



*European Community of Consumer Cooperatives*

*Communauté européenne des coopératives de consommateurs*

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# Climate Change

And Consumer Co-operatives:

Taking the challenge forward

***Report 2011***

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*Consumer Co-operatives Worldwide (CCW) is a sectoral organisation of the International Co-operative Alliance (ICA)*

*which brings together consumer co-operatives within the ICA membership.*

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## FOREWORD

*The fight against the Climate Change threat is since a long time now an acknowledged priority for Euro Coop. Even in a context of severe economic and financial crisis, European consumer co-operatives have kept on implementing a vast number of initiatives aimed at responding to this major challenge, thereby living up to their duties to act on the market as responsible economic actors.*

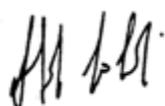
*This report offers a snapshot of the quality, quantity and diversity of such actions. Moreover, it constitutes a tangible proof of the progress made by consumer co-operatives to be at the forefront of the Climate Change combat. It represents in fact the second follow-up report on the commitments voluntarily undertaken by Euro Coop members in the framework of the project "Consumer co-operatives and Climate Change: taking the challenge forward", which was published back in early 2009.*

*Some of the tools used by consumer co-operatives are also available to other companies and types of businesses but others, like education to consumer-members, are specific to the co-operative business model. Our aim is to be of inspiration to the wider entrepreneurial world, especially by conveying the message that such a key challenge cannot be pushed to the background by the current economic and financial crisis. On the contrary, we believe that this delicate situation should provide an excellent opportunity to rethink any business strategy with a view to a long term sustainability benefitting the society as a whole.*

*This report only covers initiatives developed by European consumer co-operatives members of Euro Coop but it has been done in the framework of Consumer Co-operatives Worldwide (CCW) and we hope to integrate in the future concrete examples of initiatives developed by consumer co-operatives in other parts of the globe.*

*Finally, a word of appreciation is due to Euro Coop's Sustainability Working Group, who took care of providing all the valuable input contained in the report.*

*Enjoy your reading!*



**Aldo Soldi**  
Euro Coop President



**Anne Santamäki**  
CCW President

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## ENHANCING SUSTAINABLE PRODUCTION AND CONSUMPTION

**Sustainable consumption and production** confirmed to be a **key area** of action for consumer co-operatives in 2010. In this year, many of them have in fact intensified their efforts to source more goods bearing sustainability certifications in the areas of:

- ✓ **Ecological production;**
- ✓ **Sustainable fishing;**
- ✓ **Organic farming;**
- ✓ **Sustainable managed forests.**

Improvement in all these areas is critical to combat Climate Change. In this process, consumer co-operatives **own brands products** proved to be again an important tool to strengthen environmental criteria and induce the desired change in consumer co-operative members' behaviour.

### BOOSTING ECO-FRIENDLY PRODUCTS

*Eco friendly products are products that drastically limit impacts on the environment whether in their production, use or disposal phase. The sourcing of eco-friendly products is therefore an important step in protecting the environment as well as in bringing about change in daily consumption patterns. Consumer co-operatives have since long understood that if no attempts are made to switch to green alternatives now, very soon we will be surrounded by the pollution and toxins caused by producing, using and disposing non-green items. In order to take up this challenge, consumer co-operatives have kept on deploying a wide range of initiatives in 2010, the most significant of which are listed here below.*



To begin with, the Italian Coop "Vivi Verde" (literally "live green") line of eco-friendly products spread to a broader number of consumer co-operatives across the country and consolidated its performance. The line, which includes around 400 items, primarily merges ecological (many of them Ecolabel certified)

and organic products.

It also includes:

- ✓ **Disposable dishes and glasses** produced with biodegradable maize plastic;
- ✓ **Rechargeable batteries;**
- ✓ **Bulk detergents.**

All products of the "Vivi Verde" line do not contain tropical fats (i.e. the fats found in coconut, cocoa, palm fruit and palm kernel) and flavouring agents, even natural ones.

In Norway, the local consumer co-operative set in 2010 a **record in the turnover of ecological products**: this needs to be underlined in particular because the negative trend from 2009 has been turned.

As far as the Euro Coop Danish member FDB is concerned, its sales of own brand ecological products Änglamark have increased by 13 % from 2009 to 2010 and reached DKK 700 million turnover.



In Finland, the S Group's consumer goods chains are systematically increasing the offering of eco-labelled products in all products where eco-labelling is applicable. Altogether, 154 products carried the EU eco-label in 2010 and 392 products the Swan label. New Swan-labelled products are also frequently added to the own brand products range. For example, in spring 2010 the Finnish co-operative launched Swan-labelled Rainbow skin care products for sensitive skin.

In addition to that, the S Group has been investigating the use of **palm oil**, particularly with regard to the manufacturing of own brand goods. For example, S Group's own brand cosmetics contain no palm oil. As regards own brand food products, the S Group is aware of which products contain palm oil. When possible, **in some products the palm oil has been replaced with a different oil**. If the palm oil cannot be replaced, **certified palm oil** is used whenever possible.

As regards Euro Coop's UK member, the Co-operative Group, since 2007 it stocks **white goods** (e.g. fridges, freezers and washing machines) **that are rated "A" or above** following the EU energy labelling or the Energy Savings Trust Recommended systems (i.e. three years ahead of legislative requirements). Moreover, by the end of 2009, it had already achieved its commitment to **phase out the sale of tungsten incandescent light bulbs** by 2010. During 2010, the range of energy-efficient light bulbs sold in The Co-operative Food stores increased from 31 to 102 products, with 455,000 bulbs sold.

In the Netherlands, the local consumer co-operative has worked in 2010 together with the Chain for Sustainable Porkmeat ("Keten Duurzaam Varkensvlees") in order to reduce carbon dioxide emissions in the pig farms thanks to the implementation of an *ad hoc* energy saving system.

Finally, Centrocoop in Romania continued to sell only economical fluorescent light bulbs.

## PRESERVING THE MARINE ENVIRONMENT

*Seas and oceans cover over 50% of the territory of the European Union stretching from the Arctic, through the Baltic, Atlantic, Mediterranean and the Black Sea. They are a major source of food, employment and economic income and a potential supply of as yet unknown mineral and biological resources. But the marine environment is under threat – primarily from over-exploitation, the intensification of human activities and the effects of Climate Change. The challenge for the future will be to ensure that we can continue to benefit from this precious resource, whilst protecting it for future generations. Consumer co-operatives are active in this area and strive to reduce their impacts on the marine environment through a wide series of actions.*

In this field, the Italian Coop is taking part in three projects aimed at safeguarding marine resources and promoting ecologically and socially sustainable fishing policies:

- ✓ The “**Friends of the Sea**” project, aimed at sourcing sustainable fish both from wild catches and from aquaculture;
- ✓ The “**Dolphin Safe**” project, for the protection of dolphins during the tuna fishing;
- ✓ The “**Red Tuna**” project, to safeguard this species with faces extinction threats.

As to the Finnish S Group, in autumn 2009 it established new criteria for **responsible fish sourcing**. Those criteria will be continuously updated to meet the latest criteria specified in the WWF fish guide. For example, grocery stores and chain restaurants no longer sell fish species that are endangered, vulnerable or overexploited. Seeking to promote an environmental-friendly approach, the S Group does not accept the use of harmful fishing methods, such as dynamite or toxic substances fishing techniques. Altogether, the S Group’s grocery stores feature 10 Marine Stewardship Council (MSC) labelled fish products.



As the regards The Co-operative Group (TCG) in the UK, its “Responsible Fish Sourcing Policy” was launched in 2008, and governs the sourcing of all own-brand wild and farmed seafood. The Policy is



underpinned by a checklist, which examines individual species based on:

- ✓ the fishery location and method of catch;
- ✓ species’ resilience to fishing;
- ✓ fishery by-catch estimates;
- ✓ whether species are noted as critically endangered or endangered on the IUCN Red List, as well as stock assessments from

NGOs, such as Greenpeace.

All own-brand fish products have a ‘**responsibly sourced**’ label, and the number of MSC-certified fish products sold has increased from 18 in 2009 to 28 in 2010, representing 25% of the range.

In addition to that, TCG sells no products identified by the Marine Conservation Society as 'Fish to Avoid' and commits to an additional number of sustainability initiatives, e.g. regarding tuna, own-brand tuna is caught by methods that conform to the Earth Island Institute (EII) dolphin-safe standards, drift nets are not used to catch it, nor fish is caught using the method known as 'setting on dolphins'. For this commitment, TCG has been named as one of only five worldwide recipients of a prestigious **Seafood Champion Award for 2010**.

In Spain, Eroski signed an agreement with WWF to encourage a more sustainable model of fishing. This has turned the Basque consumer co-operative into the first Spanish distributor to make an undertaking of this size. Through this agreement it will be possible to evaluate the sustainability of the main sources of the supply of Eroski's fish and shellfish.

In Sweden, the local consumer co-operative kept on implementing its strict policy on fish sustainability, which foresees, among others, the offer of a wide range of **MSC-labelled fish products** and the updating twice a year of the '**Coop's fish list**', which ensures that all fish offered on the Coop Sweden's shelves comes from sustainably managed sources.

Finally, Coop Netherlands has started in 2010 an intensive collaboration with the **Marine Stewardship Council** in order to offer a broader range of sustainably sourced fish.

## SOURCING MORE PRODUCTS FROM ORGANIC FARMING

*Organic farming can be seen as tangible effort to create a more sustainable development. At the core of the organic philosophy lies a ban on the use of synthetic fertilizers, pesticides and herbicides. That means adopting other techniques to nourish crops and protect the soil, such as growing 'cover crops' between seasons to prevent erosion and to restore organic matter. The organic movement also encompasses such tenets as animal welfare, energy efficiency, social justice and the idea of farms growing produce for local communities. Also, action to raise soil carbon levels through more widespread adoption of organic farming practices and grass-based and mixed farming systems can make a significant and immediate contribution to greenhouse gas mitigation and thereby appreciably contribute to fight Climate Change effects. Being consumer co-operatives for various aspects in line with the principles on which organic farming is based, they actively encourage the supply of organic products and often sell them at discounted prices.*

In 2010, the Finnish S Group registered a **growing demand for organic products** and its sales went up by about 9% in 2010 compared to 2009. At the same time, the Group has undertaken to use either Fair Trade cotton or organic cotton in one fifth of all interior textiles, interior decoration products and clothes sold under the label.

As regards the Co-operative Group in the UK, **since 2008 all shell eggs sold have been free-range**, and all own-brand eggs are either **Freedom Food** (c.90%) or organic (c.10%) accredited. Freedom Food accreditation stipulates lower outdoor stocking densities than conventional free-range



outdoor standards whereas organic standards offer enhanced animal welfare provision, including the prohibition of mutilations, such as beak trimming.



With reference to Coop Sweden, its stores are **all KRAV-certified**, meaning that all stores are required to feature a broad range of organic products. Also, obtaining this certification implies that the staff receives basic training about KRAV and organic production.

As to Italy, the local consumer co-operative's '**Vive Verde**' line, which also includes organic products, spread to a larger number of consumer co-operatives across the country and consolidated its performance.

Regarding Norway, the local consumer co-operative launched the country's **first Coop Änglamark ecological extra light milk**, produced by the small, independent and all-organic dairy "Rørosmeieriet".



In Slovakia, Coop Jednota launched a **new organic line within its private label** which is planned to be expanded over the following years. For the moment being, such line counts 200 items.

Local consumer co-operatives in Bulgaria and Estonia also expanded during 2010 their range of own-brand organic products.

Coop Norway, Coop Denmark and Coop Netherlands have finally also kept boosting products stemming from organic production by means of informative campaigns and/or *ad hoc* discounts and promotions.

## A MORE SUSTAINABLE FORESTRY MANAGEMENT

*About 32 million acres of forestland are lost every year to logging and agricultural conversion. And during the next four decades the human population is expected to grow putting even greater pressure on forests around the world. These statistics prove that it is of the utmost importance to manage our remaining natural resources wisely. When they originate from well-managed land, forest products are renewable resources, and we can all benefit from them in numerous ways. But if these resources are harvested and traded improperly, they can be damaged or disappear entirely and right along with them goes the future of the world's plants, animals and people as well as our economic well-being. Consumer co-operatives have understood this capital challenge and strive to establish a supply chain that is transparent thereby demonstrating further commitment to sustainability.*

In 2010, the UK based Co-operative Group reported that it purchased 37,800 m<sup>3</sup> of wood and paper products (30,800 m<sup>3</sup> in 2009), all of known origin with credible evidence of legal harvesting. Of these, 94% were supported by the Forest Stewardship Council (FSC) certification, with a further 2% (6% in 2009) sourced from recycled post-consumer waste,



3% (0% in 2009) recycled from pre-consumer waste and 1% (0% in 2009) from known, legally sourced virgin material, such as that certified by the FSC Programme for Endorsement. In addition to that, The Co-operative Group is part of a project that aims to **re-establish rainforest within the Kibale Forest National Park, Uganda**. In 2010, 26,200 tonnes of CO2 were offset through this project. The Co-operative Group has funded the planting of over 370 hectares of rainforest, equivalent to 519 football pitches since 2000.

On the Italian side, back in 2001 Coop Italy started selling only own brand products based on cellulose (handkerchiefs, napkins, toilet paper etc) bearing an **FSC certification**. From 2009 these products have the **FSC “Mixed Sources” label** which identifies products manufactured with a mixture of FSC-certified material, recycled material, and controlled material.

A second activity of the Italian Coop aimed at managing forest in a sustainable way regards palm oil, whose increasing demand at international level caused a wild deforestation of the Indonesian peat bogs to turn them into plantations. Since 2006 Coop Italy decided to carry out different actions to counter this havoc and in 2009 it decided to ask its suppliers to **stop the supply of palm oil from Indonesia** until there will be concrete guarantees about the sustainable management of the palm cultivation.

On the Finnish side, at the S Group **all tropical wood furniture bears the FSC certification**. In addition to that, S Group’s Kodin Terra, Prisma and S-Rautamarket chains are **no longer selling parquet made of tropical tree species**.

As to Coop Norway, its approach to tropical timber has been for several years to **phase out it from all timber goods and replace it either with other timber products or other materials**. In addition to that, Coop Norway adopts a **100% FSC-strategy**. Throughout the years, it kept a close dialogue with the NGO **“Rainforest Alliance”**, which is specialized in tropical forestry issues.

Always in this area, already in 2009 Coop Denmark has adopted a **100% FSC strategy on kitchen ware and furniture** whereas Coop Netherlands became in 2010 the first Dutch retailer to market **private label milk and dairy products whose packaging is FSC-certified**.



Finally, the Spanish consumer co-operative Eroski is since a long time engaged in the area of sustainable timber sourcing. Its **garden furniture is in fact all FSC certified as it is the paper used in its stationery section**. It is then in Eroski’s goals for the near future to FSC certify also all household goods.

## IMPLEMENTING WASTE PREVENTION AND TREATMENT

During 2010, consumer co-operatives gathered in Euro Coop have pursued:

- ✓ An active **waste minimisation policy**;
- ✓ An enhanced **waste prevention activity**.

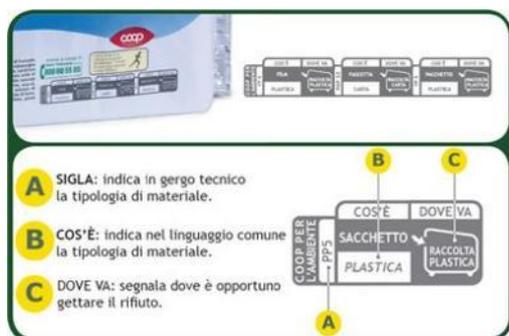
**Reuse** and **recycling** resulted to be more and more at the core of Euro Coop members' action and also a lot of attention was increasingly devoted to how to appropriately treat and dispose waste also with reference to food.

### FURTHER PROMOTING THE “REDUCE, RE-USE AND RECYCLE” APPROACH

*“Reduce, reuse and recycle”, the three R’s for waste management from packaging, are effective measures that serve as alternatives to undifferentiated disposal of waste in landfills. Today, several options are available to handle the waste that we produce and it is a precise responsibility of the whole society to take care of discarded goods in order to effectively preserve the environment in which we are living. Consumer co-operatives are more and more attentive to this key aspect and committed to work on it even more intensively.*

In this area, for more than 10 years now Coop Italy has been changing the packaging in line with the so-called “**3R**”, (“**risparmio, riutilizzo and riciclo**”) **strategy**, which stands for:

- ✓ Reducing the use of raw material at the production stage;
- ✓ Re-use bottles and containers thanks to the recharges and the sale of **bulk products**;
- ✓ Use recycled materials instead of virgin ones.



Other tools which consumer co-operatives often kept on using in 2010 to promote separate collection and minimise waste are:

- ✓ The **indication on the label of the disposal of the packaging** (Coop Italy, Coop Norway);
- ✓ **Deposit schemes** for beverage packaging (S Group, Coop Norway).

In 2010, Coop Italy applied the “3R” strategy to 201 products (97 in 2009), thereby avoiding the use 4,500 tons of packaging material (+ 21% with respect to 2009).

As regards the Co-operative Group in the UK, already in 2009 it achieved its target to reduce own-brand primary packaging by 15% – one year ahead of schedule – achieving an estimated total reduction of 16% (15,403 tonnes). A new target has now been set to reduce the carbon impact of

packaging by 10% by 2012 based on 2009 levels. This is in line with the focus of the industry-wide initiative Courtauld II, to which The Co-operative has pledged its commitment. In 2010, an 11% reduction (15,051 tonnes) in the weight of own-brand packaging was achieved, compared to 2009.



As regards Finland, in 2010 the S Group outlets hosted 269 recycling stations, where customers could take their sorted, recyclable packaging waste and other materials. **The recycling system**, jointly developed by the grocery trade and the beverage industry, **has made Finland a model country when it comes to beverage container recycling**. For several years now, the recycling rate of refundable glass bottles has remained at the maximum level, 100 per cent. In 2010, the recycling rate of aluminum cans rose by two percentage points to 94%. **The recycling rate of refundable plastic bottles launched in 2008 rose above 90%** for the first time in 2010. The record result, 92%, was achieved within three

years. More than 457 million beverage cans and more than 159 million refundable plastic bottles were returned in 2010 through automats at S Group outlets. In this way, more than 6,139 tonnes of aluminum and more than 6,675 tonnes of recyclable plastic were collected.

In Spain, Eroski is reducing the environmental impact of its containers and packaging, with the help of a computer tool developed in cooperation with the AZTI-Tecnalia Technological Centre. An example is the **substitution of PE labels by new paper, linerless FSC** with which EROSKI has managed to make a total saving of 43 tons of CO<sub>2</sub> in 2010. Using this tool, the effect of different formats of packaging can be compared, both in costs arising (materials, productive process, transport, final management) and as regards the overall environmental impact and emissions of greenhouse effect gases, and throughout the whole life cycle of the packaging, thus giving rise to solutions for the packaging analysed.



Always in Spain, the Abacus consumer co-operative **reduced its paper consumption by 52% in 2010** with respect to the previous year and 98.9% of the paper it used was recycled paper.

As to Coop Jednota Slovensko, it carried on its collaboration with ENVI-PAK for the use of the **Green Dot symbol** on the packaging of private label products. In addition to that, all Coop Jednota stores provide consumers with dedicated containers for the recycling of energy-saving light bulbs and batteries.

Finally, in Estonia the Central Society of Estonian Consumers' Co-operatives worked actively together with the packaging recovery organisation **Eesti Pandipakend** to encourage the reuse of containers at stores as well as the collection and recycling of cardboard and plastic.

## TOWARDS THE END OF THE SINGLE-USE PLASTIC CARRIER BAG ERA

*In 2010, consumer co-operatives intensified their efforts to reduce the use of single use plastic carrier bags and offer more sustainable alternatives. Indeed, single use plastic carrier bags represent less than 1% of household waste but they are considered by many to be an icon of a "throw-away society" and contribute to visible litter. As it is a precise mission of consumer co-operatives to educate their consumer members to a more sustainable living, it was therefore natural that many actions were concentrated on this measure.*



With the objective of eliminating disposable plastic bags, Coop Italy in 2010 kept on proposing to its consumer members many alternatives: **reusable bags in different materials** (cotton, jute, bags produced using Fair Trade coffee bags...) and **biodegradable plastic bags** that can be also used for the separated waste collection at home.

In the UK, the number of single-use carrier bags distributed to customers by The Co-operative Group has been reduced by 66% in 2010 (2009: 63%) compared to

2006, representing over one billion carrier bags avoided. These reductions have been achieved through a number of initiatives, including:

- ✓ **Re-use messages** on carrier bags;
- ✓ The launch of a **reusable Fairtrade cotton carrier bag**;
- ✓ And the **removal of single-use bags from prominent display at checkouts.**

In 2010, The Co-operative Group also rolled out the **UK's first 100% recycled plastic shopping basket** to thousands of its food stores across the country. The only fully recycled shopping basket of its kind is made from plastic materials that would usually be sent to landfill or for incineration. The Group planned that, by the end of 2010, 94,500 baskets would be in use in around 1,000 Co-operative stores, saving 66 tonnes of plastic from landfill or incineration, and 66 tonnes of CO<sub>2</sub>. In early 2011, a new target was set to reduce the number of carrier bags used by The Co-operative Food by 75% by 2013.



As regards the S Group in Finland, its grocery stores sold nearly 139 million plastic bags in 2010. Even though the total number of plastic bags sold had increased, **sales of bags made of recycled plastic have increased** much more strongly than sales of bags made of virgin material. The proportion of recycled bags was about 60% of all plastic bags sold. The highest increase, nearly 35%,

was seen in the sales of reusable bags. In autumn 2009, the S Group launched a **free of charge, biodegradable fruit and vegetable bag** in its grocery stores. Demand for the bags has risen steadily, and now about 3.5% of all fruit and vegetable bags are biodegradable.

In Spain, Consum continued to apply its packaging reduction programme in 2010 and plans to **eliminate free plastic shopping bags totally in 2011**. As to Abacus, in March 2010 it replaced conventional plastic bags with reusable and compostable bags in all points of sale.

Many other consumer co-operatives across Europe, including Coop Norway, FDB/Coop Denmark, Centrocoop Romania, ESEL-SPOLP LTD Cyprus, Union of Czech and Moravian consumer co-operatives, Coop Jednota Slovakia, Coop Netherlands, the Central Society of Estonian Consumers' Co-operatives etc. have also progressed in their offer of reusable shopping bags.

## ENHANCED AWARENESS AND ACTION ON FOOD WASTE

*Consumer perception is that food waste, being entirely organic matter, simply rots down into the ground where it does no environmental harm. This is not the case. Sent to landfill, rotting food produces methane, a greenhouse gas 25 times more potent than CO<sub>2</sub>. Changing consumer attitudes is therefore key to reducing the amount of food waste that goes to landfill. Consumer co-operatives are aware of this issue and are continuously seeking to reduce the amount of food waste produced in their stores.*



To help customers reduce food waste, The Co-operative Group included **storage instructions for fruit and vegetables on loose fresh produce bags**. For example, messages on banana packaging are designed to encourage customers to store the fruit at room temperature, rather than in the refrigerator. In early 2011, The Co-operative committed to work further with charities, such as [Fareshare](#), to help reduce food waste.

As regards Finland, an **efficient order-supply chain management** guarantees a quick turnaround so that products with a shorter shelf life cause as little waste as possible. **Packaging of fragile products has been improved in co-operation with suppliers** so that the product survives the logistics chain and does not end up as waste too soon. **The quality of fruit and vegetables is systematically evaluated. Turnaround and temperature control in warehouses is being continuously improved** in order to keep the products fresh and in good condition for as long as possible. At the beginning of 2007, the S Group supermarkets harmonised their price reduction practices so that **all products approaching their “best before” date are sold at a discount**. As a result, from 2007 to 2009, throw-away losses in S Group's grocery trade were reduced by about 14 per cent. In 2010, the



amount of wastage remained at the 2009 level, but the downward trend stopped. The reasons for this are being analysed and corrective measures planned in order to resume the positive trend. From some stores biowaste is transported to be used as a raw material in ethanol production. This ethanol is mixed in traffic fuel and sold in S groups full service stations.

In Italy, the local consumer co-operative promotes since 2009 the “Buon fine” (“Good end”) **project** which aims at recovering unsold food products which are still edible and donate them to people in need. This project, which is carried out at national level, is managed locally by the co-operatives and in 2010 it involved 471 shops and donated 2.995.798 kg of food products (2.669.654 in 2009).

In Spain, Eroski works since 14 years with the Spanish federation of food banks (FESBAL) to carry out food collection campaigns. In 2010 only, Eroski donated to FESBAL 2,767,375 kg of food. Eroski donates food days before its use-by date, so that the people who receive it can also benefit from high



food qualitative standards. A similar action was carried out in Estonia by the Central Society of Estonian Consumer Cooperatives in collaboration with the Estonian Food Bank.

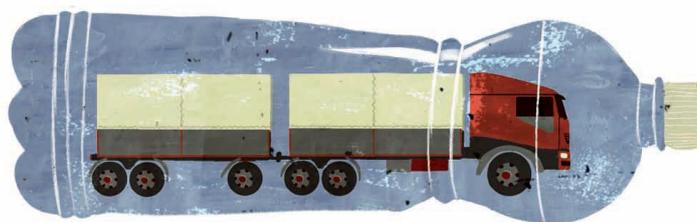
In Sweden, the consumer co-operative KF has worked in 2010 to **make leftovers “cool”** by sponsoring a competition among professional chefs.

## A MORE SUSTAINABLE TRANSPORTATION

*Transportation of goods as well as consumers and staff access to stores has a significant impact on the environment. Furthermore, goods occasionally cover long distances before being displayed on the shelves. Consumer co-operatives pursue a range of initiatives to optimise transport efficiency and sustainability, such as inter-modality, lowering impacts of individual modes, investing in new technologies and co-operating with key supply chain partners.*

In this area, during 2010 Coop Italy kept on pursuing its policy, launched in 2004, of rationalizing goods transportation by:

- ✓ **Optimizing the supply;**
- ✓ **Guarantying full loaded vehicles.**



Furthermore, since 2010 Coop Italy

has been promoting the **car sharing service**, offering it to its members at very advantageous conditions. This initiative foresees in fact a 35% discount on annual subscription and it is active at the moment in Turin, Genoa, Savona, Milan, Parma, Bologna, Florence and Palermo for a total of 1,173 members (723 more compared to last year) that use the service.

At the same time, Coop Norway continued to **increase distribution during nights and times of day with less traffic**, in order to reduce traffic jams and local emissions.

In Finland, Inex Partners, i.e. the S Group's grocery and consumer good procurements and logistic companies, requires that transportation companies undertake continuous improvements in their operations in order to reduce their environmental impact. Inex performs **transport company audits each year** to check the quality of their operations. In 2010, greenhouse gases emissions from Inex's transports in Finland totaled 27,990 tons and the greenhouses emissions were 11.4 kg per transported ton, down by 25% compared to 2009.

As regards the Co-operative Group in the UK, during 2010, reported mileage remained stable and transport related CO2 emissions increased marginally by 0.5%. This small increase is a result of changes to conversion factors in Defra's guidance for reporting. Since 2006, reported mileage and transport-related CO2 emissions have reduced by 15% and 16% respectively. Road distribution emissions (excluding home deliveries) increased by 785 tonnes of CO2, a result of an increase of some 1.1 million miles compared with 2009. Home delivery mileage and associated CO2 emissions reduced by 1.1 million miles travelled and 421 tonnes of CO2 respectively.

The Co-operative Food is a signatory to the British Retail Consortium's '**A Better Retailing Climate**' initiative, and committed to a 15% reduction in CO2e emissions from its distribution activities by 2013, based on 2005 levels, including those of former Somerfield. In 2010, The Co-operative Food's

distribution mileage and associated CO2 emissions decreased by 24.4 million miles (21%) and by 30,909 tonnes of CO2e (20%) compared with 2005 respectively.



At the end of 2009, the The Co-operative Group also launched a [Green Travel](#) website, which encourages employees and visitors to use more sustainable travel options such as **walking** and **public transport**. The site also provides access to a car sharing scheme. In 2010, 388 interest-free loans with a value of £450,000 (2009: 229, with a value of £256,000), were taken up by employees for public transport season tickets, and Manchester-based employees had the opportunity to take part in bicycle maintenance demonstrations, as well as national initiatives such as Walk to

Work Week. In Manchester, The Co-operative has led the development of a **Green Travel Employers Forum**, which has brought together employers to discuss the transport issues within the city.

In addition to that, TCG also launched the initiative '[Walking Buses](#)', aimed at **reducing the carbon footprint of schools** by enabling children to walk to school together in safety, thereby reducing school traffic. Schools are provided with high visibility vests and wrist bands for children, posters, and a banner to promote the bus to children and parents. During 2010, 82 buses were established. In total, 326 Walking Buses have been established since the initiative's launch in 2007, and have benefited more than 3,200 children.

In Spain, in 2010 Eroski added **environmentally-friendly vehicles** for the home delivery of orders and on-line shopping in the Basque Country. These vehicles are 100% environmentally friendly, since they require no fuel. By means of an agreement with the Basque Energy Board, Eroski also committed itself to encouraging the **use of the electric vehicles**. The Spanish cooperative already has five vans, of the Mercedes Vito E-Cell model, and **several free charging up points** that aim to serve its fleet as well as all the customers who use vehicles of this type. Furthermore, through the Txitrans project, several **electrically assisted bikes** are already being put to use in the city centres of the three Basque Autonomous Community capitals and in Barcelona. The incorporation of electric vans means an equivalent saving of 36,000 kilos of CO2 per year, which corresponds to the CO2 absorbed by 3,607 trees.



Always in Spain, Consum always favours eco-efficient means of transportation such as the **train** compared to other means of transportation for all the business trips of its employees.

As to Coop Netherlands, it has worked during 2010 to optimise its logistics route so to reduce emissions. It has also **co-operated with logistics/delivery companies** that use the latest techniques in transport sustainability by:

- ✓ Using **silent trailers**;
- ✓ **Testing larger and heavier trailers** to reach a larger loading capacity.

In Kiel (Germany), Coop eG also features a broad range of initiatives to optimise transport sustainability. Among the most significant ones, it is worth mentioning:

- ✓ The continuous investments in **routing optimisation**, also by **increasing the number of regional warehouses** so to shorten the route that the goods cover before reaching the Points of Sale;
- ✓ The **regular investments in technology** to make transportation more efficient;
- ✓ **Education to drivers** organised in co-operation with the vehicle manufacturers **about how to optimise fuel efficiency**.

Finally, in Hungary, the regional consumer co-operatives kept on actively co-operating with suppliers to optimise transport in order to reduce both costs and carbon footprint.

## BOOSTING EDUCATION, TRAINING AND INFORMATION TO EMPLOYEES AND CONSUMER-MEMBERS

*Education, training and information to employees and consumer-members are strategic areas of action for consumer co-operatives. These kinds of enterprises in fact distinguish themselves from other private retailers because they are owned by consumer-members who have a say as regards the strategic management of the co-operative. An active and aware consumer-member is therefore key for a successful implementation of all sustainability policies. For this reason, also in 2009 many activities were carried out by Euro Coop members in this area.*

Most consumer co-operatives use a variety of channels to educate, train and inform employees and consumer-members, spacing from the traditional tools like magazines and brochures to the new media, i.e. websites, blogs and webcasts.

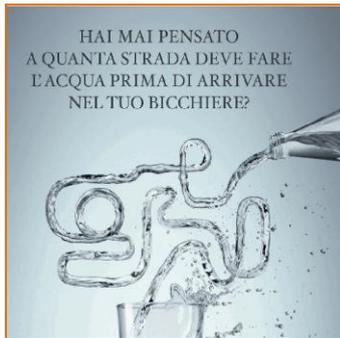


As regards specifically the activities developed in 2010, Coop Italy launched together with the Liguria and Lazio Regions, the regional development agency ERVET and the industrial association Confindustria the PROMISE project - Product Main Impacts Sustainability through Eco-communication – which is aimed at developing communication strategies to reduce the environmental impacts of products.

As regards the “**Save the energies**” project, carried out by Coop Italy in cooperation with different NGOs and local and national governmental bodies, its aim was to show how good practices in the energy field are within everyone’s reach. The project led to the creation of an online community of 2,500 families that, from November 2008 to November 2009, exchanged ideas on the issues of climate change and energy saving in a dedicated website. During 2010, the initiative continued with a new website named [www.casaCoop.net](http://www.casaCoop.net).



Finally, it is also worth mentioning the “Water from my own place” campaign, i.e. an initiative aimed at raising awareness among consumers about the issue of **water scarcity** and **responsible water use**. Next to the production of a scientific dossier on the above-mentioned issues, Coop Italy undertook many practical steps to optimize water use in its points of sale and encourage responsible water consumption among its consumer-members. In particular, it started to offer on its shelves water jugs, carbonators, filters and all instruments needed to improve the quality of tap water. Furthermore, it granted more visibility to **local mineral water** and provided consumers with information on the distance between the points of sale and the mineral water sources as well as on the mineral waters’ content. Coop Italy also intervened on the **packaging of the own brand mineral water bottles** by reducing the quantity of plastic used to manufacture it. It has then **doubled the supply sources of its**



**own-brand waters.** These activities were complemented by a broad ranging communication campaign.

Beyond these specific activities, Coop Italy has continued to publish a series of magazines addressed to consumer-members in which substantial parts are devoted to sustainability-related issues and the fight against climate change.

In the UK, The Co-operative Group continued publishing the member magazine “**Re:act**”, which contains articles and information on how their members can take action to prevent climate change and become involved in campaigns.

Also in 2010 The Co-operative began to draw together its range of community projects that help **young people gain the knowledge and enthusiasm to live more sustainably**. Over 2011–2013, a further £1m has been committed to extend the offering as a refreshed Green Schools Revolution programme. During 2010, more than 128,000 children and young people benefited from **Green Schools initiatives**, which include among others and beyond the already mentioned ‘**Walking Buses**’ initiative (chapter on transport):

✓ **The ‘Green Energy for Schools’ (GEfS) programme:**

This programme operated between 2007 and 2010, enabling UK schools to **install solar panels at no cost**, and **subsidising installation of small wind turbines, biomass boilers and ground source heat pumps**. In February 2010, the Government’s Low Carbon Building Programme, which part funded installations, closed to new grant applications. During 2010, the final installations – two wind turbines and one biomass boiler – were completed and **189 schools now generate their own renewable energy** as a result of the programme. In 2010, **almost 100,000 young people benefited from the programme**.



✓ **The ‘Energy Works’ initiative:** Energy Works gives young people the opportunity to learn about the environment and renewable energy generation. During 2010, 67 classes visited the education centre at The Co-operative wind farm in Cambridgeshire. Since 2007, more than 5,500 students have benefited from the programme, which also provides school workshops and resource packs.

As regards the Finnish S Group, in 2010 it published a **guidebook on a “Sustainable consumption”** to raise awareness among its customers about sustainable lifestyles. In addition to that, in 2010 Sokos Hotel Flamingo in Vantaa, Sokos Hotel Aleksanteri in Helsinki, Sokos Hotel Tammer in Tampere and Sokos Hotel Tapiola Garden in Espoo were awarded the **inter-Nordic Swan label**. S Group’s Radisson Blu hotels **all carry the Swan label**. The hotels also promote awareness of environmental issues by taking part in the **WWF’s Earth Hour campaign**.



As to the Danish consumer co-operative federation FDB, it launched a programme to help schoolchildren learn more about **ecology in general** and **organic farming** in particular.

In Spain, the Basque consumer co-operative Eroski launched the campaign “**Reduce your Carbon Footprint**”, aimed at informing consumers about the impact that their consumption habits have on climate change. The campaign, whose iconic symbol is the **recyclable shopping bag**, featured in-store CO2 calculators that consumers could use to measure the CO2 emissions stemming from their daily activities. This project has been developed by Eroski together with the Spanish NGOs Ecodes and Acciónatura.

Always in Spain, the Valencia-based consumer co-operative Consum developed a tool aimed at **calculating the carbon footprint left by its employees when going to the workplace** whereas Hispacoop, the Spanish confederation of consumer co-operatives, published **two booklets on energy efficient consumption**. These publications, which were realised in the framework of the agreement between the IDAE (Institute for Diversification and Energy Saving) and the CCU (Consumers and Users Council), aim at making consumers aware about the necessity to **achieve greater energy savings through some simple consumption measures** which are easy to put into practice, at home or when using one’s vehicle. Finally, the Catalan consumer co-operative Abacus published in 2010 Al Gore’s book entitled “**Our Choice**” and organised educational and awareness-raising events about the need to counter climate change.



As regards Coop Hungary, in regular activities targeted at consumer-members - passed in recent years from 50 000 to more than 300 000 - a **special space was devoted to the importance of environment protection and action against Climate Change**, with a focus to **daily actions which can be easily implemented like the re-use of shopping bags**.

## IMPROVING SUSTAINABILITY REPORTING

*Corporate Social Responsibility (CSR) reports represent useful tools to communicate to employees, customers and the general public about the activities that enterprises carry out in the sustainability area. Such instrument, whose popularity is growing over time, is known by consumer co-operatives since years and, in some cases, since decades. The fact that social and environmental sustainability stays at the very core of the consumer co-operative philosophy makes therefore such reports particularly suitable to be adopted by consumer co-operatives*

The Swedish, Norwegian, Finnish, Danish, British, Spanish and Italian consumer co-operatives publish a **sustainability report every year**. In Sweden they publish it since 1987 and Coop Norway got in 2009 a Global Reporting Initiative (GRI) certification for its sustainability report.

## IMPROVING ENERGY EFFICIENCY IN BUILDINGS

*Buildings have direct environmental impacts, ranging from the use of raw materials for their construction and renovation to the consumption of natural resources, like water and fossil fuels, and the emission of harmful substances. They are therefore a major area of concern in which consumer co-operatives are acting and in which they are always more committed to act in the future. Research and innovation in this field is continuously advancing and in 2010 significant progress was made to reduce the overall environmental impact of consumer co-operatives' buildings.*



On the Nordic side, the **energy saving project E-kutt** launched by Coop Norway has, after three years, almost reached its fifth-year goal and entered into a new phase with more concrete measures. Up to date, Coop Norway has measured a 10% reduction in energy use in 450 stores which approximately equals 4 million Euros a year. The plan, which is partly funded by the Norwegian government, is aimed at saving at least 38.000.000 kWh by the end of 2014 and is involving several hundred stores as well as all Coop Norway distributions centres.

In addition to that, in 2010 **CO2 was established as standard refrigerant for new Coop Norway shops** to substitute refrigeration based on ozone-layer depleting substances. In combination with fitting doors and lids on all new refrigerators and freezers, greater energy gains and emission reductions are obtained. A **new lighting concept** for several of Coop's chains is another important measure that was implemented to reduce Coop Norway's energy consumption. Also, Coop Norway pursued its policy to **Swan-label every new outlet**, bringing the number of Swan-labelled shops to 57 of a total of 68 in the whole country. Its newest chain, **Coop Extra, is the only Swan-labelled chain in Norway.**

In Finland, the S Group, whose aim is to **improve through various means energy efficiency by on average 2% each year until 2015**, is on schedule. In 2007, its relative energy consumption was 469 kWh per gross square meter while in 2010 the corresponding figure was 440. 120 properties of the SOK Corporation and 8 regional cooperatives use the **remote management of energy use** which has proven to be an efficient means of saving energy. Energy consumption has been cut by as much as 10%. In addition to that, the S group has made the decision that **every new freezer system will be closed and existing freezer systems will be covered when renovated.**

The first and the most important building phase of Prisma Kannelmäki was given a **LEED-rating** (Leadership in Energy and Environmental Design). LEED is an ecology-oriented building certification program run under the auspices of the US Green Building Council. LEED concentrates its efforts on improving performance across five key areas of environmental and human health: energy efficiency, indoor environmental quality, materials selection, sustainable site development and water savings. Finally, in 2010 all the hotels belonging to the Radisson Blu Hotels & Resorts hotel chain, have been



awarded the **Nordic Ecolabel** (The Swan label), recognizing their excellent environmental performances.



In 2010 and 2011, the UK Co-operative Group ranked fourth and third respectively in the **Sunday Times 60 Best Green Companies list**. During 2010, energy consumption across The Group decreased by 12% compared with 2009 and by 29% compared with 2006, meeting and surpassing reduction targets two years ahead of schedule. In 2010, **emissions from refrigerant gas leaks** from The Co-operative Food stores and distribution centres **reduced significantly**: by 35% compared with 2009, and by 58% since 2006, meeting and surpassing a 50% reduction target three years ahead of schedule.

In addition to that, in 2010 524 **stores** were **refitted with more energy-efficient HFC units**, with a further 500 stores planned for refit in 2011. However, a **‘free heat’ refrigeration system**, which uses the heat from the refrigeration system to provide space heating, was installed at a further 25 stores in 2010. Furthermore, **standalone refrigeration units** (chillers and freezers) **utilising hydrocarbons** were introduced in 290 stores.

The Co-operative Group has also started to develop in 2010 its new headquarter premises in Manchester, to be completed in 2012. The design of the building has been accredited to the **BREEAM** ‘outstanding’ rating, and work will continue to ensure it achieves BREEAM outstanding for ‘in-use’. As part of the initial design process, a review was undertaken to investigate the impact of projected temperature rises from climate change upon the building’s cooling systems and energy consumption.

In Italy, the area of the eco-efficiency in buildings presented in 2010 the following features:



- ✓ 1 **EMAS**-registered shop;
- ✓ 224 **“Green light”** registered points of sale;
- ✓ 49 shops featuring **LED lightening**;
- ✓ 18 shops connected to **district heating**;
- ✓ 39 shops using **solar panels** for the production of hot water;
- ✓ 173 shops featuring **condensing boilers**;
- ✓ 32 shops featuring **high-efficiency refrigerating plants**.

In Spain, the Basque Eroski continued to implement energy efficiency measures that have achieved a 10% saving in consumption over the previous year across the whole of the network (supermarkets, hypermarkets and logistic platforms). Within the initiatives related to the industrial cold feature, there are among others the **fitting of doors onto the vertical cold cabinets** and **covers onto the frozen food display cabinets** aimed at



minimizing heat transmission or the starting up of a system that automatically regulates the consumption of the installations. In the area of air conditioning, great improvements have been made in the sales room. A **system that allows part of the shop to be fitted with underfloor heating** has been introduced. Furthermore, the air conditioning return ducts and the air temperature sensors have been positioned two metres from the floor so that the air conditioning equipment functions better and the layer of hot air does not become stratified under the roof in the former case, and a better regulation of air temperature is achieved in the latter. As regards lighting, among others **skylights have been fitted in the roof** so to provide brightness and maintain the balance with possible heat losses. **Time control systems** and **regulation of intensity** have also been introduced as well as **LED lighting**. Moreover, in 2010 Eroski opened **two eco-efficient stores** in Gros (Gipuzkoa, Basque Country) and Castro (Cantabria).

In Spain again, the implementation of **resource-efficient systems for cooling and heating** in Consum's points of sale reduced the co-operative's energy consumption by 7.35% if compared to 2009 and saved €1.9 million. Within its **Energy efficiency programme**, Consum also uses the **surplus of energy from cooling systems for the conditioning of the sales areas** which permitted



in 2010 a saving of 25% in energy compared to traditional supermarkets. In addition to that, the group put in place an **optimisation program for the functioning of ovens** and reduced its water consumption by 15% in comparison to 2009 thanks to the use of **resource-efficient taps** in supermarkets as well as in platforms. It also realised a **monitoring of the water consumption** for every centre which facilitates the management of any leakage. At the

end of 2010, 210 Consum's points of sale were eco-efficient.

Still in Spain, in 2010 the new corporate headquarters of the Catalan consumer co-operative Abacus have been planned along environmental lines, using **energy saving systems** in the construction as well as in the heating, air conditioning and lighting systems.

In Germany, the new stores of Konsumgenossenschaft Göppingen eG (Southern Germany) are planned to be energy-conscious. For example the new stores feature **geothermal facilities** so to minimise the use of fossil fuels and reduce CO<sub>2</sub> emissions.

In Schleswig-Holstein (Northern Germany), Coop eG has recently started a pilot project for the building up of an **environmentally sound "sky-market"**. This market is also using geothermal facilities that, following Coop eG's forecasts, will allow a saving of 56 tonnes of CO<sub>2</sub> every year. In addition to that, Coop eG is using since 20 years **heat recovery plants**

(*Wärmerückgewinnungsanlagen*) to reduce energy losses. Through these systems, which are installed in every Point of Sale, Coop eG is using the heat produced by the cooling systems to heat the sales areas in the stores. Just 27 % of the heat for the stores is nowadays covered by the heating system, whereas the rest is covered by the heat recovery plant.

In Slovakia, Coop Jednota also seeks to reduce its impact on the environment and save energy through the **renovation and modernization** of its existing stores and by installing **low-energy equipment**.

Finally, in September 2010, Coop Netherlands opened a new **1,200 square meters “green” supermarket**. The new point of sale features energy-efficient heating and cooling installations, efficient refrigeration systems and waste recycling facilities.

## DEVELOPING RENEWABLE ENERGIES

*Renewable energy is energy generated from natural resources — such as sunlight, wind, water, tides and geothermal heat — which are naturally replenished. Renewable energy technologies range from solar power, wind power, hydroelectricity/micro hydro, biomass and biofuels for transportation. Energy sourced from renewable energies has been since a long time a priority for several consumer co-operatives gathered in Euro Coop because it adds to the efforts made to preserve the Environment thus helping to fight Climate Change effects. In 2010 the use of such kind of energies was further strengthened so to follow and even to go beyond European Commission targets set for year 2020.*



As regards Coop Italy, in 2010 around **42.7 million kWh** (51.7 million in 2009) **of energy to supply its points of sale have been produced through renewable sources**. At the moment, Coop features 62 photovoltaic plants (17 more than in 2009) on the roofs of as many shops and

warehouses, which in 2010 produced 9.2 million kWh. In 2010, the energy produced by these photovoltaic plants allowed **avoiding the emission of 4,900 tons of CO<sub>2</sub>**, which equals to the annual consumption of 3,400 average Italian families. Always in the sole 2010, **the investment for the creation of photovoltaic plants was of 31 million euro**, for an expected annual production of 12,500,000 kWh: this will avoid the emission in the atmosphere of more than 6,800 tons of CO<sub>2</sub>. In 2010, Coop Italy also sourced 33,540,000 kWh from **hydroelectric plants**, which corresponds to a total of 17,800,000 avoided CO<sub>2</sub> emissions. The percentage of hydroelectric energy used in Coop Italy compared to the total amount of energy used is 3,6%.

In Finland, the energy company St1 Oy and the S Group established a joint venture, TuuliWatti Oy, for industrial production of **wind power**. TuuliWatti's first wind power plant (3 MW) has been generating electricity since November 2009 in Tahkoluoto, Pori. According to the S Group's plan, **in 2020, at least 20% of the electricity consumed by the Group will be generated by renewable resources**, such as wind power, produced by the Group's own plants. Opportunities for the use of renewables are always investigated in S Group's new building projects. For example, Inex Partners is building a new consumer goods logistics centre in Bastukärr, Sipoo. The project, which is to be completed in 2012, will be heated **geothermally**, with the integration of pellet heating when necessary during the coldest months. The logistics centre will be heated almost entirely with renewable energy, which has only one-fifteenth of the negative effect on climate change compared to the use of district heat.



As concerns the Co-operative Group in the UK, **during 2010 virtually all (over 98%) of its electricity (some 1,137GWh) was sourced from renewable sources** – mainly wind and hydro technologies which makes The Co-operative Group UK **one of the largest purchasers of green electricity in the world**. The Group is also developing its own renewables capacity. Output from renewable energy installations in 2010 was approximately 24,000MWh (2009: 28,815MWh), representing 2.1% of energy requirements. The Co-operative has been an active supporter of **micro-generation technologies**, through its Green Energy for Schools programme which attained 189 installations and on its buildings. This commitment includes the **Solar Tower project**, the UK's largest solar power installation, with over 7,000 photovoltaic panels.



In Spain the Valencia-based consumer co-operative Consum sourced **50% of all energy used from renewables** whereas Eroski produced 13,000,000 kWh/year in **solar energy** thanks to the installation of solar panels on the roof of 15 hypermarkets.

As to the Catalan co-operative Abacus, it inaugurated on 20<sup>th</sup> June 2010 its **new solar panel** on the top of its logistics centre in Villanova del Camí (Barcelona). The installation occupies 14,521 m<sup>2</sup> of the centre's surface area and is the **largest solar panel in Europe**. It is made of highly efficient techniques. The project was directed by the enterprise SUD Renewable Energies on behalf of Abacus. The annual energy production of the solar panel of Villanova del Camí centre amounts to 2,282,749 kWh, which is equivalent to providing 691 houses with light, or to the energy consumption of 2,000 people. In addition to that, this energy production means a billing of 730,480 Euros a year and an annual saving of 1,555 tonnes a year in CO<sub>2</sub> emissions. **Moreover, all the elements used for the construction of the panel are recyclable.**

In Southern Germany, two stores of Konsumgenossenschaft Göppingen eG feature **photovoltaic plants on their roofs**, one producing a power of 39 kWp (in Jebenhausen) and the other of 25.16 (in Wäschenbeuren). The energy produced by these photovoltaic plants allowed a **strong reduction in the levels of CO<sub>2</sub>** emitted by the businesses: a success that induced Konsumgenossenschaft Göppingen eG to invest in a new photovoltaic plant to be installed on the roof of his renovated store in Albershausen. The new plant in Albershausen will produce a power of 103.4 kWp.

Since July 2009, Coop eG has also installed a photovoltaic plant on the roof of one of his stores in St. Peter-Ording (Schleswig-Holstein, Northern Germany). This photovoltaic plant produces annually 60000 kWh, for a total of 53 tons of CO<sub>2</sub> that are not released in the atmosphere every year.

## FURTHERING CAMPAIGNING

*Campaigning is an essential tool to spread awareness about Climate Change and the urgency to deploy co-ordinated actions at all societal levels in order to fight it effectively. This instrument therefore adds on to the several activities carried out on a daily basis by consumer co-operatives in the domain of information and education to employees and consumer-members*

As to The Co-operative Group (TCG) in the UK, it developed several campaigning actions to favour sustainability and fight against Climate Change. Among others, in November 2010 The Co-operative signed the '[Cancun Communiqué on Climate Change](#)' which urged political leaders at the United Nations Climate Change Conference in Cancun, Mexico, to press for:

- ✓ robust financial and policy support for **energy-efficiency measures**;
- ✓ strong policy support and fast-track funding for **low-carbon energy systems**;
- ✓ greater financial and policy support for **emissions capture and storage**;
- ✓ increased effort on tackling **other GHG emissions** and addressing the carbon emissions impact of urban planning, land use management and land use change.

Also, TCG it is a member of Friends of the Earth (FOE) and the Renewable Energy Association's (REA) **Feed-in Tariffs (FITs) coalition**. The coalition successfully campaigned for the introduction of FITs, which began in April 2010. In May 2010, a letter was written to the new Secretary of State for Energy and Climate Change expressing support for FITs and the **principle of the Renewable Heat Incentive (RHI)**. The Co-operative also participated within the FOE and REA-led RHI campaign coalition, co-signing a letter to the Prime Minister in September 2010 calling for the introduction of the RHI and contributing £2,500 to a parliamentary lobby event in October 2010, attended by MPs of all main parties.

In addition to that, in early 2010 The Co-operative Food was named as a '**Seafood Champion**' by the [Seafood Choices Alliance](#), a US-based organisation that campaigns to improve the sustainability of the global seafood sector. The award provides international recognition for outstanding leadership in promoting environmentally responsible seafood. It finally supported the '**Tree for All**' campaign, aimed at planting 12 million trees – one for every child in the UK.



As to the Valencia-based consumer co-operative Consum, it participated in November 2010 in the project "[Green Commerce](#)", which aimed to raise awareness among retail traders about cutting energy consumption and waste. Conclusions will be used to elaborate a **Best Practices Code** as far as environment is concerned and the project will culminate with the giving of the **Green Commerce label** to the establishments which comply with the requirements. Consum is part of its panel of experts, since the cooperative's centres are a model to

follow. In addition to that, Consum collaborated with Ecovidrio (Ecoglass) to an **awareness campaign to help distinguish between glass and china**, in order to improve the quality of recycling.

Still in Spain, Eroski was recognised in July 2010 as an official partner in the Sustainable Energy Europe campaign, i.e. the biggest initiative of the European Union to promote sustainable energies whereas the Catalan Abacus participated in the **Earth Hour global initiative** on 27<sup>th</sup> March 2010, with a general blackout between 8.30 pm and 9.30 pm.



## RAISING POLITICAL AWARENESS AT EU LEVEL

*During 2010, Euro Coop developed several initiatives to profile at EU level the efforts carried out by its members in tackling Climate Change as well as to promote the exchange of information and best practices at internal level.*

For Euro Coop, Climate Change continued to be a top priority in 2010. In this regard, the Euro Coop Sustainability Policy Working Group (SPWG) worked during the three meetings it has regularly held during the year (March, June and October 2010) on the first follow-up report to the project: “*Climate Change and Consumer Cooperatives: Taking the Challenge Forward*” which was officially launched on 14<sup>th</sup> December 2010.

In 2010, Euro Coop also continued its collaboration with the **Transatlantic Consumer Dialogue** (TACD) Climate Change Working Group. In such framework, it participated in the 11<sup>th</sup> TACD annual meeting, which was held from 26<sup>th</sup> to 28<sup>th</sup> April in Washington (USA). In that occasion, it gave a speech on the subject “**Greening the market for consumers: the role of standards and regulation**”, in which it highlighted the role that consumer co-operatives are playing in achieving sustainable consumption and production through the standards they support or develop.

In addition to that, on 27<sup>th</sup> September 2010, Euro Coop published a memorandum containing ideas and expectations for the newly created DG Climate Action, which was presented to the relevant EU institutional stakeholders. On 25<sup>th</sup> November 2010 it then put forward a comprehensive reply to the EC consultation on an **EU roadmap for a low carbon economy by 2050**, which illustrated Euro Coop’s standpoint on the broad concept of sustainable economy.



All along the year, Euro Coop has then participated in and given regular input to the work of the Food Sustainable Production and Consumption Round Table (SCP RT). It took part in the SCP RT Steering Committee as well as in the work of the SCP RT Working Groups on Environmental Information Tools (WG2), Continuous Environmental Improvement (WG3) and International initiatives and other aspects of sustainability (WG4). As a concrete result, the RT formally adopted on 13<sup>th</sup> July 2010 on the occasion of its Plenary meeting the “Guiding Principles on voluntary environmental assessment and communication of environmental information along the food chain, including to consumers”.

Further to that, in 2010 Euro Coop has also kept on participating and giving regular input to the work of the Retail Forum for Sustainability. In this regard, it put forward **several commitments in the framework of the Retailer's Environmental Action Programme** (REAP) database and actively participated in the drafting of the issue papers on Marketing and Effective Communication, Timber and Environmental Life Cycle Information for Products Used Every Day in Households. On the occasion of its 7<sup>th</sup> meeting, held on 9<sup>th</sup> November in Brussels, Euro Coop, together with the European Commission and other stakeholders, was also invited to give a presentation about its position and

best practices on labelling in the retailing sector, thereby taking the opportunity to influence the debate at EU level on this most topical subject.

During its annual event, which was held on 24<sup>th</sup> June, the Retail Forum launched the “**Code for environmentally sustainable business**”, i.e. an initiative aimed at reducing retailers’ environmental footprint on issues ranging from energy use to sustainable sourcing of fish and timber. Euro Coop formally signed up to the Code on 15<sup>th</sup> October 2010.



Against this background and as a means of a further concrete commitment, Euro Coop continued to collaborate in 2010 with the Belgian NGO initiative “CompenCO2”, which is now represented by the organisation CO2logic, to offset the CO2 produced by its staff when travelling. Through this initiative, it has kept on submitting quarterly reports to CompenCO2 for calculation and payment.

# FULL MEMBERS OF EURO COOP

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[www.coop.no](http://www.coop.no)

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PORTUGAL



**FENACOOP**

Federação Nacional Das Cooperativas de Consumidores, FCRL  
Av. Santos Dumont, 57, 2º. Esq  
PT- 1050-202 Lisboa  
[www.consumo-pt.coop/](http://www.consumo-pt.coop/)

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ROMANIA



**CENTROCOOP**

National Union of Consumer Co-operatives  
46-48 Calea Plevnei  
Sector 1,  
RO-010233 Bucharest  
[www.centrocoop.com](http://www.centrocoop.com)

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SLOVAK REPUBLIC



**COOP Jednota Slovensko, s.d**

Slovenská republika  
sd, Bajkalská 25  
SK - 827 18 Bratislava  
[www.coop.sk](http://www.coop.sk)

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SPAIN



**HISPACOOP**

Confederacion Espanola de Cooperativas de Consumidores y Usuarios  
Calle Vallehermoso 15, 1º  
ES-28015 Madrid  
[www.hispacoop.es](http://www.hispacoop.es)

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SWEDEN



**KF**

Kooperativa Förbundet  
P.O. Box 15200  
SE-10465 Stockholm 15  
[www.kf.se](http://www.kf.se)

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UNITED KINGDOM



**The Co-operative Group**

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