

Property

Real estate projects

In 2023, Coop started construction of a total of 10 real estate projects and completed 17, including 1 new build and 16 modernizations, renovations or restructuring projects. The attractiveness of the properties is continually enhanced by revitalization and renovation measures.

Completed projects

Town/city	Description	Sales area in m ²	Number of partners	Opening
Rennaz, Riviera Centre	Restructuring	11 200	11	08.03.2023
Villars-sur-Glâne, Fribourg Sud	Restructuring	22 400	19	23.03.2023
Küsnacht Itschnach	New sales outlet and apartments built	2 700	1	25.05.2023
Frick, Hauptstrasse 37	Renovation of mall and car park	8 800	7	02.06.2023
Bursins, Raststätten Aire Jura/Lac	Remodelling/modernization of stores	1 800	6	29.06.2023
Hunzenschwil, Logistics	Remodelling of infrastructure			01.11.2023
Oberwil, Jumbo	Renovation of car park	9 700	1	06.11.2023
Biasca	Modernization of store	4 200	1	23.11.2023
Oberentfelden, Livique	Extension of office and logistics			23.11.2023
Wettingen, Tägipark	Revitalization	21 000	15	23.11.2023
Würenlos, Poststrasse 1	Modernization of store	3 200	1	23.11.2023
Biel-Bienne, station	Restructuring	29 600	17	28.11.2023
Saint-Imier	Modernization of store	4 200	1	29.11.2023
Granges-Marnand	Modernization/extension of store	2 700	1	01.12.2023
Burgdorf, Sägegasse 14	Modernization of store	8 800	2	07.12.2023
Basel, Pfauen, Coop City	Complete renovation	11 900	9	11.12.2023
Kaiseraugst, banana-ripening plant	Renovation			15.12.2023

By 2050,

41 %

of the electricity required by Coop will produced by our own photovoltaic units.



Construction started

Town/city	Description	Start of construction
Hunzenschwil, distribution centre	Upgrading of railCare sites	10.2023
Matran	Former Jumbo remodelled as retail POS	2.2023
Riddes	New store built	4.2023
Renens, Renens Center	Restructuring	5.2023
Lyssach, Lyssach Center	Revitalization	12.2023
Oberburg	New combined store built	12.2023
Bassecourt, Jura Centre	Extension and revitalization	4.2023
Dietikon, Silbern	Modernization of store	8.2023
Savigny	New sales outlet and apartments built	4.2023
Zurich, Letzipark	Revitalization	10.2023

Communication and advertising

Communication and advertising highlights

- Customer Support: almost 640 000 enquiries with the focus on sustainability, nutrition, digital offers and pricing
- Loyalty programmes: four collection promotions with a particular focus on families
- Trophy anniversary: three promotions to mark the 20th anniversary, from music to DIY products
- Coop member press: established as a leading magazine with over 3.4 million readers, growth in readership despite decline in print market, redesign implemented
- Coop Member Press Weekend: further increase in popularity among commuters, Friday edition in "20 Minuten" with reach of over 1.2 million
- "scoop!" digital magazine: presence on Instagram, TikTok and now YouTube, focus on Gen Z with high rate of interaction
- Social media: increase in engagement and growth on TikTok
- Coop sponsorship: wide variety in numerous projects and local initiatives as well as support for gymnastics and family events
- Internal communication: employees and pensioners reached with Forte magazine with over 77 000 copies, 10 editions of the Transgourmet magazine with a total circulation of around 30 000
- myCoop app: high rate of activation among employees of over 90%, supports internal information-sharing and access to key services
- Media Unit: intensified contact with journalists and greater visibility on TV and radio, profit in 2022 and Naturaplan anniversary were highlights in the year under review