halved. For further information about which products have already been modified [click here](#).



Your Choice (Coop Denmark)



"**Dit Valg**" [Your Choice] is Coop's own brand of healthy products. These products all bear the **keyhole logo** which was introduced on page 2. As of now, Coop has **60 "Dit Valg" products** and hopes to **increase this range** in order to make it even **easier for consumers** to purchase **healthy products** for breakfast, lunch, and dinner.





Education and Lifestyle

Food-o-Meter (Coop Denmark)

The Coop's Food-O-Meter **collects data** on the daily consumption habits of Danish consumers, according to their age, sex and place of residence. This database was created following polls/surveys of consumers aged from 15 to 74 years old. Coop asks on average **1.000 consumers per week** about their consumption patterns of the previous day. In so doing, since the beginning of this initiative in January 2009, **Coop Analysis** has collected **data** from some **70.000 Danes** which described more than **1.000.000 meals**.

In addition to figures on sales, this database gives **a unique picture** of consumption patterns of the Danish population. By proposing over 800 recipes, the database **aims to clarify** the difference between **healthy** and **unhealthy eating habits**, and to **help consumers** understand information provided on the issue.



The Food Pyramid (Coop Denmark)



Coop Denmark's Food Pyramid was first **created in 1976**. Since then, it has been updated many times in order to follow the **Danish dietary recommendations**. The food pyramid has been most recently updated in 2011, with the major change being that **vegetables** were moved to the bottom floor (i.e. more should be eaten) while **fruit** was moved to the middle level. The food pyramid is a **nutritional full meal-model**, meaning that all foodstuffs displayed in the pyramid should be consumed, just in different amounts. In addition, the pyramid shows the **proportion of foods** that should be **consumed** over a **two-week period** without specifying what a single meal should look like.

Finally, the food pyramid incorporates a **climate aspect**. If all consumers ate according to the food pyramid, environmental **impacts** from food consumption could be **reduced by 30%** compared to how Danes eat today.





GoCook (Coop Denmark)

GoCook is a yearly project that sees the **participation of 160.000 children** coming from 75% of all primary schools in Denmark. **Coop provides** teachers with a box of educational material, including recipes and a “flavour box” of seasonal ingredients, which helps schools in setting up **cooking workshops** where children have to identify food ingredients based on their taste, smell and texture. The objectives of this project are to **teach children** about seasonal ingredients; to cook food with children (thus making it a fun task); to enable children to develop and enhance the range of tastes that they like; to **promote healthier meals** and to **trigger healthier eating habits** among children, by showing them the **benefits** of such meals. While teaching students how to follow recipes and making use of simple ingredients, teachers also make sure to **promote** the use of **vegetables** in everyday meals.

GoCook also entails that **free cooking books** are available for children in the 4th to 7th grade in Denmark. These books provide children with knowledge on food and most common cooking methods.



We Must Eat! (Coop Denmark)

The “www.viskalspise.dk” website is one of the largest recipe databases, filled with more than **7000 recipes**. Most recipes are unique and give nutritional information of the dish in question. All recipes are also accompanied by a **photo** of the dish, **consumer appreciation**, and the time needed to prepare the dish.



Vi skal spise!

Coop and School - Educational Projects (Coop Italy)

For **35 years** now, **Coop** has been offering teachers, students, and families a wide range of **free educational courses** and **training workshops**, kits, exhibitions and publishing materials on **nutrition** (i.e. taste education, health and wellbeing, food and culture, the effect of advertising on consumer choices), **sustainability** (i.e. responsible lifestyles, ethics and everyday behaviour, economic geography, globalization and environmental sustainability and citizenship rights) and **citizenship** (i.e. cooperation, solidarity and legality). These are opportunities to gain **awareness** and critical tools to navigate the world of consumption and to **recognise the impact of consumer choices** on the **environment, economy and society**.

Thanks to the **efforts of co-operatives** in over **700** Italian municipalities, **12.000** such initiatives take place in as many classes, involving more than **265.000** children and **12.300** teachers every year. Especially on the topic of nutrition, the analysis focuses on the journey of food from **farm to fork**, on the knowledge of the **food supply chain**, and on **food culture** based on specific features which are recognised internationally and have to be safeguarded as the **heritage of knowledge and taste**. The methodology includes the use of the supermarket as a **“teaching laboratory”** in which children and teens try to look for **values, meanings, history and culture of the product itself**. The good practices conveyed by the child may have a positive effect on the entire family, thus creating a virtuous **school – child – family – community** circle. For more information, [click here](#).



www.alimentazionebambini.it (Coop Italy)

This website is **dedicated to children** and **their relation to food** and **healthy living** in general. It covers different areas: children at school, games, recipes and press articles – all of them from a nutrition point of view. For example, those who visit the website can easily **calculate the BMI of their child** in the section called “bimbometro” (meaning “kid-o-meter”).

In another section, parents will be able to find questions/ answers with nutrition and health experts, as well as the **“Coop Italy Guidelines for a Correct Diet for Children”**. Finally, the website gathers some of Coop Italy’s initiatives carried out in schools across the country, aiming at **teaching children the value of food** and of living an adequate **lifestyle**. [Click here](#) for further information,



www.yhteishyva.fi (S Group Finland)

The S Group’s “Yhteishyvä Ruoka” website **provides consumers** with an easy online access to a database of thousands of **recipes, cooking tips, menus** and **decorating ideas**. The website is designed to **help consumers** meet their daily **dietary needs** by allowing them to browse recipes by dish and ingredient (e.g. gluten-free, lactose-free recipes) and then to calculate the **nutritional information** per serving of each recipe (e.g. fat, protein, carbohydrate, dietary fibre). Fully interactive, this **family-friendly website** also features interesting articles concerning general food issues, including helpful information and recommendations on **nutrition, healthy eating, and food product labelling**.



Promotion of Organic Foods and Fruits and Vegetable Consumption

(Coop Sweden)

Coop Sweden is committed to giving consumers the choice of buying **healthy foods** at an **affordable price**. Given their positive health impact, Coop has been focusing specifically on the marketing and advertising of **organic products** and **organic production**. Health effects mentioned are that organic fruits and vegetables often present a lower-water and a higher-nutrient content compared to non-organic products, that organic animals have a healthier omega-3 fatty acid composition, and that organic foods do not contain **chemically-produced trans fats**.

In order to show the benefits of eating organic foods instead of conventional foods, Coop together with researchers at the independent **Swedish Environmental Research Institute** performed a **study** in a representative family of the Swedish population which entailed that all conventional foods eaten by this family were replaced by organic foods. Immediate results show that both the occurrence and the number of pesticides were reduced in the body. Although this study was conducted on only one family, it was well covered by the media.

Coop Sweden puts particular emphasis on the **consumption of organic fruits and vegetables**. Every week Coop reduces the price of certain products, including organic fruits and vegetables, in order to make them **affordable to everyone**. In addition, brochures about fruit and vegetable with facts, recipes and inspiration are also spread in stores, online at coop.se and on the occasion of special events.



Month of Healthy Nutrition (Coop Netherlands)

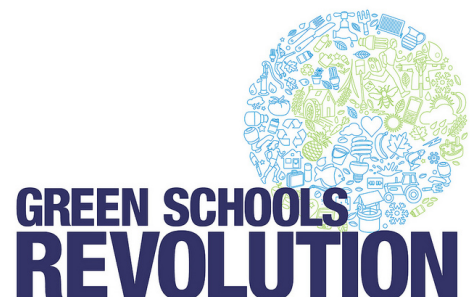


Coop recently **conducted a survey** of their panel **members**, who were asked about their criteria for qualifying a certain food as being **healthy**, and about how Coop can help them in pursuing a **healthy lifestyle**. On the basis of the results of this study, the **"Month of Healthy Nutrition"** was launched. Coop recently spent a month under the **"fond of vegetables"** theme, which attributed special attention to vegetable consumption. For instance, cooking tips and background information on the origin of various kinds of vegetables were collected on keukentafel.nl.



Green Schools Revolution (The Co-operative Group, United Kingdom)

This is a **sustainability programme** launched in June 2013 which aims to **encourage children** aged 5 to 16 to learn about **farming, food production** and **healthy eating**. To this aim, the Co-operative offers **free education** resources and activities for children, which can be carried out both in the classroom and at home. The Co-operatives' goal is to **inspire young people**, and to discover important resources around key topics such as energy, healthy living, fair enterprise, and biodiversity. Tools that are used for the education of children are for instance recipes, games, design competitions, walking buses, and fun activities to carry out inside and outside the classroom. In the health and nutrition area, the objectives of the **Green Schools Revolution** are to help children have a better understanding of the **origin of foods** they eat, to improve and complete children's knowledge about **agriculture** and food products, and to enable them to make better **informed choices** when purchasing and consuming food products in the future.





The Sugar Swap Pledge (The Co-operative Group, United Kingdom)

The Co-operative Group has lent its support to the UK **Department of Health's Change4life "Sugar Swaps" Campaign** which aims to **encourage shoppers** to switch to **"no added sugar"** or **"sugar free"** drinks in order to improve their **health**. The Co-operative will provide **25%** more shelf space for drinks which are sugar-free or have low or no added sugar. Almost **100 million teaspoons of sugar** were already **removed** from its shelves, helping to cut **1.5 billion calories**. It aims to create a new "health and well-being" range of soft drinks, using only natural ingredients and sweeteners by the end of 2015. The Co-operative Group were the **first retailer in the UK** to put a **sugar advisory note** on the label of their own brand sugar sweetened soft drinks, fruit juices and smoothies. It has signed up to the UK Government's **"Public Health Responsibility Deal"** and actively makes changes to its range and shelf displays to achieve the Government's Calorie Reduction targets.



Escuela de Alimentación [School of Nutrition] & Imagine Food (Eroski, Spain)

This initiative from the Eroski Foundation was born with the aim of **promoting healthy eating** and a **healthy lifestyle** among citizens. Particularly, due to the increasing prevalence of children reported to be overweight or obese, the School of Nutrition has decided to focus on the issue of **childhood obesity** by developing an **educational program** in schools. The methodology of this program is playful, participatory and experimental; children carry out small group projects based on **the value of food** and **healthy habits**, and always encouraging a constructive, responsible and **co-operative attitude**. More than **130.000 children** have participated in this program. An example of initiative of this program is the "imagine food" competition, where elementary school children have to tap into their imagination and draw creative and healthy meals.



Información Alimentaria al Consumidor [Food information to consumers] (Hispacoop, Spain)



In the context of the entry into force of Regulation (EU) No 1169/2011 on the provision of food information to consumers, **Hispanocoop launched** the “**Información Alimentaria al Consumidor**” Campaign in 2015, in order to assess the **level of awareness** of consumers regarding labelling requirements, and requirements expected by food business operators.

As part of this campaign, **Hispanocoop** held a conference in Seville on 1 December 2015 which was funded by the Spanish Agency for Consumer Affairs, Food Security and Nutrition (AECOSAN), Ministry of health, Social Services and Equality. The aim of this conference was to **promote the understanding** of provisions required by this Regulation.





Physical Activity

Physical Activity Guidelines (The Co-operative Group, United Kingdom)

In collaboration with the Department of Health, the Department of Health, Social Services, and Public Safety, and the Scottish and Welsh government, the Co-operative Group has **published physical activity guidelines**. The guidelines **promote physical activity** by enumerating its benefits on health and wellbeing, as well as by giving examples of types and length of **physical activity** that meet the guideline. [Click here](#) to view the guidelines in more detail.



Walking Buses (The Co-operative Group, United Kingdom)

The Co-operative Group has signed up to three of the **Physical Activity pledges** under the UK Government's Public Health Responsibility Deal. One of which is the **walking buses** initiative which **encourages children to walk to school together**. Since 2008, the Co-operative Group has provided hundreds of schools across the UK with **free walking bus resources**. Each school receives a package of materials, including high-visibility vests for the children and adult helpers; high visibility snap bands to reward children walkers; posters for use in school and a banner for the school railings to promote the bus to children and parents.

The Walking Buses Initiative is part of the "**Green School Revolution**" Program, which has been addressed on page 18.



"Våruset" (Coop Sweden)

Coop Sweden is one of the sponsors of the initiative called "Våruset", the purpose of which is to **promote physical activity** amongst **girls and women** of all ages. "Våruset", a 5-kilometres-long race held 18 times between summer and spring, is **women's biggest run** in Sweden. In 2015, **121.700 women** ran "Våruset" in 17 different cities.

This is a 3-year-long commitment for Coop to **encourage physical activity** and **combine healthy food** and the **joy to move**. Coop gives the participants a picnic basket for a healthy meal after the run. The event also represents an opportunity to **raise awareness** about **environmental issues** with eco-friendly materials being placed throughout the site.



"Ässäkenttä" Outdoor Fields for Sports (S Group, Finland)

S Group and the Football Association of Finland have been **supporting physical activity** by building local outdoor fields for sports (Ässäkenttä fields) in different parts of Finland. The total number of Ässäkenttä fields built during the past four years of co-operation amounts to 46. These fields, built in schoolyards, are within the reach of all families in the area, since using them requires no reservation or fees. **Sports fields** located in school yards make sports activities **readily available to children** during both school hours and in leisure time. Part of the **financing** for the fields comes from S Group's **regional co-operatives** and the rest from regular municipal funding for sports facilities. The goal is to build **one hundred multiple-use fields** in the playgrounds of Finnish schools during the co-operation project.



Sponsoring Sports Teams (Coop Israel)

At national and regional level, Coop Israel supports a number of **educational institutions** as part of its commitment to **strengthening the community**. Additionally, in order to promote physical activity among the community, **Coop Israel sponsors** "Hapoel Jerusalem", a leading basketball team in a city with a historic connection to the co-op.





Marketing and Advertising

www.foodie.fi (S Group, Finland)

The S Group has deployed the Foodie.fi **smartphone app** to all of their stores under four different banners that include convenience stores, supermarkets, and hypermarkets. The service includes everything from inspirational recipes to Click&Collect and home deliveries. It has more than **1 million users**. "Foodie.fi" not only **stores data**, including **personal health data**, but it also **composes recipes** according to the personal preferences of its users. It includes smart shopping lists and product recommendations, as well as an automatic menu which presents the most suitable food components for personal recipes.



Eat well.Shop smart.

Foodie.fm - The world's first interactive personalized social shopping platform for groceries.

Simply Value (The Co-operative Group, United Kingdom)

This is the Co-operative Group's **lowest priced** own-brand products for which, as per EU and national legislation, the usual strict nutritional values apply. Thus, Simply Value food product packaging features prominent RI (Reference Intakes) recommendations where appropriate (regarding information such as the **calorie, sugar, salt and fat content**). There are over **100 products** in this range. The objective of developing this range is to enable consumers to purchase **low-cost**, yet **healthy products** and to understand the nutritional value of these products through clear and easy-to-read **nutritional information**. Ultimately, this allows consumers to form **healthy eating patterns**.



Ban of Children's Characters and Restriction of Advertising to Children on HFSS Foods (The Co-operative Group, United Kingdom)



The Co-operative Group has removed all children's characters from own brand packaging categorised as being high in fat, sugar or salt (also called HFSS foods), with the exception of seasonal and special occasion products. With this decision, the Co-operative Group is **committed to avoiding** such **direct marketing** and **advertising to children** of products that are **high in fat, sugar or salt** and reducing the levels of 'pester power' related to 'unhealthy' foods, exercised by children on their parents.

In terms of press activity, the Co-operative Group will **not advertise high fat, sugar and salt products** in specific children's titles or adjacent to children's pages in newspapers. All press advertising undertaken by the Co-operative Group aimed directly at children will exclude high fat, sugar and salt products. Furthermore, the Co-operative Group has **banned the sale of all high fat, sugar or salt products** from checkout stands (except sugar free gum/mints and medicated sweets) and have committed to ensuring the offer on kiosks will not include any confectionery directly aimed at children via its packaging or marketing and will always offer a choice of **healthier options**. Lastly, the Co-operative Group will not give free samples or promote by demonstration in stores, any high fat, sugar and salt products aimed specifically at children.




The Danish Meal Partnership (Coop Denmark)



The Danish Meal Partnership (DMP) is a public/private partnership that has 17 member organizations – from the food industry, consumers, trade unions, research institutes, universities, and government authorities. Meal partnership focuses on **equity in health** and on the part of the population with the greatest challenges of **eating healthier**. Its purpose is to be a center for development, experiential exchange, and an anchor for knowledge and concrete initiatives about healthier meals. Coop Denmark is member of the board and participates in some of the projects under the partnership (e.g. on **nudging initiatives in retail** and on **developing new health claims**).





Over the period 2016-2019, the Meal Partnership will work together to **improve food knowledge** and food-related skills in the Danish population. The Meal Partnership aims to **facilitate eating** in a **healthy way**, and focuses on the part of the population which faces the greatest challenges in this respect, i.e. early school leavers, children, and the elderly. Specific projects emerge when and where there is an interest from the partners. During the 2016-2019 period, the Meal Partnership aims to launch two major projects in cooperation with external funds.



13-Point Action Plan Against Obesity (Coop Denmark)

Coop Denmark sees **obesity** - especially among children and young people - as a **serious social problem**. Therefore, in collaboration with colleagues in the supermarket industry, it has devised a **13-point action plan against obesity**. Points in the action plan include initiatives such as **increasing the availability of healthy foods** like **fish, fruits and vegetables**; grocery retail will highlight and market the official dietary recommendations, **increasing the visibility** of whole grain labelled products (page 3) and keyhole-labelled products (pages 2-3); groceries will **not encourage** the purchase of **candy** and **sweets**, and will not give candy or sweets as a premium; packaging of unhealthy foods will be reduced.





MEMBERS

Bulgaria	Central Cooperative Union
Cyprus	Comarine Ltd.
Czech Republic	Union of Czech and Moravian Consumer Cooperatives
Denmark	Coop Denmark
Estonia	Coop Estonia
Finland	SOK
Germany	ZdK
Hungary	AFEOSZ - COOP
Iceland	COOP Iceland
Israel	Coop Israel
Italy	ANCC/Coop Italy
Netherlands	Coop Netherlands
Norway	Coop Norway
Romania	CENTROCOOP
Slovakia	Coop Jednota Slovensko
Spain	HISPACOOOP
Sweden	KF
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Ukraine	UKOOPSPILKA