

Euro Coop Obesity Report 2016

eurocoop

European Community of Consumer Cooperatives



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FOREWORD

Obesity is an undisputed major public health challenge of this century, with a prevalence that continues to rise in Europe. According to [Eurostat data](#), almost **one in six adults** is considered to be obese, i.e. having a Body Mass Index (BMI) above 30. This does not include all those European citizens that are considered overweight, or pre-obese, i.e. with a BMI between 25 and 30. As such, it is disquieting to note that the obese and overweight segments of the population together represent [more than half](#) of the population in the WHO European region. Children are not spared. **One out of three 11-year-olds** in the European region is overweight or obese. This is particularly alarming when considering that 60% of children that are overweight before puberty become overweight or obese adults.

Overweight and obesity are **not self-standing medical issues** as there is co-morbidity with many conditions, e.g. 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 democratically-controlled by consumers, who are also members of the co-op. The overarching goal of consumer co-operatives is to meet **the needs and expectations** of their consumer-members. As such, co-ops have in-depth knowledge of consumer habits and act in their interest for example, by promoting healthy lifestyles. 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.

We are excited and proud to showcase **our members' continuous efforts** to tackle this important public health issue, and we therefore encourage you to take a look at this 5th Edition of our Obesity Report, which gathers the most significant examples of concrete initiatives undertaken by our members in order **to encourage healthy habits among consumers** and to prevent and **address overweight and obesity**. As widely acknowledged, a magic bullet does not exist for combating obesity. Therefore, our members have diversified their initiatives in order to tackle obesity from different angles: product reformulation, food labelling, responsible advertising and marketing, education campaigns, and encouraging physical activity.

We hope that this Report will be of interest to the great variety of stakeholders committed to tackling obesity. Enjoy your reading!



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FOOD REFORMULATION

*Although sugar, fats, and sodium (contained in salt) are essential for the correct functioning of the human body, high intakes of these nutrients may be harmful. For instance, high intakes of salt can cause high blood pressure, which in turn increases the risk of a heart attack and stroke. Therefore, in order to maintain and improve **the health and wellbeing of their consumer-members**, consumer co-operatives are committed to reducing the content of these nutrients in their **own-brand products**.*

Reduction of Key Nutrients – SUGAR

THE CO-OP, UK

The Co-op 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-op is the first retailer in the UK to remove added sugar from entire range of chilled juice drinks and other drinks. The Co-op has 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.

The Co-op has also launched a **snack range** that offers a healthier alternative to sugar confectionary. The Co-op reduced the sugar in **own brand cornflakes, frosted flakes, golden nut cornflakes, and choco-rice breakfast cereals** by an average of 13%; in low fat yoghurt by 23%, and in chilled juice drinks by 73%.

➔ *Many more initiatives on sugar reduction are available in the subsection on [healthy food ranges](#)*

The Co-op is the first retailer in the UK to remove added sugar from entire range of chilled juice drinks and other drinks.

Reduction of Key Nutrients – FATS

EROSKI, SPAIN

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*”.

THE CO-OP, UK

The Co-op 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-op removed nearly 21.5 tons of saturated fats from their spreads range alone.

Reduction of Key Nutrients – SALT

COOP DENMARK

Coop Denmark is a [member](#) of the “[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.



COOP ITALY

Since 2012, Coop Italy adheres to the governmental program “[guadagnare salute](#)” [gain health], which aims *inter alia* to **reduce the salt content in foodstuffs**, with a particular focus on **ready-to-eat frozen dishes**. The aim of this program is to reduce the salt content by 10% in certain products.

COOP NORWAY

The Norwegian Minister of Health called on the food industry to reduce the salt content in its foodstuffs. In 2014, the Minister of Health and Care services received the food industry’s targets to **reduce salt content in different food groups by 2018**, e.g. reducing the salt content of sausages by 15% and those of butter by 25%. Coop Norway is playing its part by for instance launching three new flavours of crispbread with a reduced salt content, as well as by reformulating their fish products and making sure that their fish content is increased while their salt content is decreased.

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. 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 resulted in the reduction of 15.7 tons of salt. A large number of foods have been reformulated in order to provide **healthier** alternatives, 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 reformulated, click [here](#).

THE CO-OP, UK

The Co-op in the UK has committed to reducing the amount of salt in its own-brand products. 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-op brand products. In 2011, the Co-op signed up to the **UK Government's Public Health Responsibility Deal**, thus committing themselves 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 in March 2016, 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 the Co-op's product development process with **87% products meeting the [2017 salt targets](#)** of the UK Department of Health.

Since its beginning, the initiative resulted in the reduction of 15.7 tons of salt.

Replacing Palm Oil / Using Sustainable Palm Oil

COOP ITALY

Coop Italy is the first major retailer to be [“palm free” in all its own-brand products](#). Coop Italy applied the **precautionary principle** and reformulated more than 200 products in order to replace palm oil. Substituting palm oil for other oils and fats has reduced the total content of saturated fats in the reformulated products.

COOP NORWAY

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). In products where it is not possible to remove palm oil, Coop Norway uses sustainable palm oil as per the criteria set by the RSPO¹. **The goals for 2017 are to use sustainable palm oil in all products as well as in feed for commodity production.**

COOP SWEDEN

[Coop Sweden is also member of the RSPO](#). All **own-brand products are produced with sustainable palm oil**; the high brand Änglamark is produced with certified sustainable organic palm oil.

¹ *The Roundtable for Sustainable Palm Oil (RSPO) is a joint initiative of stakeholders involved in the production of palm oil. It sets criteria for sustainable palm oil production, as well as requirements for traceability. Find out more about the RSPO [here](#)!*



S GROUP, FINLAND

Products containing palm oil at the S Group are being reformulated in order to **replace palm oil with sunflower oil**, which contains less saturated fat, and therefore has a more positive impact on public health. Additionally, the [S Group is part of the Roundtable for Sustainable Palm Oil](#) (RSPO) since 2011. The S Group is committed to using only RSPO-certified palm oil in its own brand products and supermarkets.

THE CO-OP, UK

Although it is not required by law, the Co-op is committed to displaying on the label when palm oil is used in own-brand products by **explicitly labelling the presence of “palm oil”** in the

product instead of using the more general term “vegetable oil”. In addition, the palm oil used in own-brand products is sustainable as per guidelines of the RSPO. More information can be found [here](#).

Healthy Product Ranges

COOP DENMARK

“[Dit Valg](#)” [Your Choice] is Coop Denmark’s own brand of healthy products, which all bear the **keyhole logo**. 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.

Coop Denmark also developed the [C brand](#) which makes it **easier to live healthily**. The C brand consists of healthy meals that are ready to eat, heat, cook, or put in a salad bowl.

COOP ITALIA

[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. The Bene.si product line is also suited



for those consumers following a vegan diet given that it includes **plant products**, such as soy milk and rice milk, or ice cream free from ingredients of animal origin.

COOP JEDNOTA, SLOVAK REPUBLIC

Coop Jednota's **Active Life range** (pictured below) helps consumers to live more healthily. Active Life products are a healthy and tasty alternative to traditional meals. This range includes many products ranging from muesli bars, to yoghurt, spreads, corn flakes, juices, and more.



EROSKI, SPAIN

[Eroski's Sannia range](#) offers **nutritionally balanced** products that are healthier compared to similar products, without sacrificing flavour and taste. For breakfast, the range includes options which contain **less fat, salt, and sugar**. Also, the cookies, cereals, milk bread, and croissants from the Eroski Sannia range stand out given their **high fibre content**, or for being wholegrain and fortified with vitamins and/or iron. Meanwhile, bread loaves containing less fat and salt are made with sunflower oil or olive oil and contain fibre. In the case of juices and nectars, the Eroski

Sannia range includes different flavours, all of which contain **60% less sugar** compared to similar products and **are high in vitamin C**. With regards to dairy products, the Sannia range includes e.g. butter with 65% less fat and a skimmed milk drink enriched with Omega-3.



Reformulation of Products for Children

COOP ITALY

Coop Italy launched "[Club 4-10](#)" in 2009, a range of **healthy products targeted at children** aged 4 to 10 years old. In view of addressing childhood obesity, Coop Italy reformulated existing children products, created new ones, and removed the ones that 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. 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 prompt 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.



FOOD LABELLING

The Keyhole

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 keyhole label has been used for the **past 20 years** and is **highly appreciated by consumers**, because it is easy to spot and it 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](#).



Green Dots

THE CO-OP, UK



The Co-op'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 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.

Special Logos: "Moderate Consumption for Children" & "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*". The "Icona movimento" [movement icon] consists of a

stylised human figure and a wording indicating **how many minutes of physical activity are needed to burn a certain amount of the product.**



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 ([here](#)). 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.

Traffic Light Labelling Scheme

The traffic light label is a scheme whereby the nutritional content of products is expressed in three colours (green, amber and red). When products contain a low level of calories, fats, sugar, and salt, they will be identified with a green label; when they contain a medium level of these key nutrients, they will be labelled with an amber label, and when it is a high level, a red colour will appear on the package.

EROSKI, SPAIN

After consulting with its consumer-members, Eroski decided to [display the nutritional content of food through a mixed scheme, with colour coding and GDAs](#), with the aim of promoting a healthier life for its consumer-members. About **2000 references** are listed. The traffic light system is displayed on the front of the pack of most own-brand food products, both processed and not (with the exception of e.g. mineral water). The nutritional information is given to consumers in **grams per portion**, with an indication of the percentage of daily needs that those grams per portion represent.

RECETA MEJORADA

UN ENVASE DE 330ml CONTIENE:

CALORÍAS	GRASA	GRASA SATURADA	AZÚCARES	SAL
62	0g	0g	14g	0g
3%	0%	0%	15%	0%

de la ingesta de referencia de un adulto medio
(8400kJ/2000kcal)* · Energía por 100ml: 80kJ/19kcal ·

ALTO EN
VITAMINA A
ALTO EN
VITAMINA E

330ml

The Co-op was the first retailer in the UK to label calories and fat content per serving on the front-of product packaging and grams of salt on the reverse.

THE CO-OP, UK

The Co-op was the first retailer in the UK to label calories and fat content per serving on the front-of product packaging and grams of salt on the reverse. Since 2008, [the Co-op has applied traffic light labelling](#) to shelf edge tickets for Co-op 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-op 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-op committed to adopting and implementing the UK Governments' 2013 recommended **Front of Pack Nutrition Labelling Scheme**.



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 **1200 products** currently bear this symbol in Finland, with **123 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).



EDUCATION & LIFESTYLE

Guadagnare Salute [GAIN health]

COOP ITALY

Coop Italy has adhered to the program [guadagnare salute](#) [gain health] of the Italian government. This program **supports interventions that promote health in a sustainable, efficient way, and which bring different stakeholders together**. In 2012, Coop members were informed about the adherence of Coop Italia to this program in an article published in the Coop magazine, through which **2.5 million families were reached**. Among other initiatives, “guadagnare salute” promotes the consumption of fruits and vegetables and supports a reduction in salt in ready-to-eat foodstuffs.

Promotion of (Organic) Fruits & Vegetables

*The recommended fruit and vegetable daily intake is 5 portions per day, or 400 grams per day as established by the WHO. However, EFSA assessed that these consumption levels are reached only in a few Member States. The WHO has estimated that in 2004 2.4% of the burden of disease in the WHO European Region was attributable to **low intakes of fruits and vegetables**. Therefore, consuming adequate amounts of fruits and vegetables is pillar in pursuing **a healthy lifestyle and decreasing the obesity threat**. Despite the importance of consuming fruits and vegetables, Eurostat published a press release in October 2016 stating that **less than 15% of European citizens** consume at least 5 portions of fruits and vegetables per day.*

*As such, consumer co-operatives in several EU Member States are committed **to provide their consumer-members with incentives** to increase their fruits and vegetables consumption.*



COOP DENMARK

Since 2015, Coop Denmark has increased its efforts in **making organic food more affordable and available** to the Danish population. Particular attention was given to the sale of fruits and vegetables, with different products being sold at a convenient price (20-50% lower) every week.

COOP SWEDEN

The Swedish National Food Administration released the results from a two-year Swedish food survey started in 2012. Among several findings, it emerged that **only 2 out of 10 Swedes eat the daily recommended portion of fruits and vegetables** (500 g).

Therefore, **Coop now focuses** on offering **fairly priced** fruits and vegetables and on carrying out **big campaigns** on the matter. Particular emphasis is placed on the consumption of organic fruits and vegetables, as the price of certain products, including organic fruits and vegetables, is reduced every week in order to make them affordable to everyone and further stimulate their consumption. In addition, brochures about fruits and vegetable with facts, recipes, and inspiration are also distributed in stores, on coop.se (Coop's website) and during special events that take place around the country.

SCOPRI L'ORTOFRUTTA DELL'AUTUNNO:



UVA



PERE



MELE



FINOCCHI



SPINACI



SEDANI



CAVOLFIORI
BROCCOLI



CASTAGNE



ZUCCHE



CAROTE



CACHI



PORRI



CICORIE



ARANCE



PATATE



CLEMENTINE



BIETOLE
RADICCHI



LIMONI



CARCIOFI



CIPOLLE

CONSUMA FRUTTA E VERDURA DI STAGIONE.
PER IL TUO BENESSERE E PER IL TUO RISPARMIO.

COOP ITALY

Coop Italy has adhered to the governmental program “[guadagnare salute](#)” [gain health]; that *inter alia* **promotes the consumption of fruits and vegetables**. One of the initiatives includes promoting fruit and vegetable consumption in **800 Coop stores**, by motivating consumers to **eat seasonal fruits and vegetables** both to improve their health and wellbeing, as well as to limit expenses. Consumers were also taught about the seasonality of fruits and vegetables, both via posters displayed in Coop stores and by easy-to-understand leaflets.

S GROUP, FINLAND

The S Group in Finland has launched "the fruits and vegetable concept" which foresees that (1) **product seasonality** is defined for each month, with a focus on local products; (2) **posters including information, recipes, and tips** are placed next to the fruits and/or vegetables in question; (3) the concept is communicated strongly via **social media**.

THE CO-OP, UK

The Co-op signed the **Public Health Responsibility Fruit and Vegetable Pledge** in March 2011 which commits to “*do more to create a positive environment that supports and enables people to increase their consumption of fruit and vegetable*”.

Specific actions include:

- ✓ **5 a day messages** on leaflets, on screen and radio messages, website, and magazines where applicable.
- ✓ **Launch of a [website](#)** which promotes the consumption of five daily portions of fruits and vegetables of all colours. It specifically explains what one



portion looks like and gives the nutritional benefits of each fruit and vegetable. For instance, 14 button mushrooms constitute one portion and are a source of vitamins B2 and B5, folic acid and fibre.

- ✓ Using incentives to encourage customers to try more fruit and vegetables, e.g. money off coupons.



During 2015, the Co-op introduced “**Fresh Three**”, a new promotional offer that gives customers a choice of **three fresh fruit and vegetable products at low prices**. The Fresh Three change every three weeks.

Coop & Schools – Educational Projects

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.

GoCook is a yearly project that sees the participation of 160.000 children coming from 75% of all primary schools in Denmark

GoCook also entails that **free cooking books** are available for children in the 4th to 7th grade in Denmark.



EROSKI, SPAIN

The **Escuela de Alimentación [School of Nutrition]** is an [initiative of the Eroski Foundation](#) that 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**. About **220.000 children** have participated in this program.

An example of initiative of this program is the [“**imagine food**”](#) competition, where elementary school children have to tip into their imagination and draw creative and healthy meals.



Since 2013, Eroski runs [Tix y Loy](#), an educational programme designed to address the problem of **childhood obesity**. Two

characters, **Tix** and **Loy**, have been created to **provide an example to children, aged 10-12, on how to take care of their health and to eat well.**



The website features both activities and materials aimed at children (in the form of videos and comics) as well as tools for parents and teachers. The aim is to allow children to learn in a variety of ways so as to increase the chance of the message sinking in. Teachers can download the educational packs which mainly focus on the importance of **responsible consumerism** and the **value of a healthy lifestyle**. For parents, there are a range of recipes on the website to download.

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). 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 are likely to have a positive effect on the entire family, thus creating a **virtuous school – child – family – community circle**.

Websites on Recipes, Healthy Tips, and Nutritional Values

COOP DENMARK

[Coop Recipes](#) from Coop Denmark, formerly “**We must eat!**”, is a large recipe database, 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. Recently, **emphasis has been placed on dishes that provide a good intake of vegetables**.

COOP ITALY

Coop Italy is also very active in this domain. Indeed, in addition to the **website** [alimentazionebambini](#) which provides consumers with healthy recipes, Coop Italy has also launched a [YouTube channel](#) for recipes targeted specifically at **children**.

Coop Italy has also created "[Gedeone – Maestro di Nutrizione](#)" [Gedeone – Master of nutrition], which provides consumers with the **nutritional information** per 100g of foodstuffs.

COOP NETHERLANDS

Coop Netherlands also launched a similar website, called [keukentafel.nl](#), which collects and gives a vote to new recipes.

S GROUP, FINLAND

The S Group's "[Yheishyvä Ruoka](#)" 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.

THE CO-OP, UK

Similarly, the Co-op in the UK launched the website [dinner4tonight](#), which aims at **inspiring consumers** as to which dish to cook. Recipes are interactive and include the serving size, the time needed for preparing the dish and the time needed for cooking. **Consumers have the choice** between "leisurely cooking" and choosing dishes that are "ready in minutes".

Healthy Living Website for Children

COOP ITALY

[Alimentazionebambini](#) is a website dedicated to children and their relation to food and healthy living in general. It covers different areas: **children in schools, 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 Body Mass Index (BMI) of their child** in the section called “bimbometro” (meaning “kid-o-meter”). In other sections, parents may ask **questions to 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.

Food-O-Meter

COOP DENMARK

Coop Denmark’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 and more than 1.000.000 meals**. In addition to figures on sales, this



database gives a unique picture of the consumption patterns of the Danish population. By collecting 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 Sugar Swap Pledge

THE CO-OP, UK

The Co-op 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-op aims to 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 wellbeing" range of soft drinks, using only natural ingredients and sweeteners. The Co-op was 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.



ADVERTISING & MARKETING

Smartphone App *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.



Ban of Children's Characters and Restriction of Advertising to Children on HFSS Foods

THE CO-OP, UK

The Co-op has removed all children's characters from own-brand packaging categorised as being high in fat, sugar or salt (or HFSS foods), with the exception of seasonal and special occasion products. With this decision, the Co-op is committed to **avoiding direct marketing and advertising to children of HFSS products**

and reducing “pester power” related to unhealthy foods that children exercise on their parents. In terms of press activity, the Co-op 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-op aimed directly at children will exclude HFSS foods. Furthermore, the Co-op 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-op 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 includes 17 member organizations – from the food industry, consumers, trade unions, research institutes, universities, and government authorities. The DMP 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 **centre 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 DMP will **work together to improve food knowledge and food-related skills in the Danish population**. The DMP 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.

PHYSICAL ACTIVITY

“Ässäkenttä” Outdoor Fields for Sports

S GROUP, FINLAND

The 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 five years of co-operation amounts to almost 50**. These fields, built in schoolyards, are within the reach of all families in the area, since using them requires no reservation or fees. 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 100 multiple-use fields in the playgrounds of Finnish schools during the co-operation project.

Vårruset Race

COOP SWEDEN

Coop Sweden is one of the [sponsors](#) of “[Vårruset](#)”, the purpose of which is to **promote physical activity amongst girls and women** of all ages. “Vårruset”, 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 “Vårruset” in **17 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.



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.

EURO COOP MEMBERS

Bulgaria



Cyprus



Czech Republic



Denmark



Estonia



Finland



Germany



Hungary



Iceland



Israel



Italy



Spain



Netherlands



Sweden



Norway



Ukraine



Romania



United Kingdom



Slovakia

