

Beyond Corporate Social Responsibility (CSR)

**Responsible business for society and future
generations**

The Coop case



Foreword

- For over thirty years, Coop has been strongly committed to making every action it performs environmentally sustainable and for promoting healthy lifestyles. The combination of the two ensures the protection of human well-being, both now and in the future, as well as of animal welfare and the ecosystems.
- Through our choices and actions we want to raise awareness among our members and clients that it is necessary and possible to reverse the tendency to consume more resources than our planet is able to reproduce: we want to get used to living within the limits of one planet .
- The metabolism of our urban areas needs to change and everything we do must be compatible with the natural systems both globally and locally.
- Every day we could consume less energy, produce less waste by saving, reusing and recycling, preferring eco-friendly products and choose to use sustainable transportation.
- As stated in our Charter of Values "The cooperative considers the environment a good for all, that must be safeguarded from speculation, poor governance, neglect, and that can be a valuable element of development and competitiveness. The environment must be preserved as the main common good and by a sense of responsibility towards future generations."

The Decalogue Coop for the environment approved at the Assembly of Members Division Grade 29 on 31 March 1995, and updated in December 2005 within the project on Replacing the Coop System

1. The Coop in all its activities will adopt the principle of **sustainable development** understood as " the direct development to continually improve the quality of life on earth of present and future generations, ensuring to all people the enjoyment of their rights and their freedom " (declaration on the Guiding Principles for Sustainable Development , EU 2005).
2. Make the environment an integral part of the shared values of the system, inspiring the statutory management of the entire Coop supply chain in all its activities, based on the precautionary and responsibility principle and to rationalize consumption.
3. Pay attention to the environmental impact of goods and services offered to members and consumers (especially for WFP)
4. Offer own brand goods that meet the most advanced **eco - compatibility criteria**. Reduce the waste upstream by acting directly on packaging, promoting strategies to reduce, reuse, recover and recycle
5. Commit to apply the principle of the ecological cycle throughout the supply chain: starting from the various levels of production, storage and distribution to **points of sale and households**
6. Handling and carriage of goods to optimize the flow along the entire supply chain, in order to reduce emissions into the atmosphere
7. Provide workers and employees tools of information and environmental education to enable them to operate with respect for the environment
8. Strive to offer members and consumers **information and environmental education tools** to increase their environmental awareness
9. Encourage the dissemination of tools for assessing the environmental sustainability of products, packaging, manufacturing processes and facilities
10. Take action on national and international initiatives that support the development of a regulation which looks at the environment and stimulates the behavior of all actors in the chain



Coop campaigns in 30 years (1)

- **1984 - “WHITE LAUNDRY, BLUE SEA”** in support of the legislative proposal, which was then adopted, to reduce phosphates in detergents;
- **1988 – “THERE IS A TEAR IN THE SKY. LET’S STOP IT”** a campaign aimed at eliminating the trade of sprays containing chlorofluorocarbons (CFCs), responsible for the impoverishment of the protective band of ozone. In conjunction with the campaign, we took out of our assortments all products that used that type of propellant;
- **1993 – “STOP THE ABUSE OF PESTICIDES”** to urge the Parliament to approve a new directive to regulate the use of pesticides in agriculture;
- **REGULAR ENVIRONMENTAL EDUCATION ACTIVITIES** organised at our Centers for consumer education which work with schools in the country and within our stores.
- **1994-1995 “environmentally friendly packaging in the non- food sector”** campaign to inform consumers on the issues of packaging and packaging waste. In particular, a line of environmentally friendly packaging in own brand products detergents was presented.
- **96/97 information campaign on packaging and waste for schools and consumers**



Coop campaigns in 30 years (2)

- **97/98 consumer information campaign on issues related to " Sustainable Consumption"**
The initiative was intended to define a new model of sustainable consumption taking into account the fact that natural resources are not unlimited, and that they are a valued asset, not only for ourselves but also for future generations .
- **1998 - 1999 Coop and GMOs:** Coop took a cautious position on the subject of the application of genetic engineering in the agro -food industry; suppliers were asked for guarantees on the non-use of raw materials resulting from genetic manipulations.
- **2003 – 2005 Open recycling-** information campaign promoted in collaboration with COMIECO for waste collection and paper recycling
- **2006 Car Scharing** for sustainable mobility with the Memorandum of Understanding with ICS
- **2007 – 2008 “Save your energy”** information and awareness project on the issues of saving and energy. This project, with innovative communication tools, was implemented through the creation of an online community that interacted within a website where families could converse with each other, ask experts questions and participate in the most important events in the field of energy saving and environmental protection..



Coop campaigns in 30 years (3)

- **2010 - 2012 PROMISE** consumer information campaign on issues related to sustainable consumption and production to combat greenwashing and to offer consumers a model of eco-certified consumption.
- **2010 - 2012 “Water from my place”** campaign aimed at guiding the consumer towards the consumption of tap water and local mineral water bottled as close as possible to the distribution point.
- **2011 - 2015 Woods and forests:** there has been a number of concrete initiatives taken to combat deforestation in the cellulose product range. At the same time, 10,000 trees were re-planted in 9 Italian oasis run by WWF and Lipu
- **Since 2006, Coop for Kyoto:** was the first worldwide company to launch the initiative Coop for Kyoto which foresees the voluntary participation of own brand product suppliers with the objectives of reducing greenhouse gas emissions set out in the Kyoto Protocol
- **2012 – 2013 Water from my place II: intensive information activities in the points of sale on the quality of tap water and the publication of information boards setting out the features of the tap water provided by the local water services management enterprises**
- **2011 - 2014 Eco Courts - Living sustainably through the creation of a web community to discover at the regional level how to save energy, water and waste**



2011 – Launch of *Water from my place* campaign
(the best transparency on water)

Water from my place

Preliminary steps

OCTOBER 2011

- Coop carried out a survey on the quality of tap water
- The survey involved over 40,000 municipalities
- The survey emphasized the status of the information given to consumers by the local water services companies on the characteristics of the tap water
- The study contained a set of parameters to be monitored
- Of the total 304 municipalities surveyed, only 73 (24%) displayed online all the parameters selected by the research
- Decision to launch an information campaign about the quality of tap water expressed through the publication of a set of parameters and their reference values

Water from my place **Actions**

- The disclosure of information began in November 2012 through the publication of information boards in the points of sale with the value of the relevant parameters of the area
- The value of parameters has been provided by the companies which run the service locally
- Initially surveyed was a list of Coop stores with its service management companies willing to collaborate for the publication of data
- A code of conduct has been drawn up for the management of the campaign
- All this took place under the auspices of a Protocol between our Association (ANCC - Coop) and the employers' association in the public sector (Federutility)

Acqua di Casa mia

Coop Informa



Scopri le caratteristiche dell'acqua di casa tua Comune di.....

Nei nostri **Supermercati e Ipermercati** trovi le informazioni sulle principali caratteristiche dell'acqua potabile del tuo Comune grazie alla collaborazione di (nome gestore acquedotto).

| Parametri | Dato medio delle analisi eseguito da (nome gestore acquedotto) nel (indicare periodo) | Limiti/parametri DLgs 31/2011 |
|---|--|----------------------------------|
| Concentrazione di Ioni di Idrogeno (pH) | | 6,5 - 9,5 |
| Cloruri (mg/l) | | < 250 |
| Ammonio (mg/l) | | < 0,50 |
| Nitriti (mg/l) | | < 0,50 |
| Nitrati (mg/l) | | < 50 |
| Residuo secco a 180°C (mg/l) | | non previsto |
| Durezza (°F) | | 15 - 50 |
| Sodio (mg/l) | | < 200 |
| Fluoruri (mg/l) | | < 1,5 |

Le analisi complete sono disponibili sul sito di (nome gestore acquedotto).

Un'altra iniziativa della tua Cooperativa per sostenere una scelta di consumo più consapevole.



in collaborazione con (nome gestore acquedotto)



Water from my place – Coop

The parameters

1) Hydrogen ion concentration (pH)

Indicates the degree of acidity or alkalinity of water on a scale from 0 to 14 pH units : values above 7 indicate an alkaline solution (or standard), while under 7 indicates an acidic solution. The values indicated by the law (between 6.5 and 9.5) provide water compatible with normal biological processes.

2) Chlorides

Normally present both in the surface waters and in groundwater, may be of geological origin resulting from dissolution of rocks containing chlorides or of animal origin. The chlorides are among the most abundant natural elements and are present in high quantities in many mixtures of daily use, such as kitchen salt.

3) Ammonium

Ammonium is an indicator parameter, whose presence in groundwater is due to Geological causes, such as the degradation of fossilized material (remains of plants, deposits of peat, etc.), pollution or biological processes.

4) Nitrates and Nitrites

They are both made of nitrogen, present in many foods such as vegetables and meats. Their presence in drinking water is only a minimum part of natural origin: in most cases it depends on human activities such as farming, fertilizers, industrial waste, urban waste and sewage.

It is preferable not to take them in the daily diet. The limits established for drinking waters ensure the health of consumers.



5) Dry residue at 180 °

The dry residue, or fixed, indicates the amount of dissolved salts present in water after the evaporation of a liter of water at 180 ° . Water with a dry residue of less than 500 mg / l is considered to have a medium-low salt content , from 500 to 1500 is medium-high content . The fundamental purpose of water is to hydrate the body, and the waters that are within the limits given above can be drunk without any inconvenience. There isn't any limit to the dry residue according to the law, but only a maximum of 1,500 mg / l is recommended. The salt types present and their quantity influence the organoleptic characteristics of the water.

6) Hardness

The hardness indicates the content of salt of calcium and magnesium dissolved in water. It is commonly expressed in Fahrenheit degrees (° F) , each corresponding to 10 mg / L of calcium carbonate. There isn't any limit according to the law, but only a recommended value between 15 and 50F. In general, water with a hardness of less than 20F can be classified as a little harsh while those above 30F can be defined as hard. Even the hardness can influence the taste of water.

7) Fluoride

The fluoride ion is a natural element present in the earth's crust of rocks, coal and in the clay in combination with other elements. If taken in the right quantities, it is important for skeletal and enamel mineralization. The law sets a standard of drinking water concentration limit at 1, 5 mg / l because contents above can cause dental problems.

8) Sodium

This element has an important biological function, however water with high content of sodium is not recommended for the diet of hypertensive subjects.

Water from my place

Outcomes

- The project involved **12 cooperatives and Hypercoop Sicily**
- Information boards were set up in **464 stores**.
- There are **40 utility companies** for water service members of Federutility involved in the Project.
- The business has had a good feedback from the media with 138 news reports being published.
- Twenty-five events were organized for the promotion of cooperatives in their territories.
- During the activity 1,000,000 leaflets were distributed with detailed information on the campaign



LIFE 10 ENV/IT/000401

“Ecological Courtyards united for resource saving through smart technologies and lifestyle”

ECO Courts

Living sustainably

THE PROJECT

ECO Courts - “ECOlogical COurtyards United for Resources saving through smart Technologies and life Style”

It was launched in October 2011
and will end in November 2014

Project's partners:

Padua municipality

Finabita

Legacoop Nazionale

Ancc-Coop

Tuscany

Emilia-Romagna

Website: www.life-ecocourts.it



The screenshot shows the homepage of the ECO Courts website. At the top, there is a logo with colorful buildings and the text "ECO Courts" and "ECOLOGICAL COURTYARDS UNITED FOR RESOURCES SAVING THROUGH SMART TECHNOLOGIES AND LIFE STYLE". To the right of the logo are the European Union flag and the text "Con il contributo dello strumento finanziario LIFE dell'Unione Europea". Below the logo is a navigation bar with links: Home, Il progetto, Eventi, Contatti, Tutorial. The main content area features a large image with four panels showing a refrigerator, water bottles, a shower head, and a light bulb. Below the image, the text reads: "ECO Courts, il progetto dell'abitare sostenibile". A quote follows: "Nelle nostre città, e in particolare negli edifici ad uso abitativo, si consuma circa il 30% dell'energia totale erogata a livello nazionale. I rifiuti conferiti a livello domestico rappresentano il 55-60% dei rifiuti prodotti nelle città italiane. L'Italia è il secondo paese europeo per uso procapite di acqua al giorno, pari a 340 litri per abitante." Below the quote, there is a paragraph about the project: "Il progetto ECO Courts - cortili ecologici - parte proprio dall'idea che gli edifici che ospitano i cittadini siano il luogo ideale dove avviare iniziative di gestione sostenibile delle risorse, riducendo consumi e spese a vantaggio di tutta la comunità. I condomini sono un luogo di aggregazione che può stimolare azioni collettive in grado di contribuire al benessere ambientale e sociale. Il progetto punta a razionalizzare i consumi di acqua ed energia e a ridurre la produzione di rifiuti. L'iniziativa si basa sulla realizzazione e applicazione di un kit di strumenti informativi e interattivi per la gestione eco-efficiente degli alloggi e dei condomini (tutorial), disponibile online per i cittadini e le famiglie che aderiranno al progetto. Il kit consente di misurare i propri consumi e fornisce consigli su possibili azioni di risparmio da intraprendere, tra le quali ogni famiglia potrà scegliere." Below this paragraph, it says "Il progetto è promosso da:" followed by logos for Comune di Padova, Finabita, Legacoop, Ancc-Coop, Regione Toscana, and Regione Emilia-Romagna. On the right side of the page, there is a section titled "Gli obiettivi:" with a list of goals: "Diffondere uno strumento che aiuti le famiglie a valutare e ridurre i propri consumi", "Promuovere l'adozione di piccole tecnologie e soluzioni smart che favoriscano il risparmio delle risorse (acqua, energia, rifiuti)", "Valorizzare le tecnologie innovative per supportare lo sviluppo della green economy a livello locale", and "Riflettere sui possibili aggiornamenti delle politiche pubbliche ambientali, sull'efficacia degli interventi a supporto delle famiglie e della green economy."



STARTING POINT

Households contribute substantially to increase pressure on the urban environment through the consumption of goods and services and an "energy-intensive" lifestyle.



30% of national energy is consumed in households



55-60% of the waste produced in the Italian cities originates in households



237 liters of water per inhabitant are consumed daily and make our country one of the largest water consumers

ECO Courts project aims to involve families in the rationalization of water and energy consumption and the reduction of production of waste.

ECO Courts purposes

- The project was born from the desire to show that it is possible to **reduce household consumption**. To do this we created a specific tutorial for families and communities on the website www.cortiliecologici.it
- It is a tool **easy to access and use, updated and engaging**, which drives the adoption of healthy lifestyles, technologies and innovative ways of saving money
- We are committed to the European Commission's goal to achieve **concrete results** in terms of savings and especially in the involvement of citizens through the promotion of the portal and the creation of a citizens and web community
- The ultimate aim is to develop a **valid and tested model** that can be extended to other Italian and European contexts

Expected outcomes

Families can make a difference: the daily choice of purchase, mobility and home management can result in economic and environmental benefits.

CITIZENS INVOLVEMENT

3.000 households involved

2.000 action plans

**10.000 ECO Courts web
community members**

RESOURCE SAVING

15% energy

30% water

15% waste

Citizens involvement: expected outcomes

The project quantifies our goals in terms of involvement by providing:

- At least 4 tests on pilot condominiums managed by the cooperation of inhabitants, 200 families involved and 100 action plans (actions C1 and C2 are managed by Finabita)
- 3,000 participants in the trial and 2,000 action plans using the web community (this action starts in late August and we are involved as a consumer cooperative)
- Our role does not end in the first phase of test: E1 requires that at the end of the project we will have to reach at least

10.000 community members



What are we doing (1)

- After scoring, testing, refining and activating the tutorial on the portal, we are currently engaged in its promotion phase, in its daily updates and in the animation of the web community
- This stage involves Coop as the responsible partner for the action and all partners are invited to participate actively, offering contributions and promoting the portal through all their information channels

What are we doing (2)

- There is an **ongoing campaign** which explains the features and benefits of the project
- **Disseminate and advertise the web portal** through the media and the partners in order to reach a large number of potential users, in particular:
 - ANCC-COOP will use its usual tools (newsletter, "Consumer" magazine, web portal, information campaign at point of sale.) To reach about 7 million consumer-users and 150,000 members through the e-coop portal

ANCC-Coop actions

- **Instore communication campaign:** dissemination of leaflets (50,000 for each coop) for consumers and billposting
- **Interest groups:** setting up of groups managed by cooperatives to fulfill the campaign's objectives
- **Specific interest groups:**
 - «Caterpillar» journalists will help us to keep the interest around the project alive, even in the media
 - A music school
 - The agency promoted by the Capodarco community
 - www.nonsprecare.it subscribers
 - The *Link* student organisation

