

Coop for the environment: we give the environment a new imprint

Coop has always been attentive to environmental issues and, in line with the founding values of its mission, it could certainly not escape this call: in July it launched the multi-year project "Coop for the environment: we give the environment a new imprint"; with the objectives of:

- reaffirm Coop's constant commitment to protecting the environment, in line with its history and values
- enhance the contribution of Coop products and Coop quality control to distinctiveness in actions in favour of the environment

With this project, Coop has committed to:

1. REDUCTION OF PLASTIC FROM ALL PRIVATE LABEL PRODUCTS, IN ABSOLUTE TERMS AND WITH THE USE OF RECYCLED

2. PLEDGING CAMPAIGN OF THE EU COMMISSION: Coop is the only Italian retail chain to have joined the scheme, and it has organised a series of actions on private label and other products, to be carried out in subsequent steps, involving different products

These are targeted interventions, which have allowed Coop to declare its commitment to achieve, by successive steps in 2025, the use of 6,400 tons per year of recycled plastic instead of virgin, corresponding to the volume of about 60 trucks (about a row of 1 km of trucks on the motorway), with an estimated annual savings of 9,000 tons of CO₂ eq.

3. RECYCLABLE/COMPOSABLE/REUSABLE PACKAGING : with intermediate step of some specific line as Vivi Verde, all Coop private label products by the end of 2022

The objective will be pursued through the replacement of current packaging materials using materials technically recyclable or compostable

4. ELIMINATION OF ADDED MICRO PLASTICS, ACCORDING THE DEFINITION IN ITALIAN REGULATION, IN COOP PRIVATE LABEL COSMETICS AND DETERGENTS

5. RELAUNCH OF COOP POLICY ON PACKAGING

Coop packaging policy is being relaunched in the light of the EU's inputs, identifying the following issues to be developed:

- GENERAL SIMPLIFICATION
- REDUCTION OF ABSOLUTE QUANTITY OF MATERIAL
- RATIO PACK WEIGHT VS PRODUCT
- USE OF RECYCLED MATERIALS INSTEAD OF VIRGIN
- USE OF RECYCLABLE MATERIALS (PREFER MONOMATERIAL)
- USE OF REFILLS AS AN ALTERNATIVE TO VIRGIN MATERIALS
- CONFIRMATION OF INFORMATIVE LABELLING

Being aware that the choice of a packaging solution with the lowest environmental impact must take into account in the design all possible factors that may affect it, including product safety, functionality and costs, and in a broader perspective also the waste of product depending on performance, this choice must be supported by objective data such as LCA studies (extended or simplified), to exclude the risk of greenwashing.