

Talking obesity: consumer co-operatives leading the way

2013 Edition



30 Best practices from consumer co-operatives across Europe

Food labelling
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Advertising and marketing
Physical activity

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Foreword

Policy makers at global and European level continue to devote high attention to the issue of overweight and obesity among both adults and children. At the same time, scientific institutions don't cease to warn about trends which not only don't diminish, but, on the contrary, are increasing.

Yet, industry claims to be playing their part in fighting these trends, while public health NGOs watch them closely.

At Euro Coop, we witness this debate at almost every meeting of the European Platform for Action on Diet, Physical Activity and Health.

We represent 19 national associations of consumer co-operatives across Europe, which operate as retailers but are democratically controlled by consumers. They have a sound knowledge of consumer habits and ultimately act in their interest. We would like to bring our cooperative values into the discussion, in particular those of dialogue and collaboration.

That is why we are proud to present you the second edition of the report "Talking obesity: Consumer cooperatives leading the way". The report gathers the most significant examples of concrete initiatives that our members are conducting in order to ease consumer healthy (eating) habits. As we know, this can be done through different tools: responsible marketing, education campaigns, supporting of physical activity, product reformulation.

Nevertheless, we believe that some tools might be more successful than others: this happens when there is a deep involvement of consumers, as part of a community. As you will see, many of the actions reported here are conducted from consumer cooperatives in partnership with other stakeholders, both public and private. We are convinced that in order to achieve concrete results, it is needed a coordinated and cooperative approach.

We hope that both our fellow cooperators and our institutional interlocutors will find this report inspiring and that it serves as model for other actors of the food chain to develop sustainable initiatives which promote healthy lifestyles and make healthy choices the easiest option.

Enjoy your reading!



Rodrigo Gouveia
Secretary General



Chiara Tomalino
Senior Policy Advisor

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Food labelling



Keyhole labelling (Coop, Denmark)



This is a voluntary label that indicates the healthiest option in different product categories (such as 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. Keyhole-labelled products contain less fat, sugar and salt and more fruit, vegetables and whole grains. The symbol is always immediately visible on the item, so that consumers

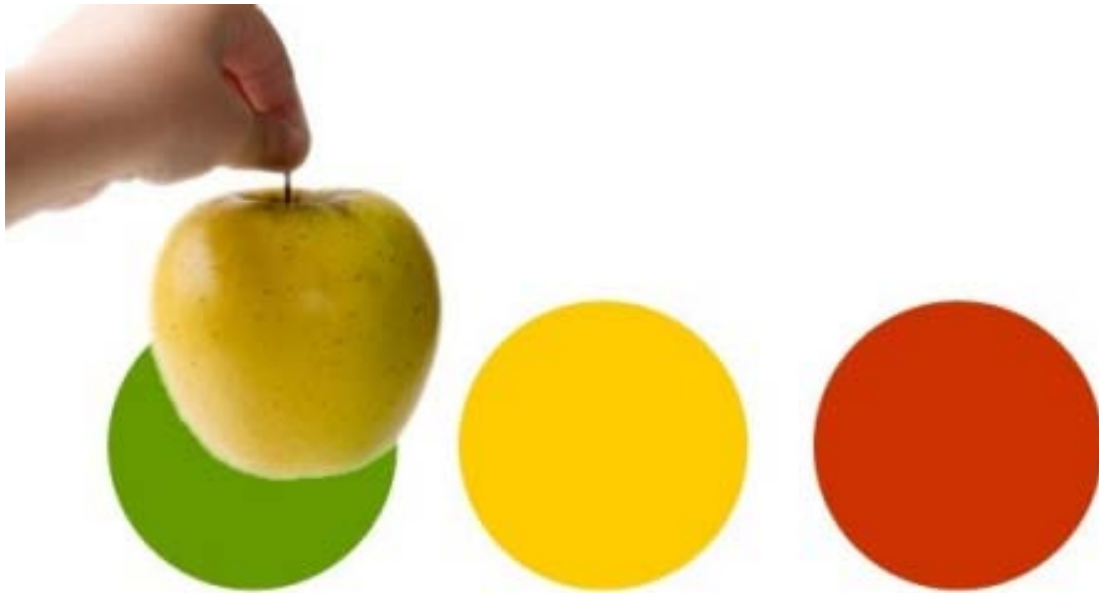
can quickly and easily spot it and find the healthiest option - without having to stop and read the whole label. The keyhole helps consumers to increase their familiarity with information such as the nutritional value and fat percentages. Only products that contribute to a healthy and varied diet can get the keyhole label. The Danish Food Agency's regional control departments are in charge of controlling the whole keyhole labelling system.

Green Dots (The Co-operative Group, United Kingdom)



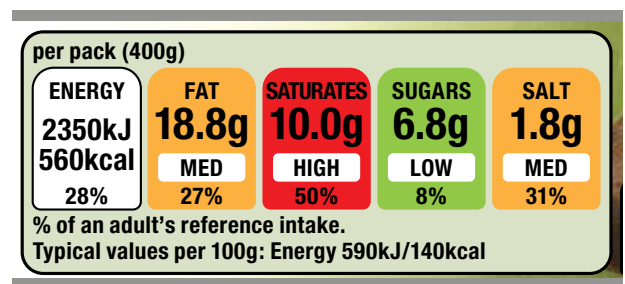
The Co-operative Group's "Green Dot" is a labelling scheme launched in 2009. It consists of highlighting healthier products and key nutritional messages to make it easier for customers to make healthier choices. These labels incorporate nutritional messages, such as "high fibre" and "low saturated fat" within a green dot graphic and are used alongside traffic-light labelling, thus enabling customers to make healthier and informed choices for themselves and their families. Its objectives 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, by making it easier to identify healthier products in stores.

Traffic lights (The Co-operative Group, United Kingdom and Eroski, Spain)



This is a labelling scheme adopted in 2006 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 colour code; when they contain a medium level of the key nutrients, they will be labelled with an amber colour and when the level is high, 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 its range of take-away food and served in the Espresso café bars – this includes 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 at



a glance 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 Government's 2013 recommended Front of Pack Nutrition Labelling Scheme.

Also Eroski, our Spanish member, 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 interested.

GDA labelling (SOK, Finland)

Since 2008, SOK 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.



Special logos: “Moderate consumption for children” and “Movement icon” (Coop, Italy)



Coop Italy has developed a special logo “Moderate consumption for children”, which is present on the packaging of some products normally appealing to children but rich in sugars/salt/fat (such as fruit juice). When 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 “Movement icon” consists of a stylised human character and a wording indicating how many minutes of which physical activity are needed to burn “X” amount of the product..

Product reformulation



Reduction of key nutrients (The Co-operative Group, United Kingdom)



The Co-operative Group 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. Furthermore, the removal of hydrogenated vegetable oils has been implemented for all own-brand products. There has also been an initiative which works towards removing additives which have been identified as a concern for customers from own-brand products. 22 colours of concern have now been removed from all own-brand products since 2005, including all of the colours considered by the British FSA and monosodium glutamate. In addition, a range of preservatives (E210-E219), the sweetener aspartame and artificial flavourings have also been prohibited from all own-brand products.

Your Choice (Coop, Denmark)



'Your Choice' is Coop's own brand of healthy products. Danish consumers are concerned about their health. One third of Danes say that lack of time is a reason to not eat healthy.

As of now Coop has 60 products and hopes to increase this range so to make it easier for consumers to make healthy purchases.

Club 4 to 10 (Coop, Italy)

The “Club 4 to 10” is a range of products targeted at children aged from 4 to 10. According to new scientific guidelines formulated with the support of the Italian Society for Obesity (SIO) and the European Childhood Obesity Group (ECOG), Coop Italy reformulated existing products, created new products and removed the ones which were not in line. T

he “Club 4 to 10” range includes snacks, cookies, filled pasta and ready meals with fish and vegetables. They have the highest (compared to national competitors’ products) percentage of fibres, fruits, lowest level of sugars, no added fat and no added salt, no additives/colourings and only natural flavourings.

The objectives of this range are to provide consumers with a healthy, high quality option (also in the snacks and ready meals categories) at an accessible price and to stimulate Coop Italy competitors to follow the example.



Bene.si product line (Coop, Italy)



Bene.si is a range of products with specific nutritional indications responding to specific dietary needs. It includes 35 products for every need, which meet the guidelines of a balanced and healthy diet without ever having to give up on taste. The Bene.si range includes shortbread rich in fibres, reduced sodium intake ham and low-fat ice cream. It also offers plant products, such as ice cream free from

ingredients of animal origin, soy milk and rice milk, for those who want to follow a vegetarian diet. All Bene.si products are free from aromas or contain only natural flavourings. For further information you can visit: <http://www.e-coop.it/bene.si>

“Vähägluteeninen”: gluten free or very low level of gluten (SOK, Finland)

In partnership with the Celiac disease association, SOK has a “gluten free” or “very low gluten content” range which includes foods which either have no gluten or a gluten content of below 100 mg/kg. The aim is to make it easier for consumers with specific dietary requirements or allergies to identify more suitable food products.



Healthy alternatives to palm oil (SOK, Finland)



For several years, S Group has focused on replacing palm oil with other oil alternatives and to procuring sustainably produced palm oil. In private label products in the grocery trade, special effort has been put into replacing palm oil with other plant-based oils whenever possible. Mostly the palm oil is replaced with healthier sunflower oil which contains less saturated fat than palm oil.

Education and life style



“Eroski con los Coles” & “Tix & Loy” (Eroski, Spain)



The image shows a screenshot of the Eroski website. At the top left, there is a logo for 'estrategia naos' with the text 'Invertir la tendencia de la obesidad'. To the right, a black box contains the text: 'EROSKI recibe en 2008 el Premio NAOS que reconoce la aportación de EROSKI a la salud de los consumidores y a la difusión de hábitos de vida saludables.' Below this, a grey box states: 'Este galardón, que otorga el Ministerio de Sanidad, Servicios Sociales e Igualdad, se concede anualmente para reconocer y dar visibilidad a aquellas acciones o programas considerados como 'buenas prácticas' o ejemplares que promuevan la mejora de los hábitos alimenticios saludables y la práctica de la actividad física.' On the right side of the screenshot, a cartoon girl character with brown hair, wearing a pink top and blue pants, is pointing towards the text. Below the award information, the website header for 'Fundación EROSKI' is visible, followed by the title 'El programa Educativo sobre Alimentación y Hábitos Saludables (PEAHS)'. There is a sign-up form for a 'Boletín informativo' with a text input field labeled 'Introducir email' and a red 'Enviar' button. At the bottom of the screenshot, the Eroski logo is shown with the tagline 'contigo', along with contact information: 'Teléfono de atención: 94 607 28 41 (horario de 9:00 a 18:00)', and links for 'Condiciones generales' and 'Política de Cookies'. There are also social media icons for Facebook and Twitter.

“Eroski con los Coles” aims to raise the awareness of pupils between 8-12 on the importance of a healthy and balanced diet. Over three days, 20,000 students, across 200 schools in 13 autonomous communities, were provided with sessions to encourage and promote the consumption of healthy foods with less salt, fat and sugar. The campaign was launched in May 2013. For more information, please visit: <http://www.ideasanaeroski.com/eroski-con-los-coles/>

Tix & Loy is an educational programme designed to address the problem of child obesity. Two characters, Tix and Loy, have been created to provide an example to children, aged 10-12, of 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 environments so as to increase the chance of the message sinking in. Therefore, 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. It was launched in June 2013 and you can meet Tix and Loy here: <http://energiaparacrecer.fundacioneroski.es/>



From Farm to Fork (The Co-operative Group, United Kingdom)



A project which forms part of Green Schools Revolution for primary school children to visit one of The Co-operative farms. Children can enjoy a learning experience about the way in which crops are grown and harvested, and why it is important to care about agriculture and to eat healthily. Its objectives are to help children to have a better understanding of where the food they eat comes from; to improve and complete children knowledge on agriculture and food products and to enable children to make better informed choices

when purchasing and consuming food products as they grow up/in later life. The programme comes with a website (visit it at <http://www.co-operativefood.co.uk/farms/from-farm-to-fork/>) which enables children to prepare for the visit and to reinforce learning through games and continuing the “relationship” with the farm(er). It also includes a recipe section. Launched in 2005, it is part of the “Green Schools Revolution project. Over 95,000 children have now taken part.

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



This is a free sustainability programme launched in June 2013 which has so far involved over 6,000 schools. It aims to encourage children aged 5-16 to think differently around key topics like energy, water, healthy living and biodiversity, as well as free school trips to Co-operative farms to find out about how food is grown and to The Co-operative’s wind farm, to find out about renewable energy. School teachers and parents can download a whole range of resources and fun activities.

Cooking workshops with kids (Coop, Denmark)



Coop Denmark's "Cooking workshops with children" were organised in partnership with the nutrition expert, Anne Ravn, author of the book "Healthy habits that last". This activity provides the possibility of involving kids aged from 4 to 10, who can play while their parents or the adult accompanying them will get some tips on how to cook and to introduce more vegetables in their daily diets. Its objectives are to provide healthy tips for parents; to make cooking fun for kids and to educate children about cooking healthy food.

"Food or what" (Coop, Denmark)



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eller
hvad?

This project is co-organised by Coop Denmark, the organisations "6 a day" and "Home Economics Teachers". Coop provides teachers with a box of educational material: recipes and a "flavour box" of seasonal ingredients. These tools help schools to set up cooking workshops where children have to identify food ingredients based on their taste, smell and texture. While teaching students how to follow recipes and use simple ingredients, teachers also make sure to promote the

use of vegetables in everyday meals. 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. This project takes place every year, during the autumn.

“Food O meter” (Coop, Denmark)

This is a database on the daily consumption habits of Danish consumers, according to their age, sex and place of residence. This database was realised thanks to polls/surveys with consumers aged from 15 to 74 years old. Coop asks on average 1,000 consumers a week about what they have been eating and drinking the day before. The database aims, by proposing over 800 recipes, to clarify what good eating habits are and what are unhealthy eating habits and to help consumers to understand all information provided on the issue. It has been an ongoing initiative since January 2009.

coop ANALYSE



The Danish Meal Partnership (Coop, Denmark)



The second project is about health claims. What we want to find out is whether health claims are useful to consumers. And if they are, to find out how the health claims can be used in relation to the huge challenges within public health.



The DMP is a public/private partnership that has 12 member organizations - from the food industry, consumers, trade unions, research institutes, universities, and government authorities. Its purpose is to be a centre for development, experiential exchange, and an anchor for knowledge and concrete initiatives about healthier meals.

Coop is involved in two projects from the start. The first is about health education among employees in the retail / grocery stores. Here ‘education’ means two things. First, it means the education about health benefits that may lead to an increasing sale of healthy products. Second, it means education about increasing awareness of the employee’s own health condition. In retail, we have many young employees at a low education level. If we can contribute to improve the health of these employees, public health could be improved in general – especially when you look at the number of employees. We are doing this project in collaboration with the Federation of Retail Grocers in Denmark and the Danish Agriculture & Food Council.

The project is an initiative of the Confederation of Danish Industry, but there are many participants: HORESTA (Association for the hotel, restaurant and tourism industry in Denmark), The Danish Veterinary and Food administration, Danish Meat Research Institute, Danish Agriculture & Food Council, Federation of Retail Grocers in Denmark and, of course, Coop.

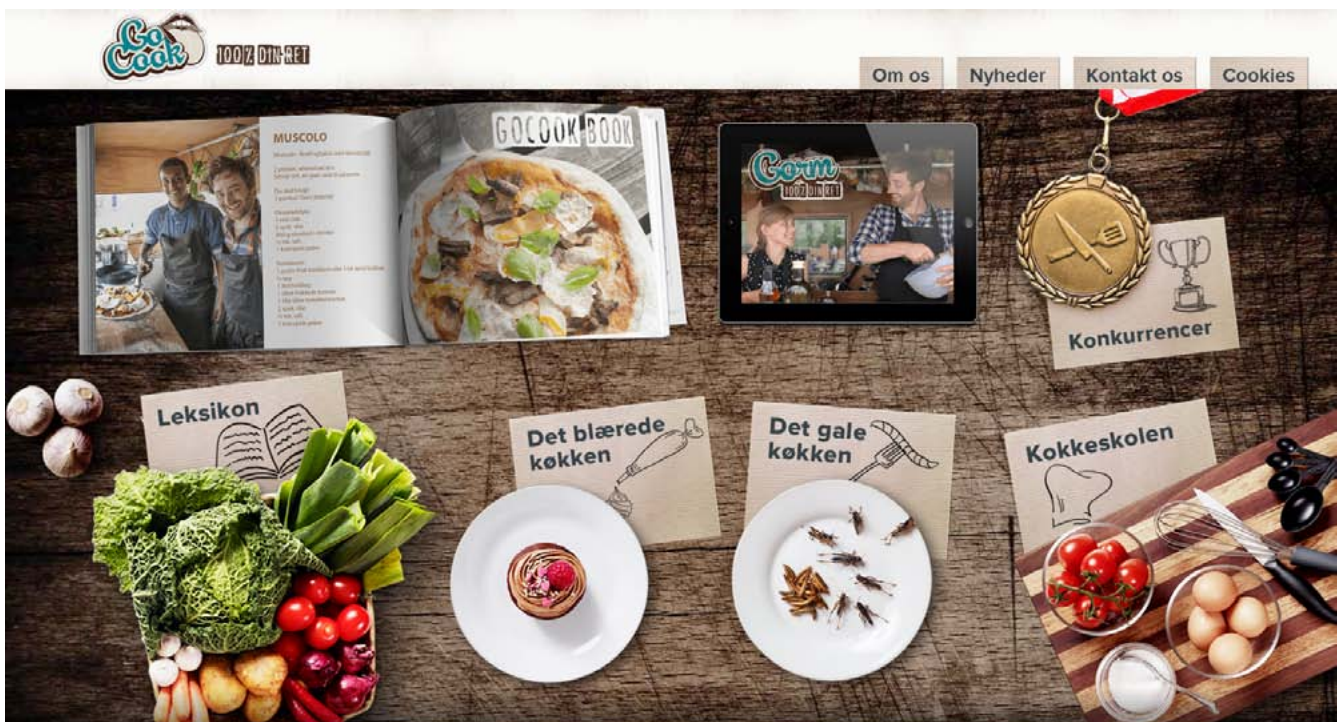
The Food Pyramid (Coop, Denmark)

1976. Since then, it has been updated many times in order to follow the Danish recommendations. The food pyramid is a nutritional 'full meal'-model. That means that all the food in the food pyramid is important to eat, just in different amounts. You should eat both the foods in the bottom and in the top. It shows the proportion of foods you should eat over a two-week period. It does not show how a single meal should look like.

This food pyramid has a climate aspect. If we all eat following the food pyramid, we can reduce our environmental impact up to 30 % compared to how we eat today. Because vegetables are now in the bottom that means that we are eating less meat. This is making a big difference for the environment. It's 19 times more harmful to the environment to produce one kilo of beef as it is to produce one kilo of potatoes.



“GoCook” and “Make your lunchbox with Sebastian” (Coop, Denmark)



This project is specifically targeted at children, enabling them to learn how to cook. School teachers are able to order a box from the Coop store which contains enough food for a couple of classes as well as teaching materials. Children are

also provided with a cookbook which they can take home. In 2012, 140,000 school children took part (all classes in Denmark in the 5th and 6th grades). This normally takes place every autumn.

Website: bimbiealimentazione (Coop, Italy)



This website is dedicated to children and their relation to food and healthy living in general. It covers different areas: children in 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 his/her child in the section called “bimbometro” (meaning “kid-meter”). In another section, some questions/answers with nutrition and health experts are also available as well as the “Coop Italy Guidelines for a correct diet for children”. Finally, the website gathers some of the Coop Italy initiatives carried out in schools across the country, aiming at teaching children the right value of food and an adequate lifestyle. For further information you can visit: <http://bimbiealimentazione.e-coop.it/>

Educational projects in Coop Italy



For thirty years Coop has been offering to teachers, students of all levels and families a wide range of free educational courses and training workshops, kits, exhibitions and publishing materials on nutrition (taste education, health and wellbeing, food and culture, the effect of advertising on consumer choices), sustainability (responsible lifestyles, ethics and everyday behavior, economic geography, globalization and environmental sustainability and citizenship rights) and citizenship (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. Especially on the topic of nutrition, the analysis focuses

also on the course of food from farm to fork, on the knowledge of food supply chain and on the ancient 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. Every year more than 220,000 children and teens, 13,000 teachers are involved in 11,000 activities. For more information: www.progettieducativicoop.it.

Promotion of and information about fruit and vegetables (Coop, Sweden)



The Swedish national Food Administration released the results from the Swedish survey "Riksmaten 2010-2012" in 2012. Among several findings, it emerged that only 2 out of 10 Swedes eat the daily recommended portion of fruit and vegetables (500 g). Still positive findings show a higher intake compared with 1989. Coop has focused on bringing good priced fruit and vegetables in bigger campaigns over

the last 2 years. Brochures about fruit and vegetable with facts, recipes and inspiration are also spread in stores, coop.se and on the occasion of special events around the country.

Furthermore, Coop has a weekly campaign combining health and organic fruit and vegetables focusing on making organic fruit and vegetables affordable for everyone.

Good Food Co web magazine (SOK, Finland)



SOK's "Good Food Co" web magazine is dedicated to recipes and articles on how to cook tasty and healthy food. It is a monthly magazine providing ideas for everyday cooking, sharing recipes among consumers, with a particular atten-

tion to how to mix and match different flavours. Previous issues can be accessed at <http://www.digipaper.fi/ruokamaailma/>

“Good Manners on the menu” project (SOK, Finland)

S Group’s Fransmanni restaurants launched in the spring of 2011 a project called Ruokalistalla hyvät tavat (‘Good manners on the menu’). The project emphasises the importance of shared family meals for the wellbeing of the family. In addition, the project aims to increase interest among children in cuisine and remind them of the importance of good manners. Another objective is to help 10 to 12-year-old school-goers to become the next generation of wellbehaved young people. Therefore, each Fransmanni restaurant is designated a class of students in a local school every year. In addition, the Fransmanni restaurants hand out ‘Ruokalistalla hyvät tavat’ leaflets, which offer information and tips on good food and good manners to everyone.



Marketing and advertising



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



This is The Co-operative Group's lowest priced own-brand products for which, of course, the usual strict nutritional values apply. Thus, Simply Value food product packaging features prominent GDA (Guideline Daily Amount) recommendations where appropriate – information such as the calorie, sugar, salt and fat content. There are over 100 products in this range. The objective of having a range such as this is to enable consumers to purchase low-cost, products which at least match the nutritional content of their standard equivalents and for them to understand the nutritional value of these products through clear and easy-to-read nutritional information.

Foodie.fm (SOK, Finland)

SOK's "Foodie.fm" is an app which can store data, including personal health data, and which can, according to the personal preferences of its users, compose its own recipes. This application includes smart shopping list and personal product recommendations, as well as an automatic menu which presents the most suitable food components for your recipes. More information can be found on the website: <http://company.foodie.fm/>



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 banned all children's characters from own-brand packaging categorised as being high in fat, sugar or salt, 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.

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.



Physical activity



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 this initiative as part of Green Schools Revolution which encourages children to walk to school together. 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. For more information, you can visit the website here <http://www.co-operative.coop/green-schools-revolution/for-teachers/walking-buses/>.

Since 2007, 583 Walking Buses have been set up, benefiting more than 11,000 children and their parents.

“Ässäkenttä” outdoor fields for sports (SOK, Finland)

S Group and the Football Association of Finland are building new outdoor fields for sports in different parts of Finland, close to people’s homes. So far, 24 fields have been built (October 2013). The goal is to build one hundred multiple-use fields in the yards of Finnish schools during the co-operation project. Part of the financing for the fields comes from S Group’s regional co-operatives and part from regular municipal funding for sports facilities. Sports fields located in school yards make sports activities readily available to children during both school hours and in leisure time. These Ässäkenttä fields are within the reach of all families in the area, since using them requires no reservations and incurs no fees.



Agreement with Petter Northung Jr. (Coop, Norway)



Petter Northung Jr., Norwegian cross country skier and double Olympic champion, has signed an agreement with Coop Norge to help promote its commitment to sport, recreation and healthy food. It is hoped that having Northung as a distinguished supporter will encourage Coop Norge’s 1.4 million members to eat healthier and be more physically

active. Please discover the initiatives organized every month on Coop Norway web page: <https://coop.no/hva-skjer/coop-aktiv/coop-og-petter/>



European Community of Consumer Co-operatives

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The **co-operative**



European Community of Consumer Co-operatives

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