

Nationwide shopping centres

Coop constantly surprises its customers in shopping centres, with over 400 national, local and regional events. In 2022, the national events “Harry Potter”, “Swiss Voice Tour”, “Selfie World” and “Viva Montagna” were held. Coop uses novel ideas to maintain the innovative feel of its shopping centres, such as the opportunity for customers to immerse themselves in a virtual world, various digital competitions, or exclusive partners. The focus is always on increasing footfall and customer satisfaction, as well as recognition of the shopping centres and their sales. By involving local clubs and organizations, engaging in unique storytelling or partnering with celebrities, Coop generated over 500 positive media reports.

Gas and electricity shortages

As a bulk consumer, Coop is ready to respond to the various measures in connection with the shortages. Its key supply mission for the population lies at the heart of the measures that will be taken. Voluntary energy-saving measures, such as not illuminating logos and display windows outside opening hours, have already been implemented throughout Switzerland. The Federal Council’s recommendation to switch from natural gas to heating oil has also been acted upon. Preparations have also been made for potential measures in the event of rationing.

As a member of various trade associations, when defining energy-saving measures Coop is committed to minimizing harm to the economy as a whole in the event of a shortage. The current situation is also being used as an opportunity to replace fossil-fuelled heating and industrial heating systems earlier than planned.

Quality management

Comprehensive quality assurance

Coop’s quality management is geared to the core processes of purchasing, production, logistics and sales. All employees do their bit in ensuring high quality standards are maintained. Ensuring conformity with statutory provisions and label requirements across the entire own-label range remained a quality management priority in 2022. One example of this is the implementation of labelling for items produced and packaged in-store, including disclosing nutritional values. 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 409 sales outlets were successfully audited in 2022. These audits were in addition to the 1 200 or so internal quality-control audits conducted by Coop. In its own laboratory, Coop tested around 40 000 random samples from the food and non-food segments for compliance with the requirements. This involved checking more than one million criteria. As more and more fresh products are now made at the sales outlets, the importance of hygiene monitoring continues to grow in this area as well.

To meet these higher demands, automation was stepped up in the laboratory to improve processes. We were able to demonstrate compliance with the most stringent standards. As part of its risk management in the area of product quality, Coop devoted a great deal of time in 2022 to issues surrounding the safeguarding of the supply chain for critical raw materials. A pioneering concept for value-based supply chain management was developed, and the organizational changes needed to implement have been made. Coop further clarified the requirements for critical product groups in the non-food segment and made these available to potential suppliers in automated form. Furthermore, the quality management systems and QM organizations of Jumbo and Coop Building & Hobby were combined. Employees had access to updated e-learning courses to hone their expertise in regard to quality processes in sales and purchasing.

Communication and advertising

Customer Service answers more than 640 000 enquiries

Customer Services for the Coop member press, Supercard and Coop as a whole answered more than 640 000 customer enquiries in 2022. The switch to digital till receipts in the spring met with positive feedback from customers, although a few were critical of the move. Customers now accept and support the decision to no longer print out till receipts. The conflict between Russia and Ukraine led to Customer Service handling lots of enquiries about the boycott decision and ways to donate. Throughout the year, gift cards, pricing and product range were once again our customers' main concerns.

Coop rolls out the new Supercard app

The new Supercard app was launched in October. The layout has been given a cosmetic makeover, and now gives a quicker overview of the functions. The overhauled app now also has direct access to the trading formats, customer clubs and the Supercard bonus gifts shop. In the areas devoted to the formats, customers will find current special offers, inspiration in the form of social media content and direct access to each format's online shop. Digital till receipts and guarantee certificates can now also be viewed in the app. As ever, the new version also contains digital coupons, collection passes and competitions.

Families benefit from loyalty programmes

Coop ran a total of four collection promotions to reward customer loyalty in 2022. The focus was on families with children, who enjoyed various free products. In the spring, the "All of a twitter" activity was all about the fascinating world of birds. The sloth in the "Let's chill" campaign encouraged people to enjoy a particularly laid-back and varied summer. In the autumn, the "Tree friends" campaign offered products appropriate to the season, while "Charly" the hedgehog helped everyone have a cosy festive period during the "Time to dream" Christmas promotion. Customer feedback on all the activities was positive.

Popular Trophy loyalty programme

During the year under review, Coop ran three attractive Trophy loyalty programmes which were a hit with customers. The Kuhn Rikon Trophy ran until the end of February, with pots and pans from the famous Swiss brand. This proved hugely popular, and ended up being the most successful Trophy for 15 years. From March to August, Coop surprised customers with an Outdoor Trophy. The 15 Rewind branded products, ranging from a head torch to a rubber dinghy, were designed especially for Coop. The share of online participants was 25% greater than ever before in the history of the Coop Trophy. In the autumn, together with Interdiscount and Fust, Coop launched the Sound Trophy, with headphones and speakers by JBL.

Coop member press publications increase readership and leadership

The Coop member press (G/F/I) which, with over 3.3 million readers (WEMF MACH Basic 2022-2), is Switzerland's most widely read weekly magazine, is expanding its leading position in all parts of the country. Together with the "Coopzeitung Weekend" member press, it is read by a total of 4.6 million readers (WEMF MACH Basic 2022-2). In a declining market for printed publications, readership increased by 60 000 compared with the previous year.

Coopzeitung Weekend now well-established

"Coopzeitung Weekend" (d/f/i), which has been published every Friday since August 2020 as a 16-page magazine-within-a-magazine in the Bundmitte section of "20 Minuten", is well-established on the reader and advertising market. It is read by 1.3 million commuters among whom, according to a representative study, it is very popular.

Sponsorship brings Coop close to its customers

Covid was no longer taking a toll on Coop's local sponsorship activities in 2022. Customers and their families appreciated Coop's sponsorship of Coop Openair Cinema, Coop Community Duel, Coop Andiamo, the Coop Kinderland open-air event, the Coop Children's Musical, Coop Fidibus Fairytale Theatre and the shows by Bliss, as well as other projects. As well as the family focus of sponsorship, many local projects were a priority in 2022. These were successfully implemented, including in-store. In 2022, the camp discount cards for children's and youth camps also became more popular.

Employee magazine Forte wins award

With a print run of over 75 000 copies, the magazine Forte is published quarterly and is sent directly to the home addresses of all employees and pensioners of the Coop Group. There are eight different editions containing content tailored to the relevant language and field of work, with background reports sharing information about the latest news, decisions and corporate goals. The modern and reader-friendly employee magazine was awarded the "Award of Excellence" prize at the International Creative Media Award (ICMA) in 2022.

Coop now on TikTok

In May 2022, digital magazine "scoop!" was launched, aimed squarely at the consumers of the future. Over 4.7 million young adults were reached on Instagram and TikTok in the first five months – more than half of whom (2.8 million) showed an interest in the content by regularly interacting with the posts. The concept is fresh, young, and bold, and relies heavily on collaborations with influencers. Topic-wise, "scoop!" is geared towards the interests of Gen Z and provides a direct, weekly link to the Coop Group. First and foremost, it is all about inspiration, storytelling and entertainment.

Social media

2022 again kicked off on social media with Veganuary. For the first time, the campaign was supported by a total of 8 influencers who, in turn, generated a reach of 2.1 million contacts with a total of 8.9 million impressions. In May 2022, Community Management switched from the Salesforce tool to Khoros. Each month, some 13 000 posts and mentions are collated here, of which just under 300 a month are Customer Service cases. On the growing TikTok platform, Coop topped 1 million likes, and followers grew from 60 000 the previous year to over 80 000. As this TikTok boom has had a knock-on effect on all other social media channels, since the start of 2022 Coop has focused more on moving image content.

Media Unit: Coop highly relevant among Swiss media

As one of Switzerland's most-contacted media offices, Coop's Media Unit further intensified dialogue with journalists in 2022, by stepping up personal contact and holding various media events. Consequently, heavy media coverage of Coop news continued in the year under review. The strong profit in 2021, the new digital magazine "scoop!", the "Day of good deeds" and the new sustainability strategy attracted the most media interest. Journalists also continued to focus on Chairman of the Executive Committee, Philipp Wyss, who featured prominently in external media with 22 interviews. As a result of this interest he came third in the Sonntagszeitung CEO image ranking, and also placed sixth in the "Handelszeitung" in the leader ranking of the 100 most successful managers of the year. With increased media coverage of critical issues relating to energy management, inflation and the war in Ukraine, the announcement of Transgourmet's withdrawal from Russia attracted a lot of media attention. The Covid pandemic continued to take more of a back seat, becoming an everyday topic in the media. During the year under view, Coop's Media Unit issued 25 media releases, published over 80 exclusive information pieces and exclusive articles and proactive topics, gave and attended 50 interviews and responded to 1 800 media enquiries.

Social commitment

Coop Cooperative's commitment to society is based on Coop's sustainability strategy. As well as the examples on page 16, the company expressed its commitment with numerous other projects which are summarized at www.actions-not-words.ch/en. Here is a selection of projects from the year under review:

Coop Aid for Mountain Regions: 80 years of solidarity with the mountain regions

In 1942, amidst the turmoil of World War II, the Verband Schweizerischer Konsumvereine, now Coop, established the Aid for Mountain regions programme. Driven by a cooperative spirit of solidarity, the objective is to help people living in the mountains. In 2022, the programme generated revenues of CHF 5.3 million, made up of numerous private donations, legacies and funds raised from the "1 August rolls" promotion and textile recycling at Coop. In its anniversary year, the programme also received CHF 1.25 million in contributions from the sale of Pro Montagna products. As Coop pays all the administrative costs, every centime goes to the mountain regions. In the year under review, 180 projects raised CHF 7.1 million in support for more than 1 000 people in the Swiss mountain regions.

With its "1 August rolls" promotion, Coop supports four aid projects in the Swiss mountains

During the year, Coop uses proceeds from the "1 August rolls" promotion to support, for the first time, four projects at once in Swiss mountain regions. Coop's donation of CHF 412 000 enables the urgently needed renovation work and new buildings at Alpage d'Onnaz in Valais, Wimmisalp in Bern, Alp Oberflüe in Obwalden and at a farm in Obersaxen in Graubünden. CHF 280 000 were raised from sales of both small and large 1 August rolls and Cervelat sausages and Coop's contribution. The Coop Aid for Mountain Regions programme tops up the funds to reach the total donation amount of CHF 412 000, ensuring a better future for people in the Swiss mountains and giving a boost to the mountain regions.

Coop supports people affected by the Ukraine crisis

In spring 2022, Coop reacted swiftly to supply essential goods to the many people caught up in the Ukraine crisis. Together with the Swiss Agency for Development and Cooperation (SDC) and Swiss railways (SBB), in March 2022 everyday items were sent to the Polish-Ukrainian border region. As part of the "Day of good deeds", a "donation roll" was used to raise a total of CHF 150 000 to support the SRC's efforts for the people affected, and our customers sent donated food packages online to people directly affected by the Ukraine crisis. Coop also provided shopping vouchers worth CHF 500 000.

Support for people in poverty with the "2xChristmas" campaign

Once again this year, Coop supported the "2xChristmas" campaign run by the Swiss Red Cross for people in poverty in Switzerland. Coop sold around 11 500 donated parcels worth CHF 230 000. Via Coop.ch, 1 124 parcels were sold, containing products worth CHF 65 080. In addition, Coop supported the campaign by donating products worth around CHF 350 000 (retail value).

Sustainable raw material procurement for coconut oil and palm oil

Two Coop purchasing projects were successfully implemented on the Côte d'Ivoire: one for Bio Suisse-certified palm oil, the other for Fairtrade and Bio Suisse-certified coconut oil. The projects make it possible for Coop's manufacturing companies to sustainably source raw materials from climate-friendly cultivation according to best practice, which involves things such as producing and using vegetable carbon to improve soil fertility. Activities include supporting Fairtrade and Bio Suisse certification and improving organic management, both at the small farms involved and along the value chain. As part of the coconut project, a project was initiated to promote dynamic agroforestry, i.e. mixed cultivation of coconut palms, fruit trees and hardwood trees. Thanks to the projects, small farmers benefit from longer-term, secure partnerships and sales channels, while Coop benefits from high-quality, sustainably produced raw materials.

Promoting organic agriculture with Transgourmet Germany

Anyone wanting to become an organic producer in Germany needs perseverance and strong partners. Sufficient funding and a strong network for distributing the organic products are the key to success. To meet the growing need for “homegrown” organic products, Transgourmet Germany set up the programme “Bio-Möglichmacher:innen” (Organic Enablers). Under the programme, selected agricultural businesses that are planning to switch from conventional to organic products can compete for financial support from Transgourmet. The aim is to create a win-win-win situation. On the one hand, the businesses making the switch receive firm support for their transitional phase, while for Transgourmet it is an opportunity to identify new and reliable partners for its supplier network and ensure it can meet the growing demand for organic products among Transgourmet customers.

Agrivoltaic raspberries in Spain and Switzerland

Two pilot projects are underway involving the use of solar panels on arable land to produce electricity while also growing fruit beneath the panels. In Switzerland, at Coop partner Beerenland, the fruits being grown are raspberries and strawberries. In Huelva in Spain, raspberries are being grown. This cultivation system, called agrivoltaics, is a complementary combination of energy production and food production. It makes dual use of limited space. The solar panels protect the berry crops from increasingly common extreme weather events, while agriculture can make an important contribution to supplying the population with electricity. By supporting the projects, Coop is fulfilling its responsibility to help protect the climate and, together with its suppliers, becoming a sustainability pioneer in a promising and innovative sphere of agriculture.