

ping centre, customers will find a Coop Supermarket with 6 200 m² of retail space and a Coop Building & Hobby with 4 500 m² of floor space. Also located in the centre are a 168-seat Coop Restaurant, a Coop Vitality pharmacy and a branch of “Let’s Go Fitness”.

New Châtel-St-Denis sales outlet

The Châtel-St-Denis project opened on 27 November. The former Coop sales outlet was demolished in 2016. In its place, Coop built a new sales outlet, with 2 100 m² of retail space. A Coop Vitality pharmacy, a Coop Restaurant and an underground car park with 115 customer parking spaces can also be found in the new building. The top floor accommodates 45 apartments and just under 550 m² of office space.

Additional services

Comprehensive quality management

Implementing the new Foodstuffs Ordinance remained a major focus for quality management in 2019. The ordinance necessitates changes to the labelling of all products by 2021. As the basis for implementation, the Coop Guideline on Labelling was revised. Among other things, the guideline stipulates how the origin of raw materials and nutritional information are to be disclosed on Coop own-label brands. Coop’s disclosures regarding the origin of animal-derived raw materials voluntarily exceed the legal requirements and are transparently shown if they make up at least 10% of the food.

Since 2012, all sales outlets offering counter service have been audited and certified by independent inspection body q.inspecta for compliance with quality requirements. A total of 407 sales outlets were successfully audited in 2019. These audits were in addition to the 2 500 or so internal quality-control audits conducted by Coop.

In its own laboratory, Coop tested around 30 600 random samples from the food and non-food segments for compliance with the requirements. This involved checking more than 835 000 criteria. Owing to the growing supply of fresh products made at the sales outlets, hygiene monitoring is also becoming ever more important in this area.

As part of its risk management in the area of product quality, Coop devoted a great deal of time in 2019 to issues surrounding the safeguarding of the supply chain for critical raw materials. Furthermore, Coop clarified the requirements for critical product groups in the non-food segment and made these available to potential suppliers in automated form. The e-learning courses “Safe selling of chemicals” and “Quality management in purchasing” were introduced, to improve employee skills in sales and purchasing.

Social commitment

Coop again pursued its commitment to society in 2019 with numerous projects. Through the Coop Sustainability Fund alone, Coop invested around 16.85 million francs in charitable projects. For information about other projects besides those listed below, visit actions-not-words.ch

Coop stages the first “Day of good deeds”, encouraging a plethora of good deeds

On 25 May, Coop asked people to get involved in the first “Day of good deeds”. This nationwide initiative aimed to focus attention on volunteering and gestures of solidarity with our fellow human beings as well as to motivate the public to do good. Coop’s “Day of good deeds” surpassed all expectations. Hundreds of thousands of volunteers got involved, demonstrating their solidarity with society and the environment. The partners, Swiss Red Cross, WWF Switzerland, Schweizer Tafel (Swiss Table) & Tischlein deck dich (Table Be Set), as well as the Scouts, organized numerous hands-on activities.

12.4 million
meals distributed

More food for the needy thanks to pre-sorting project

For many years, the food banks Tischlein deck dich and Schweizer Tafel have been picking up food from Coop supermarkets that is of impeccable quality but cannot be offered for sale the next day. This has meant that, each year, around 12.4 million 200-g meals have been distributed to people in need. Coop supports both organizations by handing out the food and making an additional financial contribution. To get more sales outlets involved in this system, and enable more fruit and vegeta-

bles to be handed out, in 2017 the “Pre-sorting at the sales outlet” project was launched on a trial basis. At the pilot sales outlets, in the evening before the stores closed, fruit and vegetables were sorted into

“still edible” or “I wouldn’t eat” and taken to the distribution centre in the Coop’s usual forms of transport. From there, they are transported to Tischlein deck dich, for distribution to people in need. Having proved a great success, the pilot project was broadened out in 2019. The “Pre-sorting at sales outlets” project meant that, in 2019, a total of 80 tonnes of additional food (fruit and vegetables) could be collected and handed out.

Seed research for non-GM cotton

The organic cotton used in Naturaline products has always come from the production sites of bioRe India and bioRe Tanzania. Coop has been supporting these projects for many years. Since genetically modified seed was introduced in India in 2002, the production of non-GM organic cotton has presented a huge challenge. As early as 2013, 95% of the available cotton seeds in India were genetically modified. The seed research project has made it possible to prove that cotton seed is non-GM, and to propagate that seed. Six of the organic cotton seeds from bioRe’s seed research have been approved for commercial marketing, and are suitable for large-scale production in the soil. After nine years of intensive research, this is a major milestone. As a pioneer in the cultivation of organic cotton, bioRe India is now able to begin supplying farmers with organic seed. The Coop Sustainability Fund supports bioRe’s seed research with substantial donations, thus enabling the continued cultivation of organic cotton in India.

Commitment to business education for young people

In 2019 Coop once again participated in the “Company Programme” by YES (formerly Young Enterprise Switzerland), awarding a sustainability prize. For the competition, groups of young people came up with an innovative project idea and, with the help of experts, developed it into an actual company, as a practical example through which to learn about the key interrelationships in the world of business.

Coop Aid for Mountain Regions supports Alpe Frid with 382 000 francs

The Coop Aid for Mountain Regions programme is committed to improving living and working conditions for the inhabitants of mountain regions and supports Swiss mountain farmers. In 2019, 159 self-help projects were supported to the tune of around 4.8 million francs. The Swiss National Day “Weggen” campaign attracted a lot of attention. For each “1 August roll” sold, as well as other products, part of the proceeds goes towards the scheme for mountain regions. In 2019, this campaign raised a total in excess of 300 000 francs. The Coop Aid for Mountain Regions programme increased the amount to 382 000 francs, enabling the important rehabilitation of Alpe Frid in the canton of Valais. The Zewo recertification, which was obtained during the financial year, certifies that donations by the Coop Aid for Mountain Regions programme are used appropriately, efficiently and effectively.

Promoting the inclusion of handicapped people in the world of work

By awarding various contracts to sheltered workshops, Coop promotes the inclusion of handicapped people in the world of work. In 2019, Coop awarded contracts worth over 4.3 million francs to such institutions.

Partnership with SRC

Coop is a partner of the Swiss Red Cross (SRC). In the year under review, without any unnecessary red tape, Coop made a donation of 100 000 francs for emergency aid in Malawi in the wake of Tropical Cyclone Idai and donated an equal amount after the earthquake in Albania. Furthermore, Coop donated food worth 384 000 francs to the “2 x Weihnachten” (2 x Christmas) project. Thanks to the Grättibänz fund-raising campaign, Coop raised 108 000 francs for families in need in Switzerland. SRC and Coop ran a very special campaign as part of the “Day of good deeds”: together, they encouraged people to donate blood or blood stem cells.

Commitment to more exercise and a healthy diet for children and young people

Coop supports the organizations “Fit4future” and “Gorilla”, which run workshops in schools with the aim of encouraging children and young people to do more exercise and eat healthily. “Fit4future” is present in one third of all primary schools and, as well as “play barrels” in the school yard, also runs cookery courses and sports camps. Gorilla inspires young people in schools to do more exercise with freestyle sports, such as street skating and break dancing, and to cook with healthy foods by running nutrition workshops. In the year under review, the two projects enabled more than 21 000 children and young people to take advantage of these schemes.

Communication and advertising

Customer Service answers around 800 000 enquiries

Customer Service dealt with around 800 000 customer enquiries in 2019. As well as general queries about Coop, the Coop Member Press and Supercard, the issue of sustainability was a dominant theme, with a lot of questions in particular about the Actions, not words campaign and about plastics. Customers also expressed interest in marketing activities, such as Emoji, Bee Happy and Sea Happy, and enquired about current advertising campaigns as well as pricing and the range selection.

Image campaigns for the supermarkets

Coop launched its new image campaign in April. Central to all the commercials were Coop's customers and their varying needs. Coop employees also featured heavily in each commercial, supporting customers in a friendly way with their shopping and raising smiles. The new campaign enjoyed a high profile and will be continued in 2020.

Families benefit from loyalty schemes

Coop continued to reward its customers' loyalty in 2019, with a total of four collection promotions. Once again, the focus was on families with children, who enjoyed free products. The "Bee happy" and "Sea happy" promotions also turned the spotlight on sustainability issues. The emoji promotion in the summer also proved very popular once again. In its pre-Christmas business, Coop picked up on the film highlight of the year, in partnership with Disney, in its "Frozen 2" promotion. All four promotions were very popular with customers, which meant they also helped boost sales.

Supercard credit card exceeds target

In 2019, more than 3.2 million households right across Switzerland used the Supercard, Switzerland's largest customer loyalty programme. There was a sustained, sharp rise in use of the Supercard app and of the digital services in the year under review. To facilitate this development, the Supercard login was overhauled and simplified. The new Supercard ID still offers easy and secure access to all Supercard services. The new golden Supercard credit card launched in November 2018 is proving extremely popular and, at the end of 2019, there were already more than 167 000 active cards in circulation. This means that Coop significantly exceeded its ambitious target. The new credit card is available as a Mastercard or Visa. Coop also offers a visa prepaid card, to appeal to people who like full control over their spending.

Coop Mobile successfully launches on the Swisscom network and exceeds targets

Since January, Coop Mobile has been using the Swisscom network, which is regarded as the best in Switzerland. Coop Mobile's offering has already achieved very good results and gained lots of customers, who are particularly drawn by Coop Mobile's pricing, flexibility and support.

Mondovino wine club

Coop's wine club, Mondovino, remained very popular, Mondovino now has around 160 000 members and more than 6 000 Facebook fans. This is an increase of 10 000 customers compared with the previous year. Mondovino is committed to an omnichannel strategy: wine lovers can experience the club online, at over 820 Coop sales outlets and at the annual Mondovino wine fairs. To further raise the club's

Around **160 000** members

Mondovino wine club

profile, in 2019 Mondovino was a guest at the "Matter of Taste" wine event and was actively involved in "Food Zurich". Mondovino's wine range now boasts 2 200 wines, complemented by subscriptions and specialities from Casa del Vino and Riegger. Mondovino members receive benefits such as weekly club offers and digital coupons.

Continued reliance in social media on video and networking platforms

Social media was dominated by Coop's image campaign and sustainability in 2019. The "Day of good deeds" met with a particularly favourable response on social media. The actions taken by the general public right across Switzerland were shared with the hashtag #TagdergutenTat. Progress was also made with establishing various target group channels: Coop added a Facebook page for Mondovino and an Instagram channel for Coop's basic training programme. In addition, a special series was created on the Instagram TV channel, in which employees from various areas give an insight into their working day at Coop.

Content House with high readership Coop Member Press evolves into internal agency

In 2018, Coop Press was renamed Content House and developed into an internal agency. The Coop Member Press and staff magazine remain the key corporate publishing products produced in the Content House.

The weekly newspapers Coopzeitung, Coop ration and Cooperazione, which are published in three languages, have a total print run of over 2.5 million copies and a readership of around 3.3 million. The annual survey by independent Swiss media research agency Wemf AG confirms that the Coop Member Press is still Switzerland's highest circulation and most-read print medium. In the year under review, the regionalization of the Coop Member Press was continued. Special editions on the subjects of cheese, beer and wine were published in 21 sub-regions with different cover themes and cover stories in each region. Furthermore, a special edition of the Coop Member Press and various forms of live reporting accompanied Coop's first-ever "Day of good deeds".

Employees of the Content House also produced multimedia content commissioned by Coop. The Content House further expanded its range of services in the year under review, implementing more than 110 projects for numerous organizational units of the Coop Group. In the Publishing business segment, for example, the Content House produces the Mondovino magazine, and it has designed various image and information brochures in the Editorial Design area. The Content House added to its skills in video and digital channels, and created short videos, information videos and event reports for a number of internal clients.

Sponsorship for the general public

Coop made changes to its sponsorship concept in 2019. There will be a greater emphasis in future on title sponsorship projects and local activities which also directly involve the sales outlets. Family projects remain a strategic focus. One important project in 2019 was the Federal Gymnastics Festival in Aarau, in which Swiss gymnastics clubs compete. Involving around 70 000 gymnasts, the Federal Gymnastics Festival is Switzerland's biggest sporting event, and is held every six years. Coop has been a main sponsor of the Festival for many years, and also supports cantonal and regional gymnastics festivals. With 160 Coop Gemeindeduell events and seven Coop Andiamo events, Coop is also committed to popular sport in Switzerland.

Media Unit: sustainability issues in the spotlight

As one of Switzerland's biggest media offices, Coop's Media Unit further intensified dialogue with journalists in 2019. Consequently, heavy media coverage of Coop news continued in the year under review. The opening of the new Fust logistics centre in Oberb ren and the first-ever "Day of good deeds" attracted particularly great media interest. Media reporting also focused on the reduction of plastics in connection with the climate movement. To give some examples, packaging of organic fruit and vegetables was reduced, new packaging solutions were developed for baked goods, we began offering sustainable product alternatives such as wooden toothbrushes, palm leaf dishes and paper drinking straws. The Coop Media Unit issued a total of over 40 media releases and responded to over 1 600 media enquiries in the year under review.