Mieke Vercaeren
Head unit Sustainable Products
As a retailer we want to enable and stimulate conscious consumption.
Indirect Sourcing

Our role:
Work together with suppliers and other stakeholders

Direct impact
Retail
Energy, transport, materials, water

Our role:
Reduce impact, innovate, lead by example

Indirect Consumption

Our role:
Inform, motivate, offer alternatives co-create
Our approach

4 themes to inspire
consumer and employees

Agriculture
Health
Animal welfare
Work context
Training & development
Living together
Biodiversity
Raw materials
Water
Energy
Climate
Mobility

12 programmes
to make a difference

People
Environment
Product

3 pillars in the organisation

17 SDGs
to report on
OEFSR Retail: our learnings

PRODUCTION PHASE

45% 10%

45%

In general, the biggest impact is in products of animal origin.

Different type of actions on different type of product groups are needed in the value chain.
Business needs for Product Footprinting

• Harmonised PEFCRs -> comparability

• More PEFCRs!

• Qualitative up-to-data datasystems

• Common data platforms -> automation

• Feasible verification schemes
step by step
Thank you

Mieke.Vercaeren@colruytgroup.be