



Retail Agreement on Waste

Report

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May 2015

Foreword

With the support of the European Commission, the Retailers' Environmental Action Programme (REAP) was set up in 2009 by a group of progressive retailers with a simple remit: to improve the environmental sustainability of their own supply chains and so to bring tangible benefits to society at large. We do this by combining know-how, sharing best practices and feeding all this knowledge into the wider EU policy debates on sustainability issues. We also do it through concrete, on-the-ground actions, which directly involve our customers – so bringing the importance of sustainability to the forefront of their minds.

One of these initiatives is the Retail Waste Agreement, established in 2012 by 20 REAP members and attracting 6 more within a few months. Since these signatories came from diverse sectors within retail, the agreement was deliberately designed to be non-prescriptive. It merely called on companies to carry out at least two awareness-raising initiatives on waste reduction by the end of June 2014. It further provided that the projects should involve members' main product ranges – whether food, textiles, WEEE etc – and that they should target consumers. However, many of the initiatives developed went far beyond these simple requirements, producing ideas which engaged with school-children, employees, suppliers, other stakeholders, and the community at large.

This report presents the outcomes of these campaigns, detailing some of the wide-ranging and imaginative actions created by retailers. It demonstrates the creativity of the sector in developing original ideas and engaging with consumers. The first striking point is the large number of people reached by the initiatives; the second is their diversity. In many and various ways, consumers have been encouraged to adopt more sustainable lifestyles and reduce unnecessary waste, while saving their own hard-earned money and increasing their purchasing power.

The economic crisis has not altered the commitment of REAP members to continue working at reducing the environmental footprint and increasing the resource efficiency of their own operations, while also engaging with suppliers to address the environmental impact of manufacturing and production. In a time of austerity, REAP members also aim to help consumers live within their sometimes limited budgets.

On a larger scale, the signatories to the waste agreement hope to contribute to paving the way towards a resource efficient and sustainable economy and society. Through the example we have set and the projects outlined in this report, we hope to encourage other retail companies to carry out similar activities. This is not a time for retailers to shy away from environmental sustainability but, on the contrary, to embrace the challenge of being more efficient with our scarce natural resources.

We hope you enjoy reading about the projects and their results.



Susanne Czech
Director-General,
ERRT



Christian Verschueren
Director-General,
EuroCommerce

About REAP

The Retailers' Environmental Action Programme (REAP) is a voluntary initiative aimed at reducing the environmental footprint of the retail sector and its supply chain, working towards the promotion of more sustainable products and providing better information to consumers. REAP was launched in 2009 as the retail sector's proactive response to the European Commission's Action Plan on Sustainable Consumption. Published in 2008, the Action Plan recognised the important contribution retailers make to sustainability and to influencing sustainable consumption. In light of this, REAP was set up to provide a common platform to facilitate the sustainability dialogue with key stakeholders, whether suppliers, EU policy-makers, consumer bodies, or environmental organisations and also to effectively stimulate actions by retail members. REAP consists of two pillars specifically created for this purpose: the Retail Forum for Sustainability and the Matrix of environmental Action Points (MAP).

The Retail Forum for Sustainability

The Retail Forum for sustainability is a dynamic, multi-stakeholder platform for exchanging views and best practices. It also seeks to identify existing barriers and bottlenecks and to propose recommendations for retailers, stakeholders and policy makers to encourage them to adopt sustainable practices and policies.

The Retail Forum was launched in March 2009 by the ERRT (European Retail Round Table) and EuroCommerce with the support of the then Commissioner for Environment, Stavros Dimas, and the Commissioner for Consumer Affairs, Maglena Kuneva. Initially set up for a three year mandate, the Forum has maintained the full support of the European Commission since it was launched, and in 2012, its mandate was extended for an additional three years.

Anyone wishing to attend the meetings of the Retail Forum can also use the following link to the website to register: <http://ec.europa.eu/environment/industry/retail/involved.htm>

The MAP

The Matrix of environmental Action Points (MAP) is a database of commitments on environmental targets made by individual retail companies and associations.

These commitments are grouped into three categories:

- What we sell: includes actions aimed at selling lower impact, better performing products and services.
- How we sell: includes actions aimed at limiting the environmental impact of retailers' own distribution activities (stores, distribution centres, transport and goods), as well as limiting the environmental impact of operations through the supply chain.
- How we communicate: includes actions aimed at informing and influencing the consumer to make better choices and decisions in consuming, owning and using more sustainable products and services.

The MAP is updated on an annual basis, though existing members may initiate additional actions and new members may add new initiatives any time. To ensure the commitments are adhered to, they are subject to monitoring by independent third party consultants who report directly to the European Commission.

The MAP, with its impressive list of retailers' actions for the environment, is available at: <http://ec.europa.eu/environment/industry/retail/reap/>

Retail Agreement on Waste

9 October 2012

State of Play

Waste is a major environmental problem and is still growing in importance. A fundamental cultural change in behaviour is vital to address the issue of waste and the other environmental challenges and pave the way to a resource efficient and sustainable economy and society.

Retailers are a large contributor to the EU economy. Despite the current economic crisis, retailers are committed to remain responsible actors, and are keen to play their part in addressing societal issues.

Natural resources are becoming scarce, and retailers fully agree on the need to preserve them. Retailers therefore increasingly see waste as a valuable resource in its own right and are taking steps to reuse materials wherever possible so as to reduce reliance on raw-material inputs.

Waste management, and especially waste prevention and reduction, is a core objective of most retailers. Many retailers have already set up waste prevention and reduction programmes with ambitious targets, which are furthermore regularly reviewed. They focus primarily on the way their companies operate. They continuously strive to reduce their waste in their operations with all the means at their disposal in the segments of the supply chain where they may have a direct control (logistics, product design, packaging, recycling etc.).

Retailers also often collaborate very closely with suppliers. They use their expertise to help their suppliers improve their production process so as to reduce the overall environmental footprint of their activities and the products they supply them with.

Looking Ahead

The challenges in the field of waste are collective. Waste represents a cost for the environment but also for society at large. Retailers are committed to play a role in the waste recovery chain and participate in the overall efforts of preventing and reducing waste further.

Despite being a minor direct contributor to waste, retailers are fully aware that many products which become waste are bought in their stores or on-line. On average every citizen living in the EU throws away around half a tonne of household rubbish every year.

For many products, the environmental impact of the waste generated is highest at the consumer level. Adapting and/or changing behaviour is essential to reduce it. Retailers are therefore committed to instigate, encourage and accompany consumers in their efforts to reduce the environmental footprint derived from waste. The retail sector is in a strategic position to do this. It wants to put its knowledge of consumers, its proximity to them and its extensive experience in communicating and informing them to raise awareness about waste issues.

With this agreement, retailers intend to further reach out to their customers and involve them in the cultural change needed to address the waste prevention and reduction issue, thereby contributing to paving the way to a resource efficient and sustainable economy and society.

Commitment

Measuring waste reduction at consumer level is very difficult in the absence of the involvement of other players, such as local authorities. This agreement will therefore focus on raising awareness. Each food retailer will carry out awareness raising initiatives on food waste and how households can reduce it. For non-food retailers, the awareness-raising initiatives will focus on their main product range e.g. textiles, EEE. Each company will decide on an individual basis, the exact scope of the initiatives.

As responsible retail companies, each signatory to this agreement commits to:

For food retailers¹:

1. Carrying out, at least, two awareness raising initiatives on a global and/or national level by end of June 2014 on waste reduction.

These initiatives should focus on providing consumers with e.g.:

- general advice on how they can reduce the amount of food waste they generate e.g. how to handle, store and use food more efficiently
- information about the actual meaning of "use-by" and "best before" dates in collaboration with the Commission's information campaign
- innovative marketing tools: shopping lists for consumers, information on prevention, etc.

2. Progress will be measured on the basis of the number of initiatives, the number of people reached by these initiatives. The latter will be calculated according to the number of visitors to the website, and/or the number of footfall in the stores etc.

3. Signatories will report on their initiatives by providing the relevant documentation (links to website, photos, reports etc.)

For non-food retailers:

1. Carrying out at least two awareness-raising initiatives on a global or national level by end of June 2014 focusing on their main product range e.g. textiles, EEE.

These initiatives should focus on providing consumers with e.g. information on the various collection, reuse and recycling options available to consumers including any voluntary take-back and/or incentive for re-use, and the importance of correctly disposing of products.

2. Progress will be measured on the basis of the number of initiatives, the number of people reached by these initiatives. The latter will be calculated according to the number of flyers, and/or, the number of visitors to the website, and/or, the number of footfall in the stores etc.

3. Signatories will report on their initiatives by providing the relevant documentation (flyers, links to website, photos, reports etc.).

The REAP secretariat will collect the documentation of the signatories about the different initiatives and summarise them in a report published to coincide with the 2014 annual event. This report will be distributed to all retail associations for further dissemination.



¹ Food waste at retail level is limited: approximately 5% of the total amount of food waste along the supply chain. This results from improved logistics and monitoring. For food still fit for consumption, retailers often collaborate with food banks. Retailers also reuse or recycle unsold products. For example, organic waste is often recycled by fermenting it or by processing it into methane gas.



Name of the signatory to the waste agreement

APED (Portuguese Association of Retail Companies)

Type of actor

Association

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	APED (in collaboration with 7 member companies)
Title of the initiative	<i>Avoid Food Waste</i>
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	October - December 2012 (in some companies it was carried out until December 2013)
Geographic level of implementation	Portugal
Type of product range covered	Food
Target audience	Consumers
Key messages	<ul style="list-style-type: none"> ▪ Avoid food waste ▪ Follow the tips
Tools used in the initiative	Posters, flyers, magazines, websites, facebook, instore TV, instore radio spots

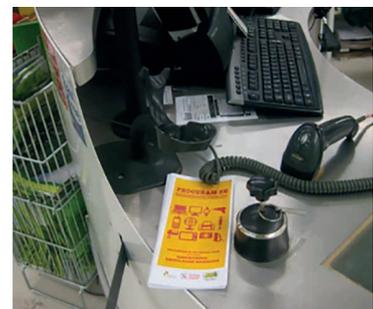
APED conducted a campaign, in partnership with its member companies Auchan, DIA Portugal, El Corte Inglés, Jerónimo Martins, Lidl, Malaquias and Sonae. This initiative aimed at raising consumer awareness, through the dissemination of simple everyday tips that provide general advice on how consumers can reduce the amount of food waste. During the same period, two different images were shared in both the stores and the websites of the companies.



Initiative 02

Name of actor carrying out initiative	APED (in collaboration with 11 member companies)
Title of the initiative	<i>Wanted: end of life equipment</i>
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	November 2013
Geographic level of implementation	Portugal
Type of product range covered	EEE (Electrical and Electronic Equipment)
Target audience	Consumers
Estimated number of people reached by the initiative	5,764,574 people (estimate)
Key messages	<ul style="list-style-type: none"> WEEE (Waste Electrical and Electronic Equipment) are harmful to the environment and to human health Don't throw away your old equipment Bring it to our store, to be collected and recycled
Tools used in the initiative	The initiative was promoted via the internet, stores (posters, flyers, instore TV), radio and daily newspapers.

APED conducted a campaign in partnership with ERP - The European Recycling Platform and 11 member companies - Aki, Auchan, Decathlon, DIA Portugal, El Corte Inglés, Fnac, IKEA, Jerónimo Martins, Lidl, Media Markt and Sonae. This initiative aimed at raising consumer awareness and guidance on WEEE disposal, with a special focus on small equipment, with the aim of promoting collection.



ASDA

Name of the signatory to the waste agreement

Asda stores Ltd

Type of actor

Retailer

Contact person(s) and contact details

Karen Todd

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Initiative 01

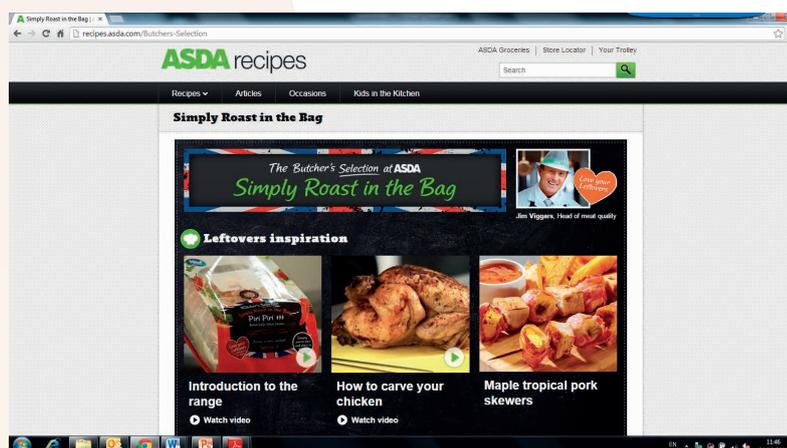
Title of the initiative	Asda magazine
Type of initiative	Food waste features
Date(s) the initiative was carried out	August 2013
Geographic level of implementation	UK
Target audience	Consumers
Estimated number of people reached by the initiative	The magazine has a circulation of 3 million copies and a readership of 5.7 million, the largest of any free magazine <ul style="list-style-type: none"> Food storage advice Using leftovers Freezer guidance
Key messages	
Tools used in the initiative	Recipe promise, editorials, articles, hints and tips to reduce food waste

In Asda magazine's "recipe promise", the Asda magazine uses recipe ingredients that customers are likely to buy regularly. It uses weights and measurements that reflect pack sizes. The Asda magazine runs an annual "Love Food Hate Waste" feature providing customers with advice on storing food and using leftovers. As well as the annual feature, the Asda magazine regularly provides food storage advice and suggestions for using up leftovers, the aim being to change consumer behaviour in the long-run. The content in the Asda magazine is further supported by the Asda "recipes" site, which allows customers to find recipes using a key ingredient and indicates the budget and time they will need to make their meal.

Initiative 02

Title of the initiative	Chicken in a bag
Type of initiative	Consumer awareness-raising campaign
Date(s) the initiative was carried out	January 2014
Geographic level of implementation	UK
Type of product range covered	Chicken
Target audience	Consumers purchasing whole chickens
Key message	Love your leftovers
Tools used in the initiative	On pack information, Asda magazine spread, Asda recipes site, Asda videos

In 2014, Asda launched the Butcher's Selection Simply Roast in the Bag. The packaging comes complete with a recipe idea for leftovers. In all consumer communications relating to the product, using up leftovers from your roast was a prominent theme. This included the Asda recipe site which has videos instructing consumers how to cut up a chicken and which portions should be used to create other meals e.g. soup and stock. An advert in the Asda magazine had a QR code which sent consumers to the recipe site.



Initiative 03

Title of the initiative	Asda schools toolkit
Type of initiative	Community education
Date(s) the initiative was carried out	June 2014
Geographic level of implementation	UK
Target audience	Children aged 5-11
Estimated number of people reached by the initiative	10,000 children per month
Key messages	<ul style="list-style-type: none"> Storing food correctly Food portioning
Tools used in the initiative	<p>Lesson plans delivered by Asda community life champions to schools and community groups</p> <p>Resources will also shortly be available online for third parties to access</p>

All Asda stores have a Community Life Champion (CLC). The community life programme is about making local communities better places. As part of their role, they go to schools and talk to children about the issues of healthy eating and sustainability. A toolkit was launched in April 2014, with a food waste section added in summer 2014.

The food waste section includes 3 lesson plans aimed at educating children on reducing food waste at home:

1. Sheriff storage – educate children on where food belongs in the kitchen;
2. Perfectly portioned – teach children the different portion sizes for adults and children;
3. Anti-waste charter – inspire children to take action in their home.





Initiative 01

Name of the signatory to the waste agreement

Vianney Mulliez

Type of actor

Retailer

Contact person(s) and contact details

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Name of actor carrying out initiative	David Blondel
Title of the initiative	BOGOFL : buy one get one free later
Type of initiative	Commercial and responsible operation
Date(s) the initiative was carried out	One week per month since 2013
Geographic level of implementation	France (hypermarkets)
Type of product range covered	Food products
Target audience	Consumers
Estimated number of people reached by the initiative	100,000 per month
Key message	<ul style="list-style-type: none"> "La semaine dernière vous avez acheté ce produit, cette semaine il vous est offert" (Buy one get one free later)
Tools used in the initiative	Coupons

In the course of this programme, "Le gaspi non merci" (food waste, no thanks), numerous actions have been undertaken in stores to reduce the quantity of products that are wasted or unfit for consumption. An awareness campaign was introduced to employees and consumers, and Auchan France was the first French retail company to introduce this type of commercial operation. One week per month, Auchan promotes four food products on a 'buy one, get one free' basis. But, rather than getting another product for free straightaway, the consumer is given a coupon and can return one week later to receive their product. There is then no risk that the free product is not consumed. On average, 100,000 coupons are distributed to consumers per month and half of these are used.

AVEC VOTRE CARTE AUCHAN
REDONNEZ LE SOURIRE A VOTRE BUDGET
1 PRODUIT ACHETÉ MAINTENANT LE MÊME OFFERT LA SEMAINE PROCHAINE*
CHOISISSEZ-LES TOUS !

1€60 PAIN AUX FIGES
 0€89 BAGUETTE AUX GRAINES
 4€95 EPISODES AOP
 4€50 LOT DE 2 FLORES
 6€ FILETS DE POULET
 6€29 PORC CÔTE ÉCHINE
 5€ FILET DE PILE
 3€62 JAMBON CUIT SUPÉRIEUR
 6€95 PALETTE À LA CHAÎNE
 2€99 PASTA BOX SOLEO
 5€50 TABOULE MANOUCAN
 1€89 ANANAS EXTRA SWEET

PLUS D'ÉCONOMIES MOINS DE GASPILLAGE !

* Du 15 au 21 octobre 2014, AUCHAN VOUS OFFRE le même produit à venir retirer du 22 au 28 octobre 2014 sur présentation du bon d'achat remis en caisse. Offre réservée aux particuliers porteurs de la carte Auchan (gratuite). Si vous détenez la carte de paiement Auchan (voir stand Accord de votre magasin), vous bénéficiez automatiquement des mêmes avantages. Offre limitée à un bon d'achat par produit et par passage en caisse dans tous les magasins Auchan.

L'offre Carte de paiement est associée à un crédit renouvelable d'un an BANQUE ACCORD - SA au capital de 28 888 200€ - RCS Roubaix - Numéro 545 385 197 - 44 avenue de France 59120 COIX - 03 20 26 11 - www.banqueaccord.fr - Correspondance : BP 13892 Lille Cedex 3 - www.auchan-accord.fr

Les pains et baguettes ne sont pas disponibles dans les magasins de Epney sur Seine, Metz. Le taboulet n'est pas disponible dans le magasin de Mancoque.

© Pour les autres parfums, variétés ou formats voir produits, promotions, prix et prix au litre ou au kg en magasin.

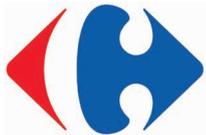
POUR VOTRE SANTÉ, PRATIQUEZ UNE ACTIVITÉ PHYSIQUE RÉGULIÈRE ! www.mangerbouger.fr

Initiative 02

Name of actor carrying out initiative	Yolanda Fernandez
Title of the initiative	<i>Semana de la Reducción de Desperdicios</i>
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	June the 2 nd to June the 8 th 2014
Geographic level of implementation	Spain
Type of product range covered	Food products
Target audience	Employees and consumers
Estimated number of people reached by the initiative	Over 120,000
Key message	<ul style="list-style-type: none"> ▪ Every one can act against food waste from the employee to the customer
Tools used in the initiative	Website, posters

A partnership was initiated with the Ministry of Agriculture, Food and Environment to disseminate information and awareness about the importance of the fight against food waste. This involved several hypermarkets in Madrid and Zaragoza participating in a "Week of Waste Reduction". An article was also published in a free magazine that is distributed to Alcampo's young clients (more than 100,000 readers per issue on average). In a one page article, the difference between "use-by" and "at best before" dates was explained. This is because confusion between the two terms had been identified as one of the causes of increased food waste in households. At the same time, an internal campaign was launched whereby all the companies in the Groupe Auchan in Spain (Alcampo, Simply Market, Immocahn and Oney) worked to engage their staff of over 20,000 employees in the promise to reduce food waste. Therefore, Alcampo created a programme, entitled "Acqui no se tira nada" (nothing to be wasted here). In its first phase, the project team worked on awareness via a set of good practices communicated through the internet and posters. In a second phase, now under development, an anti-waste food recipe contest will be organized.




Name of the signatory to the waste agreement

Mr. Bertrand Swiderski

Type of actor

Retailer

Contact person(s) and contact details

Ms. Léa Lim

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Initiative 01

Name of actor carrying out initiative	Carrefour
Title of the initiative	Internal "Anti-gaspi"
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	2013
Geographic level of implementation	Selling countries: France, Belgium, Spain, Italy, Poland, Romania, Brazil, Argentina, China, Taiwan, Turkey
Target audience	All employees
Key message	<ul style="list-style-type: none"> An internal awareness campaign has been launched in the Group, using a bee as its symbol. It was implemented locally in a variety of ways. The aim is to encourage all employees to take steps to tackle waste in their day-to-day work. It is an opportunity to rally all employees, in embodying Carrefour's CSR approach
Tools used in the initiative	Internal communication

Carrefour in Romania organized a waste-reduction week, with a competition for the best ideas. The week included a car-free day and a "Much More Green" challenge day.

In Poland, 75% of head office staff followed the Jestem Eko training plan on saving energy and food at home and at work. This campaign was a part of a broader programme "I am EKO": each month there was a specific topic (energy in February, water in March).

Initiative 02

Title of the initiative	"Anti-gaspi" consumer programme
Date(s) the initiative was carried out	2013
Geographic level of implementation	France, Belgium, Spain, Italy, Poland, Romania, Brazil, Argentina, China, Taiwan, Turkey
Key message	<ul style="list-style-type: none"> Carrefour worked to promote solutions for consumers to reduce waste at home by creating promotional schemes suited to all customers. It gave consumers information on how to cook with leftovers and manage the content of their fridges; it also offered help in shopping according to consumption
Tools used in the initiative	Website, commercial catalogue, video

In France, a website "Tous conso malins" (www.anti-gaspillage.carrefour.fr) is dedicated to the best day-to-day practices in waste reduction. Several awareness schemes were run in 2013: "Dépenser moins, protéger plus" (spend less, protect more) and "Let's Save Energy" (website traffic first year: 19,500 visits).

To help consumers save energy at home, a dedicated energy module was developed (64,150 visits). A quiz on energy saving was also posted online with an energy efficient dishwasher for the winner (33,340 participants).

In addition, Carrefour ran a week-long promotion of energy saving products, using EU ecolabel products and posting energy saving tips on shelves.

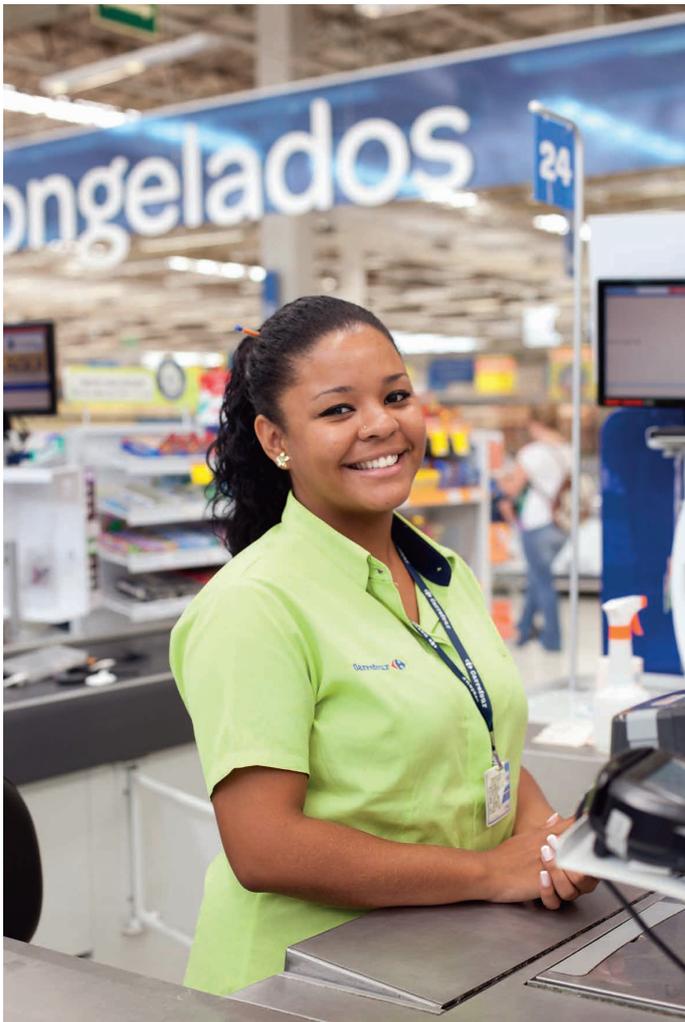
The same approach was set up in Poland: The "Be Responsible Every Day!" programme.

Initiative 03

Title of the initiative	"Anti-gaspi" suppliers project
Date(s) the initiative was carried out	2013
Geographic level of implementation	France, Belgium, Spain, Italy, Poland, Romania, Brazil, Argentina, China, Taiwan, Turkey
Type of product range covered	Private label products suppliers
Estimated number of people reached by the initiative	In 2013: 5,289 suppliers
Key message	<ul style="list-style-type: none"> Thanks to the sustainability self-assessment tool available to its suppliers, Carrefour can share its convictions about the issue of waste with its suppliers. The framework, designed in conjunction with the WWF and the French Environment and Energy Management Agency, is based on the ISO 26000 standard and is translated into 15 languages
Tools used in the initiative	Web-tools, expert visit, press release, awards ceremony

Carrefour has used the sustainability self-assessment tool to raise the awareness of its suppliers on the "issue of waste reduction". In France, since 2009, Carrefour has gone a step further by organizing supplier sustainability awards. The winners are elected by a jury of experts made up of representatives from Carrefour, the French Environment Agency, the WWF, and journalists. The awards ceremony is held under the patronage of the French Ministry for Ecology, Sustainable Development and Energy.

In 2013, a new category dedicated to waste reduction was created. The new category rewards the steps taken by suppliers to reduce waste at every stage of the production process.




Name of the signatory to the waste agreement

Casino Guichard-Perrachon

Type of actor

Retailer/Distribution

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Distribution Casino France, Casino Services, Campus, Active Sustainable
Title of the initiative	"Collect+" project
Type of initiative	Information/communication campaign on WEEE recycling
Date(s) the initiative was carried out	21 st November – 1 st December 2012
Geographic level of implementation	France
Type of product range covered	WEEE (batteries, mobile phones, ink cartridges, energy-saving light bulbs, small electrical and electronic tools)
Target audience	Consumers
Estimated number of people reached by the initiative	8 million
Key message	▪ "Ensemble recyclons plus, recyclons mieux" (together let's recycle more and recycle better)
Tools used in the initiative	Posters, flyers, leaflets, guides, animations, radio messages, goodies, websites, social networks: www.recyclonsplus.eu www.facebook.com/recyclonsplus

The Collect+ project was supported by the European Commission under the Life+ programme and was implemented in 400 of the Casino Group's stores. The project encouraged consumers to deposit their used products into recycling bins in stores. It also included raising awareness of both employees and consumers to the challenges of recycling and the impacts their actions may have on the environment and their own health. Consequently, Casino Group initiated two major information and communication campaigns called 'Together, let's recycle more and recycle better'. The first campaign took place during the European Week of Sustainable Development and the second during March 2013. A creative concept was developed to replace consumer action in a more comprehensive package. The benefits of this package were that it was a powerful approach, universal, easy to understand, visually appealing and simple. The package included a 360° communication approach used in stores:

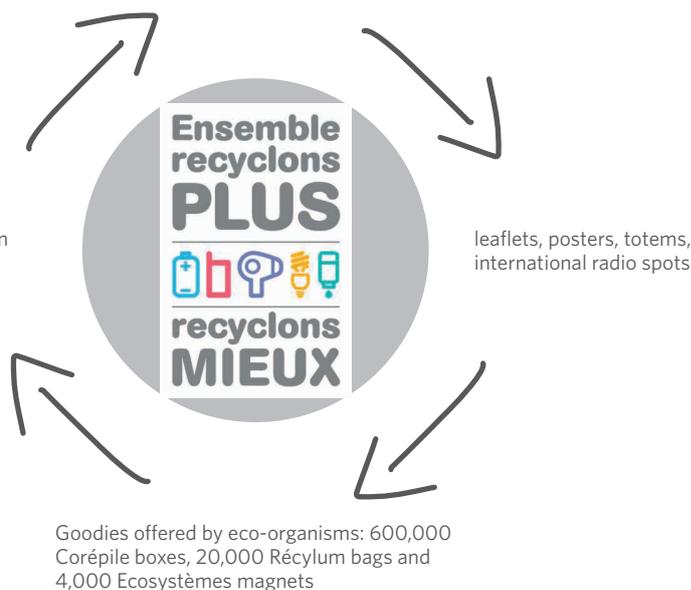
E-communication on websites, social networks and electronic newsletters

1 page in the prospectus distributed in 11 million examples



400 activity days in supermarkets

leaflets, posters, totems, international radio spots



Initiative 02

Name of actor carrying out initiative	Distribution Casino France, Casino Services, Campus, Active Sustainable
Title of the initiative	"Collect+" project
Type of initiative	Information/communication campaign on WEEE recycling
Date(s) the initiative was carried out	27 th March - 6 th April 2013
Geographic level of implementation	France
Type of product range covered	WEEE (batteries, mobile phones, ink cartridges, energy-saving light bulbs, small electrical and electronic tools)
Target audience	Consumers
Estimated number of people reached by the initiative	8 million
Key message	▪ "Ensemble recyclons plus, recyclons mieux" (together, let's recycle more and recycle better)
Tools used in the initiative	Posters, flyers, leaflets, totems, guides, animations, radio messages, goodies, websites, social networks: www.recyclonsplus.eu www.facebook.com/recyclonsplus

Key achievements of the project, overall, were the creation of a training module for employees, the development of a wide external communication plan in France and Europe, and the evaluation of the impact of the campaigns on consumers through surveys. Involvement of employees was particularly crucial. This occurred via an internal communication plan including an e-learning module used to inform teams on the management of collection in the stores. Additionally, an internal challenge was organized for the second campaign week. 4 stores (2 hypermarkets+2 supermarkets) were recognized for promoting the recycling of used products effectively. Finally, 1000+ consumers were interviewed at the exits of stores by TNS Sofres research institute to assess the project's impact on consumer perceptions. The results showed that the campaigns had been successful. It also led to a considerable increase in WEEE collection rates (28% for batteries, 37% for light bulbs, and 16% for mobile phones).

Recycler plus et mieux : avec vous, les magasins Casino s'engagent

Vous avez déjà été nombreux à vous mobiliser depuis 2012 pour rapporter vos produits usagés dans les magasins Casino. Merci !
Pendant la semaine du développement durable, continuons à recycler ces produits :



Piles et batteries



Téléphones portables



Appareils électriques et électroniques



Lampes basse consommation



Cartouches d'encre

Les bacs de recyclage que vous retrouverez le plus souvent dans vos magasins Casino:





Aujourd'hui, seul 1 produit usagé sur 3 est recyclé.
Alors ensemble, recyclons plus, recyclons mieux !
Avec le soutien de la Commission européenne, vos magasins Casino s'engagent à augmenter de **25%** la quantité de produits usagés récupérés dans les bacs de recyclage situés à l'entrée des magasins, d'ici à fin 2013. Les premiers résultats obtenus en 2012 sont encourageants et la quantité de produits collectés a déjà augmenté fortement par rapport à l'année 2011. Continuons à recycler les produits usagés !

2


Name of the signatory to the waste agreement

Ms. Mieke Vercaeren

Type of actor

Retailer

Contact person(s) and contact details

Mieke Vercaeren
 Mieke.vercaeren@colruytgroup.com

Initiative 01

Name of actor carrying out initiative	Colruyt Group
Title of the initiative	<i>Avoiding Foodwaste</i>
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	Ongoing since 2014
Geographic level of implementation	Belgium
Type of product range covered	Fresh Food
Target audience	Consumers
Estimated number of people reached by the initiative	Over 2 million
Key message	<ul style="list-style-type: none"> • Avoid food waste
Tools used in the initiative	Websites: www.simplysustainable.be/en/stories/neutral/best-before-dates/ Colruyt Group Academy Catalogue

Due to the establishment of an effective supply system, Colruyt, Okay, and Bio-Planet stores achieve an effective sale of 97.6% of their fresh products. Automatic re-stocking is based on previous sales figures. This means that stores are always filled with optimal stock, reducing the amount of food wasted.

By removing products from the shelves four days before their expiry date, consumers have plenty of time to use products before they expire. The aim is to reduce the amount of food consumers waste. This is achieved by raising awareness of the issue and informing consumers about the cold cycle of our refrigerated items, how to store their products at home properly, and how to cook using leftovers.



Initiative 02

Name of actor carrying out initiative	Colruyt Group
Title of the initiative	<i>Recycling Economy</i>
Type of initiative	Waste recovery of food with a maximum focus on human and animal consumption
Date(s) the initiative was carried out	2013
Geographic level of implementation	Belgium
Type of product range covered	Fresh Food
Target audience	All actors in the supply chain
Estimated number of people reached by the initiative	All stakeholders of the Colruyt Group
Key message	▪ Use and re-use in a sustainable way
Tools used in the initiative	Website: www.simplysustainable.be/en/stories/neutral/limiting-food-loss/

We are researching how to use the 2.4% of consumer goods that is wasted as usefully and cost-effectively as possible. We believe in a circular economy that reuses leftovers as resources and we have launched a number of initiatives to demonstrate this belief.

Firstly, we have been donating products that are not suitable for sale but still good for consumption to food banks since 1997. Secondly, food that is no longer fit for human consumption can be turned into fodder. Therefore, we sort our bread separately in all Colruyt and OKay stores. Thirdly, vegetables, fruit and dairy that we cannot sell or give away (i.e. has reached its use-by date) is fermented by an external partner to produce green electricity. Fourthly, bones, fats, meats from flesh-bearing bones and sward (pig skin) from the meat processing plant 'Fine Food Meat' and the Colruyt butchers, are transported to the biochemical industry. They serve as resources in the production of gelatine, biodiesel, or cosmetics. Lastly, products that we cannot ferment, or recycle in another manner, are incinerated with energy recovery.

In 2013, the 2.4% of unsold fresh products amounted to 15,503 tonnes. 2,704 tonnes of that was used to feed people (food banks) and animals (animal feed). This accounted for 17%. The remaining 12,799 tonnes ended up in the biochemical industry (10.84%), was fermented (57.82%), or incinerated with energy recovery (13.67%). The graph illustrates that we are increasingly successful in using leftovers efficiently. The percentage intended for combustion and fermentation is dropping in favour of human and animal consumption.



Name of the signatory to the waste agreement

Delhaize Belgium

Type of actor

Retailer/Distribution

Contact person(s) and contact details

Marie Delvaux
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Initiative 01

Name of actor carrying out initiative	Delhaize Belgium
Title of the initiative	"Food Respect" project
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	April 2014
Geographic level of implementation	Belgium
Type of product range covered	Food
Target audience	Consumers and associates
Estimated number of people reached by the initiative	2 million
Key message	<ul style="list-style-type: none"> • Tips & tricks on how to reduce waste
Tools used in the initiative	Banners in stores, leaflets, Delhaize Magazine (including an educational poster on how to store food in your fridge), communication in stores near products on offer, development of a dedicated Delhaize webpage: http://fr.delhaize.be/action/foodrespect http://fr.delhaize.be/action/-/media/Images/Actions/foodrespect/pdf/foodrespect-guide.pdf http://fr.delhaize.be/Het%20Delhaize%20magazine/2014/Magazine-avril

The objective of the project has been, and continues to be, to raise awareness among consumers on the issue of food waste. We developed several communication tools to inform consumers about food waste and to help them avoid food waste at home. Delhaize built a dedicated webpage and a leaflet with a variety of tips and tricks on how to reduce waste. When important promotions were in place in our stores, we added a message, near the relevant products, explaining how to enjoy the promotion without wasting food. The message of "Food Respect" was also advertised within our Delhaize magazine available for all customers. Furthermore, this summer, we launched a recipe campaign which included "Food Respect" messages, to help consumers reduce and reuse leftovers as much as possible.



Initiative 02

Name of actor carrying out initiative	Delhaize Belgium
Title of the initiative	<i>Food donation programme</i>
Type of initiative	Donate our food surplus
Date(s) the initiative was carried out	Ongoing since 2012
Geographic level of implementation	Belgium
Type of product range covered	Food
Target audience	Associations which distribute food to people in need
Estimated number of people reached by the initiative	29 integrated stores, 50 associations
Key message	<ul style="list-style-type: none"> ▪ We donate our food surplus to people in need
Tools used in the initiative	Associations are contacted by a Delhaize associate http://fr.delhaize.be/a-propos-de-delhaize/presse/release/Delhaize-lance-officiellement-son-premier-projet-de-recuperation-des-invendus-alimentaires-en-Wallonie

The objective of the project is to donate products, which are not suitable for sale, but are still safe for consumption, to local associations or social kitchens. They are then given away free to people in need. Currently, all of our 4 warehouses and 30 integrated stores take part in this programme. This number will increase substantially over the next two years, including participation by our affiliated stores (440 stores) and our Tom&Co stores (143 pet food stores). In 2014, we donated 1,138 tonnes of our food surplus to local associations. To ensure food safety during this process, we also provide professional coolboxes to all associations, at our own expense, to enable them to collect the food appropriately.



Name of the signatory to the waste agreement

El Corte Inglés

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	El Corte Inglés & Hipercor
Title of the initiative	Best practices to consumers
Type of initiative	Awareness and tips
Date(s) the initiative was carried out	2013
Geographic level of implementation	Spain
Type of product range covered	Household food
Target audience	Consumers
Estimated number of people reached by the initiative	491,000 people
Key messages	<ul style="list-style-type: none"> How to handle food from the shop to the fridge How to make the most of leftovers Practice the FIFO rule in storage. The FIFO rule (first in, first out) is a food storage system of rotating food. Newer food is placed behind older food, so that the older is used first, ensuring proper food freshness and safety
Tools used in the initiative	Printed magazine and digital magazine

APTC magazine is a paper publication (also available online) provided by El Corte Inglés to consumers. The magazine focuses mainly on food and cooking, with interesting information and tips provided. The company designed a specific logo within the magazine, which highlights general tips for consumers to reduce food waste. The accompanying slogan reads, "Aprovecha mejor los alimentos", which translates as "Make better use of food". Alongside the logo are helpful tips, related to shopping, storage at home, use of leftovers, etc. These tips are easy to follow: for example, "Pick up your frozen food at the end of your shopping"; "Rotate the new food you buy in your fridge: putting the new product at the back of the fridge and bringing the older product to the front"; "What to do with leftovers of a chickpea stew" (a recipe for hummus). We also offer some useful information about how long some food can stay in the fridge after being opened, or after the packaging has been removed.



RECUERDA: COMPRÁ LOS CONGELADOS EN ÚLTIMO LUGAR PARA EVITAR ROMPER LA CADENA DE FRÍO. UTILIZA SIEMPRE QUE SEA POSIBLE, UNA BOLSA REFRIGERADA.



TIP: "Pick up your frozen food at the end of your shopping and use an isothermal bag"



TIP: Cooking with leftovers (Recipe)

Initiative 02

Name of actor carrying out initiative	El Corte Inglés & Hipercor
Title of the initiative	Implementing a new multi container for WEEE
Type of initiative	Awareness and management initiative
Date(s) the initiative was carried out	May 2013
Geographic level of implementation	Cataluña and Navarra (Spain)
Type of product range covered	WEEE (Waste of Electrical and Electronic Equipment)
Target audience	All consumers of EEE (Electrical and Electronic Equipment) who want to get rid of WEEE
Estimated number of people reached by the initiative	20,000,000 people
Key messages	<ul style="list-style-type: none"> ▪ This is the correct destination for your WEEE ▪ Here, you can recycle (small electrical equipment, batteries, lamps)
Tools used in the initiative	<p>Verbal communication given to consumers when buying a new EEE, related to the reuse of EEE that still work, the recycling of system components and the removal of non-usable parts</p> <p>Displaying of a multi container within stores, along with “key messages” to encourage people to take up best practices</p>

In 2013, El Corte Inglés decided to implement an information and management system to allow control of WEEE generated in consumer households from the moment of purchase to its entry into a treatment plant. The new multi-container allowed El Corte Inglés to recover 15,981 tonnes of WEEE in 2013.

In addition, the use of these containers in stores provides for the recovery of a specific category of WEEE (small electrical equipment, batteries and lamps) and will contribute to increasing the global quantity managed.




Name of the signatory to the waste agreement

EROSKI

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Eroski
Title of the initiative	Zero Waste
Type of initiative	Social action and waste reduction project
Date(s) the initiative was carried out	January 2013 - December 2014
Geographic level of implementation	Spain
Type of product range covered	Food products appropriate for human consumption but not for sale
Target audience	Spanish consumers and NGOs
Estimated number of people reached by the initiative	More than 10,000 people have been recipients of this campaign
Key messages	<ul style="list-style-type: none"> • "Zero Waste" in the food retailing sector is possible! • Inverse logistics is key in ensuring food donations
Tools used in the initiative	<p>A specific protocol for action guarantees food security and a chain of custody in refrigerated products</p> <p>Websites: www.eroski.es/conoce-eroski/prensa/notas/eroski-recibe-la-espiga-de-oro-2014-de-los-bancos-de-alimentos www.eroski.es/conoce-eroski/prensa/notas/eroski-alcanza-el-desperdicio-cero-de-alimentos-aptos-para-consumo-en-toda-su-red-de-hipermercados-y-supermercados www.eroski.es/conoce-eroski/responsabilidad-social/</p>

Eroski's initiative aimed at reducing levels of waste among products still safe for consumption. It classified food by type (fresh food; refrigerated food) and used a specific protocol, which involved the donation of different products.

We ran awareness-raising campaigns in stores to promote the donation of products by consumers. These campaigns also established criteria to help citizens minimize waste generation at home. Another key aspect of the process was inverse logistics.



Initiative 02

Name of actor carrying out initiative	Eroski
Title of the initiative	<i>Zero By-products</i>
Type of initiative	Waste integrated management system
Date(s) the initiative was carried out	2014
Geographic level of implementation	Basque Country (Spain)
Type of product range covered	Organic by-products (not appropriate for human consumption) generated in stores
Target audience	A variety of industries
Key messages	<ul style="list-style-type: none"> ▪ Inverse logistics is key in managing by-products and avoiding landfilling
Tools used in the initiative	Waste integrated management system procedure Website: www.eroski.es/eroski-y-tu/por-mi-planeta/tiendas-sostenibles/gestion-residuos?locale=es

A new integrated waste management system was designed to convert food by-products into useful input material for other industries. The procedure aimed at collecting organic by-products generated in the stores, gather this waste at the warehouse, classify it and send it to different industries. For example, fish and meat products are used as flour components for pet food. Vegetables, fruit and bakery products are sent for compost or biometanization processes. Use of this system represents an improvement in working towards achieving a more sustainable waste management system in the retail sector.



Name of the signatory to the waste agreement

Euro Coop - The European Community of Consumer Co-operatives

Type of actor

Consumer co-operatives umbrella organisation

Contact person(s) and contact details

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**Initiative 01**

Name of actor carrying out initiative	Coop Denmark
Title of the initiative	<i>Single Bananas</i>
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	May 2013
Geographic level of implementation	Denmark
Type of product range covered	Bananas
Target audience	Consumers, consumer-members
Estimated number of people reached by the initiative	Coop Denmark's consumer-members: 1.7 million
Key message	<ul style="list-style-type: none"> • Selling single bananas instead of the whole bunch prevents food waste
Tools used in the initiative	Poster, flyers, truck-prints, newsletters, media http://coopforum.dk/nyheder/40000-gratis-bananer-paa-raadhuspladsen-var-med-til-reducere-madspild

In banana bunches there is often just one or two bananas that are damaged, as a consequence consumers do not buy the whole bunch. This attitude has led, so far, to 6,000 bananas being thrown away every day. This is why Coop Denmark decided to launch the initiative "Single Bananas", i.e. to sell every banana separately.

Initiative 02

Name of actor carrying out initiative	Coop Italy
Title of the initiative	"Buon Fine" (For the Good End)
Type of initiative	Food redistribution
Date(s) the initiative was carried out	2013
Geographic level of implementation	Italy
Type of product range covered	Different types of food products
Target audience	Charities
Estimated number of people reached by the initiative	Almost 150,000
Key message	<ul style="list-style-type: none"> • Unsold, edible food products can help people in need
Tools used in the initiative	Signage in-store, on-line campaigning, member newsletters www.e-coop.it/web/politiche-sociali/buon-fine www.e-coop.it/web/coop-lombardia/buon-fine www.coopfirenze.it/sezione-soci/coop-buon-fine

The 'Buon fine' ('Good end') project recovers still edible, unsold food products and donates them to charities and people in need. This project, carried out on a national level, is managed locally by the co-operatives. In 2013 it involved 556 shops and led to assistance for almost 150,000 people in need. The overall economic value of the food donations during this time amounted to 22,622,525 Euros.



Initiative 03

Name of actor carrying out initiative	The Co-operative Group
Title of the initiative	<i>Innovative packaging to prevent food waste</i>
Type of initiative	Packaging of own-label products
Date(s) the initiative was carried out	2012
Geographic level of implementation	United Kingdom
Type of product range covered	Tomatoes
Target audience	Consumers, consumer-members
Estimated number of people reached by the initiative	Potentially all Co-operative Group's consumer-members: 8 million plus
Key message	<ul style="list-style-type: none"> ▪ Innovative packaging can help in prolonging food shelf-life
Tools used in the initiative	Incorporation in own-brand line: www.co-operative.coop/Corporate/sustainability-report-2012/downloads/Co-op-2012_LINKED.pdf

Perforations in plastic packaging are used to manage the levels of moisture in products. Their size and distribution can have a significant impact on product quality and shelf life. In 2012, The Co-operative Group moved from forming packaging perforations with mechanical punches, to using computer-guided lasers. These have greater control on hole size and placement, allowing greater perforation flexibility. Trials of perforations, under a variety of commercial storage conditions, indicated a perforation specification which led to a 33-50% reduction in moisture. Furthermore, the trials showed that there was no greater incidence of mould growth and noticeably less dehydration. The result is higher quality, fresher produce. A day's extension to shelf life is added and an overall reduction in product wastage is achieved.

Initiative 04

Name of actor carrying out initiative	Coop Norway
Title of the initiative	<i>Coop Environmental Award 2014</i>
Type of initiative	Competition to find the best idea for improved packaging to reduce food waste
Date(s) the initiative was carried out	2014
Geographic level of implementation	Norway
Type of product range covered	Food packaging
Target audience	Consumers, consumer-members, general public
Estimated number of people reached by the initiative	Coop Norway's consumer-members: 1.3 million
Key message	<ul style="list-style-type: none"> ▪ Innovative packaging can help in prolonging food shelf life
Tools used in the initiative	Launch of the competition, awards ceremony http://miljoprisen.coop.no/

The Coop Norway's environment prize was given to three different initiatives in 2014:

1. The "Line", which indicates on each products the average level of waste of that product;
2. The "Fruit Bag" which informs the consumer on the scale of food waste;
3. Packaging "Drop" which promotes the sealing of cold cuts.





Initiative 01

Name of the signatory to the waste agreement

Hofer KG

Type of actor

Retailer

Contact person(s) and contact details

Anja Prexl
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Title of the initiative	Tastes great to me
Type of initiative	Detailed tips and tricks to encourage customers to deal with food carefully
Date(s) the initiative was carried out	Ongoing since April 2014
Geographic level of implementation	Austria
Type of product range covered	Food with a focus on produce, bread and other fresh products
Target audience	Austrian consumers
Estimated number of people reached by the initiative	All households in Austria (3 million) which receive Hofer advertising leaflets
Key messages	<ul style="list-style-type: none"> • Together in the fight against wasted food • Enjoying instead of wasting
Tools used in the initiative	Survey on the amounts of excess food and internal reporting Website: www.projekt2020.at/leuchtturmprojekte/lebensmittelprojekt/tips-tricks Press release: https://unternehmen.hofer.at/de/presse/presseaussendungen/projekt-2020/mir-schmeckts-restlos Advertising leaflet and brochures

Through the "Tastes great to me" initiative, Hofer has dedicated itself to dealing carefully with food. This is achieved by setting a good example in its own practices and ensuring that excess food is reduced to a minimum in stores. The purpose is to get consumers involved, since the proper planning, storage, portioning, and use of food also work wonders in a consumer's own homes. Comprehensive instructions, creative recipes for leftovers and an entertaining self-assessment, show how every consumer can easily become a hero in dealing with food waste.

Mir schmeck't's restlos
Gemeinsam mit Hofer im Kampf gegen Lebensmittelverschwendung

Kreative Restl-Rezepte einfach nachkochen

Feine Kartoffelsuppe mit Zwiebelbraten

Kreative Changeovergruppe mit Knackfleisch-Platzweinschmeißel



Wahren Genießen schmeck't's restlos.

Das Brot hart, der Salat welk – Jahr für Jahr wärft jeder Österreicher rund 19 kg Lebensmittel in den Müll. Wir von Hofer wollen dieser Verschwendung nicht länger tatenlos zusehen und starten deshalb im Rahmen von Projekt 2020 die Initiative „Mir schmeck't's restlos.“

Mir haben auch für Reste etwas übrig

Mir helfen zur Tafel

Mit gutem Beispiel voraus

Gemeinsam gegen Verschwendung

Initiative 02

Title of the initiative	<i>Come to the table</i>
Type of initiative	Analysis of food waste in stores and an extension of cooperation with food banks
Date(s) the initiative was carried out	Ongoing since April 2014
Geographic level of implementation	Austria
Type of product range covered	Focus on produce, bread and other fresh products
Target audience	Store employees and food banks
Key messages	<ul style="list-style-type: none"> ▪ Social organizations and charitable institutions pick up food at our stores
Tools used in the initiative	Website: www.projekt2020.at/leuchtturmprojekte/lebensmittelprojekt/wir-bitten-zur-tafel Press release: https://unternehmen.hofer.at/de/presse/presseaussendungen/projekt-2020/essensretter-spiel Conducting a survey of excess food, internal reporting and making contact with organisations

Hofer has implemented a series of specific measures, such as precise quantity planning and efficient logistics, to keep leftover food to an absolute minimum and reduce waste. An analysis has shown that excess food, which is no longer usable, makes up only 0.6% of the total food sales of Hofer. This figure is comparatively lower than the national average as established by a recent survey. The survey "Lebensmittelverderb im Lebensmittelhandel" of the Austrian University of Natural Resources and Life Sciences, undertaken in 2014, demonstrated that on average 1.51 % of the total food volumes in the Austrian retail market cannot be sold. Under the motto, "Come to the table", Hofer provides excess food from stores to food banks. The goal is that by the year 2020, at the latest, each store, insofar as this is geographically and logistically possible, will give excess food to these types of institutions.




Name of the signatory to the waste agreement

IKEA Group

Type of actor

Retailer

Contact person(s) and contact details

Monica Mireles Serrano
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Initiative 01

Name of actor carrying out initiative	IKEA Czech Republic
Title of the initiative	3xR project - Reduce/ Reuse/ Recycle
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	February-October 2013
Geographic level of implementation	Czech Republic
Type of product range covered	Recycled materials
Target audience	IKEA Family members and consumers
Estimated number of people reached by the initiative	200 unique visits to the website per day (during uploading pictures period, voting period etc), 10,000 attendees to the event Designblok, 220 participants to the auction
Key messages	<ul style="list-style-type: none"> Look at waste from a different point of view: try to minimize it / prevent it! Already created waste can be reused, recycled
Tools used in the initiative	http://3xr.cz/cz/galerie

IKEA family members were asked to create a product from material that would have otherwise been thrown away. They uploaded the pictures of products on a microsite www.3xR.cz. From the products submitted, the best were chosen by a committee made up of IKEA co-workers, and members of the non-profit organization Tereza. The selected members could then participate in a 5 day workshop with professional designers. They worked to create other products from material / waste which was provided by IKEA (this material would have been sent for recycling or energy recovery otherwise). The "results" of the workshop were presented at a prestigious Czech event - Designblok. When the exhibition was over, an auction was organized and the products were sold. The revenue went to supporting the non-profit organization, Tereza.



SMYCKA
Sušené rostliny, vrba
349,-
Číslo artiklu:600.272.85

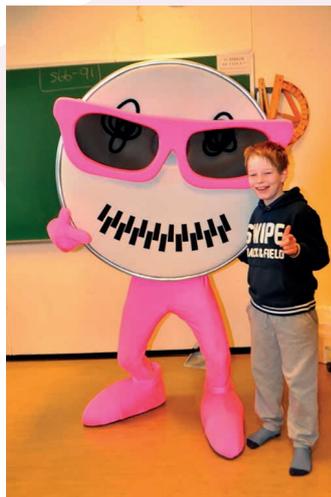


Initiative 02

Name of actor carrying out initiative	IKEA Norway, partners: the aluminum producer and recycler Hydro, The Green Dot (Norway) and Syklus (collector and sorter of glass and metal)
Title of the initiative	<i>The Tea Light Hunt</i>
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	2012, 2013, and 2014
Geographic level of implementation	Norway
Type of product range covered	Candle holders
Target audience	School children
Estimated number of people reached by the initiative	Over 87,000 (in 3 years) 1 out of 4 Norwegians have heard about The Tea Light Hunt 1 out of 5 people who now recycle tea lights learned this from children
Key messages	<ul style="list-style-type: none"> Tea lights are made of aluminium, which is one of the most recyclable metals. Aluminium can be recycled over and over again, and the quality will always remain the same. When aluminium is recycled, it only uses 5 % of the energy needed to produce new aluminium from bauxite
Tools used in the initiative	Case film from 2013: www.youtube.com/watch?v=CFi0IYfA9z8 Film made for children: www.youtube.com/watch?v=gwPWdBoLdZk The webpage for the campaign: www.telysjakten.no

The main goals of this campaign were to change attitudes and increase recycling of tea light cups, and thereby build a general awareness regarding sustainable use of resources.

The tea light hunt is a competition amongst all kindergartens and schools in Norway. The rules are simple: the class collects as many tea lights as possible, registers them at the website www.telysjakten.no and delivers them to a metal recycling facility. The kindergarten and the school with the most tea lights per child is the winner. There are also winners per region, as well as creative winners during the campaign period. The grand prize is a class trip to one of Hydro's aluminium plants to witness the tea lights melt into new aluminium.



Name of the signatory to the waste agreement
Mr. Pedro Soares dos Santos

Type of actor
Retailer

Contact person(s) and contact details
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Initiative 01

Name of actor carrying out initiative	Pingo Doce
Title of the initiative	1. "Não alimente o desperdício" (Do not waste food) 2. "Reaproveite" (reuse)
Type of initiative	Environmental awareness initiative under the theme of food waste
Date(s) the initiative was carried out	1. June 2014 2. Since the beginning of 2014 (4 editions) and it will remain as a continuous initiative
Geographic level of implementation	National coverage (over 370 Pingo Doce stores)
Type of product range covered	Food products
Target audience	1. Customers 2. Customers who buy "Sabe Bem" magazine
Estimated number of people reached by the initiative	1. 200,000 consumers in stores and 300,000 views a week on the website 2. Over 150,000 consumers
Key message	<ul style="list-style-type: none"> Avoid food waste; tips for reusing leftovers; tips on the recovery and reuse of food; recipes that reuse leftover ingredients
Tools used in the initiative	Leaflets www.pingodoce.pt Bimonthly magazine available in Pingo Doce Stores

1. Leaflets were developed with tips on conservation and the use or reuse of some food elements; these were distributed at check-outs to consumers after payment; The campaign was also publicized on Pingo Doce's website.



2. The "Sabe Bem" magazine, which has an average publication of 150,000 copies per edition, is mainly a recipe magazine. We make use of this by including recipes which re-use ingredients left over from other recipes in the magazine. Furthermore, tips on the recovery and reuse of food are given.



Initiative 02



Name of actor carrying out initiative	Recheio
Title of the initiative	"Ponha o desperdício em pratos limpos" (Put waste into clean dishes)
Type of initiative	Environmental awareness initiatives under the theme of food waste
Date(s) the initiative was carried out	June 2014
Geographic level of implementation	Portugal (41 Recheio stores)
Type of product range covered	Food products
Target audience	HORECA customers
Estimated number of people reached by the initiative	Recheio Cash & Carry has an average number of daily visits of around 15,900 and 3,600 views a week on the website
Key message	<ul style="list-style-type: none"> Donate your surplus
Tools used in the initiative	Posters Store announcements twice a day www.recheio.pt www.recheio.pt/foodWaste.html

Posters showing the campaign messages were placed on easels at the entrance of all the network's stores (41 stores).

Store announcements were used as a form of campaign communication; the campaign was also publicized on Recheio's website.

Initiative 03



Name of actor carrying out initiative	Biedronka
Title of the initiative	<i>In Tune with Nature</i>
Date(s) the initiative was carried out	2012 - 2014
Geographic level of implementation	Poland
Type of product range covered	Aluminum and Glass
Target audience	Consumers
Estimated number of people reached by the initiative	2012: 10,256 reusable bags given 2013: 5,666 reusable bags given 2014: 13,477 plants given
Key messages	<ul style="list-style-type: none"> Promote the collection of aluminum and glass Encourage recycling practices
Tools used in the initiative	In-store communication (leaflets + posters), information sent to the press and published on their websites, Biedronka website, internal communication to JMP employees

This initiative is carried out once a year in either spring (April-June) or in autumn (September - October). Over 50 stores have been involved since 2012. The initiative has led to the collection of around 680 kg of aluminum and around 20 tonnes of glass and will continue this year.





Name of the signatory to the waste agreement

Kaufland

Type of actor

Retailer

Contact person(s) and contact details

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Zur Sammelbox mit alten Lampen!

Kaufland bietet Ihnen nicht nur die passenden Leuchtmittel für Ihr Zuhause – mit den Sammelboxen von Lightcycle können Sie ausgediente LED- und Energiesparlampen in den Filialen auch richtig entsorgen und damit die Umwelt schonen.

Mit der Rückgabe tragen Sie dazu bei, dass wichtige Ressourcen geschont werden, denn über 90 Prozent der Bestandteile von Altlampen können wiederverwertet werden.

In den Kaufland-Filialen finden Sie die Rücknahmeboxen direkt an den Wertstoffsammelstellen. Mehr Informationen dazu unter: www.lightcycle.de



Initiative 01

Name of actor carrying out initiative	Kaufland
Title of the initiative	<i>Awareness-raising amongst consumers</i>
Type of initiative	Consumer awareness-raising campaign
Date(s) the initiative was carried out	2012, 2013, 2014, ongoing
Geographic level of implementation	Germany
Type of product range covered	Food
Target audience	Consumers
Estimated number of people reached by the initiative	20 million households and the Kaufland internet audience
Key message	<ul style="list-style-type: none"> How to avoid wasting food
Tools used in the initiative	Kaufland customer magazine and on the Kaufland website (www.kaufland.de)

Every week, Kaufland's consumer magazine, *TIP der Woche*, reaches more than 20 million households in Germany. In addition to the weekly offers, our consumers are provided with useful information, i.e. on healthy nutrition and sustainable products. On a regular basis, they are also informed about how to deal with food at home. In 2012, we started with a series (consisting of four articles and one recipe page) focusing on how to avoid food waste. The series is in its third year and is also published on our website www.kaufland.de.

Initiative 02

Name of actor carrying out initiative	Kaufland
Title of the initiative	<i>Lightcycle - Voluntary take-back system for energy-saving light bulbs</i>
Type of initiative	Information and awareness-raising campaign
Date(s) the initiative was carried out	2012, 2013, 2014, ongoing
Geographic level of implementation	Germany
Type of product range covered	Energy-saving light bulbs
Target audience	Consumers
Estimated number of people reached by the initiative	Take-back system in all 642 stores
Key message	<ul style="list-style-type: none"> Environmentally-friendly, proper disposal of light bulbs
Tools used in the initiative	Communication campaign in customer magazine and on the Kaufland website (www.kaufland.de)

In 2012, Kaufland started a pilot in selected stores in Germany, offering a take-back station for energy-saving bulbs. The key message was that these bulbs should not be placed in the normal household waste, but instead should be disposed of in a special collection system. Kaufland participated in the initiative 'Clean light, clean recycling' aimed at raising awareness on the proper disposal of energy-saving bulbs. We provided information on this issue in our magazine and on our website. Today, all our stores have a collection point for old energy-saving bulbs. Thus, we not only offer energy-saving bulbs, but we also provide consumers with the means to dispose of them properly. Also we ensure that high-quality raw material and potential pollutants are disposed of properly.



Initiative 03

Name of actor carrying out initiative	Kaufland
Title of the initiative	<i>Saarland picobello - Clean-up of the environment</i>
Type of initiative	Raising awareness on environmental issues amongst children and adults
Date(s) the initiative was carried out	March 2014 (the initiative is now in its tenth year)
Geographic level of implementation	Regional - Saarland/Germany
Target audience	Children and adults
Estimated number of people reached by the initiative	22,000
Key message	<ul style="list-style-type: none"> Keep the environment clean
Tools used in the initiative	Communication in our customer magazine and on the Kaufland website (www.kaufland.de)

On the 21st and 22nd of March 2014, 22,000 volunteers, many of them kindergarten and school pupils, participated in the Saarland-wide clean-up of litter. Consumers were informed via the magazine TIP der Woche and through local Kaufland stores in the Saarland, which encouraged consumers to participate in the clean-up. The yearly event is organized by the disposal association 'Entsorgungsverband Saar'. As partner of the initiative 'Saarland picobello', Kaufland provided the children with 15,000 safety gloves and garbage bags.



Kinderstätte Hl. Kreuz, Saarbrücken (Germany)


Name of the signatory to the waste agreement

Lidl

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Lidl
Title of the initiative	<i>The innovative recycling process at Lidl</i>
Type of initiative	Waste reduction
Date(s) the initiative was carried out	Ongoing since 28 th March 2014
Geographic level of implementation	Germany
Type of product range covered	Beverages (PET-bottles)
Target audience	Consumers
Estimated number of people reached by the initiative	Homepage: More than 4,600 visitors since 28 th March 2014 Shops: About 20 Million consumers a week
Key messages	<ul style="list-style-type: none"> ▪ Help to save CO₂ ▪ Recycle with us ▪ Every bottle counts!
Tools used in the initiative	Posters, leaflets, website www.lidl.de/de/jede-flasche-zaehlt

In recent years, we have been able to close the recycling loop for bottles from our beverage brands Saskia and Freeway. By using a new recycling system, which is unique in Germany, we have reduced our CO₂ emissions by approximately 40,000 tons per year.

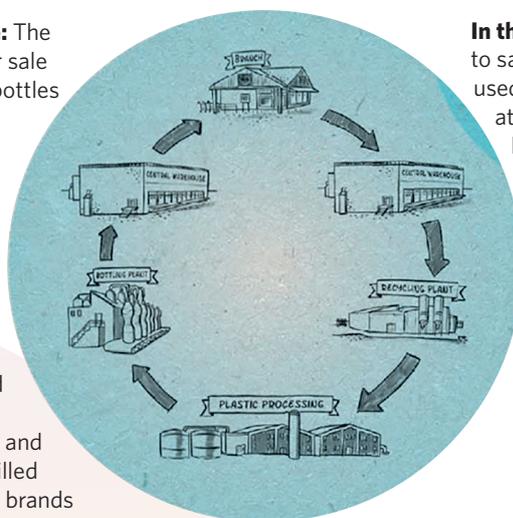
In Lidl branches: The bottles are sorted automatically in machines according to colour and material and then shredded.

In the central warehouse: The path of the new goods for sale crosses that of the used bottles in the central warehouse.

In the central warehouse: In order to save even more space, the used PET bottles are compressed at the central warehouse into larger bales. This allows more than 400,000 empty 1.5 litre bottles to fit onto a lorry. As a result, 26 lorry journeys can be avoided.

In the bottling plant:

The preforms are heated in the bottling plant, inflated into new bottles and labelled. They are then filled with drinks from the Lidl brands Saskia and Freeway.


In the recycling plant:

Here the bottles are further sorted. For example, labels and tops are separated from the bottles.

In the plastic processing: For the manufacture of new bottles the castings are produced from recycled plastic packaging material and the new PET packaging material: the so-called preforms. We already use more than 50 percent of recycled material for this purpose.

Initiative 02

Name of actor carrying out initiative	Lidl
Title of the initiative	Foodstuffs with a short best before date - 30% cheaper
Type of initiative	Waste reduction
Date(s) the initiative was carried out	Ongoing since 26 th March 2014
Geographic level of implementation	Germany
Type of product range covered	Food with "Best Before" and "Use-by" dates
Target audience	Consumers
Estimated number of people reached by the initiative	Visitors to the website: More than 1,715 visitors since 26 th March 2014
Key messages	<ul style="list-style-type: none"> Foodstuffs with a short best before date Lidl does not unnecessarily destroy undamaged food
Tools used in the initiative	Website www.lidl.de/de/lebensmittel-mit-kurzem-mhd-30-billiger/s3319

In all our stores, customers will find a red area at the end of the refrigerated displays. The area is labelled with a corresponding note, which explains that products with a shorter shelf-life and use-by date are sold in this particular area. On each individual product, a red sticker, which says '30% cheaper' is also displayed.



M&S

EST. 1884

Name of the signatory to the waste agreement

Marks & Spencer (M&S)

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Marks & Spencer
Title of the initiative	<i>Shwop at Work</i>
Type of initiative	Promoting the return of used clothing for re-use and recycling, to generate funding that will support the Oxfam (international poverty relief) charity
Date(s) the initiative was carried out	Started January 2014
Geographic level of implementation	UK
Type of product range covered	Apparel
Target audience	Consumers at their places of work
Estimated number of people reached by the initiative	Approximately 6,000 people working at 70 organisations
Key messages	<ul style="list-style-type: none"> ▪ Donate used garments for re-use and recycling ▪ Support the work of Oxfam
Tools used in the initiative	Posters In-house websites and newsletters Manned Shwop Box display

Working with Business in the Community (BitC) we promoted Shwop at work. M&S provided the Shwop Boxes, décor, key facts and collections of garments donated which were then transported to Oxfam. www.bitc.org.uk/programmes/marketplace-sustainability-programme/shwop-work

Initiative 02

Name of actor carrying out initiative	Marks & Spencer
Title of the initiative	<i>Mother Appeal</i>
Type of initiative	Promoting the return of used clothing for re-use and recycling, to generate funding that will support the Oxfam (international poverty relief) charity
Date(s) the initiative was carried out	January - end March 2014
Geographic level of implementation	UK and Republic of Ireland
Type of product range covered	Apparel
Target audience	Consumers
Estimated number of people reached by the initiative	Approximately 1 million
Key messages	<ul style="list-style-type: none"> ▪ Support the work of Oxfam to help mothers living in poverty ▪ Donate garments for re-use and recycling
Tools used in the initiative	Celebrity events www.marksandspencer.com/s/plan-a-shopping http://corporate.marksandspencer.com/media/press-releases/2014/new-mum-alesha-dixon-joins-joanna-lumley-to-launch-the-mands-kids%E2%80%99-shwop-boutique Online and social media activities

The Mother appeal was a campaign run in partnership with Oxfam and the UK Government's Department of International Development (DFID) who supplied matched funding for Oxfam. In total 4 million garments were collected raising £3.2m.



Name of the signatory to the waste agreement

MERCADONA S.A.

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	MERCADONA S.A.
Title of the initiative	<i>Collaboration with soup kitchens</i>
Type of initiative	Information about redistribution of food through collaboration with soup kitchens
Date(s) the initiative was carried out	Ongoing since August 2012
Geographic level of implementation	Spain
Type of product range covered	All products except alcohol
Target audience	Consumers, media
Estimated number of people reached by the initiative	150,000
Key messages	<ul style="list-style-type: none"> Avoid wasting food that is not suitable for sale but perfectly safe for consumption Collaborate with entities that help people in need
Tools used in the initiative	Twitter: twitter.com/Mercadona/status/488948703948836864 YouTube Channel: www.youtube.com/watch?v=PD7Se6WxaQg Website: www.noticiasmercadona.es/proyectos-solidarios/

We started a collaboration with soup kitchens and charitable institutions to redistribute food from our stores that is not suitable for sale but perfectly safe for consumption. The products are delivered daily, using our own logistics, to soup kitchens and other charitable institutions. This initiative is communicated to our clients via social media and our website. In 2014, Mercadona donated more than 4,100 tonnes of food.

Initiative 02

Name of actor carrying out initiative	MERCADONA S.A.
Title of the initiative	<i>Mercadona's measures to avoid food wastage</i>
Type of initiative	Video campaign
Date(s) the initiative was carried out	Ongoing since May 2013
Geographic level of implementation	Spain
Type of product range covered	All products
Target audience	Consumers and stakeholders
Estimated number of people reached by the initiative	Around 13,000 so far
Key messages	<ul style="list-style-type: none"> Prevention of food waste Internal processes to minimize waste projects
Tools used in the initiative	YouTube: www.youtube.com/watch?v=DsKRASJNT7o The video is featured periodically in news items and social media

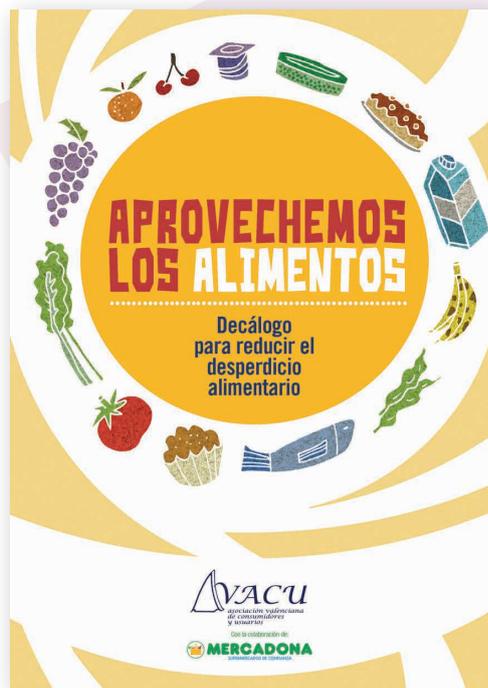
Mercadona has put in place a number of measures to help prevent and reduce waste in its processes. These measures were summarized in a short video, which was presented to consumers. The video explains how the company works to reduce waste and encourage efficiency. Some of these measures include: good planning, finding a use for the whole crop (not just the aesthetically pleasing fruits or vegetables), and increasing the synergy between suppliers to ensure use of all the produce.



Initiative 03

Name of actor carrying out initiative	MERCADONA S.A., Foro Interalimentario (manufacturers association) and AVACU (Valencian Consumers Association)
Title of the initiative	<i>Guides to prevent food waste in homes and to help consumers understand labelling</i>
Type of initiative	Information to consumers
Date(s) the initiative was carried out	2013
Geographic level of implementation	Spain
Type of product range covered	All
Target audience	Consumers
Estimated number of people reached by the initiative	5,000
Key messages	<ul style="list-style-type: none"> Prevention of food waste; recipes for leftovers; tips for shopping and storing food to minimize food waste in households Information about labelling
Tools used in the initiative	<p>Mercadona's website: Food Waste: www.noticiasmercadona.es/avacu-con-la-colaboracion-de-mercadona-elabora-la-guia-aprovechemos-los-alimentos/ Labelling: www.noticiasmercadona.es/avacu-con-la-colaboracion-de-mercadona-elabora-la-guia-aprovechemos-los-alimentos/ AVACU's website (home page): www.avacu.es/index.php# Foro Interalimentario: www.forointeralimentario.org/v_portal/informacion/informacionver.asp?cod=69&te=44&idage=94</p>

Two essential facts prompted this initiative: first, consumer associations are directly involved in modifying consumer behaviour towards more sustainable habits, second, a large percentage of food waste occurs in the household. Therefore, we worked together with AVACU to write a clear guide on how to prevent food waste in households. We also collaborated with the Foro Interalimentario (a manufacturer's association including many of Mercadona's integrated suppliers) to make and broadcast an online guide explaining the information contained on labels.



Name of the signatory to the waste agreement

Peter Zavrl, Srečko Bukovec

Type of actor

Food and non-food retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Mercator, d.d.
Title of the initiative	<i>How to store fruits?</i>
Type of initiative	General advice for consumers on the use of fruits
Date(s) the initiative was carried out	June 2014
Geographic level of implementation	Slovenia
Type of product range covered	Fruits (bananas)
Target audience	Consumers
Estimated number of people reached by the initiative	8.6 million purchases made at Mercator stores each month
Key message	<ul style="list-style-type: none"> • Store fruit properly
Tools used in the initiative	Posters

In June 2014, Mercator started a national campaign, in stores, advising consumers on how to store fruit correctly. This is important, as storing fruit correctly prevents the unnecessary generation of food waste. Fruits, specifically bananas, were the first food product on which information was provided directly to the consumer. Posters were set up at points of sale within stores with a message that bananas should not be stored in refrigerators. The plan is now to expand this initiative to other food types beyond fruits and continue providing advice for consumers on how to reduce food waste.



Initiative 02

Name of actor carrying out initiative	Zeos d.o.o. and Mercator, d.d.
Title of the initiative	<i>E-Transformer</i>
Type of initiative	General advice for consumers on the reuse of WEEE (Waste Electrical and Electronic Equipment)
Date(s) the initiative was carried out	August 2012
Geographic level of implementation	Slovenia
Type of product range covered	EEE (Electrical and Electronic Equipment)
Target audience	Consumers and the general public
Estimated number of people reached by the initiative	1000 (in 5 biggest Mercator centres)
Key message	▪ Reuse your WEEE (Waste Electrical and Electronic Equipment)
Tools used in the initiative	Multimedia truck

In 2012, we organised a road-show, using a specially designed vehicle, to promote the reuse of WEEE (waste electrical and electronic equipment). The E-Transformer was a multimedia truck which had a rooftop solar power plant. It presented the reuse and separation of WEEE in an interesting way. In cooperation with the WEEE scheme, Zeos d.o.o., the E-Transformer visited the five biggest Mercator centres across Slovenia, putting on special two-day family events. Young adults and children were particularly drawn to the interesting programme provided. Inside the truck, general advice on reuse and separation of WEEE was provided. In addition, parts of large and small household appliances, mobile phones, TVs and a variety of e-mail software were on display. The overall purpose of the road-show was to raise the awareness of all visitors to the E-Transformer about the need for the reuse and separation of WEEE.



METRO GROUP

Name of the signatory to the waste agreement

METRO Group

Type of actor

Wholesaler/retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Media-Saturn Germany
Title of the initiative	"Altgeräte richtig entsorgen" (How to dispose of electrical and electronic equipment)
Type of initiative	Consumer awareness-raising campaign
Date(s) the initiative was carried out	June 2014
Geographic level of implementation	Germany
Type of product range covered	EEE (Electrical and Electronic Equipment)
Target audience	Consumers
Estimated number of people reached by the initiative	35,000
Key message	<ul style="list-style-type: none"> Separate collection as well as reselling of old electrical appliances protects the environment
Tools used in the initiative	Flyer

Metro produced a guide on how to correctly dispose of old devices, which provided information on both the correct handling of old electrical devices and also hazardous substances. The guide included valuable advice on consumer electronics, home appliances and bulbs/lamps. It also gave information on the free return of old devices at Saturn, as well as the resale of functioning electronics through Saturn partner FLIP4NEW.



Initiative 02

Name of actor carrying out initiative	Real Warenhaus Germany
Title of the initiative	"Zu schade zum Wegwerfen – gemeinsam gegen Lebensmittelverschwendung" (Too good to throw away - together against food waste)
Type of initiative	Consumer awareness-raising campaign
Date(s) the initiative was carried out	January - May 2014
Geographic level of implementation	Germany
Type of product range covered	Food
Target audience	Consumers
Estimated number of people reached by the initiative	6,500 by direct contact, more than 500,000 through media
Key messages	<ul style="list-style-type: none"> Reduce food waste Food products are too good to throw away
Tools used in the initiative	A booth within the store, flyer, press release

In 31 Real Warenhaus stores, between January and May 2014, undergraduate students and trainees ran a project on raising awareness regarding food waste. Suggestions for solutions included food waste recipes and food boxes that properly preserve food; cooperation with food banks; quizzes about food waste and advice on how to equip a fridge correctly. School classes were also invited to participate. Positive reactions included: "It's great that a trader deals with such a subject!", "It's great that you young people are interested in such a thing!" and "That was food for thought. I will definitely pay more attention now."



Initiative 03

Name of actor carrying out initiative	METRO Cash & Carry France
Title of the initiative	Turning your used cooking oil into biofuel
Type of initiative	Business-to-business (B2B) consumer awareness-raising campaign
Date(s) the initiative was carried out	Ongoing since 2013
Geographic level of implementation	France
Type of product range covered	Used cooking oil
Target audience	Professional consumers (restaurants)
Estimated number of people reached by the initiative	More than 2,450 professional consumers are involved in the project
Key message	<ul style="list-style-type: none"> Waste can be turned into a resource

Through its cooperation with Veolia Propreté, METRO Cash & Carry, France supports restaurants in handling used cooking oil in a practical and ecological way. By turning their used cooking oil into biofuel, consumers avoid greenhouse gas emissions and avoid waste. Appropriate containers are provided to restaurants for collecting the used oil. These are clean, waterproof, and compliant in all respects with safety and hygiene standards. Veolia Propreté provides a documented removal and traceability service for the collected oil. The used oil is then converted into biofuel in France, with restaurants being refunded for the costs of collection. Consumers with a METRO 'Reflexe' card will even earn money from the collection of their used cooking oil.

Name of the signatory to the waste agreement

Dr. Erich Schönleitner

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Pfeiffer Handelsgruppe
Title of the initiative	"Das ist doch noch gut" (It's still good)
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	Ongoing since December 2013
Geographic level of implementation	Austria
Type of product range covered	Groceries
Target audience	Consumers
Estimated number of people reached by the initiative	17,100 facebook fans, 1,900 pupils, 22 million consumers through the media
Key messages	<ul style="list-style-type: none"> • Avoid food wastage and food left overs
Tools used in the initiative	Campaign ambassadors, flyers, website (dasistdochnochgut.at), social media (www.facebook.com/dasistdochnochgut) targeted POS measures, cookbook, box

The Pfeiffer trade group's sustainability-campaign, called "Das ist doch noch gut!" (It's still good), was about reducing grocery waste by actively raising awareness. Helpers known as 'Grannies' and 'Grandpas' were chosen to share knowledge on this issue and provide consumers with useful tips on avoiding food waste. 'Clever grannies' also initiated personal conversations with shoppers in stores at Zielpunkt, UNIMARKT and at Pfeiffers Nah&Frisch. Another focus of the campaign was on school pupils aged 8-12, who were taught about the value of groceries in several school lessons. The campaign was also active on social media, with 17,100 active followers on Facebook (www.facebook.com/dasistdochnochgut) and 'clever grannies' spread knowledge of the campaign to the wider population through appearances on the cooking show, *Koch mit Oliver*. The campaign even included the publication of its own cookbook, co-written by the clever grannies and award-winning chef Tom Riederer. This included tips and tricks on how to avoid waste. The campaign also included the launch of "Fur z'haus", a box for use in the home for storing leftovers and thus further reducing food waste.



Initiative 02

Name of actor carrying out initiative	Pfeiffer Handelsgruppe
Title of the initiative	"Sparen beim Ersten Stück" (Save with the first item)
Type of initiative	Awareness-raising campaign
Date(s) the initiative was carried out	December 2013 - May 2014
Geographic level of implementation	Austria
Type of product range covered	Groceries
Target audience	Consumers
Estimated number of people reached by the initiative	Approximately 1 million per month
Key messages	<ul style="list-style-type: none"> ▪ We offer the best price for the amount of products you need, even if only one item ▪ There is no need to buy more products just to get the cheapest price
Tools used in the initiative	Flyer, advertising

"Sparen beim ersten Stück" (Save with the first item) aims to reduce waste by discontinuing multipack special offers, such as 'buy-one-get-one-free', or 'buy-three-get-one-free'. Over the past few years, multipack offers have become increasingly popular for consumers. However, the cheaper special offer price was only received when buying two, three, or more packages. Therefore, at UNIMARKT stores in upper Austria multipack offers are no longer available. Instead, consumers save on the first product they buy through discounts of 50% or 25%. There has been no real impact on sales and, after eight months, evaluations demonstrate that consumers support the initiative.



Name of the signatory to the waste agreement

REWE Group

Type of actor

Retailer

Contact person(s) and contact details

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Initiative 01

Title of the initiative	REWE Group "Dialogfora" and "Sustainability Weeks"
Type of initiative	Stakeholder conferences + sustainability weeks in stores
Date(s) the initiative was carried out	Stakeholder conferences: 30 th August 2012, 4 th June 2013 Sustainability weeks 2012: 27 th August - 15 th September; 2013: 27 th May - 8 th June; 2014: 5 th May - 11 th May
Geographic level of implementation	Germany
Type of product range covered	Food, packaging, recycling
Target audience	Consumers, stakeholders, suppliers
Estimated number of people reached by the initiative	Stakeholder conferences: 800 Sustainability weeks 2012: 120 million, 2013: 80 million, 2014: 55 million
Key message	<ul style="list-style-type: none"> Waste reduction can be achieved at all levels of the supply chain
Tools used in the initiative	<p>More information on: Dialogfora: https://dialog.rewe-group.com, https://dialog.rewe-group.com/forenrueckblick/2013/ Sustainability weeks: https://nachhaltig.rewe.de/projekte/nachhaltigkeitswochen/ Company homepage www.rewe-group.com/en/</p>

REWE Group measures developed / improved after discussions at the Dialogfora:

Food Waste

Improvement of automatic ordering systems for fresh products and meat products
 Improvement of the planning and control systems for electronic merchandise in warehouses
 Regular training of employees on the correct handling of food
 Daily electronic and manual checks on best before /use-by dates in warehouses and stores
 Supply of food to 900 local food banks
 Creation of a new own brand for misshaped fruits and vegetables in 'BILLA' stores ('Wunderlinge')

Packaging / Recycling

Workshops on packaging, in collaboration with internal and external experts from the supply chain, focusing on material, volumes and recycling
 Currently working on increasing the content of recycled material within the REWE and PENNY own brand washing up liquid to more than 50%
 Improvement of packaging, e.g. the Toom Baumarkt own brand paint bucket for white dispersion paint, as well as, selected lacquer tins, which are made of 100% recycled plastic
 Furthermore, REWE Group won the ECR Award 2014, together with Werner & Mertz, Der Grüne Punkt, Alpla, Unisensor and the Naturschutzbund (NABU), for the innovative recycle initiative, which implemented the effective upcycling of plastic packaging for Frosch-Cleaning products

Initiative 02

Name of actor carrying out initiative	REWE Group – PENNY Markt GmbH (Discount)
Title of the initiative	Food waste: Pilot project for consumer education in cooperation with the German Federal Ministry for Food, Agriculture and Consumer Protection (BMELV) and 'LandFrauen'
Type of initiative	Information Campaign
Date(s) the initiative was carried out	June 2013
Geographic level of implementation	Germany
Type of product range covered	Food Waste
Target audience	Consumers
Estimated number of people reached by the initiative	17.5 million
Key message	<ul style="list-style-type: none"> Food waste can easily be avoided by consumers at home
Tools used in the initiative	Overview available at www.penny.de/unternehmen/nachhaltigkeit/gemeinsam-gegen-lebensmittelverschwendung/

In 2013, PENNY, together with the German Federal Ministry for Food, Agriculture and Consumer Protection (BMELV), and the German Rural Women's Association 'Rural Women' (Deutscher LandFrauenverband e.V.-dlv), organized a joint campaign with the objective being to make consumers appreciate food more. Between May 27th and June 8th 2013, in two PENNY markets in 5 cities, 'Rural Women' advised consumers on how to avoid food waste. Tips included the correct storage of food in the fridge, the handling of food which has exceeded its 'best before' date and recipes for leftovers.



*PENNY information campaign for consumer education on food waste
Ilse Aigner (German Minister) with Rewe Group Board Member Jan Kunath and representatives from the "Landfrauen"*

Name of the signatory to the waste agreement

Royal Ahold

Type of actor

Food Retailer

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Albert Heijn Supermarkets
Title of the initiative	<i>Eetmaatje</i>
Type of initiative	Reducing food waste
Date(s) the initiative was carried out	February 2014
Geographic level of implementation	The Netherlands
Type of product range covered	Pasta, rice, couscous
Target audience	Consumers
Estimated number of people reached by the initiative	One million cups were distributed
Key message	<ul style="list-style-type: none"> Enable consumers to cook more efficiently for their wallets, their waistlines and their waste levels
Tools used in the initiative	Company magazine, free product, website (www.ah.nl/meerdoen/voedselverspilling)

Albert Heijn worked with the Voedingcentrum (Dutch food centre) to find a solution to the issue of food waste during cooking. Throughout one week in February 2014, consumers buying own-brand pasta or rice from Albert Heijn were given a free measuring cup. The aim was to make it easier for consumers to prepare and eat the right amount of pasta or rice. Albert Heijn distributed one million measuring cups during the campaign, enabling consumers to cook more efficiently for their wallets, their waistlines, and their waste levels.

Initiative 02

Name of actor carrying out initiative	Albert Supermarkets (Czech Republic)
Title of the initiative	<i>Responsible Company project</i>
Type of initiative	Waste separation
Date(s) the initiative was carried out	Full year of 2012
Geographic level of implementation	Czech Republic
Type of product range covered	Product packaging
Target audience	Consumers
Estimated number of people reached by the initiative	132,000
Key messages	<ul style="list-style-type: none"> Separation is a more effective and efficient way to dispose of waste Separating waste reduces the amount going to landfill
Tools used in the initiative	Setting up collection points, websites, posters

In 2012, Albert participated in the 'Responsible Company' project that sought to promote corporate responsibility when it came to waste separation. Albert supported the take-back and recycling of 4,073 tonnes of packaging waste. This involved operating and servicing 2,691 containers used for waste paper, glass, plastic and beverage cartons, as well as 19 collection points for metal packaging. The outcome was that Albert made waste separation possible for over 132,000 consumers.



Initiative 03

Name of actor carrying out initiative	Albert Heijn
Title of the initiative	<i>Restaurant Instock</i>
Type of initiative	Reducing food waste
Date(s) the initiative was carried out	Ongoing since the beginning of June 2014
Geographic level of implementation	Netherlands
Type of product range covered	Food products
Target audience	Consumers
Estimated number of people reached by the initiative	Instock's work has already rescued more than 20,000 plates of food
Key message	<ul style="list-style-type: none"> Instock is the first restaurant in the Netherlands that puts food waste on the agenda
Tools used in the initiative	Website: www.instock.nl Facebook: www.facebook.com/restaurantinstock

Instock works with the harvest of the day: we collect products which are fit for consumption, but which cannot be sold due to broken packaging, an almost expired shelf-life date, etc. These products are then picked up from Albert Heijn stores and delivered by our electric vehicles. Based on the products we collect, the chefs create a different menu every day. We communicate this menu through our Facebook page so that customers can see what is on our menu each day.




Name of the signatory to the waste agreement

SONAE

Type of actor

Retailer

Contact person(s) and contact details

ptsa@sonae.pt

Initiative 01

Name of actor carrying out initiative	SONAE's non-food business unit
Title of the initiative	<i>Clothing Collection Project</i>
Type of initiative	Collection of used clothing for reuse or recycling
Date(s) the initiative was carried out	Ongoing since March 2014
Geographic level of implementation	Portugal
Type of product range covered	Used clothing
Target audience	SONAE's employees, Portuguese consumers
Key message	<ul style="list-style-type: none"> The Clothing Collection Project aims at the proper management of clothing waste by supporting those most in need, while also helping to promote environmental citizenship in the communities where our stores operate
Tools used in the initiative	Customers are asked to deposit their used clothing in containers; these containers have posters with the necessary information on them

SONAE installed 20 containers outside its stores to collect used clothing for reuse or recycling. The clothes are separated according to their quality. Clothes in good condition are sold in shops specially created for this purpose and funds generated are donated to charity. The other remaining unsold clothes are either given to charities or are recycled. In total 199 tonnes of clothing have been collected.



Initiative 02

Name of actor carrying out initiative	SONAE's non-food business unit
Title of the initiative	<i>Equipa Worten Equipa</i>
Type of initiative	Collection of EEE (Electrical and Electronic Equipment)
Date(s) the initiative was carried out	Launched in 2009
Geographic level of implementation	Portugal
Type of product range covered	EEE (Electrical and Electronic Equipment)
Target audience	SONAE's employees, Portuguese consumers
Key message	▪ Return of EEE (Electrical and Electronic Equipment)
Tools used in the initiative	Collection containers, in-store posters, and promotion in the media

'Equipa Worten Equipa' (EWE) is a Worten social responsibility project which promotes an environment free from harmful waste, while supporting those most in need. Worten offers 50 euros to charities for each tonne of WEEE (Waste Electrical and Electronic Equipment) delivered, in the form of new equipment. During the past six years, EWE has collected over 27,000 tonnes of WEEE and has supplied over 14,000 new appliances to 1,483 institutions, which provide direct support to more than 362,000 people in need. In addition to this initiative, Worten's second focus is raising public awareness on environmental issues.



Initiative 03

Name of actor carrying out initiative	SONAE's food business unit
Title of the initiative	<i>Collection of used cooking oil</i>
Type of initiative	Awareness-raising campaign regarding the need to collect used cooking oil in order to recycle it
Date(s) the initiative was carried out	October and November 2012
Geographic level of implementation	Portugal
Type of product range covered	Used cooking oil
Target audience	SONAE's employees, Portuguese consumers
Key message	▪ Need to collect used cooking oil in order to recycle it
Tools used in the initiative	Information in SONAE's stores; collection containers

Through this initiative, SONAE offered the community a simple and more environmentally friendly way to correctly dispose of used cooking oil - i.e. an alternative to pouring it down the sink. In addition, the project raised consumers' awareness on the environmental impact of cooking oil residue.

Name of the signatory to the waste agreement

Tesco

Type of actor

Retailer

Contact person(s) and contact details

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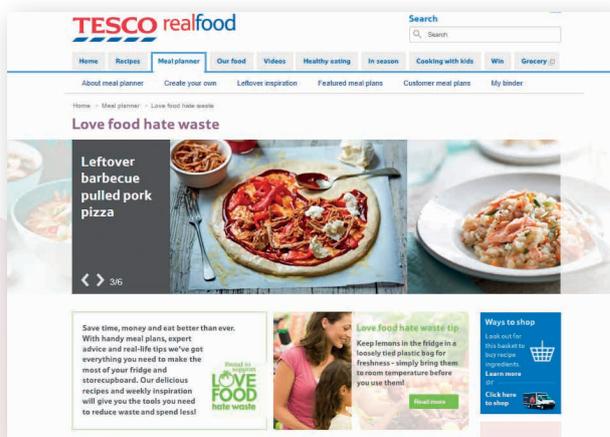
Initiative 01

Name of actor carrying out initiative	Tesco
Title of the initiative	'Love food, hate waste' on Real Food website
Type of initiative	Online food waste information
Date(s) the initiative was carried out	Ongoing since October 2013
Geographic level of implementation	Online / UK focus
Type of product range covered	Food
Target audience	Employees, Consumers
Estimated number of people reached by the initiative	250,000
Key message	<ul style="list-style-type: none"> Simple changes to food storage and inspiration for using leftovers can help save you money and reduce the amount of food you waste
Tools used in the initiative	Website and social media http://realfood.tesco.com/meal-planner/love-food-hate-waste.html

We have added a 'love food, hate waste' section to our Realfood website.

This includes a range of tools and information to help consumers reduce the amount of food that they waste, for example:

- A leftover recipe meal planner, where users input their leftover ingredients to find corresponding recipes;
- A series of articles and videos with ideas and advice about issues such as weekly food planning, batch cooking, effective storage, understanding food labels and how to freeze food;
- 20 tips for cutting back on waste and making food last longer;
- Recipes for freezable meals, suggestions for using leftovers and "how to make the most of your roast".



Initiative 02

Name of actor carrying out initiative	Tesco Poland
Title of the initiative	<i>Tesco for Schools</i>
Type of initiative	Food waste video competition / student education
Date(s) the initiative was carried out	October 2013 to March 2014
Geographic level of implementation	Poland
Target audience	Primary school students and their families
Estimated number of people reached by the initiative	1.5 million
Key messages	<ul style="list-style-type: none"> ▪ Raising awareness on the issue of food waste ▪ Ways to reduce food waste
Tools used in the initiative	Video competition (example in the link) www.tescopl.com/index.asp?pageid=137&tilettype=update&id=958 Website: www.tesco-polska.pl/en/scale-for-good/tesco-for-schools

In October 2013 we launched the 11th edition of the "Tesco for Schools" education programme in Poland, which was dedicated to the topic of food waste. Over 6,000 school children from across the country took part, learning about food waste and finding ways to tackle it.

As part of the project, Tesco worked with the Federation of Polish Food Banks to organize a film competition called "A talent not to waste". After learning about responsible food management, the school children were asked to make a two-minute film to encourage others not to waste food.

This was a great way of getting the children to think about this important problem, and to present their own solutions in a fun and creative way.

More than 580 films from schools across the country were entered into the competition. The winning films were chosen by online voting (1,687,635 votes were cast), and by a panel of experts, which included representatives from the Federation of Polish Food Banks and the British Council.





Name of the signatory to the waste agreement

Vakcentrum / Stichting Super Supermarkt Keurmerk

Type of actor

Umbrella organisation

Contact person(s) and contact details

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Initiative 01

Name of actor carrying out initiative	Vakcentrum / Stichting Super Supermarkt Keurmerk
Title of the initiative	<i>Covenant for encouraging food donation</i>
Type of initiative	Waste reduction by donation
Date(s) the initiative was carried out	November 2013 the official covenant was signed
Geographic level of implementation	The Netherlands
Type of product range covered	Products that are still good for human consumption, but can no longer be sold in the supermarket, for example due to breakage, or a short or recently expired shelf life
Target audience	The covenant connects SSK-certified supermarket business operators with local and regional 'food banks' (in Dutch: Voedselbanken, these are non-profit, charitable organizations that distribute food to those in need). The results of the covenant cover many low-income households
Estimated number of people reached by the initiative	Around 170 SSK-certified operators Around 155 local and regional 'food banks' There are 85,000 people in the Netherlands who depend on a 'food bank'
Key messages	<ul style="list-style-type: none"> • Donate products to the 'food bank' if they are still good for human consumption • Take away obstacles for donating
Tools used in the initiative	Websites: www.supersupermarkt.nl www.voedselbankennederland.nl Members magazines, national newspapers (Reformatorisch Dagblad, RetailNews, Levensmiddelenkrant, Distrifood)

One way to reduce food waste is through donating products which can no longer be sold in the store, but are still good for human consumption. In 2013 Stichting SSK received signals from supermarket entrepreneurs that they encountered obstacles in cooperating with the local Voedselbank. These 'food banks' are non-profit, charitable organizations which distribute food to those who cannot afford to purchase enough to avoid hunger. In response to these signals, Stichting SSK made contact with the national umbrella organization 'Voedselbanken Nederland'. During discussions with this organization and a number of supermarket entrepreneurs, the obstacles were identified and attempts to overcome them were initiated. This led to the signing of a covenant, which exempts SSK-certified operators from potential risks in the area of food safety, after products are donated.



Initiative 02

Name of actor carrying out initiative	Vakcentrum / Stichting Super Supermarkt Keurmerk
Title of the initiative	<i>Together against food waste, matter of doing!</i>
Type of initiative	Awareness-raising campaign about food waste
Date(s) the initiative was carried out	May 2014
Geographic level of implementation	The Netherlands
Type of product range covered	Fresh products with a short use-by date
Target audience	Consumers
Estimated number of people reached by the initiative	500,000
Key message	<ul style="list-style-type: none"> If you are going to use fresh products in the short term, do not choose the products with the longest use-by date in the supermarket. This consumer behavior creates food waste. If you are going to use products in the short term, choose the products with an appropriate use-by date
Tools used in the initiative	SSK stickers on the products. These stickers contain the message: "Together against food waste, matter of doing!" The action is supported by press releases

A major challenge in the fight against food waste is to change consumer behaviour, as this involves making supermarket consumers aware of their role in food waste. SSK stickers on specific products encourage customers to buy products with a short use-by date. If consumed quickly, these products remain high quality.




Name of the signatory to the waste agreement

Vomar Voordeelmarkt BV

Type of actor

Retailer

Contact person(s) and contact details
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Initiative 01

Name of actor carrying out initiative	Vomar Voordeelmarkt BV
Title of the initiative	Summer Special 2013
Type of initiative	Providing tips to raise awareness on the issue of food waste
Date(s) the initiative was carried out	Summer 2013
Geographic level of implementation	The County of Noord-Holland and parts of the counties of Utrecht, Zuid-Holland, and Flevoland
Type of product range covered	Fresh food and groceries
Target audience	Readers of our magazine, consumers
Estimated number of people reached by the initiative	We have issued 250,000 copies of the magazine
Key messages	<ul style="list-style-type: none"> • How to save food (and money!) • How to interpret information about the final date of consumption correctly
Tools used in the initiative	Our website: www.vomar.nl

We gave consumers tips on food waste, which included facts and 'lies' about food safety, superfoods and fruits and vegetables. For example, how to check if an egg is still fresh, using a glass jar to take your left over salad to work or for a picnic, and information on 'best before' and 'use-by' dates.

Milieuvriendelijk consumeren

Voorkom voedselverspilling

Nieuw onderzoek van Milieu Centraal en Voedingscentrum wijst uit dat wij met z'n allen jaarlijks voor 2,5 miljard euro aan voedsel weggooien. Daarom geven wij graag adviezen om voedselverspilling zoveel mogelijk tegen te gaan. Goed voor het milieu én voor uw portemonnee. Doe daarom uw voordeel met onze bewaartips en creatieve maaltijdplossingen.

De gemiddelde Nederlander gooit jaarlijks ruim 40 kilo voedsel in de vuilnisbak en spoelt een onbekende hoeveelheid dranken (zoals koffie, sap en frisdrank) door de gootsteen. Een van de oorzaken is te ruim inkopen.

Tip
Vooraf een boodschappenlijstje opstellen doet al wonderen. Uit onderzoek blijkt dat mensen die winkelen zonder lijstje gemiddeld 40% meer weggooien!

U wilt uw viaite een lekker pasta- of rijstgerecht voorschotelen, maar u weet niet precies hoeveel u nodig heeft. En uiteraard wilt u dat er voor iedereen voldoende is. Zo blijft er wel eens wat over. Op zich is dat geen ramp, maar weggooien is zonde. Daarom geven wij hier graag enkele tips om nog verstandiger en (milieu-)bewuster met uw eten en drinken om te gaan.

Tip
Neem een plakbroodje, wrap, diabata of krokant gegridde (oude) boterham en combineer deze met bijvoorbeeld restjes groente, vlees en kaas. Even opbakken en klaar!
Of verwerk de restjes in soep. Alle soorten groenten kunnen in groentesoep, maar ook restjes vlees smaken hier lekker bij.

Tip
Met oud brood valt nog veel te doen. Maak bijvoorbeeld wafelsteefjes, of croutons voor salades en ovenschotels. Of broodkruim om gehaktballen te paneren of een ovenschotel te gratineren!

Tip
Van fruit kunt u smoothies maken. Maar ook bananenbrood en pannenkoeken zijn een ware traktatie, dus gooi vruchten niet te snel weg! Fruit past natuurlijk ook in verse salades.



Nog groente over van gister? Maak een lekkere Boeren omelet

Gerecht voor 2 personen

Ingrediënten
4 eieren
Combineer met groenten uit 't blik, de groentelade of de diepvries. Zoals wortelen, erwten, bonen of paprika's. Voeg een zakje 'omeletmix' toe, evenals vreeswaren, zoals kip, ham of salami.
En eventueel een paar plakjes kaas.

Bereiding
Snijdt alle groenten en het vlees in kleine blokjes. Klop de eieren los en voeg hier het zakje omeletmix of een snufje peper en zout aan toe. Voeg aan de eieren de blokjes groenten en vlees toe. Je kunt eventueel ook een paar plakjes kaas aan het mengsel toevoegen. Meng het geheel goed. Bak nu het mengsel in ongeveer 5 minuten aan beide kanten goudbruin.

Initiative 02

Name of actor carrying out initiative	Vomar Voordeelmarkt BV
Title of the initiative	Summer Special 2014 "The taste of summer"
Type of initiative	Summer magazine with tips on how to avoid food waste
Date(s) the initiative was carried out	Summer 2014
Geographic level of implementation	The county of Noord-Holland and parts of the counties of Utrecht, Zuid-Holland, and Flevoland
Type of product range covered	Fresh products and groceries
Target audience	Visitors to the website and consumers
Estimated number of people reached by the initiative	We have issued 250,000 copies The Summer Special was also provided digitally on our website and was clicked on 3,750 times in one month
Key message	▪ Creating awareness on food waste
Tools used in the initiative	Paper magazine and the web page www.vomar.nl

Other tips included information about giving food left-overs (especially when not opened yet) to neighbours or acquaintances, and tasting and using food that is slightly past the best before date (if it smells good, taste it). Further advice was given on organizing fresh food in the refrigerator in a logical manner and advising consumers not to cook too much food.



Bewaar & bespaartip

Vertrouw op uw zintulgen

Melk, kaas en eieren. Ze zijn vaak nog veel langer goed dan de houdbaarheidsdatum aangeeft. De afkorting 't.h.t.' op de verpakking staat immers voor 'tenminste houdbaar tot'. Ook producten in blik en potjes – mits ongeopend – zijn vele maanden tot zelfs jaren na de houdbaarheidsdatum nog prima eetbaar. Ruikt het voedsel goed en ziet het er mooi uit? Eet of drink het gerust op. Wilt u de versheid van een ei controleren? Leg het in een bakje water. Blijft het drijven, dan is het ei niet meer eetbaar.





Bewaar & bespaartip

Maak niet te veel

Vooral bij rijst verkijken we ons regelmatig op de hoeveelheid die we koken. Slechts één klein koffie-kopje rijst per persoon is al genoeg. Door uw eten te wegen, is de kans klein dat u te veel maakt.



Bewaar & bespaartip

Organiseer & presenteer

Een boekhouding hoeft het niet te worden, maar wie zijn verse producten logisch rangschikt in de koelkast, voorkomt dat de langst houdbare producten als eerst worden gegeten. Fruit aanlokkelijk uitgesteld in een fruitmand op tafel nodigt bovendien uit om sneller gepakt te worden. Zo krijgen ze geen tijd hun kwaliteit te verliezen.

REAP MEMBERS

Retail companies: Asda, Auchan, C&A, Carrefour Group, Colruyt Group, Delhaize Group, El Corte Ingles, Eroski, IKEA, Inditex, Jerónimo Martins, Kaufland, Lidl, Marks & Spencer Group, Mercadona, Mercator, Metro Group, REWE Group, Royal Ahold, SONAE, Tesco.

Retail federations: APED (Associação Portuguesa de Empresas de Distribuição), CCC (Confederació de Comerç de Catalunya), EuroCommerce, Euro Coop (European Association of Consumer Co-operatives), ERRT (European Retail Round Table), FCD (Fédération des Entreprises du Commerce et de la Distribution), Vakcentrum.



European Retail
Round Table



May 2015

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