



**coop**

# RESPONSIBILITY REPORT 2009

We do what we can. Will you join us?

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We do what we can.  
Will you join us?

# FOREWORD



Coop A/S is the largest retailer in the Danish groceries sector. We sell approx. one third of the groceries consumed in Denmark. We have 35,000 employees, and are owned by the Danish consumers through the organisation, FDB. We have millions of customers in our stores every week.

We believe we have a special duty to work towards better health, reduce damage to the climate and environment, and better conditions for our own and our suppliers' employees. We have gathered this work together under the heading, Responsibility.

Our vision is to run Denmark's most responsible grocery retailing company. Our efforts are based on the company's 114 years history and a tradition lasting equally as long for responsibility towards the community and environment.

In 2009, we have drawn up a new plan for this work. It is called Coop Responsibility: 1 vision – 4 areas – 40 actions.

Our plan comprises 40 concrete actions within four different areas: environment/ organics, health, climate and ethical trading. We report our actual results regularly on our website, [www.coop.dk](http://www.coop.dk), and comprehensively in this annual report.

#### THE OBJECTIVES WITH OUR WORK ARE:

- To reduce our company's overall damage to the environment
- To ensure better conditions for the employees of our suppliers in other parts of the world
- To increase our sales of goods which are better for the climate, environment and health.

We have chosen to join the UN's Global Compact and we support its principles. As a part of our commitment to it, we will publish an annual report about our work on responsibility. This is the report you have in your hands. At the same time we will work to spread awareness and support of Global Compact amongst other Danish companies. Hopefully this report will help towards that goal. It contains the most important results of our responsibility work in 2009.

Happy reading!

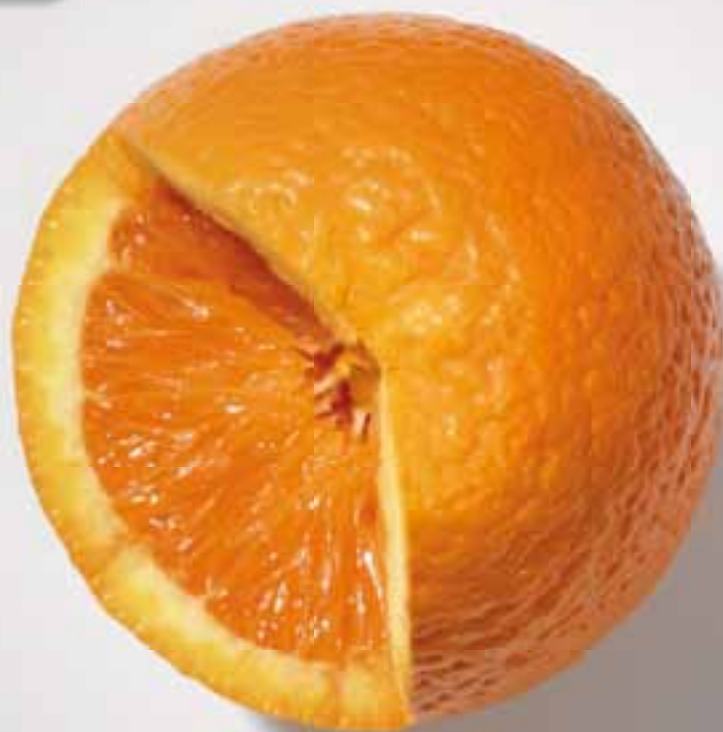


Dorte Prip  
Senior Executive Vice President/ Group Managing Director  
March 2010

WITH A  
MARKET SHARE OF

37 %

COOP IS THE MARKET LEADER  
WITH THE LARGEST NUMBER  
OF STORES IN DENMARK.





# About COOP

Coop Denmark A/S is Denmark's largest grocery retailer. The company runs 1200 stores in Denmark including the independent co-ops. The stores are divided into five different chains: Kvickly (hypermarkets), SuperBrugsen (supermarkets), Dagli'Brugsen (local convenience stores), Fakta (discount stores) and Irma (high-quality supermarkets).

The company is owned by FDB –Fællesforeningen for Danmarks Brugsforeninger (The joint association of Denmark's cooperatives) – whose owners total 1.7 mill.members. FDB's responsibility activities are detailed in FDB's responsibility report 2009, which is available at [www.fdb.dk/ansvarlighed](http://www.fdb.dk/ansvarlighed). The company, FDB, was founded on 1 January 1896, with the mission to “organise the consumers of the nation in safeguarding their common interests”.

This happens today by:

- selling goods that have the highest quality at the lowest price.
- giving consumers information to enable them to choose goods of exceptional quality.
- offering a wide assortment of goods that are environmentally friendly, healthy and ethically produced.

In 2002, the business part was separated into Coop Danmark A/S, while the association activities stayed with FDB. With a market share of 37% of the overall sales of groceries in Denmark, Coop is the market leader and has the largest number of stores on the Danish market.

The total turnover incl. vat is ca. 50 bn DKK. There are 35,000 employees.

Coop mainly sells groceries, and they are mostly produced in Denmark, but goods are also imported from all over the world.

Goods are purchased, partly through Coop Danmark's own purchasing departments for food and non-food, and partly through our joint Nordic purchasing company, Coop Trading, which is jointly owned by Coop Norge (Norway), Coop Sverige (Sweden) and SOK from Finland. In addition, Coop is co-owner of the company, Intercoop, which has its headquarters in Hong Kong and is responsible for purchasing non-food products in the Far East.

The chairman of the board is FDB's chairman, who is chosen by FDB's national congress. The day-to-day running

of Coop is managed by an executive management of four, and a group management that, in addition to the executive, comprises of 12 directors each with their own area of responsibility.

The majority of Coop's sales take place through the stores we own ourselves. All the stores in the Fakta and Irma chains are owned by Coop. We own most of the hypermarkets in the Kvickly chain and around half of the supermarkets in the SuperBrugsen chain. The other half is owned by independent co-ops. In Dagli'Brugsen, most are owned by independent co-ops. The collaboration between Coop and the co-ops is organised as a franchise agreement that ensures a common assortment, cooperation in the chain and shared marketing.

The members of FDB receive cash discounts on goods in Kvickly, SuperBrugsen and Dagli'Brugsen. From 2010, the members will have access to a new loyalty scheme, Coop*Plus*. Here members will have such advantages as, personally targeted special offers via email, and *PlusPoints* on their shopping in the members stores. The *PlusPoints* can be used to buy goods online at *PlusTorv*.

A large part of the goods sold in the stores are under our own private label.

In the groceries section, there are three product ranges: the discount range, Xtra; a cheaper alternative to the branded goods, Coop; and Änglamark, which is a range of goods which is environmentally-friendly, organic and hypo-allergenic. All of these ranges are sold in Kvickly, SuperBrugsen and Dagli'Brugsen, but not in Irma and Fakta, which have their own private label ranges for market-related reasons – as well as all the well-known brands.

The Danish grocery retailing sector is characterized by strong competition from a large number of chains in comparison with the size of the market. The sector also includes several foreign-owned chains.

## Responsibility

As well as competing on basic parameters such as location, low prices and good customer service, we also make a special effort in our Corporate Social Responsibility (CSR), the company's social responsibility, which we call simply, Responsibility. Naturally, we also do this to distinguish ourselves from our competitors.

On an overall level, our work with responsibility is rooted in our policies with regards to the environment, ethical trade, and health. However, policies are not enough by themselves. As a result, we have used our policies as a starting point to formulate a number of specific product requirements that are placed on a wide range of our goods. These must be fulfilled before we will sell them.

In addition to the specific product demands, in 2009 we have adopted a comprehensive responsibility plan which is a more systematic presentation of our priorities in the area of responsibility.

**Our vision for responsibility is that we wish to be:**

**Denmark's most responsible grocery retailer.**

**Our work with responsibility is structured into four main areas:**

- Environment and organics
- Health
- Climate
- Ethical trade

**There are 10 concrete actions within each of the four main areas. With 1 vision, 4 main areas and 40 concrete actions, we have chosen to call our plan, 1-4-40.**

It is the 40 actions that are the core of this report. Here we describe some of the most important initiatives we are working on, and we give a status on how far we have come. We have also chosen to describe some of the most important tasks we are working on in the fields of quality and work with our employees in the framework of the personnel policy.

An overall status of the work can be found in Chapter 9.

## Global Compact

In 2008, Coop chose to sign up to the Global Compact and thereby show its support.

Global Compact is the world's largest

initiative concerning businesses' social responsibility. It is an international initiative conceived by the UN, with the objective of involving private businesses in solving some of the biggest social and environmental challenges that have resulted from globalisation. If a company joins Global Compact, they must report annually on how the company is working towards implementing Global Compact's ten principles in the the day-to-day running of the business. running of the business.

For a status of Coop's work on the 10 principles, see Chapter 8.

## Dialogue with stakeholders

Our vision to be Denmark's most responsible grocery retailer demands a high degree of receptiveness. We cannot be Denmark's most responsible grocery retailer without listening to our surroundings and engaging in a dialogue with the many stakeholders that affect our everyday work.

As Denmark's largest grocery retailer, we have many stakeholders, and there are many who have an opinion about how we should conduct our business. We have tried to gather our primary stakeholders into one model, knowing full well that there are more than those outlined here.

Our dialogue with our stakeholders occurs in many different ways and in many different forums, e.g. our employees receive our employee magazine, "Mit Coop Inside" Moreover, in connection with the launch of our responsibility plan, they were shown a short film, and copies of our "responsibility book" were distributed in the stores.



# 1 vision

Coop's vision is to be the grocery retailer in Denmark that is the most socially responsible.

We will realise this vision by continuing to make improvements through concrete actions in the areas of environment and organics, health, climate and ethical trade.

To realise this vision, all parts of the company have drawn up a plan of concrete actions that, in each of their fields, will create improvements in the four areas.



Furthermore, we carry out job satisfaction surveys, amongst the employees and in 2009, we asked around 2000 of our employees about their attitudes to our four core areas (environment and organics, health, climate and ethical trade).

The members of FDB are kept oriented through our newsletters and via our website, [www.coop.dk](http://www.coop.dk). Here, as well as all our other stake holders, they can go in and follow how our work with implementing the 40 actions from the responsibility plan is progressing. We frequently get questions and good ideas from our member, which we really appreciate. Some of

86 %

of consumers believe that they, to a great extent or to some extent, should show responsibility towards their surrounding community

these ideas are sent on to the relevant departments and others are answered in our customer magazine, "Samvirke".

Not all of our customers are members of FDB, and we would like to hear what the Danish consumers in general think about us. Therefore, we have established the "Kundemeter" (Customer meter) in SuperBrugsen and Kvickly, which is an

annual customer survey in the two chains. Furthermore, in 2009 we asked over 200 Danish consumers for their opinions and behaviour with regard to environment/organics, health, climate and ethical trade. Some of the results from the survey make up part of this report.

At Coop, we are in constant dialogue with our suppliers. This applies to both Danish and overseas suppliers and in the food and non-food categories. We make

89 %

of consumers believe that, to a great extent or to some extent, companies should show responsibility towards the surrounding community

sure that our suppliers are kept oriented about our approach to responsibility and about our particular demands. With regards to the suppliers which our subsidiary Intercoop use, courses are held for them by Intercoop and likewise, Intercoop carry out inspections on the factories that manufacture goods for the Coop stores.

We have entered into partnerships with selected NGOs and regularly keep up a dialogue with these organisations. Besides our cooperation with Save the Children and WWF, we are also invol-

ved in a project with The Danish Cancer Society, to chart the calorie content of some product lines. We also regularly participate in meetings with other NGOs, such as: The Eco Council and Fairtrade Labelling Denmark. At the launch of the Responsibility plan, we invited a number of NGOs to a dialogue meeting.

We regularly participate in dialogue meetings with the Danish authorities and we provide consultation on draft legislation and regulations. Moreover, we are in a number of networks, such as The Food Advisory Council, The Eco Council and we are in the Council for Social Responsibility as a representative for The Danish Council for Sustainable Business Development (RBE).

Besides our meetings with the authorities and NGOs, we are also in a dialogue forum with other organisations. We were one of the founders of the Danish Ethical Trading Initiative and also, we are an active member of The Danish Council for Sustainable Business Development.

Coop is the company that is mentioned most often in the Danish media, measured by the number of stories in both the local and national media. We often place ourselves in the media spotlight, entering into debates and answering questions – also the more critical ones.

In this report, we have included statements and opinions from some of the stakeholders mentioned, as we want to give them a voice.



NGOs

Suppliers

Members of FDB

Employees

Authorities

Danish Consumers

Other organisations

Media

We want to be  
the leading seller  
of environmen-  
tally friendly and  
organic products  
in the grocery  
sector



# 1. Environment and Organics

In Coop, care for the environment is fundamental to the products we sell and how we run our business. In the course of many years, we have been part of developing the market and have a range of goods that are less harmful to the environment. These include organic goods, eco-labelled, and FSC labelled products, as well as the goods we sell which have to comply with our own high demands with regards to what they may or may not contain. We do our best to have a responsible range of products in all categories.

However, environment is also about saving on the resources we use to run our business. That is to say, that we minimize our packaging and we offer our customers a reusable carrier bag as an alternative to plastic ones.

Coop's environmental objective, as formulated in our responsibility plan is:

“We want to be the leading seller of environmentally friendly and organic products in the grocery sector”.

## Änglamark – Denmark's leading caring brand

We live in a world where focus on a healthy lifestyle is more and more widespread. But the market has been and still partly is difficult to navigate through. This is because of the countless Danish and European labelling systems.

Therefore, in Coop we have developed our own caring brand, Änglamark, a brand that makes it easy for customers to show they care.

Änglamark consists of around 300 organic, environmentally friendly and hypoallergenic products. Despite the financial crisis and consumer focus on discount, Kvickly, SuperBrugsen and Dagli'Brugsen sell more Änglamark than ever.

The overall sales of Änglamark in 2009 totalled over 500m DKK- a rise of 15% compared to last year.

Änglamark should be seen as the foremost example of how responsibility can have a concrete product concept. And it can be embellished with almost all of the important labels and guarantees. We consider it of utmost importance that we help our customers through the label jungle by encouraging them to look for the A in Änglamark, if they want to show they care.





# Environment & Organics

## WE WILL ACHIEVE OUR OBJECTIVES THROUGH THESE 10 ACTIONS

1. We will build up Denmark's leading caring brand, Änglamark.
2. We will ensure that we have the widest assortment of organic products on the Danish market.
3. We will double the sales of eco-labelled goods before the end of 2011.
4. We will help to reduce the use of plastic bags that damage the environment, by offering and marketing reusable carrier bags in the stores.
5. We will stop the sale of concentrated weed killer and offer less environmentally damaging alternatives before the end of 2011.
6. We will ensure we have the widest assortment of MSC labelled fish products in the Danish grocery sector.
7. We will, in collaboration with FDB, develop and market new FSC labelled products.
8. We will reduce packaging on private label products.
9. We will establish at least two eco-label stores before the end of 2011.
10. We will improve the flow of information about environmentally friendly and organic products to the consumers and inform them about which organic eco-labelled products are stocked in our shops.



The Änglamark range contains fruit and vegetables, groceries, personal care and household products. And new products are constantly being developed for the range, in the existing lines and new product lines.

## New products in Änglamark

In recent years, Änglamark has grown to contain a large and wide-ranging assortment of e.g. organic goods. In particular, the Thise dairy products have always been known for their good quality and good workmanship. Coop has sold Thise products for many years- a cooperation that has been evident since the beginning of 2009, in the series of Änglamark-Thise milk.

## The History

Änglamark was introduced on the shelves in Kvickly, SuperBrugsen and Dagli'Brugsen at the beginning of 2006. Before Änglamark, Coop's own organic range of goods was gathered under our brand, Natura. Our household cleaning products were called Bluecare and our private label personal care products were called Minirisk. Änglamark is a joint Nordic brand that was launched in Sweden in 1991. It is sold in Sweden and Norway, as well as Denmark.

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Änglamark – a Swedish ballad  
Änglamark comes from the ballad of the same name written by the well-known Swedish song writer, Evert Taube, who sings "Kalla den Änglamarken eller himlajorden om du vill". It is one of his most famous ballads.

## Campaigns and Awareness

More than 70% of Danes, in the market sector of women 30-55 years old, are aware of Änglamark. Moreover, Änglamark is the brand mentioned most when asked which brand or labelling they associate with environmentally friendly products.

The reason is an accomplished marketing campaign on the TV, in magazines, by bus stops and on delivery lorries. This has made Änglamark a recognisable brand in the consumer consciousness and customers now choose the organic, environmentally friendly and hypo-allergenic products in Coop's own caring brand.

## Run with Änglamark

We tell the consumers that they can choose Änglamark, if they want to do something good for themselves, their nearest, and the environment.

Therefore, it was natural for Änglamark to be the sponsor of the Änglamark Evening Run and Änglamark New Year Run in 2009. Both runs were held at Østerbro stadium in Copenhagen and were a great success, to be repeated in 2010.

The Änglamark Evening run was held on 6 August, with 1400 runners taking part in a 5km race. The first woman and man over the finishing line, and the last, were rewarded with a hamper of Änglamark products. All the participants also received Änglamark products.

## Examples of new products in 2009

Baby cotton buds, blueberry jam, frozen strawberries, pudding rice, elderflower soft drink, jasmine rice, crisp bread with kernels, ...and many more.



## Änglamark is on the road

A total of 28 lorries with Änglamark on the their sides, are moving around Denmark as mobile advertising hoarding, from north to south and east to west. The lorries advertising Änglamark products drive out from Coop's warehouses in Brøndby, Hasselager and Rønne.



# Sales of Organic goods 2009

## Increase of 5%

## Number of item numbers: 2399

Share of organic products, out of total food sales:

Coop total	6.6 %
Kvickly	6.6 %
SuperBrugsen	5.9 %
Dagli'Brugsen.	3.3 %
Irma	22.7 %
Fakta:	4.3 %

# 27 %

of consumers say that it has critical, or great importance for their choice of where to shop, if the store has a large range of organic products.



In the completely sold-out Änglamark New Year's Run, participants could choose the distance they wanted to run, from 2.5 km up to a half marathon. There were also prizes for the winners and a goodie bag for all participants.



## Record in Organics

Organic goods have played a special role in Coop over the last 25 years. We helped to put organics on the agenda, even at the beginning of the 80's. Since then, we have taken many initiatives to strengthen the organic market.

### → Next step

In 2010, Änglamark's green, blue and grey logo will be changed to one green logo for all products, making it even easier for customers to find Änglamark on the shelves

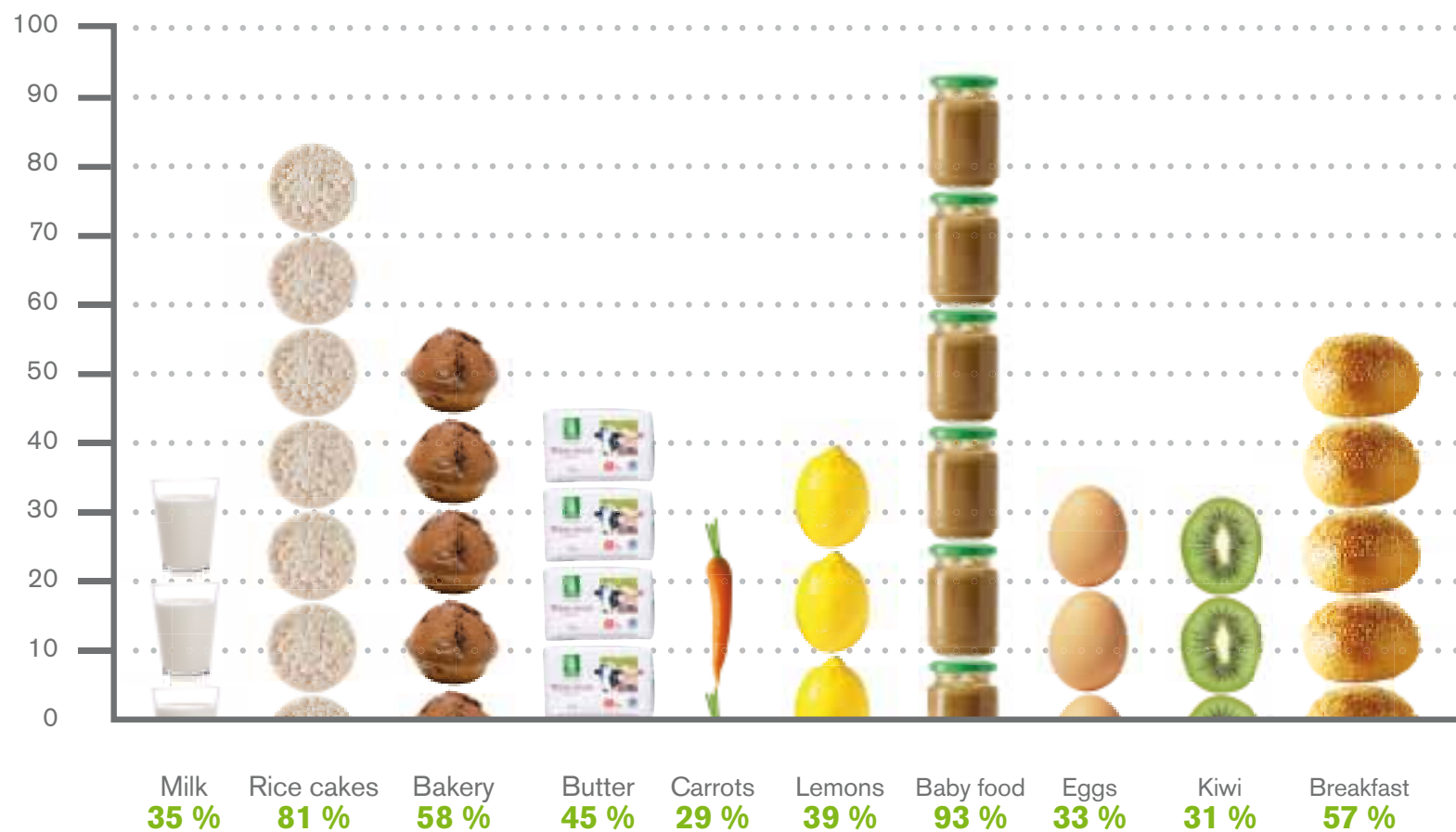
Denmark can boast that we are the country in the world with the highest amount of organic goods sold per capita. Here at Coop, we believe the reason for this is that we started to sell organic products in the supermarkets instead of in specialist shops.

With only a few products available, in contrast to today – sales did not go so well at the start. In 1993, we lowered the prices. That kick started the sales of organic goods. Since then, the year 1993 has been called, "Organics year 0". From then on, things have progressed steadily. In the start of the 2000's, we experienced stagnation in sales and many believed that organic goods were on the way out. But in 2006, 2007 and 2008, sales have grown by between 20 and 30 per cent every year.

2009 has been marked by the financial crisis, with many consumers saving money. However, we have been able to maintain sales of organic goods and even seen a small rise of 5%. We believe this proves that consumers who have already taken the decision to buy organic goods are sticking to their decision – even in times of crisis. Thus, 2009 was a record year and we have never sold as many organic goods as we did last year.

We have also taken many initiatives to benefit the organic cause. We have developed a new range of Änglamark products, and each of our chains have marketed organic goods in their own way.

# Examples of the share of sales for organic goods



Through our responsibility plan, we have committed ourselves to have the widest assortment on the Danish Market. We believe we have this already, but it is necessary to continually develop our assortment and marketing, to maintain focus.

## Irma – world champions in Organics

The country in the world where the most organic products are sold per capita is Denmark. Coop is the company in Denmark that sells most organics and in Coop, Irma holds first place. Over 20% of the food sold in Irma is organic, and year after year Irma beat their own world record in the weeks where marketing is focused on organic products. In 2009, Irma reached a high of 34.3% of organic sales in a so-called 'top week', such as week 40.

### → Next step

Organic sales have had a really good start in 2010. With special offer campaigns in SuperBrugsen and Kvickly, it looks like another record year of growth with 20-30 per cent in the first months of the year.

## Eco-labelled goods and shops

In Coop we have a positive attitude to eco-labelling. Eco-labels give the consumers a clear sign that the product is amongst the best on the market regarding protection of the environment and there is no need to read and understand the declaration of contents. When a product has an eco-label, an independent evaluation has been made of the product's impact on the environment during its lifecycle. Therefore, since we introduced the first eco-label washing powder onto the Danish market, we have been working actively to have our own brands labelled with 'The Swan' or 'The EU Flower', which are the two official eco-labels in Denmark.



Coop has had eco-labelled products for many years. In recent years, we have seen a boom in sales of these products for personal care, children and babies. One of the reasons is that there has been much focus on substances that can cause allergies or that have a hormone-disrupting effect.

A large majority of the eco-labelled products in Coop are in the Änglamark range and Tusindfryd in Irma. These products, where there are criteria that apply, are eco-labelled, and it is these products

that will ensure that we reach our goal of doubling our sales of eco-label products before the end of 2011.

## No hormone-disrupting substances in Coop's private label products

In Coop we have taken the decision that our entire range of private label brands – Änglamark, Coop and Xtra – must not contain substances that are suspected of causing hormone-disruption.

The principle we have chosen to follow is one of caution, and we feel we have a responsibility as one of the largest Danish groceries retailers.

Our decision has almost been accomplished. We only have two products left containing methylparaben – Xtra toothpaste and Xtra shaving foam. In both products, methylparaben will be phased out in the start of 2010.

### → Next step

In 2010, we will continue to focus on eco-labelled products and introduce more eco-labelled non-food goods. In the future we will stock even more eco-labelled products in some areas e.g. textiles.

## Eco-labelled products in 2009

The sales of eco-labelled groceries have  
**risen by 55 %**

The sales of eco-labelled non-food products have  
**risen by 34 %**

The sales of Änglamark personal care products have  
**risen by 6 %**

The sales of Änglamark washing and cleaning products have  
**risen by 30 %**

The sales of eco-labelled textiles have  
**risen by 85 %**

The sales of eco-labelled household goods have  
**risen by 35 %**

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## Eco-labelled shops

Just as products can be eco-labelled, it is also possible for shops to be eco-labelled. To be an eco-labelled shop, there are a large number of requirements that need to be met. For example, the shop's carbon impact should be kept under a certain level, waste has to be sorted, and there are special requirements with regards to deliveries and transport to the store. At the same time the shop must have a large choice of eco-label and organic products on offer, and these should be clearly displayed. In Coop, we are in the process of setting up our first eco-labelled shops, and we expect to have carried this out in the first half of 2010.

## Sustainable bags

Every year our customers carry out millions of bags from our stores. But plastic bags are not good for the environment and it would be a benefit for the environment and the climate if our customers reused the bags several times. Or preferably, they used one of the reusable bags that we also sell.

Reusable bags are somewhat more expensive than plastic bags, but in return they can be used many times, and in the end, they are a good buy for our customers.

## In Spring 2009, Irma launched a responsible bag, which benefits the climate and the environment

The bag is made of 80% recycled plastic bottles, and it compensates CO<sub>2</sub> by the purchase of carbon offsets through the environmental organisation, Climate Care.

This responsible bag is perfect for shopping, as well as being ideal as a sports bag or for a walk in the park with a picnic.

## Responsible fishing

A number of fish stocks are threatened by over-fishing. This is both because there are more and more people on earth, and because we now have incredibly effective commercial fishing boats that can literally empty the seas. Regulation of the fish

## Reusable carrier bags in 2009

- Fabric bags with the Coop label
- Fabric bags with 1-4-40 Responsibility plan logo
- Charity bags (more info in Chapter on Ethical trade)
- Fabric bags with SuperBrugsen logo
- Fabric bags with Irma girl – only in Irma
- Reusable bags – only in Irma

## → Next Step

The sales of reusable bags are not high compared to the total sales of bags, but we will continue to develop and market them to give our customers an alternative to plastic bags.



A responsible bag from Irma



stocks is undertaken at the EU level but it looks as though the current regulations that try to take both the fishermen's livelihoods as well as the fish stocks into consideration are not enough to ensure sustainable fishery. There has therefore been a growing pressure on private stakeholders to take part in actions to ensure the survival of fish stocks, by making demands on the suppliers regarding the species of fish, capture areas and fishing gear.

It can still be difficult – if not to say impossible- for private consumers as well as supermarkets, to find out which fish stocks have been managed in the correct way so they are sustainable. In Coop, we are convinced that the MSC label is the only label that can give reassurance that the stock has been managed for sustainability.

Our goal is to ensure that consumers have access to the widest assortment of MSC labelled fish products on the Danish grocery retailing market.

At the end of 2009, we had 34 different MSC labelled fish products, as opposed to 23 in 2008.

## What is MSC?

MSC is an independent labelling scheme for eco-friendly and sustainable fishing. MSC was founded in 1997 by the WWF and Unilever and became a fully independent ecolabel programme in 1999.

MSC is based on three principles:

- 1) Commercial fishery must be conducted at a level that does not result in overfishing. For populations that are threatened, the fishery may only be

carried out in a way that can lead to recovery of the species.

- 2) Fishery must be carried out in a way that allows for the maintenance of the ecosystem of the sea.
- 3) Fishery is subject to an effective management system that respects local, national and international laws.

## → Next step

We expect to adopt a proper fish policy by the spring of 2010, where MSC will be an important element. As it stands the MSC ecolabel programme only covers wild-capture fishery, whilst aquaculture fisheries cannot be MSC labelled. Likewise, it is not possible to get all fish with an MSC label, either because the criteria have not been set, or there are simply not enough certified fish to fulfil demand. With our fish policy we will place demands on and conditions for the capture areas and which species we will buy.



## STORY

# Coop, FDB and COATLAHL in Honduras

The rain forest in Honduras is threatened by illegal logging and burning. In cooperation with FDB and the environmental organisation, Nepenthes, Coop are working to promote sustainable forestry through FSC certification. One example of this is Coathahl, which is a workshop cooperative in Honduras. The employees at Coathahl learn to process the fresh wood from the rain forest into unique products, such as chopping boards.

The cooperation is a good example of how businesses and associations can support each other's projects and have the twin benefits of helping forest workers in the poorer parts of the world, while at the same time providing Danish consumers with better, sustainable wood products.

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The FSC label is a guarantee for wood and paper, which can be bought with a clear conscience. In an FSC forest, more trees are not felled than the forest can manage to reproduce. At the same time, FSC is a guarantee that the animal and plant life has been protected and that the people who work the forest are guaranteed an education, safety equipment and a proper wage. FSC does not produce or sell products but is purely a non-profit making eco-labelling programme for wood and paper.



## Garden furniture that makes a difference

Deforestation and illegal logging constitutes a serious environmental and climatic problem, as the forests, in popular terms, are known as the lungs of the world. Deforestation is also a threat to the indigenous people and the animals of the forests. One way of helping to slow down this development is to work for FSC certified wood.

An FSC certification ensures long term and economically sustainable forestry, which benefits the local population and preserves the rainforest. By asking for certified wood, Coop makes sure that those that live in and from the forest are able to get an annual return. This is the best insurance against rapid and reckless tree-felling.

Therefore, all Coop's garden furniture, kitchen utensils and additional wooden products are made in wood that comes from an FSC certified forest.

Likewise, SuperBrugsen's offer leaflet is also made of paper from FSC labelled wood.



We will make  
it easier for  
consumers to  
make healthy  
choices when  
they shop for  
groceries





## 2. Health

Coop's shops sell around one third of all the food that is eaten in Denmark. Therefore, we have a great responsibility to work with health.

We wish to promote the availability of healthy products in our stores.

As a result, it must be easy for consumers to find healthy products when they shop with us. We are working towards making the healthy choice more visible through an active effort to have as many products as possible marked with the new nutritional label – the Keyhole.

We are also working in product development, to have as many healthy goods as possible. This may be by developing our own products so that they fulfil the criteria necessary to be labelled with the Keyhole- or by reducing the calorie-filled offers in our stores and generally offering a range of goods that make it easy to make as many healthy choices as possible.

Coop's objective with health is formulated in our responsibility plan:

"We will make it easier for consumers to make healthy choices when they shop for groceries"

### The Keyhole – a healthier choice

Most consumers only use a few seconds to choose an item in the supermarket, so even though almost all products have the nutritional information provided, it can be difficult to decipher which products are the best nutritional choice.

As a result, the authorities, professional bodies and businesses have had a common wish to introduce a nutritional label to make it easier and quicker to decipher the nutritionally better choices.

The big problem has been finding out which type of labelling system can fulfil the different requirements. Coop wanted a system that was simple, emphasised a positive choice and that was an international label usable in several countries. For us, an EU label would be preferable.

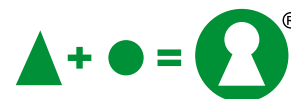
At this time it would appear that it will be a long time before the many EU countries can reach agreement about a common labelling system, and we have fought for the Swedish nutritional label, the Keyhole, to be made Nordic so that it could be used outside of Sweden.

### What does The Keyhole mean?

The Keyhole symbol is a labelling system that operates with different criteria depending on the individual product groups.

Obviously, there are not the same conditions for a good nutritional choice for cold meats as there are for dairy products.

In brief, the criteria are set by The Danish Veterinary and Food Administration, and the criteria curb the levels of fat content, sugars, salt and dietary fibre in food products.



The Keyhole originally got its shape from a fusion of two older symbols: the food circle and the food pyramid.



# Health

## WE WILL ACHIEVE OUR OBJECTIVE THROUGH THESE 10 ACTIONS

1. We will market the Keyhole label to raise awareness of it in Denmark, with a target of 80%.
2. Before the end of 2011, we will have at least 500 keyhole labelled products.
3. We will continue to develop our own brands, Coop and Änglamark, so that as many of the food products as possible comply with the Keyhole criteria.
4. We will ensure that Coop's own chemical and technological goods, and products for personal care do not contain substances that are included in the EU list of substances suspected of being hormone-disrupting.
5. Within three years we will introduce 25 new healthy products as an alternative to unhealthy snacks.
6. We will inspire customers with recipes for healthy and tasty dishes
7. We will launch a web-based slimming universe with advice about products and lifestyle.
8. We will work on recording the calorie content in our private brands, Coop and Änglamark and put targets on the reduction of calorie content in these brands.
9. With the "Grocery sector's 13 point plan against obesity" as the starting point, we will engage in dialogue with our suppliers to reduce the problem.
10. We will increase the amount of information available about the healthy products available in our shops



The Keyhole fulfils all the requirements of a nutritional label. It is easy to decipher and use, it guides the consumers clearly on which is the best nutritional choice within a product group, and in the course of 25 years it has shown that it promotes product development of nutritionally improved goods

## Keyhole labelled products in Coop

In Coop, we took the decision already back in 2007 to use the Keyhole as a labelling system. Naturally therefore, we were very satisfied when the Danish Parliament decided that the Keyhole should be the official Danish nutrition label in 2008.

We have around 300 packaged products with a Keyhole label in Coop at the end of 2009.

Right now our aim is to have at least 500 Keyhole labelled products in the assortment, but in the long-term we want to have a number of products to choose from in all of the categories where Keyhole criteria can apply.

In selected weeks in 2009 we completed campaigns in our leaflets in order to ensure a high awareness of the Keyhole across all of the chains. This was also before The Danish Veterinary and Food Administration began their own official information campaign.

## New healthier snack alternatives

It is easy and tempting to devour a hot dog, a chocolate bar or a bag of sweets if you are a little peckish or have a sweet tooth. But should we choose something unhealthy? In Coop we have developed a number of alternatives to unhealthy snack products. Healthy products that function perfectly as a snack to have on the go or in a packed lunch.

## Fruit fools – kid-sized fruit and vegetables

In the middle of October 2009, we introduced a whole new fruit and vegetables universe to get children to eat more fruit and vegetables.

The name of the product is "Frugtfølserne – Fruit fools" and is the result of an untraditional collaboration with the film director and illustrator, Anders Morgenthaler.

The Fruit Fools were introduced in Kvikly, SuperBrugsen, Dagli'Brugsen, Irma and Fakta in connection with the premiere of Anders Morgenthalers' film – "Æblet og Ormen".

The Fruit Fools consist of:

- The Cucumber clubs (mini cucumbers)
- Karate carrots
- Great Grapes
- Jolly toms (tomatoes)
- The Hair Raisin gang (dried fruit)
- The Apple artists

## New healthy snack products in 2009

- Baby carrots
- 3 sandwiches in bake-off
- 2 varieties of fruit bars
- 4 varieties of 'småt og godt' (fruit and nut mix)
  - Fruit Fools



## Reduced fat in the packed lunch

Every year, Coop sell around 1 million so-called school sausages, mini salamis which many children have in their packed lunch. By using meat with a reduced fat content, the percentage of fat has been reduced by 30% and consumers have saved more than 7 tons of fat.

The extra costs that were incurred by using a more expensive ingredient has been compensated by reducing the sausage's length by 1/2 cm, so that the price could stay the same.

# 23 %

of consumers think that it is mostly difficult or very difficult to find out if breakfast cereals, cold meats, bread and convenience foods are healthy.



There will be ongoing additions depending on the season and around Christmas time ClemenTina (clementines) will be another of the Fruit Fools.

The collaboration with Coop has given Anders Morgenthaler several chances to get his message across:

"I want to create something that has a broader influence than a film. My wish is to affect children to have healthier eating habits. Through this collaboration between culture and the business world, we can combine our competences and in that way achieve our common goals; to get people to eat more fruit and vegetables. For this reason, I wanted to find a collaborative partner who has the same attitude as I do and with the ability and will to accomplish the task," says Anders Morgenthaler.

### → Next Step

The Fruit Fools has developed into our biggest project in fruit and vegetables ever. We expect they will give children a new and better approach to eating fruit and vegetables in coming years.

## Pilot project: How many calories do we sell?

Naturally in Coop we know how much our turnover is, what the contribution to that is from each of our product groups, and

even right down to the individual product level, we know how many of each product we sell. In short, we can calculate everything when we count the till at the end of the day. In this way we adjust our assortment according to demand and earnings.

It was a big challenge for us though, when The Danish Cancer Society asked us if we could calculate how many calories we sell and what the proportions of calories there were in each of the products that contribute.

The honest answer was that it was a thing Coop had never been interested in before. Each product has a nutrition label, and as part of this the calorie content is often listed, but what the total was that each product contributed towards a total calorie count, and what the impact was in the sales in each product group with regards to calorie content, was not a fact that was available. On the other hand, we could see that as a company that sells up to 1/3 of all Danes' food, we have a responsibility to know – also with regards to what constitutes these foods.

From a health point of view, the reason that it is relevant to get involved in calorie content, is quite simple. A high calorie intake is the main reason for the growing problem with overweight in the population.

We decided to establish a pilot project, where we took two categories: sausages and cold meats; and soft drinks. We have gathered data about each individual product's calorie content per sales unit.

The data concerning the calorie content is now put into a datasystem, where there is also data on sales. In this way it is pos-

sible to calculate the extent to which each product contributes to the total sale of calories in Coop stores.

## Results of the pilot project

The product category of soft drinks contains 367 different products – but only 10 of these products account for 56.4% of the collective calories in the category. In the cold meat/ sausage category, 33 products generate more than 60% of the category's total calorie sale.

Thus there are relatively few products that need working on to reduce the calories on offer.

## What can be done?

If we want to reduce the calorie content in a category, there are basically four options to take – to stop selling the product is not a possibility on this project.

The following can be done:

- Develop the individual product so that the fat and sugar content is reduced.
- Change the package size, so that when the consumer uses the “whole package”, in reality less will be used.
- Change the marketing or the price, so that, for example, sugar-free soft drinks have a more attractive price or marketing, at the expense of the high sugar products.
- Change the placement in the store, in order to optimise the sale of varieties of a product containing fewer calories.

The pilot project has shown that just by recording the calorie content and using the data collected Coop has a new realisation.

Knowledge about calorie content adds a new dimension to our work with putting our assortment together. On the one hand it makes the work more complex, but on the other hand it also makes it possible to work towards putting together a more responsible assortment. The art is to do this without hampering possible earnings.



## Next step

In Coop we have decided to continue working with the calorie accounts in 2010 and widen it to new product categories.



We will accept our share of the responsibility for damage to the climate and contribute by identifying and offering groceries that have less impact on the climate.



# 3. Climate



Climate changes are probably one of the greatest global challenges human beings have faced in recent times. Even in Denmark, we have experienced how the climate has changed within a few years. We have been through several mild winters and heavier rainfall. On a global scale, climate change has had serious consequences, especially in poorer parts of the world.

In Coop, we accept our share of the responsibility to solve the challenges to the climate. We do this by challenging the way we run our business so that our impact on the climate is reduced, and by working towards selling goods that are less damaging to the climate.

Therefore, we work to help our customers, so that they can be part of reducing impact on the climate when they buy goods from our stores. We do this by giving them information and knowledge about the connection between groceries and climate damage, so that they can see easily which products are the least damaging to the climate.

Coop's aim in the climate area is formulated in our responsibility plan:

We will accept our share of the responsibility for damage to the climate and contribute by identifying and offering groceries that have less impact on the climate.

## Carbon footprint – Coop's CO<sub>2</sub> emissions

Coop's carbon footprint is the term given to the amount of CO<sub>2</sub> that is emitted during the course of one year from the operations of our stores, administration, warehouses and transport of goods from the warehouse to the shops. We have set ourselves the target of reducing our carbon footprint by 12 per cent. Firstly, this must be reached through our energy consumption. In Coop we are convinced that our energy consumption is high and we want to reduce it by 10 per cent.

To be able to measure if we can reach our targets of reducing our carbon footprint, we have worked out our total carbon footprint for 2008, in order to be able to have a point of reference from which to measure our savings.

Our carbon footprint has been calculated by using concrete data on the electricity and heating consumption of a large number of our stores.

# 62 %

of consumers believe that it is mostly difficult or very difficult to find out if a product is climate friendly.

An energy assessment, automatic logging of consumption and control of refrigeration and freezing units have led to an overall saving of around 13% in the test stores.





# Climate

## WE WILL ACHIEVE OUR GOALS THROUGH THESE 10 ACTIONS

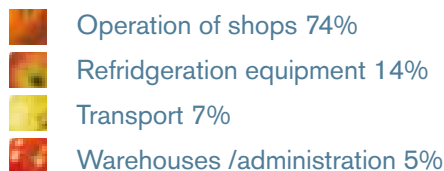
1. We will record and reduce Coop's operational Carbon footprint by 12%.
2. We will reduce our energy consumption in the stores and the administration by 10%.
3. We will establish a green flagship store where new energy friendly technologies will be continuously tested.
4. We will calculate the CO<sub>2</sub> impact of the Änglamark range and work towards making it neutral.
5. We will identify and double the sales of climate friendly products within three years.
6. We will organize an annual 'climate week', where we will bring climate friendly consumption into focus.
7. We will inform consumers about the connection between groceries and impact on the climate.
8. We will reduce climate damage caused by our external carriers.
9. We will regularly inform and involve our employees in how they can contribute themselves to reducing impact on the climate both at work and privately.
10. We will increase the amount of information available about the initiatives Coop makes for the climate.



Coop's total Carbon footprint for 2008 was calculated at

300.064 tons CO<sub>2</sub>

By comparison the Maldives emit 600,000 tons CO<sub>2</sub> a year.



These following demarcations have been used:

- All stores are included, i.e. the franchise co-ops and the shops owned by Coop.
- The Carbon footprint of the products themselves is not included.
  - Travel in connection with work-related activities, i.e. car, train, ferry or plane are not included.
- Transport, is only meant as the transport of goods in Coop's auspices – i.e. only transport from the warehouse to the stores, is included in the calculation. Transport of goods from the suppliers to Coop's distribution centres is not taken into account.

Accordingly we have established a key figure, independent of the fact that there may be more or fewer shops in the future. The Carbon footprint is calculated in relation to the number of sales m<sup>2</sup>, and thus it is the relative carbon footprint that should be reduced. Otherwise, it would be impossible to cut back if we were to open more stores. And the reverse would be true if we lowered our carbon footprint by closing some shops.

CO<sub>2</sub> is not the only type of gas that has an impact on the climate. Other gases have also been converted to so-called CO<sub>2</sub> equivalents, and so saying are included in the total figure given as CO<sub>2</sub>. That is the reason why refigridgerants account for 14 per cent of the overall carbon footprint. Some of the gases used in the refigridgerators are very powerful greenhouse gases and if there was a leak or an appliance had to be filled, this would count towards Coop's carbon footprint.

We have also chosen to include CO<sub>2</sub> emissions from the transport of goods to the stores, even though we do not use our own lorries, but have agreements with independent carriers instead.

## Impact on the climate by our carriers

The transport of goods – how, where and why – is often a topic of debate. We want to have products that are as fresh as possible, and we see it as a matter of course that most goods can be purchased all year round. At the same time we are also aware that transport has a large impact on the environment and climate.

We are working to bring down our impact on the climate, both in the transport of goods that come into Denmark and the transport from warehouse to shops. Much in the same way as reducing our electricity consumption, it can give us a positive climate result as well economic gain. As a result, we are working continuously to optimise our routes that need to fit in with different delivery times and the amount of goods to be delivered.

From now on we will place demands on the types of lorry that our carriers buy, and we have policies for idling. At the same time, we are in the process of investigating transporting by ship, which is much less harmful to the climate.

In Coop, many kilometres are driven to bring the goods out to the stores. In 2008, we drove 22,815,965 km in total including transport between distribution centres, and we used 8,148,559 litres of fuel.

We have calculated the Carbon footprint for transport to be a total of 21,637 tons CO<sub>2</sub>.

## Energy project to bring down consumption

Coop's overall energy consumption in the stores and administration amounts to 461,378,235 kWh per year. So, from an environmental and an economic perspective, there is a great potential to bring down the energy consumption in our many stores.

This is the background for our energy project which we have set in motion.



Over the next three years, the project aims to reduce our energy consumption by at least 10%.

In 2009, we carried out a pilot test in nine shops, comprising of both large and small shops. The test showed that there is a great potential for savings, and on the basis of this, it has been decided to implement the project in all the stores.

There are four elements to the project:

#### **A** ENERGY ASSESSMENT

All the stores have been assessed to find behavioural initiatives that reduce energy consumption. When the behavioural initiatives have been found, an overview of the investment possibilities in energy-saving steps can be created. All assessments have resulted in targets and potentials for energy-savings in each store.

#### **B** AUTOMATIC LOG OF CONSUMPTION

This is a prerequisite to measuring, calculating and controlling consumption of electricity, water and heat as well as CO<sub>2</sub> emissions. When the consumption is monitored it is possible to have alarms if the consumption climbs or falls suddenly. In addition the consumption is made visible to the personnel

#### **C** REGULATION OF REFRIDGERATION AND FREEZING

This secures the correct temperatures and thus increased safety of food quality. More control also means energy optimisation and continuous operational optimisation.

#### **D** ASSIGNING RESPONSIBILITY

One responsible is found for energy, in each chain and in each store. The responsible takes part in energy assessments and is the contact person in the case of alarms and reports.



### Next step

The pilot project showed great potential and we have decided that the project should be rolled out in all of Coop's shops in 2010. The project is expected to be fully implemented in 2010.

## Recording of Änglamark's CO2 contribution

Coop's largest environmental impact is without doubt caused by the products we sell. Therefore, we make much out of selling "good products" and we are working to reduce the environmental impact of our private label brands.

In the case of Änglamark, we have made the decision that all the products have to be organic or eco-labelled. That in itself is a way of reducing the products' overall environmental impact, but however much the product's environmental and climate impact is reduced, there will always be a certain amount. A product's CO2 contribution can be popularly described, as the amount of CO2 that the product "has in its baggage" when it ends up on the shelf.

Put very simply, the CO2 contribution can be explained as the amount of energy that has gone into producing and transporting the product from the crop in the field, or the extraction of the raw material, to the shop shelf. This total amount of energy can be converted into a CO2 measurement for each product.

We have chosen to record the CO2 contribution for all of the Änglamark products. The purpose is, first and foremost, to hereby gain knowledge that will enable us to be more qualified to begin discussions with our suppliers concerning possible reductions during the production of the goods, and in this way a reduction in the overall energy consumption.

The recording of all Änglamark products in Sweden, Norway and Denmark, has

## → Next Step

The calculations must be completed in detail in the individual countries and product categories. At the same time, to calculate Änglamark's CO2 contribution we have had a tool developed that will enable us to be forward-looking when we calculate the CO2 contribution of different product groups.

shown that in total they contribute to over 79,000 tons of CO2.

## Climate and groceries - how?

The year 2009 was a climate year for Coop, and the world around us. Denmark hosted the COP 15 Climate summit in December. There the focus was on CO2 emissions, climate friendly consumption and the effect of business on the climate.

We believe that climate change is something we should all be aware of, and we naturally accept our share of the responsibility to solve the problem of damage to the climate.

We do this by, among other things, selling climate friendly products so that our customers are able to help in their own



## Why no to climate-labelling?

We are occasionally asked why we do not label our products with how many grammes of CO2 have been emitted by producing it.

We do not do it because we do not think it will help consumers to actually reduce their impact on the climate. We do not believe that consumers will be able to use the information about the amount of grammes of CO2 a product has produced because it is difficult to know what the information can be compared to.

When a calculation about CO2 emissions is made, every aspect of the production must be included – from the crops grown, to the final product on sale on the supermarket shelf. It is an extremely far-reaching process and even if a very small change is made to the product, e.g. new packaging or crops produced in a different location, the whole calculation must be done again. Therefore, we do not believe that the effort is commensurate with the result. We would rather give general information, such as Coop's 10 Climate tips.

## Week 41 – Spotlight on climate

In week 41, the groceries sector held a climate week. In Coop this meant that all of the shops in our chains leaflets focused on climate friendly products, with information about climate friendly consumption.



### Climate on the menu

In Climate week, SuperBrugsen in Ålekistevej, Vanløse, Denmark, put an enlarged version of our Climate cookery book in front of the shop. The book was sold in Coop's shops. In the store, FDB's shop council gave good climate advice.

There were many other climate activities in other shops in the same week. For example, in Kvikly, Svendborg City, Energy Service Denmark came with advice about energy saving improvements in the home. The Climate Caravan visited Kvikly in Stenløse and in SuperBrugsen in Vallensbæk, there was juice-squeezing with the help of an exercise bike.

way to reduce impact on the climate. But we also contribute by passing on information and knowledge about the connection between groceries and climate damage. This makes it easier for our customers to see which products are least damaging to the climate.

### Climate-friendly products

How do you define whether a product is climate-friendly or not? It is a challenge which we continue to address in Coop.

The most climate-friendly products are actually the ones you do not buy! As of course, the more we consume the greater our impact on the climate.

However, we would like to point out the good climate choices – that is, the products that are a good alternative amongst the products with the same function. Here the best advice is go for the ecolabel product, with 'the Swan' or 'the EU Flower' symbol on them. Products that meet the criteria to be eco-labelled are usually a good climate choice.

In addition, many products exist that are obviously a better choice for the climate. E.g. low energy light bulbs and cold water washing powder. A bicycle is also a good climate choice, but only if used instead of the car.

It is not possible to get eco-labelled food products, so the eco-label will only help when buying climate-friendly non-food products.

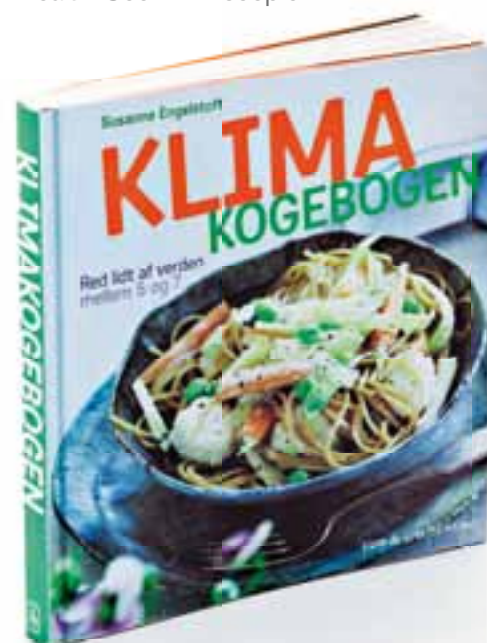
Up until the end of 2009, we have used the Danish Ministry of Climate and Energy's "1 ton less" logo on the chain's offer leaflets, next to products that are a good climate choice.

### Get to know more about groceries and impact on climate

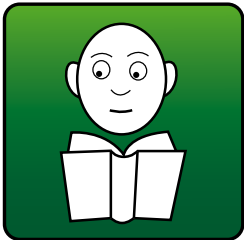
Up to 20-25 per cent of the world's total CO2 emissions, can be attributed to production, transport and consumption of food.

At [www.coop.dk/ansvarlighed](http://www.coop.dk/ansvarlighed) under the heading of Klima, it is possible to read about the climate in relation to groceries and consumption.

We have also published the leaflet, "Klima på menuen", in collaboration with The Information centre for Environment and Health. See [www.coop.dk](http://www.coop.dk)

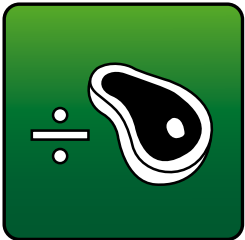


# COOP'S 10 CLIMATE TIPS



**CLIMATE TIP**  
Follow dietary advice  
to live a healthy and  
climate-friendly life

**1**



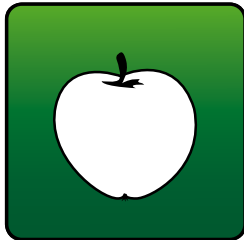
**CLIMATE TIP**  
Eat less meat

**2**



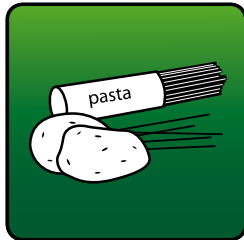
**CLIMATE TIP**  
Choose light meat  
instead of dark meat

**3**



**CLIMATE TIP**  
Eat more fruit and  
vegetables and follow  
the seasons

**4**



**CLIMATE TIP**  
Eat potatoes and pasta  
instead of rice

**5**



**CLIMATE TIP**  
Don't prepare more food  
than you need

**6**



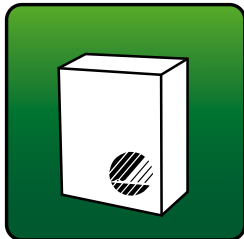
**CLIMATE TIP**  
Drink water from  
the tap

**7**



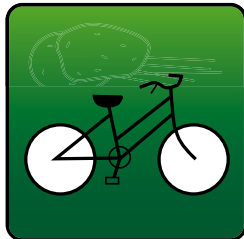
**CLIMATE TIP**  
Reuse shopping bags  
or buy a shopping  
basket

**8**



**CLIMATE TIP**  
Buy ecolabel products

**9**



**CLIMATE TIP**  
Use the bicycle when  
you go shopping

**10**



We will work actively towards sustainable trade and want to make the concept of ethical trading known amongst consumers.



# 4. Ethical trade

Coop's work on ethical trade is concentrated in three focus areas.

First and foremost, it is to ensure that the goods we sell are produced in a respectable way that is both legal and lives up to our demands for ethical trade. Another focus area is Fairtrade products, where special initiatives have been taken and consideration paid to the farmers that have produced the goods. Last but not least, ethical trade is also about helping to collect funds for organisations that make a difference to nature and people under threat.

Through inspections and dialogue we work to ensure that there are constant improvements in the companies that produce the products we sell. It is a task that is never finished, and we know that the working conditions are very different to those we see in Denmark. But we are also convinced that trade is the most important instrument for development.

We work actively to give our customers the possibility to buy Fairtrade goods. This is where an independent third party guarantees that the price the consumer pays for the product contributes to im-

provements for the environment and the people.

However, trade is not always enough by itself, so we also make our stores available so that it is possible for our customers and ourselves to collect funds that go in full to our charity partners. We want to be sure that the money is put to the best possible use for the environment and human beings.

Coop's objective with Ethical trade is formulated in our responsibility plan:

"We will work actively towards sustainable trade and want to make the concept of ethical trade known amongst consumers".

## Fairtrade – selling with a good conscience

For more and more consumers, it is an important factor that the goods we put in our shopping trolleys are produced in a way that we can buy them with a good conscience. This is both with respect to ourselves and those near to us, because of health, the environment and climate,

As one of the organisations that works with a caring agenda, Fairtrade Labelling Denmark follows Coop's responsibility work relatively intensely. Fairtrade Labelling Denmark has been especially interested in Coop's new 1-4-40 responsibility plan. It is our firm belief that it is quite the most convincing and commendable CSR initiative in Danish retailing for a long time. And it is certainly committing.

General secretary Judith Kyst  
Fairtrade Labelling Denmark





# Ethical trade

## WE WILL REACH OUR OBJECTIVE THROUGH THESE 10 ACTIONS

1. We will double our sales of Fairtrade goods within three years
2. We will introduce at least 25 new Fairtrade products
3. We will regularly provide information about which ethical cooperation agreements we have made with our suppliers
4. We will raise at least 30 million DKK for our humanitarian partners
5. Through our purchasing organisation, Intercoop, we will inspect our suppliers in the Far East with a view to ensuring that our ethical demands are kept.
6. We will encourage our Danish suppliers to join the Danish Ethical Trading Initiative and through this take part in joint improvements and capacity structuring activities
7. Through Intercoop, we will offer courses about ethical trade to our suppliers in the Far East
8. In cooperation with FDB, we will identify specific products where we can create concrete improvements through development projects for the farmers/ producers in Africa.
9. As a part of our support for the UN's Global Compact, we will publish an annual report about our ethical work and we will work towards increasing awareness and support for Global Compact amongst Danish businesses.
10. We will increase the flow of information to our customers about the benefits of the Fairtrade way to do business

and with respect to the manufacturers of the raw materials. In some cases these manufacturers are on the other side of the world.

Fairtrade is a way that, as a consumer we can take responsible action and at the same time make a difference to some of the world's poorest people. By buying Fairtrade, it ensures consumers that special consideration has been taken for the people involved in producing the products, and the environment.

In Coop, Fairtrade is an important part of our work with ethical trade. We think it is one of the most sympathetic ways in which to create trade around the world. Through credible labelling programmes, which are controlled by independent controlling authorities, we are able to ensure that our customers can be part of supporting a fairer world through their purchases. Despite the atmosphere of crisis with economic instability and unemployment, our turnover from Fairtrade grew in 2009, by 19 per cent compared to last year.

As Denmark's leading provider of groceries we have a responsibility to sell products that make a difference in the world. Our customers, and consumers in general also have a responsibility to demand such products and to buy them.



## Urtekram Fairtrade Vanilla

Urtekram Fairtrade vanilla pods and vanilla powder are examples of products that make a difference in the world.

Vanilla is a good sweetener, for example in smoothies and cakes. Urtekram's Fairtrade vanilla is also good for the conscience.

The vanilla comes from the vanilla island of Madagascar, off Africa's east coast. There it is grown organically by vanilla farmers who are members of three Fairtrade certified cooperatives in the north-eastern part of the island. With the Fairtrade premium (increased price) that the vanilla farmers get, they have used it to finance improvements to the school's infrastructure, get access to clean drinking water and build a communal storehouse for rice and other crops.

With some of the money that the farmers have already received from the Fairtrade programme, they have already renovated a local school so that the children have access to an education.

## A fair coffee break

On 20 October, Fairtrade Labelling Denmark held a countrywide Fairtrade coffee break, where over 100 large and small companies and institutions across the country showed their support for the day by holding internal coffee breaks for their employees.

At Coop we also held a fair coffee break with lots of Fairtrade in Kvickly's, Super-Brugsen's, Irma's and Fakta's offer leaflets.

At our headquarters in Albertslund, Fairtrade Labelling Denmark had a large display with lots of products and a barista made Fairtrade coffee for all the employees. At Irma's headquarters in Rodovre, the day was marked by having Irma's organic

balance Fairtrade labelled coffee in all of the coffee dispensers.

At our warehouse in Rønne, Fairtrade coffee, biscuits and chocolate were served to all the employees.



# Fairtrade labelling organizations

## THE FAIRTRADE LABELLING DENMARK

Formerly known as Max Havelaar, it aims to improve trade and living conditions for some of the world's poorest farmers and workers in Africa, Asia, South and Central America. The farmers, that are part of the scheme, are organised into cooperatives (in much the same way as Coop started in its time). They receive a minimum price and a Fairtrade premium, which is money that goes into a communal fund they can use democratically. Some choose to use it, for example, to build a school, others invest in improvements to the farming methods. There is strict control that the national agreements concerning minimum wages and working conditions are kept. As well as the farmers, the workers also receive a Fairtrade premium which is at their disposal democratically.

## RAINFOREST ALLIANCE

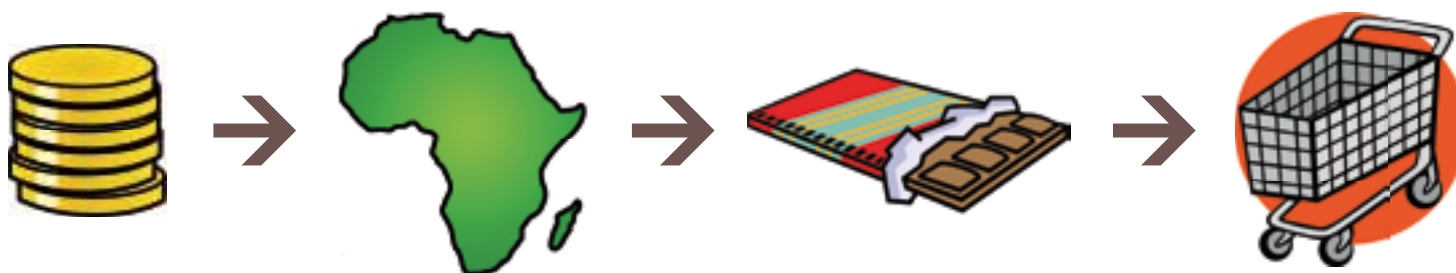
This is one of America's ecolabels, dedicated to the conservation of wildlife and the environment in the world's rainforests, and to conserve biodiversity and ensure sustainable development. The Rainforest Alliance also work to promote good conditions for the local workers and their communities.

## UTZ-CERTIFIED

This is an independent, Dutch non-profit making organisation, that runs a worldwide programme for the certification of sustainable coffee. The organisation also works to introduce international standards to sustainable coffee production. UTZ does not have a fixed price, but follows the market price and adds an extra amount on top which goes to social, economic, and environmental projects.







## Microloans – customers can invest in Africa

In 2009, we started testing a new form of fair trade in Coop. In collaboration with our owners, FDB, we give our customers the possibility to support sustainable development in Africa in a completely different way.

We sell mange tous peas grown by farmers in Kenya. Our customers can lend money to these farmers and their production, investing with the help of an FDB loan. The customers can then follow the development of the individual farmer and see how training, investment and sales to Coop create value that increases the farmer's productivity, income and possibility for development.

Microloans are just a small, single element in social, environmental and economically sustainable development amongst small manufacturers in Africa. However, they are a good way to engage and involve Danish consumers and make ethics tangible and understandable. In the long run they create greater interest in ethically produced goods.

Nevertheless, all beginnings are difficult, and in the testing phase there have been some qualitative challenges, as well as a realisation that it is a big project to build a long-lasting concept which is both effective and attractive to the farmers, whilst at the same time ensuring an economically sustainable basis and an actual development.

Read more about FDB Microloans at [www.fdb.dk/mikrolaan](http://www.fdb.dk/mikrolaan)

## Next step



We expect to have many more Fairtrade products on the shelves in 2010, and together with FDB, we are working towards giving our customers the possibility to enter into FDB Microloans on three new products in strategic product areas.

# In 2009, UNICEF Denmark and Dan Church Aid received **6,395,343 DKK in total.**



## Charity in bottle deposits, umbrellas and bags

Every year Coop receives several hundred applications asking us for sponsorship deals. No matter how large or small, the answer is always- no thank you.

The explanation for this is that, together with FDB, we have an exclusive partnership deal with two organisations. From 2007 up to and including 2009, we cooperated exclusively with UNICEF Denmark and Dan Church Aid.

In 2009, the two organisations received 6,395,343 DKK altogether from Coop's customers.

For us, the partnership agreement is not just about handing over a bag of money for the organisations' important work.

One way we do it is to make the charity collection part of our bottle deposit machines. An extra button has been installed, the Charity button, which gives the customer the opportunity to give the deposit money they receive, back to our partners instead. Another way is we use our large distribution organisation to help, and have developed products where a portion of the price goes to the charity organisations' work.

For the organisations, it is a cheap way to collect money. For the customers it is easy and convenient, and they can be sure that their support goes directly to

the organisations' projects – and in one of the ways they will get a smart and fashionable product into the bargain. For Coop the advantage is that we make it clear that we are a socially responsible company.

## Charity button

The charity button can be found on the bottle deposit machines in more than 1100 shops in Kvickly, SuperBrugsen, Dagli'Brugsen, Irma and Fakta. It was tested in the 14 largest Kvickly hypermarkets from September 2008, and has since been in all the chains.

In 2009, the charity button brought in 5,778,725 DKK for UNICEF Denmark and Dan Church Aid.



## Awareness of and attitude to the Charity button

In week 12 2009, FDB conducted an analysis where they asked 947 Danes, via the internet, about their attitude to the Charity Button.



64 %

were aware of the Charity Button at that time



68 %

thought that the Charity Button was a good or very good idea



66 %

believe that it benefits the company's image to co-operate with charity organisations

## Charity products

Since 2007, we have collaborated with UNICEF Denmark and Dan Church Aid to launch a number of products where a portion of the retail price has gone to the two organisations. In 2009, Kvikly, SuperBrugsen, Dagli'Brugsen, Irma and Fakta sold a total of 79,316 of such products, divided between charity bags, Chinese slippers, and a charity umbrella.

The charity bag and Chinese slippers were launched in week 43 in 2008. The sales in 2009 gave UNICEF Denmark and Dan Church Aid 236,454 DKK from the bag and 174,144 DKK from the Chinese slippers.

The charity umbrella was sold from week 9 in 2009 and it gave the charity organisations, 206,020 DKK. As well as being sold in Coop's chains, it was also sold in the Kvikly Basic Supermarket at the Roskilde Festival, and Dan Church Aid distributed them to the delegates at the climate conference, COP 15 in Copenhagen in December 2009.

60 %  
of all consumers believe that Fairtrade ensures better working conditions for the developing countries

The percentage of bottle deposits that customers have donated are:

Kvikly	1.1 %
SuperBrugsen	1.1 %
Dagli'Brugsen.	0.9 %
Irma	3.5 %
Fakta	0.9 %

## → Next step

When our partnership agreement expired at the end of 2009, we invited eight selected organisations ( including UNICEF Denmark and Dan Church Aid) to bid for a new agreement.

At the start of 2010, we signed a two year partnership agreement with two new partners: Save the Children and the WWF. These two organisations have given the Charity Button a new look, provided more information and created a new website, [www.pantlotteri.dk](http://www.pantlotteri.dk), where you can win a prize with the receipt from the Charity button. Many more initiatives are on the way.





# Responsible inspection of the suppliers

A large majority of the non-food products that are sold in Coop stores are produced in the Far East. Of these more than 80% are from China. One vital reason for this is that the products can be produced much cheaper than in Europe. The other side of the coin is that unfortunately, the working conditions at the factories where the goods are manufactured, are not necessarily of an adequately high level.

22 %

of consumers have much or very much confidence that the products on the shelves in the shops where they buy most of their groceries, are produced responsibly, (i.e. that the products are produced under proper working conditions, child labour is not used, and the supply chain is controlled etc.)

This calls for a presence in the market. That is why Coop Denmark, together with Coop Sweden, Norway and Finland, have established our own purchasing company in the Far East, called Intercoop. Coop Spain and Italy are also co-owners of Intercoop.

Intercoop's headquarters are in Hong Kong, and they have satellite offices located in a number of countries in the Far East. In all the locations, local personnel are employed who speak the language, understand the culture and know the country's legislation with regards to workers' rights.

An auditor is a person that has been specially trained to evaluate whether a factory's employees have proper working conditions and to make sure that Intercoop's Code of Conduct is being adhered to. The Code of Conduct is a set of rules that describe Coop's demands regarding e.g. worker's rights, child labour and working hours. All of Intercoop's suppliers have to sign and comply with the Code of conduct.



To handle inspection of the approx. 1300 factories that Intercoop buy from, there are a total of 13 people employed in Intercoop's social compliance team. The responsibilities are shared as follows:



4 people in Hong Kong  
- management of the auditors



3 auditors in Southern China



1 auditor in Indonesia, who also covers factories in Vietnam, Thailand, the Philippines and Malaysia

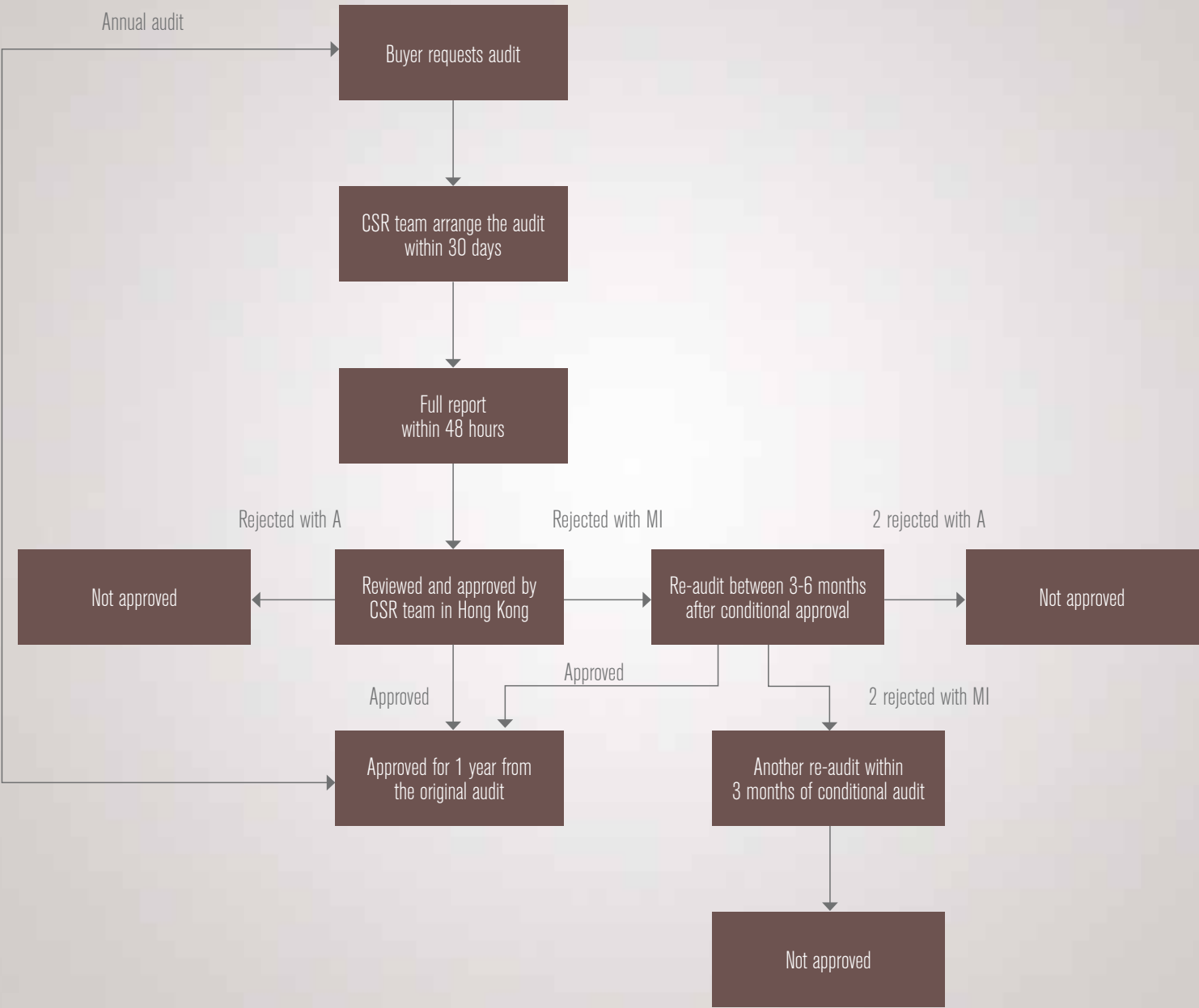


3 auditors cover Northern China



2 auditors in India, who also cover Bangladesh and Pakistan

# Model for implementation of audits



# Why carry out audits?

The target for Intercoop’s audits is that all 1300 factories should be audited before the end of 2010. In 2009, 569 audits were carried out, including the factories that had a preliminary and a second re-audit, where the conditions that had been revealed in the preliminary audit were checked again and followed up. See model 1.

The results of the audits can fall into 4 evaluation grade categories.

- A which means Alert and is zero-tolerance. E.g. child labour, or locked fire escapes
- MI Major Improvements. E.g. working hours, wages etc.
- CI Continuous Improvements. E.g. missing documentation
- S Satisfactory. No comments, the factory is run in compliance with Intercoop’s Code of Conduct.

If the preliminary audit at a factory leads to an MI evaluation, the first re-audit will be conducted within three months. Here, 60% of the violations must have been corrected, and all violations must be corrected by the second re-audit. See model 2.

After the first re-audit, 17 factories, corresponding to 31%, still have serious violations, and some do not show willing to work towards complying with Intercoop's demands. Therefore, they are no longer a cooperative trading partner with Intercoop. Clearly, this also applies to factories that, after the first re-audit, are found to have conditions that are deemed highly problematic (A), which was the case with one factory.

LOCATION	NUMBER OF AUDITS			TOTAL
	Preliminary audit	First re-audit	Second re-audit	
China-North	212	12	0	224
China-South	207	38	1	246
Indonesia	14	2	0	16
Vietnam	32	2	0	34
Taiwan	26	0	0	26
Thailand	7	0	0	7
Pakistan	4	0	0	4
India	10	1	0	11
Sri lanka	1	0	0	1
Total	513	55	1	569

MODEL 1

LOCATION	EVALUATION GRADE AT RE-AUDIT					TOTAL
	A	MI ( not approved at first re-audit)	MI (subject to second re-audit)	CI	S	
China-North	0	3	7	0	2	12
China-South	1	12	23	0	2	38
Indonesia	0	1	1	0	0	2
Vietnam	0	0	1	1	0	2
Taiwan	0	0	0	0	0	0
Thailand	0	0	0	0	0	0
Pakistan	0	0	0	0	0	0
India	0	1	0	0	0	1
Sri lanka	0	0	0	0	0	0
Total	1	17	32	1	4	55
%	1.8 %	31 %	58 %	1.8 %	7.4 %	100 %

MODEL 2

Fortunately, most of the factories are willing to work towards fulfilling the demands and are approved, either at the first re-audit, or they are subject to a second re-audit where the expectation is that they will be approved.

The table shows that there is a great need to continue to focus on inspection and follow-up, but fortunately that it also leads to actual improvements at the audited factories. By working with these inspections, Coop is helping towards

creating positive development at the factories we trade with. We believe that through trade, we also create development. See model 3, for a closer analysis of the 513 audits.

As can be seen, only around 3 per cent of the factories are in compliance with the Code of Conduct at the preliminary audit. No less than 97% of the factories have conditions that can be graded as Major Improvement (MI) or can be graded outright as Alert( A) – i.e. serious violations. The figures clearly show that there is a need for continued vigilance by the auditors to ensure compliance to Intercoop's Code of Conduct.

The most frequent violations are:

- The number of working hours exceed the national legislation in this area, despite the fact that in certain countries the legal limit is up to 60 hours a week.

- Wages – it can be difficult for some factories to calculate overtime and holiday pay correctly.
- Health and safety – bad safety guards and various breaches of work environment rules.

Around 8 per cent of the factories received the evaluation of A – Alert, which means serious violations.

Serious violations can mean child labour, locked or blocked emergency exits in the production area or the living quarters, or an attempt to bribe the auditors. If an audit reveals conditions that have been evaluated as A, it triggers an immediate termination of the agreement until the conditions are put in order. Child labour can be found because during some periods there can be a shortage of labour. This happens particularly in China. In this case, some factories choose to take on children

to maintain production capacity. The challenge is to get the factory's HR department to understand that this is not an acceptable solution.

Fortunately, the tables show that audits have a positive effect, which can be demonstrated by the fact that there is only one factory – corresponding to 1.8% – that at re-audit was graded with an A (Alert), whilst at the preliminary audits, 8 per cent of the factories recorded an A (Alert) grade.

LOCATION	FIRST AUDIT				TOTAL
	A	MI	CI	S	
China-North	18	189	5	0	212
China-South	23	181	3	0	207
Indonesia	0	11	3	0	14
Vietnam	1	30	1	0	32
Taiwan	1	24	1	0	26
Thailand	0	7	0	0	7
Pakistan	0	4	0	0	4
India	0	7	2	1	10
Sri lanka	0	1	0	0	1
Total	43	454	15	1	513
%	8.4 %	88.5 %	2.9 %	0.2 %	100 %

MODEL 3

An audit conducted by Intercoop on 27 August, 2009 at the Wing Hing Lung Brassieres factory, in the Guangdong province of China, revealed child labour. A child called Yeung Choi Fu, who was born on 29 October , 1993, was in this instance only 15 years old, and therefore did not comply with the demand concerning minimum age. The factory immediately made the decision to terminate his employment, and the factory made sure that the boy was sent home to his family on 28 August. Yeung Choi Fu chose not to go back to school, but instead to help his family until he could be legally employed at 16 years of age.

The factory compensated his wages until the boy turned 16, and has subsequently changed its procedures and employment policy so that there is greater security to stop children being employed at the factory.

## Intercoop is a member of BSCI

Intercoop has been a member of BSCI – Business Social Compliance Initiative – since the end of 2007.

BSCI is a network of retailing businesses and importers to Europe that, by accepting the BSCI Code of Conduct and Ethical standards, share inspection of factories so that not all need to go out and audit the same factory. When the factory has an approved audit report, this is then accepted by the other members of BSCI.

### → Next step

Intercoop's buyers will be made more aware and have greater understanding of our aim to increase the number of factories that comply with the Code of Conduct at the preliminary audit by 5-10 per cent. Likewise, the aim is to reduce the number of "Alert" factories, from the current 8 per cent to 2-3 per cent. Finally, the aim is that the proportion of factories that are approved at the first re-audit, is increased to 20 per cent, and thereby reduce the need for a second re-audit.

Coop is co-founder of the multi-stakeholder initiative, Danish Ethical Trading Initiative (DIEH).

In DIEH, trade unions, popular organisations, business associations, non-governmental organisations (NGOs) and companies work together to find practical solutions to the challenges and dilemmas that are associated with ethical trade and responsible supply chain management.





With organics as 21% of the total turnover, Irma is the supermarket chain in Denmark with the largest share of organic sales.



# 5. Activities in Coop's chains

## The Chains

All five of Coop's chains have worked with responsibility on each of their platforms. On the basis of each of their concepts, their market sectors and their assortments, they have worked with the four areas. Here is a review of some of the actions that have been carried out in 2009.

### Kvickly

The chain consists of approx. 85 hypermarkets, located centrally in the largest towns and cities with a varied assortment of both food and non-food.

**ENVIRONMENT & ORGANICS** With 60 leaflet pages under various titles including "Earth calling", two 16 page profiling catalogues and three outdoor organic-related campaigns; sale of organic products has been one of Kvickly's main focus areas. Kvickly finished 2009 by being amongst the best, in terms of sales of organic foods; sales rose by 9 per cent, which is the biggest climb in Coop. And the share of organic sales as part of the total food sales in Kvickly is 6 per cent. Kvickly launched "Øko-discount" which has contributed to the customers' positive opinion of Kvickly's position on organics.

In the course of the year, a number of campaigns have been carried out that, along with shop displays and Coop's TV advertisements have resulted in a sales increase for Änglamark of 19 per cent, which is the highest in Coop. An example of one campaign was the joint Änglamark theme (environment) during the Climate week in week 41.

**HEALTH** The chain has helped the campaign for health with their free recipe concept for their customers – "SPISEtid" – 87 nutritionally – calculated recipes throughout 2009.

SPISEtid has been marketed in the special offer leaflets approx. 25 times, with healthy and tasty recipes. They were also marketed externally with postcards in cafés around the country. Kvickly also supported the launch of the official nutritional label, the Keyhole, with a launch campaign in weeks 4 and 5, in-store materials, advertising labelling of products and activities in the shops. In addition, Keyhole-labelling in all newspapers throughout 2009. The assortment at the moment is over 300 products and the turnover has increased by 19 per cent.

Coop shows concern and responsibility through a number of initiatives. And first and foremost, Coop gives its customers the possibility to choose when buying groceries, and the possibility to support charity by buying selected products or with cash donations.

Fundraising manager, Gitte Jeppesen,  
UNICEF Denmark



**CLIMATE** Focus on low energy light bulbs in the second half of the year, has increased sales by 54 per cent.

The 10 Climate Tips in the special offer leaflet during Climate week in week 41 and the distribution of the Climate Tips in the stores. Backing of FDB's shop activities with a climate game, among other things.

**FAIRTRADE** Most pages in the special offer leaflets of all the chains in week 9 were allocated to the presentation of Fairtrade products. Displays were also made in all the stores. In weeks 9 and 43, the free magazine, "Fair Nok" was distributed to all customers.

Kvickly has the widest range of Fairtrade and FSC-labelled products in Denmark, with 170 products. An assortment that has grown by 28 per cent compared to 2008. Among other things, Kvickly only sells FSC-labelled furniture.

## SuperBrugsen

The chain has approx. 270 supermarkets with a focus on fresh goods, organics, excellent customer service and a wide and varied assortment of products on offer.

**ENVIRONMENT & ORGANICS** With a market share of 14% on the total share of organics, SuperBrugsen has taken up a respectable second place in relation to the total market.

One of the reasons for the increase, is that a large part of the overall sales consists of organic products. The share of organics as part of the grocery shopping of SuperBrugsen's customers

is above the national average. In addition, SuperBrugsen has extended its selection of organic products by 15% in 2009.

During the year, the chain marketed organic products on special offer with the headline, "Øko-hit" 38 times, which resulted in sales of almost 850,000 organic products.

The fixed retail price on 20 of the bestselling organic products has been reduced. The chain published its own children's organic cookery book, which was sold in the stores. Organic goods have been marketed continually during the year, using TV spots, newspaper advertisements and leaflets etc., several of which had inspiring organic recipes.

SuperBrugsen has introduced the concept of "green agents" among the personnel. The purpose is to better equip the employees to be able to advise customers about organics, health and caring products.

**HEALTH** In SuperBrugsen, health has a high priority. Therefore, SuperBrugsen has put in extra work to promote the new official nutritional labelling, the Keyhole. SuperBrugsen makes an ongoing effort in relation to spreading the Keyhole's message, "It should be easy to choose healthier products". In the same way, there is also major focus on getting customers to understand why Keyhole labelled goods are healthier. In 2009 this was done via a big launch campaign in week 4 and 5, in-store materials, advertising, labelling of the products and activities in the supermarkets. There were special Keyhole leaflets in weeks week 35, 39 and 43, and Keyhole label

advertising in all the leaflets throughout the year. These activities led to an increased awareness in the label from 17 per cent before the summer to 35 per cent at the end of the year.

Responsibility is both about employees and goods. I can personally affect the employee part to a greater extent, by making room for diversity and being good at retaining employees who might otherwise have a tough time in the labour market.

Co-op manager Gert Ullerlund,  
SuperBrugsen City, Odense





In addition, the chain have published a number of recipes to inspire customers to make healthy and delicious meals: weeks 1-13 recipe cards in the shops once a week; meal planners for 3 weeks with a 4 page insert in the special offer leaflets with recipes.

SuperBrugsen have also focused on healthy alternatives. In connection with the chain's birthday, SuperBrugsen gave out 200,000 bags of "healthy sweets" (raisins, coconut and sunflower seeds) to children instead of fruit gums.

**CLIMATE** There has also been focus on climate friendly products in SuperBrugsen. The Änglamark blue series has been profiled many times during 2009 – as climate friendly alternative washing and cleaning agents.

In addition, low energy lightbulbs were also in focus leading to a climb in sales. Moreover, the chain promoted sales of the 'Swan' – eco-labelled candles and serviettes, which resulted in a rise in sales of 35 per cent.

SuperBrugsen also worked on a campaign to sell a climate friendly cookery book in week 41 – the official Climate week. Some of FDB's members gave good advice during the week to SuperBrugsen's customers on how to do climate friendly shopping. Coops' 10 Climate tips were also found in SuperBrugsen's special offer leaflet. These encourage everyone to behave in a climate friendly way, and this advice was distributed in the supermarkets.

**ETHICAL TRADE** In weeks 9 and 43, the free magazine, "Fair Nok" was distributed

to all customers, and those weeks' special offer leaflets had a page devoted to Fairtrade products and its history. In week 43, SuperBrugsen supported the Nordic event, "Fairtrade Coffee break" with a half page in the leaflet. Many stores invited the customers to take a coffee break. Over the year, SuperBrugsen has extended the selection by 20 per cent. And sales have increased by a total of 15 per cent.

## Dagli'Brugsen

The chain consists of approx. 380 local convenience stores with good personal service, a seasonal selection of fresh goods and is open 7 days a week

**ENVIRONMENT & ORGANICS** In comparison to other convenience stores, Dagli'Brugsen has a wide range of organic goods and has over 700 product shelves with organic products. Throughout 2009, the organic products were marketed in the chain's weekly special offer leaflet.

The sales of Änglamark products have increased in line with the improved marketing and many local activities in the shops that have enhanced customers' inclination to buy. This has resulted in a growth in turnover of almost 15 per cent. As an alternative to plastic bags, Dagli'Brugsen sold a reusable shopping bag, benefiting UNICEF Denmark and Dan Church Aid.

**HEALTH** Dagli'Brugsen was the first national chain to introduce healthy snacks and fruit and vegetables by the checkouts to make it easier and more inspiring for families with small children to choose healthily. This was very well received.

During the year, the chain also introduced the new fruit and vegetables universe, Fruit Fools, in all of the shops.

By providing 40 different recipes for healthy meals, the chain has also given the customers some inspiration.

Dagli'Brugsen has also focused heavily on the Keyhole symbol in its marketing. It has been covered in the special offer leaflets, and the products in the stores have also been promoted on the shelf front displays. Internally, the Keyhole has also been marketed to the employees at sales and operations meetings.

**CLIMATE** The chain has primarily marketed non-food products from "NETtorvet.dk" (Coop's online store). These can be ordered online and then delivered to the local shop. Dagli'Brugsen only stocks FSC labelled garden furniture.

During 2009, the chain set up two shops where the standards for eco-label stores are given maximum attention. In almost all of the stores, there are energy-saving covers on refrigeration units and freezers.

The chain has also had success with carrying out a test of the "receipt button". This is where the till receipt is only printed for a shop of over ten items. The concept will be implemented in all the stores at the start of 2010 – with an expected paper saving of more than 25 tons.

The chain has marketed and sold the Climate cookery book, published by Gylvendahl and FDB. The connection between everyday consumption and the climate has been highlighted in the chain by drawing attention to the 10 climate tips.



# Irma

Irma have supermarkets, the majority of which are located in Greater Copenhagen, and have a high-quality profile in food and customer service. The chain consists of approx. 80 stores.

## ENVIRONMENT & ORGANICS

Throughout 2009, Irma has conducted a large number of activities to ensure that the chain has the largest proportion of organic and ecolabel products in proportion to the chain's total sales.

Irma has a total of over 1200 different organic goods, which is around twice as many as the primary competitor. With organics making up 21 per cent of the total turnover, Irma is the unparalleled leader in Denmark, with the largest share. In week 40, Irma sent out a 100 per cent organic special offer leaflet and achieved a total organic share of the total sales of 34.3 per cent, which is an unofficial world record amongst supermarkets.

In the category of ecolabel products for washing, cleaning and personal care, Irma's own brand "Tusindfryd" with a Swan label, makes up 40 per cent of the chain's total sales in these categories. The aim is to increase that proportion to 50 per cent in 2011. In total, Irma now has a selection of 130 different Swan labelled products and from 2008 to 2009, it had a climb in turnover of 30 per cent.

As an alternative to the usual carrier bags, Irma has two reusable bags: an organic cotton one and a PET-based one that is made with 80 per cent recyclable material. These were launched in 2009.

The selection of fish that is MSC labelled has been increased dramatically. During 2009, the selection has been extended to over 20 different products and saw an increase in turnover of 35 per cent.

**HEALTH** Irma supported the introduction of the Keyhole label wholeheartedly and in 2009 they had over 150 products labelled with the Keyhole symbol.

Irma has removed all goods that contain sugar from near the checkouts, and have also decided to do away with multi-buys on sugary sweets and soft drinks.

Irma has inspired their customers to eat more healthily, primarily through their free store magazine, "Krydderiet", which is published four times a year. Each number contains a number of healthy, tantalizing and exciting dishes.

**CLIMATE** Irma has phased out all ordinary light bulbs and is testing a new lighting system for in the shops. This should reduce energy consumption by 33 per cent.

**ETHICAL TRADE** Irma offers over 90 different Fairtrade products and in 2009 had a turnover increase of 24 percent. Irma distributes the magazine, "FairNok" in all of its supermarkets.

In 2009, Irma was awarded the international animal protection award, The Good Egg Award, for not selling any eggs from battery hens since 1994.

# Fakta

Fakta is a chain of discount stores with a selection of the best-selling groceries at fixed low prices. The chain has 365 shops.

**ENVIRONMENT & ORGANICS** Fakta have extended their range and marketing of organic goods. The selection is now up to 70 organic products, which is an increase of 20 per cent on last year.

The number of MSC labelled fish has also been extended from 2 to 14 during 2009.

**HEALTH** Fruit and vegetables have been given greater priority, with a larger assortment, more special offers and more employee focus on the category. Sales have increased proportionately higher than the chain's overall growth.

Fakta has inspired customers by publishing 50 recipes with nutrition labelling. There have also been tips and ideas besides the recipes in the special offer leaflets.

In close collaboration with Coop, Fakta was the first discount store in Denmark to launch the fruit and vegetables universe for children, Fruit Fools.

**CLIMATE** The chain has invested in energy-saving measures for their refrigeration units and freezers, and by controlling consumption in all of the stores, they have been able to optimise consumption.

**ETHICAL TRADE** Fakta has taken part in the campaigns run by Fairtrade Labelling Denmark, and they have extended their assortment of Fairtrade goods as well, achieving higher sales accordingly.

The charity button has been installed on all of the chains' bottle deposit machines, where in 2009, customers were able to donate their deposit, wholly or partly to UNICEF Denmark and Dan Church Aid.



We work to ensure that our goods fulfil a large number of demands that extend beyond the basic legal requirements.



# 6. Quality – product demands

Under the title, “quality” we work to ensure that the goods we sell in Coop’s supermarkets fulfil a large number of requirements that extend beyond the basic legal requirements.

The various demands concentrate on how the products are manufactured, which contents we want or do not want, and ultimately, the very exacting quality specifications the individual product should comply with.

Our product demands apply to both food products and non-food products.

The work with quality however, is not only to place demands on the products we get. It is also to continually ensure that the processing which happens in the stores, i.e. the butchers, the delicatessens and the bakery departments always live up to the legal requirements and Coop’s own standards.

## Bacteriological control of fruit and vegetables

On receipt of fruit and vegetables at Coop’s distribution terminals, each batch is inspected visually and samples are taken for testing.

Pesticide Control, i.e. checks for chemical residue, has been conducted for many years with approx. 450 samples taken each year.

Since the summer of 2008, samples of fruit and vegetables have been taken for the control of disease-inducing bacteria - so-called pathogens. This was partly brought about to help clear up the reason for a widespread salmonella outbreak, which was confirmed in Denmark in 2008, and partly because we hoped to build up a knowledge base of which fruit and vegetables were most at risk and which supplier had the best bacteriological quality control.

We have worked closely together with Coop and the chains for many years on developing the organic range and marketing it. The plan has definitely been to maintain positive progress with organics despite the financial crisis, because Coop has high ambitions for its organic products.

Director Paul Holmbeck,  
Danish Organic Farming Association

These controls, must be used as criteria to select suppliers that have the best quality control.

Bacteriological tests are undertaken for salmonella, E. coli, Listeria and Shigella

To date, only one single unit of grapes has been infected with pathogenic bacteria and the sale of grapes from the supplier concerned was brought immediately to a halt and sharper control on grapes was set in motion, fortunately without further problems.

Studies have given Coop valuable knowledge about the products and the manufacturers.

The following are analysed:

- Danish and imported products
- Conventional and organic products
- Products, that are primarily eaten raw and products that are usually cooked prior to eating

However, our concern is of course greatest for products that are eaten with the peel or skin on and without heat-treatment prior to eating.

## The Meat Case

In September and October 2009, the TV programme DR Kontant uncovered cases involving the repacking of meat and deception in a number of Danish supermarkets. Coop totally dissociates itself from this kind of practice, but it is important to emphasise here that by far the majority of our stores have extremely competent and conscientious butchers, and it is just a few that spoil it for the rest and give the industry a bad name.

The Danish Veterinary and Food Administration conducted a campaign of inspections in approx. 200 stores, of which 69 were part of the Coop chain. Two out of the 69 had repacked food products and that is two too many. We have a great responsibility to ensure quality products with high standards of food safety for our customers. This is why, as a result of the case, we re-clarified our rules and strongly emphasised that failure to comply with these rules could jeopardise the employee's job contract.

For many years at Coop, we have had a minced meat and processing concept with rules which all butcher departments must follow.

Amongst other things this concept defines:

- Which ingredients may be minced
- That minced meat must only be sold the same day it is minced
- That neither lamb, poultry or game can be minced
- That surplus minced meat must be heat-treated within 24 hours of mincing
- That repacking is prohibited (this applies to all food products)
- Best before dates for fresh meat and processed products.

Furthermore, we place demands on the age and total bacterial count of the raw meat we buy in for mincing and we have the right to test this.

We have an external analysis company that conduct surprise bacteriological and chemical inspections on the products processed in the stores.



## Bisphenol A in Baby Bottles

In May 2009 we were called to an emergency meeting with the The Danish Veterinary and Food Administration. The Minister for Food, Agriculture and Fisheries expressed the wish that trade and industry should enter into a voluntary agreement to phase out the chemical substance, Bisphenol A in plastic baby bottles, as animal research had shown that the chemical is suspected of being hormone-disrupting.

However, at Coop we had already informed our suppliers in June 2008, that we did not want baby bottles that contained Bisphenol A, and since January 2009 all the baby bottles we have received from our suppliers have been Bisphenol A-free.

We chose this early phase out in the interests of our customers' health and safety.

## Heavy Metals in jewellery, beads and clothing, etc.

In 2009, the Danish Environmental Protection Agency instructed numerous jewellery importers to recall jewellery from the Danish market due to its exceedingly high content of heavy metals. The Agency had tested 232 pieces of jewellery and



almost 6 out of 10 contained illegal quantities of heavy metals. A few of these pieces were bought in Kvikly.

However, Coop quickly implemented controls to ensure that our range does not contain product lines with heavy metal problems. With the use of x-ray analysis at the Force Institute, both existing products and products that will be part of a new range were tested. This concerns primarily jewellery, beads and clothing with studs/buckles. Both metal and ceramic materials can contain heavy metals.

## Responsibility for non-food

Coop often places tougher demands, compared to what is required legally, on the products that we buy. With non-food products, it is vital to be able to document that safety is at 100%. It is our responsibility to make sure we do not sell products that cause damage or are the cause of an accident. We take this responsibility very seriously and place tough demands on documentation.

There are many voluntary European safety standards. Compliance with a given standard means that the product has been evaluated and approved as safe and of a certain quality. For this reason, Coop requires that the non-food products we buy are manufactured in compliance with the voluntary safety standards.

Examples of product groups where such requirements were implemented in 2009:

### COOP'S CANDLES

Carbon from lit candles has an impact on the indoor environment. All Coop's private label candles, 'Ideas Daily', comply

with strict quality demands and therefore pollute the indoor environment as little as possible. The whole range is approved according to the EU safety standards, which set guidelines for candle safety. The significance of these quality demands can be measured, among other ways, by the reduction in claims of soot damage since the test on candles was introduced.

### STRING TIES IN CHILDREN'S CLOTHING ARE DANGEROUS

Hoods with string ties, bikinis that tie at the neck, trousers that tie at the waist, bows. These are all examples of textile items that can be dangerous for children while playing. In the playground if the tie gets caught coming down the slide, or if the hat is sewn in and gets caught in the bus door. For this reason, in 2009, Coop has introduced the requirement that all children's clothing must adhere to the European safety standards regarding ties in all articles of clothing. Furthermore, we have extended this requirement to include all types of textiles, even those that are not covered by this safety standard, e.g. gloves joined with a cord.

### BICYCLES

The requirement to comply with the voluntary safety standards for bikes was implemented in 2009.

**A bike must be reliable in traffic. In order to document this, Coop demands that our private label brands, 'Mustang' and 'Rocky' comply with all current EU safety standards for bikes.**

It took several years to meet these very high standards, but we achieved this in 2009. Numerous complicated technical tests are continually carried out at our

suppliers and at independent testing laboratories. To be able to document that the bikes adhere to safety standards, has been a huge challenge for suppliers and a considerable financial investment for Coop.

### BAN ON PVC HOUSEHOLD TEXTILES

In 2009 Coop introduced a ban on PVC in household textiles. That is to say, that PVC shower curtains, vinyl tablecloths and camping tablecloths are no longer found in our stores. PVC had already been excluded from Coop's clothing textiles many years ago.

It seems as though the general public see Coop as the responsible supermarket, and that Coop take their responsibility seriously. As a consumer you don't just buy products but support an idea when you shop at Coop. But Coop should set much higher standards than just having a goal to stock more eco-labelled products. The eco-labels are not always equally sustainable and as a big chain it is important to follow up on criticism of the labels. This goes for both FSC and MSC.

Marine biologist Hanne Winter,  
Greenpeace

Coop's leadership  
philosophy is based  
on: Management,  
Inspiration and  
Implementation.



# 7. HR – Responsibility

## – part of everyday life

### Responsibility should be part of our everyday life

It is Coop's aim that responsibility is an integral part of our business culture and that we live by this in relation to employees and customers alike.

Therefore, it is crucial that our 35,000 employees have an awareness and understanding of what responsibility means.

Part of the work with responsibility is, of course, also that our employees experience Coop as a company that lives by its principles of responsibility in practice. This is why the physical and psychological work environment of our many work places is paramount, just like the focus given to creating a healthy workplace.

In order to ensure that customers experience responsibility in practice when they visit our stores, we have set up a responsibility school, where employees train as

so-called "green agents". Their role is to make the most sustainable products in the store visible, follow the sale of these products, share their knowledge of the products with other employees and advise customers about the most sustainable choice of product.

Some of these initiatives are presented below, to show how, through leadership and training, we ensure that our employees are involved in our journey to operate a company responsibly.

### Leadership Values

Our leadership philosophy is based on three official leadership values: Management, Inspiration and Implementation.

It is based upon a humanistic foundation, with the belief that employees will take responsibility and the initiative if the conditions are right. The values are based especially on the employees' own need for good leadership. Coop does not have

I would like to send an acknowledgement to our owners, FDB who support numerous causes that match our everyday work in our stores. I am personally fascinated with FDB's work in arranging microloans for the poor in third world countries. It makes a huge difference.

Department Manager Kristian Hede,  
Kvikly Norresundby

# Coop's Leadership Values

## MANAGEMENT

that a manager can set clear goals and communicate clearly

## INSPIRATION

that the management involve the employees and show them respect

## IMPLEMENTATION

that an agreement is an agreement and that it will be followed through

# Coop's Management training

## LEADERSHIP 1

Management in Coop  
Situational management  
Planning  
Interviews

## LEADERSHIP 2

Make your employees your most valuable resource  
Personal development  
Coaching  
Job satisfaction

## LEADERSHIP 3

Personal leadership  
Strategy, communication and culture  
Effective implementation

rule management but framework management. This means that the manager has an important role in creating a framework for the well-being of the employees; through the development of the individual to be personally involved, take the initiative and be self-managing to carry out the job.

## Training

Management and employee development is a top priority for Coop. For this reason, every year we invest over 25 million DKK on in-service training of employees in store and administrative jobs. It amounts to about 20,000 days of courses each year. This is done in particular to attract and keep the best employees. A job at Coop will improve an employees' job market value, through experience and training.

This is why Coop gives all the managers who participate in internal management training, the opportunity to finish each level by sitting a Bachelor of Commerce exam. In this way, competent managers in Coop's stores and administration are trained, but at the same time, they have an exam certification which may also serve them well outside of Coop. Such documentation can strengthen both formal market value and employee self-esteem, particularly for those who have a short formal school education behind them.

Coop has developed an alternative to the traditional trainee system. It is called the "Sales aspirant training". This education is aimed at the large group of young people that fail to reach upper secondary education past 16 years old. These young people can get the chance to take an education for more than 9 months that covers a large part of those areas a tra-

ditional sales trainee learns about. Sales aspirants, with the inclination and potential to become managers, can continue on Coop's "Manager aspirant training". Both courses end with the opportunity to sit a commercial exam, which just like the management programme, give ECTS-points. In this way, in less than 2 years, young people who are tired of school can get started on an education and career. Hopefully this will last for many years at Coop, but it also opens the door to the rest of the world.

## Former store manager Sonny Vaarby...

... chose in August 2009 to wave goodbye to his colleagues in Irma, where he had begun as a trainee, to become a hypermarket manager in Kvickly.

"On a personal level it has been very stimulating to change chains. Also, it has been an enormous professional challenge, so that today I consider myself a representative for Coop. In other words I see myself as the whole group's man rather than only the chain's man" says Sonny Vaarby.

## Careers across the board

Creating development possibilities for the individual employees is not just about training, but also about offering unique career opportunities, whereby you could start as a casual worker in SuperBrugsen, become store manager in Fakta and then regional manager of Kvickly or purchasing manager at head office.

## Number of females in middle management in stores



2008 = 53%  
(equal to 270)

2009 = 56 %  
(equal to 290)

## Number of female managers at store manager level



2008 = 9%  
(equal to 30)

2009 = 17 %  
(equal to 215)

## The management group at headquarters



2008 = 53%  
(equal to 40)

2009 = 56 %  
(equal to 70)

**Target 2013 is 23% (equal to 275)**

**Target 2012 is 45% (equal to 100)**

\* The figures from 2008 and 2009 are not comparable, as in 2008 they were calculated from Kvickly, SuperBrugsen and Dagli'Brugsen, and in 2009, from all the chains, incl. Irma and Fakta.

With more than 1200 stores of all different sizes and 5 different chain concepts, there is plenty of opportunity for competency development. Experience with the actual operation of stores across the chains develops future managers, equips them to be ready for change and act as competent retailers in a changeable and intensively competitive market

## Diversity

Coop has a social responsibility. Therefore, a corner stone is to ensure diversity in the composition of the employee base. Employees with different cultures, gender, age, background and life stories strengthen Coop as a workplace and equip the workplace to be able to offer

a service that matches the diverse range of customers' wishes and needs. Coop has led the way in terms of integration of immigrants. This was already a part of employment policy in 1998. Statistically speaking, since 1996 there have been proportionally as many immigrants employed at Coop, as there have been immigrants living in Denmark.



## Denmark's Best place to work

Irma became no. 2 of the best large workplaces in Denmark and retained its 16th place amongst all the participants in the study.

The study has its 10th anniversary in 2010 and Irma is again trying to achieve the highly acclaimed goal of being in the top 10 best places to work in Denmark. To achieve this, employees are involved through focus groups with the theme, "Irma as a workplace".

### SuperBrugsen's Superwoman

Coop manager, Helle Brandt heads the Nørrebrogade supermarket. Helle has worked for Coop for 19 years, where she started out as a checkout girl. She then went on to become a trainee at SuperBrugsen, Hundested. Helle has worked across the board in Coop's chains and most recently has shown very impressive results in the modernised SuperBrugsen Søholm in Brønshøj. Helle is married and has two boys, 8 and 11 years old.

Other initiatives include our support for "The Charter for more women in management", Coop's senior-policy which was drawn up in 2007, as well as a close working relationship with the local job centre.

## More Women in Leadership

Coop is one of the companies in Denmark that has the most women managers. Nearly 600 of our managers today are women.

In 2008, when Coop joined the Ministry for Gender Equality's charter for more women in leadership, the long-term objective was to achieve an equal distribution of management posts between men and women.

The kick-off was an analysis, which outlined the barriers for female managers in the stores. It eliminated the prejudice that working hours and hard physical work are the barriers. In continuation of the report, an ambitious plan of action was put in place in the stores and head office that focused on:

- Highlighting the stories of the many female role models in the organisation
- Establishing networks for female managers in the chains
- Recruiting with the aim that there should be at least one woman in the running for every vacant managerial position
- Making sure the percentage of women in the management groups, is included in the key figures for Coop's executive management
- Developing a mentor programme

## Partnerships with local job centres and the employment council

Coop's stores have good experience of "making ties" and cooperative relationships with the local job centres and the employment council. This helps to find the best possibilities and solutions to social and employment challenges in society. Each agreement covers prevention of bad elements, job retention and integration. At the same time, the individual partnership agreement is adjusted to suit the local circumstances.

The focal point for the collaboration is that employees on long-term sick leave are a growing human and financial problem in our society. Coop's contribution to solving the problem has the overriding purpose of developing and establishing best practice for our work with responsibility. In concrete terms, we have set up a two-part plan:

- to ensure we retain our present employees by acting much earlier with regards to sick/ at risk employees
- to give the job centres' target group of unemployed a foothold in the job market

Back in 2008, six Kvickly hypermarkets were awarded the nationwide Network Prize - also known as the Business World's Cross of Chivalry- for developing and working with acceptance and social responsibility. In their nomination, the committee of judges attached importance to the fact that Coop's contribution was rooted in their leadership vision and was holistic.



## Senior Policy

Coop's senior policy applies to employees over 55 years. Its aim is to keep the older employees in work for as long as possible, benefiting both sides: Coop keeps professional knowledge and cultural competence in the organisation. In return, employees have good working conditions, so they match the possibility of staying active in the labour market. Some senior employees would like to be given other tasks, so that they continue to get enjoyment and fulfilment at work. Others hope for a benefits package with more freedom in the form of free days and extra holiday. We want to find solutions to suit the needs and wishes of each individual employee.

## Job Satisfaction 365 Days a Year

Job satisfaction is not a matter of course. There are many factors in an organisation that contribute to an employee being satisfied with their job. At Coop we focus on creating everyday job satisfaction for our employees. This is monitored annually by means of a job satisfaction survey. The results from this survey are an indication of how the employees experience the work environment and their manager's ability to create a good rapport through good leadership. The survey is followed up by an important satisfaction dialogue where both employees and their managers are able to discuss which working and collaborative relationships give energy or take energy away from the working day. This dialogue ensures that Coop continually improve and develop the physical and psychological work

environment. The satisfaction dialogue makes a real difference and helps to keep focus on the framework and requirements necessary to make the work environment one which both develops and protects each individual in a hectic working day.

## Health

Coop wants to be a healthy place to work and if necessary, help our employees to change habits and attitudes, incorporating "health" into every day. With the canteen project "Health at Coop – 100 days of health", we have focused on the healthy alternatives when it comes to diet. The canteen employees provide healthier food as a result of working with esteemed chefs. This has been followed up by lectures on health which have inspired and boosted individuals to make an effort themselves. It was this personal drive and determination that was the turning point when 60 employees signed up for Coop's collaboration with Weight Watchers.

In terms of exercise, Coop supports activities like "We cycle to work", the DHL-relay run and the Änglamark Run. The Coop Alliance, an umbrella organisation for the personnel and sports clubs at Coop, offer various forms of sport that can be played together with colleagues.

I plan to use Coop's responsibility plan, 1 vision, 4 areas and 40 actions as a starting point for training young employees in the store. It gives job satisfaction, pride and not least, knowledge for the benefit of customers about Coop's work with the environment & organics, health, climate and ethical trade.

Coop manager Torsten Pedersen,  
SuperBrugsen Ålekistevej

"It is very satisfying to work for a company that doesn't just make money but that also has an opinion about things like the environment and organics. It gives a sense of pride, particularly because we are good at it.

Deputy Manager Christina Lyse  
Priisholm, Dagli'Brugsen Hejls

Coop was the first  
grocery retailer  
in Denmark to join  
Global Compact



# 8. Global Compact

Throughout this whole report we have endeavoured to give an insight into how we, at Coop, work with responsibility on many different fronts. To conclude the report we will summarise how our work with responsibility reflects our support of Global Compact.

Today, Global Compact is the world's biggest voluntary initiative with regard to businesses' social responsibility, with over 7,000 registered members from more than 130 countries. In Denmark there are 174 companies, NGOs, trade organisations and more, signed up to the initiative, by far the majority of which are private businesses (as of 26/01/2010). Global Compact was officially launched at the UN's Headquarters in New York in July 2000 by the then UN Secretary-General Kofi Annan. Global Compact has 10 core principles involving human rights, workers rights, the environment and anti-corruption, which businesses are encouraged to adopt "within their sphere of influence". The 10 principles can be regarded as common fundamental values that are based on international norms and conventions.

## Support of Global Compact is binding

Coop signed up to Global Compact in the summer of 2008 – as the first grocery retailer from Denmark. In doing this we committed ourselves to implementing changes in our operations so that Global Compact and its principles are an integrated part of our strategy, culture and everyday actions. At the same time, we committed ourselves to recording how our work with responsibility is moving forward and to reporting to our stakeholders on the results of our work. This report is the first in a series of so-called "Communication on Progress" reports, which from now on, we will publish annually.



"Coop's work with responsibility is based on the core values and history it shares with FDB. Responsibility for its members, customers, employees and society in general has, for this reason, always played a very central role for our company – and both Coop and FDB should be very proud of this. It therefore gives me great pleasure to see that Coop can now show, without any doubt, that running a responsible business also goes hand in hand with running a healthy and profitable business.

AGEO Thomas Bagge Olesen, FDB

## Global Compact's 10 principles

1. Businesses should support and respect the protection of internationally proclaimed human rights
2. Businesses should make sure that they are not complicit in human rights abuses.
3. Businesses should uphold freedom of association and the effective recognition of the right to collective bargaining.
4. Businesses should uphold the elimination of all forms of forced and compulsory labour.
5. Businesses should uphold the effective abolition of child labour.
6. Businesses should uphold the elimination of discrimination in respect of employment and occupation.
7. Businesses should support a precautionary approach to environmental challenge.
8. Businesses should undertake initiatives to promote greater environmental responsibility.
9. Businesses should encourage the development and diffusion of environmentally friendly technologies.
10. Businesses should work against corruption in all its forms, including extortion and bribery.

In Coop we have a long-standing tradition of working with responsibility and when we signed up to Global Compact in 2008, we already had a solid foundation of responsibility policies to continue to build upon. But we would like to be even better, be inspired and discover how we can work with responsibility in the future.

In backing Global Compact we have gained a flexible and practical tool and not least, an array of other bright companies' experience to draw upon. Any business, no matter what branch, size or country of origin, can apply the 10 principles. The phrasing is very accessible, the idea being that businesses can decide themselves what is implied by "within their sphere of influence" and can then implement strategies accordingly, concentrating on the areas that are relevant for the individual company. It is in the nature of things that completely different areas are relevant for different types of business, and that a big grocery retailer like Coop would have different areas that call for attention than, e.g. a small IT company.

For us, health is an important area, so even though health does not appear as one of Global Compact's 10 principles, naturally we write about it anyway. Partly because it is an area where Coop's "sphere of influence" stretches quite far, considering we sell around one third of the total food in Denmark, and partly because we think that it is relevant for our stakeholders to know how we work to promote health, both in the general population and amongst our employees.

## Responsibility work should be right out there on the shelves

Because Global Compact's 10 principles are formulated to be so open and because there is no control from Global Compact's side whether member companies actually implement the 10 principles or just say they do, Global Compact has been criticised for being a 'PR stunt' for businesses. And as a counterpart to companies', "greenwashing" (where they portray themselves or their products as far more environmentally friendly than they are in reality), the concept of "bluewashing" has now emerged – where under the cover of the UN's blue flag, businesses give the impression of having complete control over their responsibility.

In Coop we are of the opinion, that the above-mentioned criticism of the UN's initiative is not irrelevant, but that it is based on a misunderstanding in interpreting the purpose of Global Compact. Global Compact is not meant as a monitoring body, but as an optional initiative based on network, dialogue and openness. It is a requirement that progress reports be published and that companies that do not submit their reports on time are withdrawn from Global Compact's list of members. This demand to publish the report is simply so that the businesses' stakeholders can act as monitoring bodies. So, the target group for this report is our stakeholders, be it employees, NGOs, suppliers, the media, customers, collaborators, etc. and it is them who should judge whether we are on the right track. And this is why we value their opinion.



We do not want the membership of Global Compact to be just a fine “rubber stamp” or a tool we take out once a year when the progress report needs to be prepared.

We have ambitions to get our responsibility work right out there on the shelves in the stores and integrate the 10 Global Compact principles to an even greater extent, into the way we run our business.

For this reason we have employed a Business PhD scholar, with the support of FDB, who will investigate how we can implement Global Compact’s principles into our entire company, including our more than 1200 stores. Part of the PhD project involves recording whether our work with responsibility also causes changes in employees’ and customers’ opinions and behaviour within our four core areas. In other words, can we help to get our customers to choose organic, eco-labelled or Fairtrade-labelled products more often? And through education and marketing, can we shift customers’ opinions and habits in the direction of more sustainable consumption? To investigate this as part of the PhD project, nearly 2000 questionnaires were completed by Coop employees and a further 2000 by Danish consumers in the period of August and September 2009. These surveys will be repeated after 18 months to see if opinions and habits change. In this report we have frequently referred to the results of the consumer survey.

# Work with Responsibility – a never ending journey

In the following table we have given examples of how we work with Global Compact’s 10 principles in Coop.

In the summary it is clear that there is a huge difference between whether we are referring to Global Compact’s principles in relation to our own work force and our enterprise in Denmark or we are referring to the principles in relation to the work force of our suppliers in developing countries. The biggest challenge for us with regards to human rights and workers’ rights is to ensure decent conditions for workers at our suppliers. Hence the first areas of human rights and workers’ rights will be concerned predominantly with our purchasing company, Intercoop and their guidelines for trading with the Far East. When it comes to our work with

the environment and climate, the focus is primarily on activities in Denmark, whilst the prevention of corruption applies, to a greater extent, to both home and abroad.

Work with responsibility is a process – a never ending journey .

We will never be able to say, “We’ve done it!”, but instead we must ask ourselves, “What else can we do?”.

We have chosen to put our cards on the table and talk openly about the challenges that still face us. We know that there are still many issues to work on, but we are on our way and we have a notion of which areas in particular will need our attention in the future.



# Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2: Businesses should make sure that they are not complicit in human rights abuses.

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## Examples of how Coop works with the principles

Partnerships	Coop frequently enters into partnerships with humanitarian organisations that in different ways work to ensure that human rights are observed. In the period 2007 – 2009 we worked with UNICEF Denmark and Dan Church Aid, and in 2010-2011 we are collecting money for Save the Children and WWF. This happens partly with the charity button on the bottle deposit machines and partly by the sale of products such as umbrellas and Chinese slippers. In addition, Coop has set up collections in stores following major disasters like the earthquake in Haiti or the cyclone in Burma. Our aim is to collect 30 million DKK before the end of 2011 for our charities.
Intercoop's Education Fund	Our purchasing company Intercoop has set up a fund for child education and social welfare. The aim is to support primary school education for children who live in areas of the Far East where Intercoop has business partners. Since the fund was established in 1997 it has supported projects in China, Thailand, Indonesia, India, Bangladesh and Vietnam thus enabling vulnerable children to get an education.
Micro-loans and development projects	Together with FDB we are trying to improve living and working conditions for farmers in Africa. Through FDB, Danish consumers can set up microloans for farmers in Africa, so they can invest in irrigation systems, water pumps, seed etc. The farmer sells his products to a local supplier, who sells them on to Coop and we then bring them to our stores. This secures a market for the farmers' produce. In the future, Coop and FDB will work on identifying new products that can create tangible improvements for the producers in Africa through development projects.
Focus on health	In the UN's Universal Declaration of Human Rights from 1948 it reads, "Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family". Health is one of Coop's key issues and we have a range of initiatives which promote good health in both employees and customers. For a minimal charge our employees have access to fitness facilities, massage, reflexology and acupuncture at the head offices in Albertslund and in Rødovre. With regards to consumers, we try to make it easy for consumers to make the best nutritional choices, by for example, expanding the range of Keyhole-labelled products and by marketing the Keyhole label so awareness of the symbol improves. We are also working at recording the calorie content of certain food products, as we would like to reduce the calorie content in products such as soft drinks and cold meats. Coop will also launch 25 new healthy products as alternatives to unhealthy snacks.

# Workers' Rights

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: Businesses should uphold the elimination of all forms of forced and compulsory labour.

Principle 5: Businesses should uphold the effective abolition of child labour.

Principle 6: Businesses should uphold the elimination of discrimination in employment and occupation.

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## Examples of how Coop works with the principles

Intercoop's Code of Conduct	Our purchasing company Intercoop has drawn up a Code of Conduct with the overriding purpose of ensuring that no breach of workers' rights occurs at our suppliers. It is the job of Intercoop and BSCI – which Intercoop are a member of - to make sure that the factories follow the guidelines. Unfortunately, the audits show that substandard conditions are commonplace at a large proportion of the factories. Serious violations of the Code of Conduct result in another audit of the factory within 3 months. In our opinion, it benefits the workers at the factory more if we enter into dialogue with the suppliers and draw up a plan of action to rectify the situation rather than completely cease to trade with them. Nevertheless, this is always a course of action if the supplier does not show the will and ability to change the conditions. It is evident that our method works, as a large majority of suppliers have made the necessary changes by the next audit. In Coop we are very aware of the problems concerning proper inspection of the suppliers and we know there is still a lot of work ahead of us. Through Intercoop and BSCI we will continue to carry out audits and enter into dialogue with those suppliers that do not abide by our Code of Conduct, as in this way the standards in the factories are raised. We hope that these new and higher standards will spread like ripples in a pond to other factories in the local vicinity.
Choice of Union	In Intercoop's Code of Conduct it is emphasised that employees have the right to organise themselves freely and the right to collective bargaining. At Coop we are aware that the political climate, with regards to trade unions is very diverse and that in China, for example, there are very specific issues concerning choice of trade union.
Forced labour	Intercoop's Code of Conduct emphasizes furthermore, that we will not work with suppliers that use workers that have not voluntarily offered their manpower (forced labourers). Also forced overtime, debt slavery and the retention of identity papers or wages is regarded as forced labour. Despite the prohibition of forced labour, three cases were discovered in the course of a year through Intercoop's audits. All at factories in China. At the three factories concerned, wages to the workers were kept back for 6 months or a year, who were then forced to borrow money from the factory to cover their living expenses until they got paid. When the 3 factories refused to change their methods for paying wages, Intercoop ceased to trade with them.
Abolition of child labour	In Intercoop's Code of Conduct it is made clear that we will not enter into a contract with suppliers that use child labour in production (defined by the relevant country's legislation in that area). This applies to any type of product. Despite this, Intercoop's audits have still uncovered cases where suppliers have used child labour in production. In these cases we are working on finding a solution that protects the children's best interests. Typically this is to provide training/schooling for the children. The fact that cases can be found at all is far from satisfactory but it does, despite everything, bear witness to the effectiveness of the audits - they do function as intended.

# Workers' Rights (continued)

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: Businesses should uphold the elimination of all forms of forced and compulsory labour.

Principle 5: Businesses should uphold the effective abolition of child labour.

Principle 6: Businesses should uphold the elimination of discrimination in employment and occupation.

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## Examples of how Coop works with the principles

Minimum wage and working hours	Naturally for Coop employees in Denmark nobody works for less than the minimum wage and we also offer wages and terms of employment that are competitive with the labour market in Denmark. With regard to workers that are employed at our suppliers in the Far East, Intercoop's Code of Conduct states that workers must receive a wage and terms of employment that are not below the legal minimum for the country concerned. It also makes it clear that workers must receive a reasonable rate for overtime, that this must occur on a voluntary basis and that workers must have the right to at least one day off per week. Unfortunately some of the most common violations of the Code of Conduct, revealed by Intercoop's audits, are too many working hours and incorrect payment of wages. They also found four cases of double book keeping. It is very important to us to stamp out these problems and therefore through Intercoop we will offer courses in "social compliance" for our suppliers in the Far East. The goal is to run at least two courses in China in 2010, where the majority of the factories are situated. In India, Pakistan, Bangladesh, Vietnam and Indonesia, one course will be run in each country.
Personnel policies on discrimination	Coop has drawn up a personnel policy that is given to all our employees at the start of their employment with us. It advises employees of their rights and of certain procedures, e.g. illness or dismissal. A key point in the policy is that Coop does not discriminate against employees on the grounds of their ethnicity, gender, sexual orientation, opinions or age. In Intercoop's Code of Conduct it also emphasises that discrimination is not tolerated and that employees with the same qualifications and experience will get the same pay for the same work.
Focus on ethical Trade	In Coop we want to help achieve better workers' rights – particularly for those in developing countries that work today under conditions that are considerably poorer than those we know in Denmark. Therefore, we have chosen ethical trade as one of our key areas. We take an active role in sustainable trade which includes spreading awareness amongst Danish consumers about the ethical labelling schemes. With regard to food, we want to promote Fairtrade-labelled products, and our ambition is to double our sales of Fairtrade products within 3 years and to introduce at least 25 new Fairtrade products.

# Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges.
- Principle 8: Businesses should undertake initiatives to promote environmental responsibility.
- Principle 9: Businesses should encourage the development and diffusion of environmentally friendly technologies.

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## Examples of how Coop works with the principles

A cautious approach to environmental challenges	In Coop we are strongly focused on the environment and climate and in our responsibility strategy we have committed ourselves to a range of initiatives in the area. We firmly believe in showing a cautious approach to environmental challenges and therefore we have set ourselves the goal of doubling our sales of eco-labelled products before the end of 2011. We will also stop the sale of concentrated weed killer and reduce damage to the environment caused by plastic bags, by supplying and marketing reusable plastic bags in all stores. We also believe that hormone-disrupting substances are an environmental challenge and will therefore ensure that Coop's private label personal care products, and chemical and technological products do not contain chemicals from the EU's list of substances suspected of being hormone-disrupting.
Reduction of carbon footprint	Amongst the many projects we run in the areas of environment and climate, many of them are about recording and reducing our carbon footprint. We have declared that we will reduce our carbon footprint by at least 12%. Our goal is to do this within 3 years. We aim to achieve this by reducing our energy consumption in the stores and administration by 10%. The strain put on the climate by our carriers will be scrutinised and reduced by, e.g. placing demands on our carriers when they invest in new lorries and by more effective route planning.
Promote customers' sustainable consumption	In Coop we believe that we can steer our customers in the direction of more sustainable consumption. Therefore, we will increase the amount of information available about organics and the environment and inform customers about which organic and eco-labelled products we have on offer in our stores. We understand that it can be difficult for customers to see which products are the most climate friendly choices and for this reason we want to inform customers about the connection between groceries and damage to the environment. Our aim is to identify climate friendly products and double the sales of these within 3 years. In addition, as part of the quest to promote sustainable consumption, we will ensure we have the widest selection of MSC- labelled fish products in the Danish grocery sector. Similarly, together with FDB, we will develop and market new FSC-labelled wooden products.
Responsibility school for employees	Employees are the key when it comes to promoting the concept of sustainable consumption, as it is them who have the daily contact with customers. Therefore at Coop, we have set up our own responsibility school, where course participants learn about Coop's organic, environmental and energy-friendly labels. Employees who participate in the course receive the title, "green agent" and also a certificate that documents their specialist knowledge and product knowledge. Until now we have had 60 employees on the course in 2009 and the aim is that a further 100 will attend before the end of 2010. Their role will be to make the most sustainable products in the store more visible, follow the sales of these products, share their product knowledge with colleagues and advise customers about the most sustainable product choice.
Development and diffusion environmental technologies	We believe the diffusion of environmental technologies is important. Therefore, we have announced our plan to launch a green flagship store, where new energy friendly technologies can be tested as an ongoing process. We have outlined which technologies we think should be part of the project and await the specific location of this store. In addition, we are working on launching at least 2 eco-labelled stores before the end of 2011.



# Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

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## Examples of how Coop works with the principles

Gift policy	In order to prevent corruption, Coop has a Gift Policy. This policy makes it clear that employees may not receive gifts of any description from suppliers or similar business contacts. If a gift should be delivered or sent, it must be returned, unless it is easily perishable or if returning the gift would incur disproportionate costs, in which case the gift must be shared amongst employees, e.g. by means of a draw, or on the occasion of a personnel event. Our employees may not, with few exceptions, participate in arrangements where participation is financed by a supplier, e.g. concerts, football matches and so on.
Combating bribery at the suppliers	Intercoop's policies emphasise that bribery is taken very seriously and it states in the Intercoop's auditors' contract of employment that they must agree not to accept a bribe of any description. During Intercoop's audits, there have been 4 cases where suppliers have repeatedly offered money to the auditors at the inspection. In the first instance, the auditor must of course decline the offer and reiterate Intercoop's strict policies on bribery. If the supplier repeats the offer, the auditor has a duty to report the incident to Intercoop's head office. The supplier will not "pass" the audit and Intercoop will not continue the cooperation with the supplier. At Intercoop they are currently working on developing tighter monitoring on this matter through spot checks.






We do what  
we can.  
Will you join us?










# 9. A summary of the reporting on the responsibility plan 1-4-40

## 1. Environment and Organics











Point	Activity and status 2009	
	Status	
1.1 We will build Denmark's leading caring brand, Änglamark	 90 %	Änglamark degree of awareness > 65 % - Index 115   333 products with sales (251 in 2008) Organic Index 116   Allergy 106   Environment index 130
1.2 We will ensure the best range of organic products on the Danish market	 100 %	Number of item numbers: 2399   Index 105   Organic share Coop: 6.6 % <u>Organic share chains:</u> Kvickly: 6.6 %   SuperBrugsen: 5.9 % DagliBrugsen: 3.3 %   Irma: 22.7 % Fakta: 4.3 %
1.3 We will double the sales of ecolabel products before the end of 2011	 50 %	Groceries: Index 155 on turnover 188 ecolabel groceries with sales in 2009 Non-food: Index 134 on turnover 631 ecolabel non-food products with sales 2009 819 ecolabel products in total

## 1. 1. Environment and Organics (continued)











Point	Activity and status 2009		
	Status		
1.4 We will participate in reducing the environmental impact from plastic bags by offering and marketing reusable carrier bags in the shops	 50 %	Reusable bags in Irma and SuperBrugsen 1-4-40 bags in Kvickly, SuperBrugsen and Dagli'Brugsen Charity bags in all chains	
1.5 We will stop the sale of concentrated weedkiller and offer less environmentally -damaging alternatives before the end of 2011	 50 %	Phase-out plan started in September 2010 Launch spring 2010 of new ECO varieties	
1.6 We will ensure the widest assortment of MSC – labelled fish products in the Danish grocery sector	 75 %	34 products with sales in 2009   Index 163 on turnover <u>Index chains:</u> Kvickly: 207 SuperBrugsen: 179 Dagli'Brugsen: 265 Irma: 136 Fakta: 138	
1.7 We will collaborate with FDB to develop and market new FSC-labelled products	 50 %	Collaboration with FDB on FSC-labelled wooden products from Honduras. Development of 2 campaigns in SuperBrugsen and Kvickly together with 3 new varieties of kitchen utensils launched in 2010	
1.8 We will reduce the use of packaging on our private-label brands	 0 %		
1.9 We will establish at least two ecolabel stores by the end of 2011	 50 %	Two pre-studies have been implemented in 2 stores which are expected to be ecolabelled in 2010.	
1.10 We will increase the amount of information to consumers about organics and the environment, as well as inform about which organic and ecolabel products are stocked in the shop	 50 %	The work on information is carried out continuously, and the information flow in recent years has grown, both in terms of visibility in the special offer leaflets, external advertising and development by Coop.dk	













## 2. Health

Point	Activity and status 2009	
	Status	
2.1 We will market the Keyhole label and increase awareness of it in Denmark. The target is an awareness degree of 80%	 30 %	Awareness degree of the Keyhole at the end of 2009 was approx. 35% Work will be intensified in the special offer leaflets, websites, newsletters and in-store material
2.2 By the end of 2011, we will have at least 500 Keyhole-labelled products	 60 %	Sales of 325 Keyhole-labelled products during 2009
2.3 We will continually develop our brands, Coop and Änglamark, so that as many products as possible in these brands fulfill the Keyhole criteria	 50 %	Awareness degree and number of products climbing, see 2.1 and 2.2
2.4 We will ensure that Coop's own chemical/ technological goods and products for personal care do not contain substances from the EU's list of substances suspected of being hormone- disrupting	 90 %	Still 2 products with parabens remaining – X-tra toothpaste and X-tra shaving foam . Parabens in X-tra shaving foam removed at start of 2010
2.5 Within 3 years we will introduce 25 new healthy products as an alternative to unhealthy snacks	 60 %	A total of 15 new products have been launched which can be deemed an alternative to traditional snack products
2.6 We will inspire customers with recipes for healthy and tasty dishes	 50 %	All the chains publish recipes, of which the majority are nutritionally calculated
2.7 We will establish a web-based slimming universe with advice about products and lifestyle	 100 %	Slimming Universe is in operation
2.8 We will work on recording the calorie content in our private label brands, Coop and Änglamark and set targets for reducing their calorie content	 30 %	The project will be expanded to include other products, not just Coop's private label brands. The calorie content of cold meats, sausages and soft drinks have been recorded and in 5 products, the calorie content has been reduced. The project is continuing in 2010
2.9 Using "the grocery sector's 13 point plan against obesity" as a point of departure, we will start a dialogue with our suppliers in order to reduce the problem	 40 %	Coop's buyers are involved in regular dialogues with the suppliers, to discuss whether the 13 point plan can be followed, e.g. at the annual contract meeting
2.10 We will improve the amount of information available on the healthy products available in our shops.	 50 %	Work on the flow of information increased dramatically in 2009 with e.g. a campaign for the Keyhole in week 5 and the launch of the Fruit Fools in October

### 3. Climate

Point	Activity and status 2009	
	Status	
3.1 We will map and reduce Coop's operational carbon footprint by 12%	 50 %	The Carbon footprint for operations and logistics is calculated using 2008 as the baseline. The total CO2 contribution amounts to 300,064 tons CO2
3.2 We will reduce our energy consumption by 10% in the shops and administration	 30 %	In 2009 we carried out a pilot test in 9 stores, both large and small shops. The test showed there is a large saving potential of approx. 13 per cent. Following this it was decided to implement the project in all stores
3.3 We will establish a green flagship store, where new energy-friendly technology will be continuously tested	 10 %	Potentially energy-saving technology has been identified, but it has not been implemented in the shops yet
3.4 We will calculate the Änglamark range's CO2 contribution and work on neutralising it	 70 %	The Änglamark range's total CO2 contribution has been recorded at 79,000 tons.
3.5 We will identify and double the sales of climate-friendly products within three years	 20 %	Grocery turnover index for ecolabel goods: 155 Non-food turnover index for ecolabel goods:134 Non-food turnover for A labelled white goods and low energy bulbs:116 Further identification of climate-friendly products remains
3.6 We will hold annual "Climate weeks", where we will focus on climate-friendly consumption	 50 %	In Kvickly, SuperBrugsen and Dagli'Brugsen, Coop carried out a focus campaign on climate in week 41
3.7 We will inform our customers about the connection between groceries and climate damage	 50 %	Information about the connection between CO2 and food can be found on Coop's website. The 10 climate tips have been introduced to consumers
3.8 We will reduce impact on the environment by our external carriers	 50 %	Future requirements that new lorries used to transport goods for Coop, must at least comply with Euronorm4. Logistics' carbon footprint is recorded
3.9 We will regularly inform and involve our employees in how they can contribute themselves to reducing impact on the climate both at work and privately.	 30 %	Information to employees at headquarters. Coop's responsibility school for shop employees has been held 3 times in 2009
3.10 We will increase the amount of information available about the initiatives Coop takes for the climate	 50 %	Coop's website is the primary information source. SuperBrugsen has had great success with a climate mail to customers in week 41.

## 4. Ethical trade

Point	Activity and status 2009	
	Status	
4.1 We will double our sales of Fairtrade products within three years	 25 %	Index turnover 119 145 products with sales
4.2 We will introduce at least 25 new Fairtrade products	 75 %	Introduced 17 new products in 2009
4.3 We will regularly provide information about which ethical cooperation agreements we have made with our suppliers	 50 %	We inform employees through our internal media. We also make presentations at conferences and answer enquiries from the press, NGOs and consumers. Publicise reporting with a statement about supplier inspection
4.4 We will collect at least 30 m. DKK for our humanitarian partners.	 25 %	6,395,343 DKK was collected for UNICEF Denmark and Dan Church Aid in 2009
4.5 Through our purchasing organisation, Intercoop, we will inspect our suppliers in the Far East with a view to ensuring that our ethical trade demands are kept	 50 %	Intercoop is conducting audits of suppliers. A total of 569 audits have been completed
4.6 We will encourage our Danish suppliers to join the Danish Ethical Trading Initiative and thereby take part in the joint improvements and capacity structuring activities	 10 %	We regularly inform the press and interested parties, including suppliers about DIEH, but have not systemised this work yet.
4.7 Through Intercoop, will will offer courses about ethical trade to our suppliers in the Far East.	 50 %	Intercoop has held seminars for suppliers at 2 locations in China
4.8 In cooperation with FDB, we will identify specific products where we can create concrete improvements through development projects, for the farmers/producers in Africa	 30 %	Project in progress in Kenya with suppliers of mange tout. The farmers receive microloans facilitated by FDB. The mange tout can be bought in Coop's shops
4.9 As a part of our support of the UN's Global Compact (GC), we will publish an annual report about our ethical work and we will work towards increasing awareness and support of GC amongst Danish businesses	 50 %	See this report
4.10 We will increase the flow of information to our customers about the benefits of the Fairtrade way to do business	 50 %	SuperBrugsen, Kvickly and Irma distribute the magazine, FairNok, and describe the benefits of Fairtrade in the special offer leaflets with campaigns



# Coop Responsibility Report 2009

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WILL YOU JOIN US?**

For more information about Coop and responsibility see  
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