

# To the top with sustainability

Sustainability is part of Coop's corporate DNA and imbues all its relevant strategies. The focus is on sustainable products, environment and climate protection as well as commitment to employees and society. With its approach to sustainability management, Coop is seeking to make a substantial contribution to the company's success and the wider public.

## Strong awareness of sustainability

After 30 years of strong commitment to sustainability, it has become a major part of Coop's corporate DNA. The Coop Group has enshrined sustainability in its Articles of Association, its Corporate Profile and its missions and integrated it into all relevant strategies and processes. To give one example, sustainability targets are systematically incorporated in the comprehensive target-setting process, the training of employees and in operating processes and procedures.

Through its comprehensive approach to sustainability, the Coop Group seeks to set itself apart by delivering added value in the various markets, securing access to resources and making sustainability a shared value throughout the Coop Group. By doing this, Coop also ensures that the growing demands made by society and politicians are implemented efficiently and credibly throughout its business activities, thus making a contribution to the wider public interest.

Coop's main reporting channels for its numerous sustainability-related measures are the [Coop Member Press](#), the Internet platform [actions-not-words.ch](#) and the [integrated Annual Report](#) of the Coop Group. A [Sustainability Progress Report is published](#) annually. Sharing specific information, the report provides a detailed insight into Coop's commitment to sustainability and the percentage of attainment of its multi-year sustainability targets.

## Holistic and highly relevant

Coop's sustainability efforts are concentrated on areas in which Coop can achieve significant leverage. These areas are determined by internal analyses and have high social, environmental or economic relevance. When setting priorities, Coop draws on many different tools such as range screening, life assessment cycles, risk monitors and stakeholder dialogue. Societal expectations and political demands are also major factors when choosing priorities.

The key areas are reflected in Coop's Sustainability strategy concept, which describes how the issue of sustainability is managed at Coop and how sustainability is holistically integrated within the existing management system. The strategy concept is based on three pillars (Sustainable Products, Environment and Climate Protection, and Employees and Social Commitment), which in turn build on the foundation, the strategic basis. The three pillars represent the starting points that the companies of the Coop Group integrate into their business activities. All these elements come together to enable us to successfully implement the sustainability targets, yielding success for the company and benefiting the common good.



### The strategic basis

Coop is a cooperative and promotes the economic and social interests of its members and its consumers. Economic, environmental and ethical principles secure the cooperative's competitiveness and continued existence. Sustainability is also pivotal to our Vision 2025+, in which Coop sets itself apart from its competitors through sustainable products and its commitment to sustainability projects. The guiding principles of sustainability also contribute to this distinctiveness: they determine which principles apply to the implementation of overarching objectives and are used for internal communication throughout the Coop Group.

#### Pillar 1: Sustainable products

Coop is committed to observing ambitious minimum requirements along the whole value chain, in all product ranges. In addition, Coop is involved in pioneering sourcing projects and long-term partnerships to promote organic farming, fair trade, animal welfare and biodiversity. The own-label sustainability brands and quality seals play an important role here, being the medium through which Coop sets itself apart with the most stringent standards in Swiss retail. Coop promotes sustainable consumption, with conscious range selection, targeted customer information and a variety of advertising activities.

#### Pillar 2: Environment and climate protection

The efficient use of resources and energy also contributes to cutting costs. Coop's efforts focus on reducing energy consumption and making increased use of renewable energy, as well as the consistent implementation of the "CO<sub>2</sub>-neutral by 2023" vision, which was adopted back in 2008. Coop has defined a reduction schedule, and the implementation is still on track thanks to its own defined measures and targets. Other important topics are packaging optimization, waste avoidance and recycling, logistics and goods transport, and water management and sustainable construction. Coop is making special efforts to optimize packaging, an area in which it is committed to the responsible use of plastics.

#### Pillar 3: Employees and social commitment

Pillar 3 covers Coop's commitment to employees and social projects with relevance to society. As an employer, Coop provides training for apprentices, a standardized, progressive collective employment agreement for the whole of Switzerland and a generous pension scheme. By supporting the organizations "Schweizer Tafel" (Swiss Table) and "Tischlein deck dich" (Table Be Set), Coop makes a substantial contribution to the responsible use of foodstuffs. Another key aspect is our commitment to Coop Aid for Mountain Regions and our collaboration with strategic partners such as the Swiss Red Cross (SRC). Coop has also used its public profile to successfully launch the annual "Day of good deeds", calling on people right across Switzerland to do voluntary good deeds for society and the environment.

### Coop Sustainability Fund

Coop finances projects from all three pillars through the Coop Sustainability Fund. Customers experience the result of these projects, not just in Coop's range but when doing their daily shopping. Promotions and events for employees and the public are a direct expression of the Fund's innovative solutions to key social and environmental issues. Through pioneering work in the area of sustainability, Coop raises public awareness of sustainable consumption. The Coop Sustainability Fund currently has access to funds of at least 16.5 million francs a year to implement such projects.

For information about projects run by the Coop Sustainability Fund, visit:  
[www.actions-not-words.ch/fonds](http://www.actions-not-words.ch/fonds).

### Strategic anchoring in wholesale and production

All companies of the Transgourmet Group as well as the main Coop manufacturing companies have their own sustainability strategies. The strategies are geared towards Coop's Sustainability strategy concept and each take account of the specific concerns as well as the realities of the relevant markets.

## Overarching topics in the area of sustainability

The companies of the Coop Group continued their impressive track record on sustainability in the year under review. Below, we discuss three selected sustainability projects. News on sustainable projects from the individual business areas is assigned to the respective chapters.

### Coop's "Day of good deeds" inspired the whole of Switzerland

On 25 May, Coop staged the first ever "Day of good deeds", galvanizing the whole of Switzerland into doing good deeds. The event was all about voluntary commitment and gestures of solidarity with our fellow human beings. Hundreds of thousands of volunteers – from children, families, clubs and Coop employees to Swiss celebrities – got involved by doing good deeds. The actions included donating blood, cleaning up waterways, and donating food. Five big partners – the Swiss Red Cross, WWF Switzerland, Schweizer Tafel, Tischlein deck dich and the Swiss Scout Movement – joined the initiative and organized hands-on activities for the public right across Switzerland. The "Day of good deeds" will be continued, with the next one taking place on Saturday, 13 June 2020.

For more information about the "Day of good deeds", visit:  
[www.tag-der-guten-tat.ch](http://www.tag-der-guten-tat.ch)

### Coop is committed to the responsible use of plastics

To meet the growing demand for plastic-free alternatives and unpackaged products, Coop has embraced a transparent and systematic commitment to reducing plastics. Since 2012, Coop has saved or environmentally optimized around 24 000 tonnes of packaging material. Already, some 40% of organic fruit and vegetables in Coop's range are unpackaged or available in environmentally optimized packaging. We are seeking to increase this percentage to 60% in the next few years. Furthermore, Coop has set itself the target of optimizing a further 4 000 tonnes of packaging by the end of 2020. In the convenience segment, Coop has introduced reCIRCLE reusable boxes, which have been available since July in all Coop restaurants and Coop Take It outlets, in return for a ten-franc deposit. After use, the boxes can be returned to any participating reCIRCLE restaurant, where they are washed and reused. In addition, Coop added various plastic-free alternatives to the range in the year under review. In October 2019, Coop announced that, from 2020 onwards, it would no longer be giving out free plastic bags at any of the Coop Group's retail formats in Switzerland.

For more information about reducing plastic at Coop, visit:  
[www.actions-not-words.ch/packaging](http://www.actions-not-words.ch/packaging)

### **Top ranking in BBFAW animal welfare rating**

For the sixth time in a row, Coop was the only retailer in Switzerland to be awarded a top ranking in the international “Business Benchmark on Farm Animal Welfare” (BBFAW) rating. This means that Coop has been one of the top-level recipients of the internationally-renowned rating since 2013. BBFAW singled out Coop’s high animal welfare standards for particular praise. With its Naturafarm Chicken, Natura-Beef and Natura-Veal, Coop is the only Swiss retailer to also stock a wide range of grass-fed meat as well as organic meat. Coop made further progress with animal welfare by establishing and expanding the Coop milk programme for conventional milk: pasture grazing is now mandatory, and producers are guaranteed a fair price for their milk. Furthermore, Coop supports more than 20 research and development projects aimed at improving animal welfare, which was another factor in the top marks awarded in the latest rating. BBFAW is the world’s leading rating for corporate performance in the area of animal welfare.

### **WWF again acknowledges Coop as a “pioneer”**

In April 2019, the environmental organization WWF again acknowledged Coop’s commitment to sustainability. Since the last rating in 2015, Coop has risen further up the rankings in almost every area covered. The WWF classed Coop’s sustainability performance as “trendsetting” and, in various areas, “visionary”. Back in 2006, Coop became the first Swiss retailer to embark upon a strategic partnership with WWF Switzerland. The collaboration focuses mainly on forests, oceans, fish and the climate. The aim of the collaboration is to raise awareness of sustainable consumer behaviour and further expand the range of sustainable products. Coop sees the award as further vindication of its unwavering commitment to people, animals and nature.