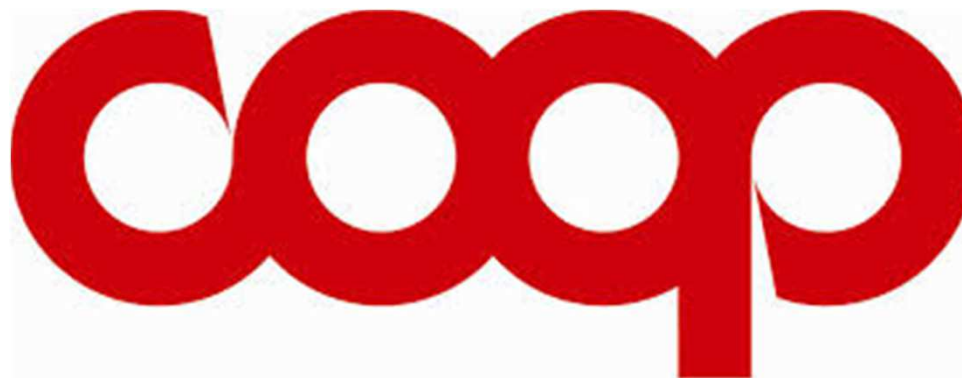


Claudio Mazzini
Environmental & Sustainability Manager
COOP Italia

Bologna - Tuesday, June 4th, 2013



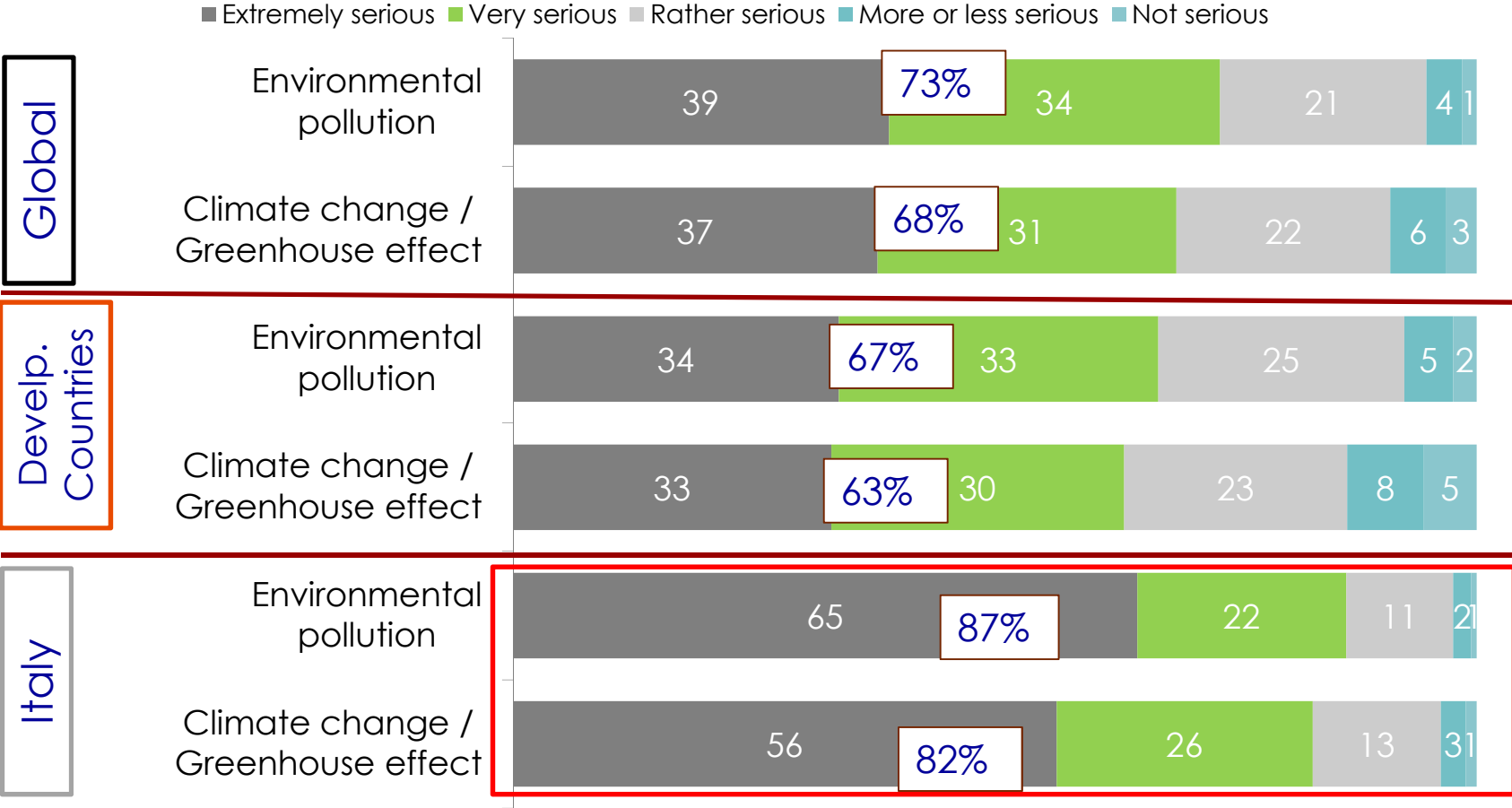
INSTITUTIONS & BUSINESS, GREEN AND LOCAL TRENDS CHARACTERIZATION

1. Consumers everywhere in the world care about the environment, but they are reluctant to spend more or, by making any concessions on quality.
2. The importance of local and natural ingredients is increasing
3. End users expect that institutions and business for being responsible and carrying on the “green” initiative



Consumers begin to be aware of the seriousness about “green” questioning

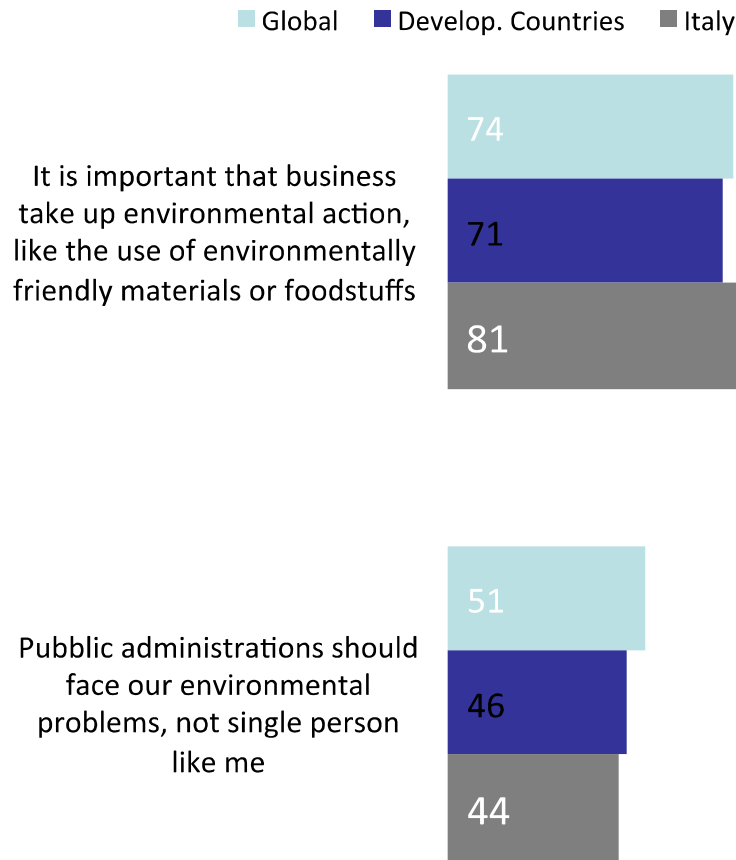
% of over 15 that consider “green” questioning a serious problem



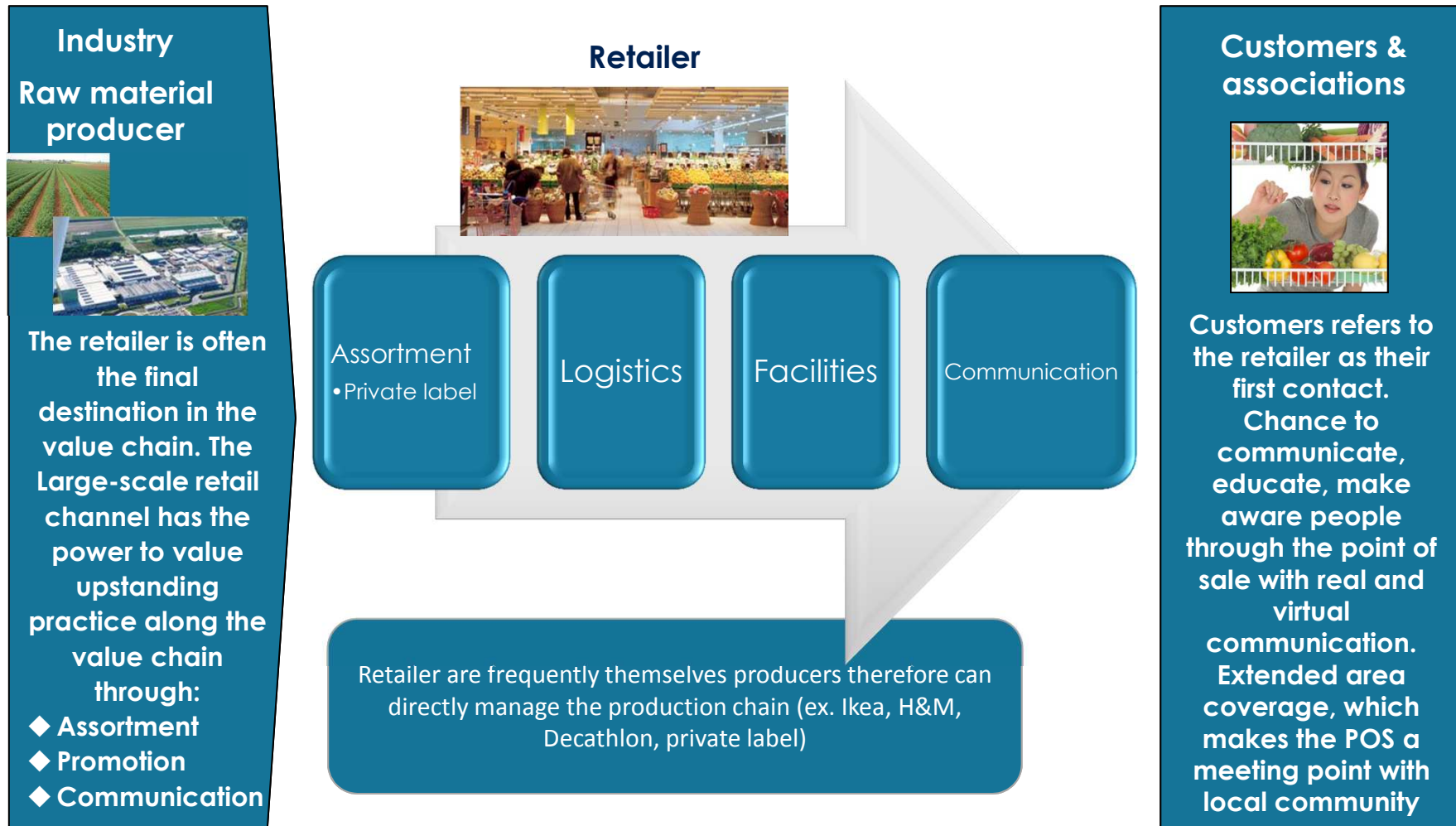
THE IMPORTANCE OF BUSINESS ACTION GREAT EXPECTATION FROM ITALIAN CONSUMERS

% of general agreement – environmental attitude

% of mention by importance for being one of the 3 most important responsibilities of nowadays society



FOR A “SERIOUS” APPROACH WE HAVE TO LOOK UPSTREAM & DOWNSTREAM



CUSTOMERS ENVIRONMENTAL AWARENESS IS INCREASING

Which products are we talking about



Low environmental impacts
depending on how they are made
(ex. Organic)



Low environmental impacts
depending on how they are used
(ex. Low energy demanding lights)



Less waste to dispose (ex.
detergents refill)



Low distance (ex. local products)



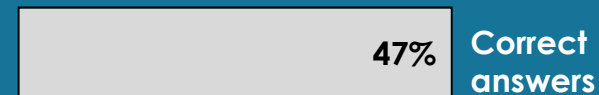
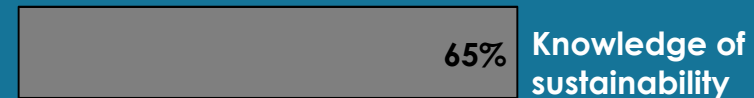
Animal welfare (ex. Tuna "dolphin
safe")



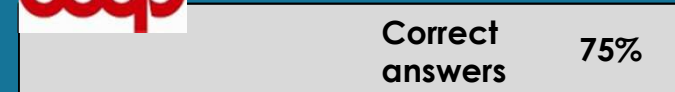
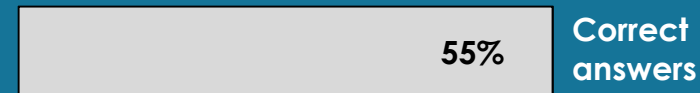
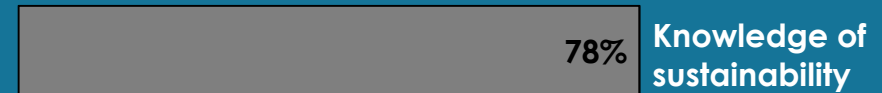
Employee rights (ex. Fair trade)

... how much do you know about them?

2009 answers...

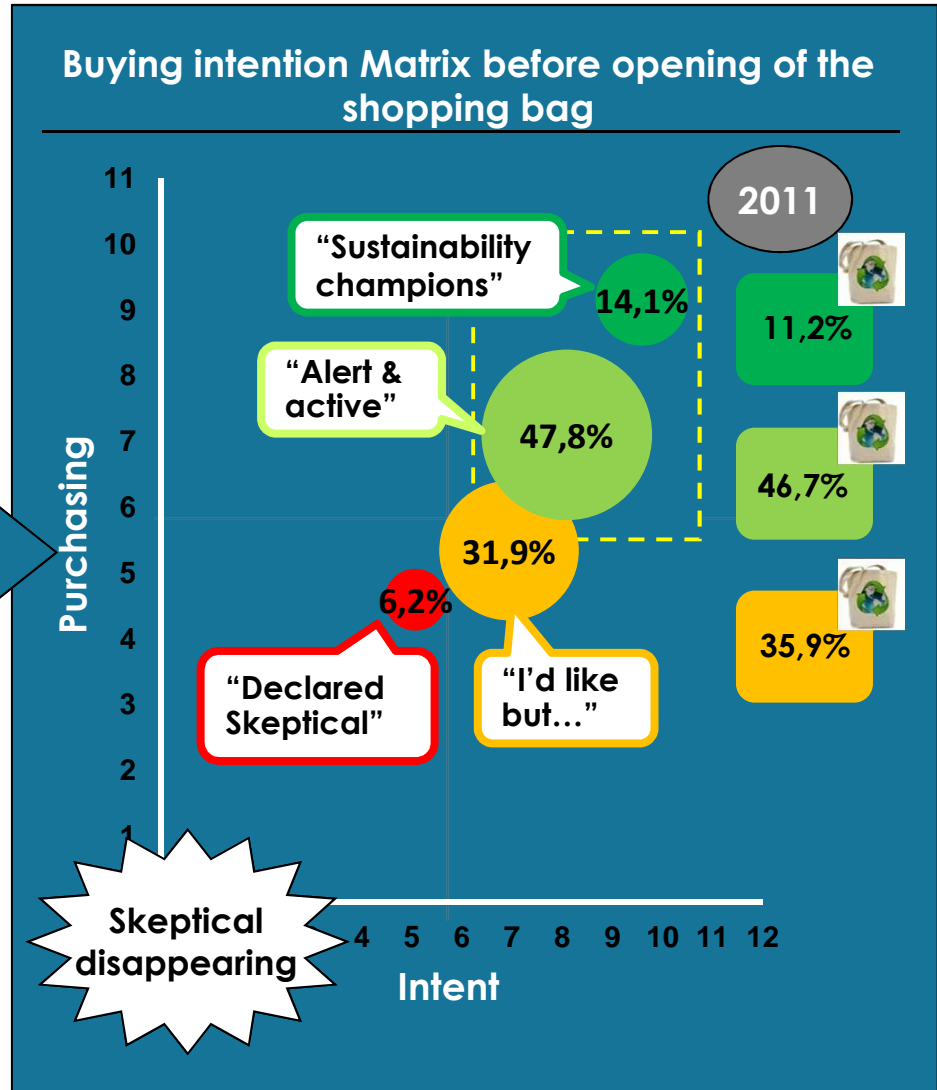
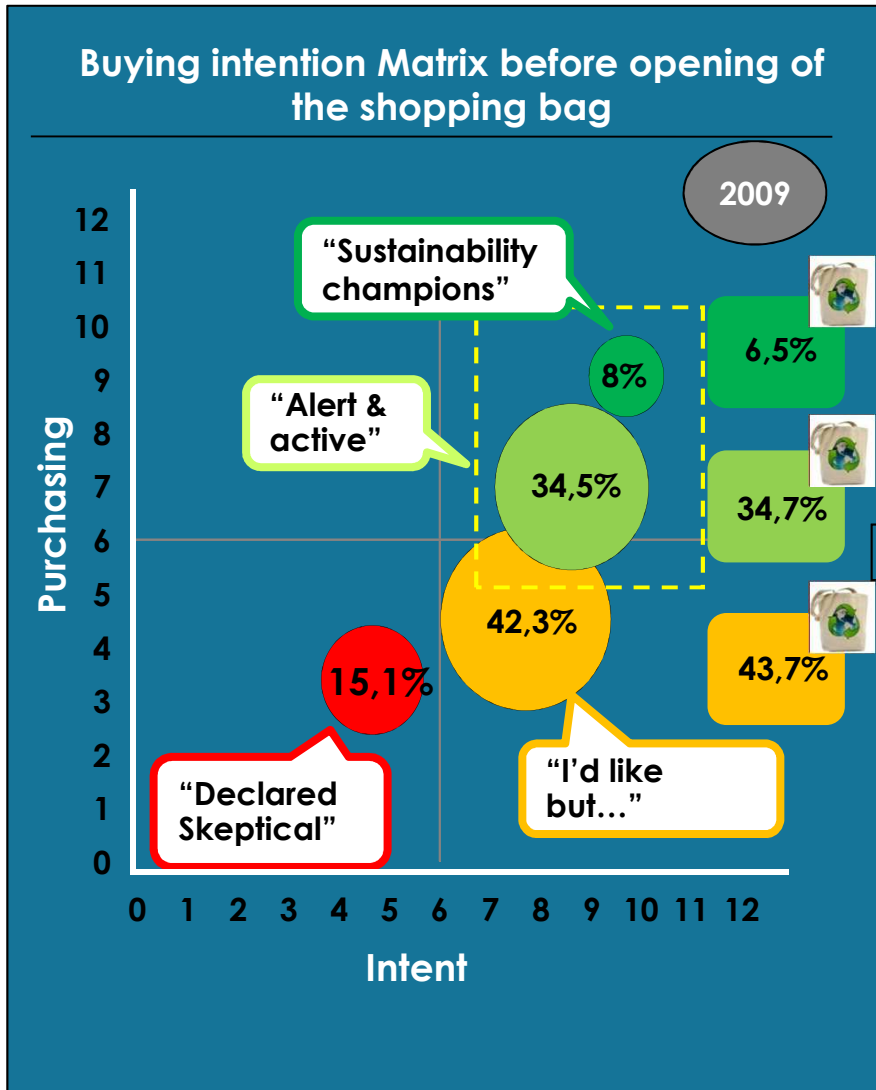


...and the ones of 2011

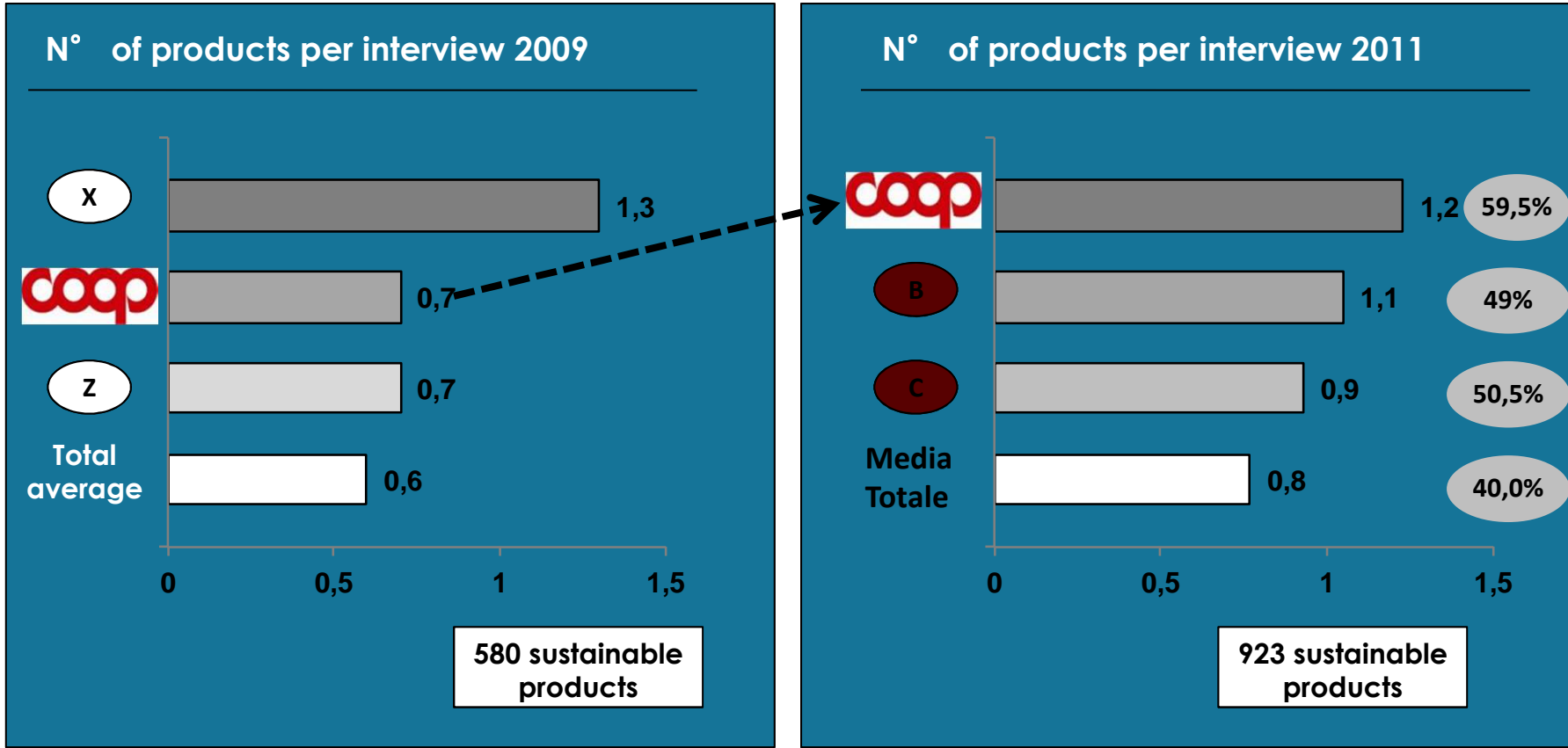


Social and cultural context seems to impact on customers awareness...do they purchase then?

ATTITUDE DECLARATIONS AND (ABOVE ALL) PURCHASING INTENT DECLARATION REALLY ENTHUSIASTIC

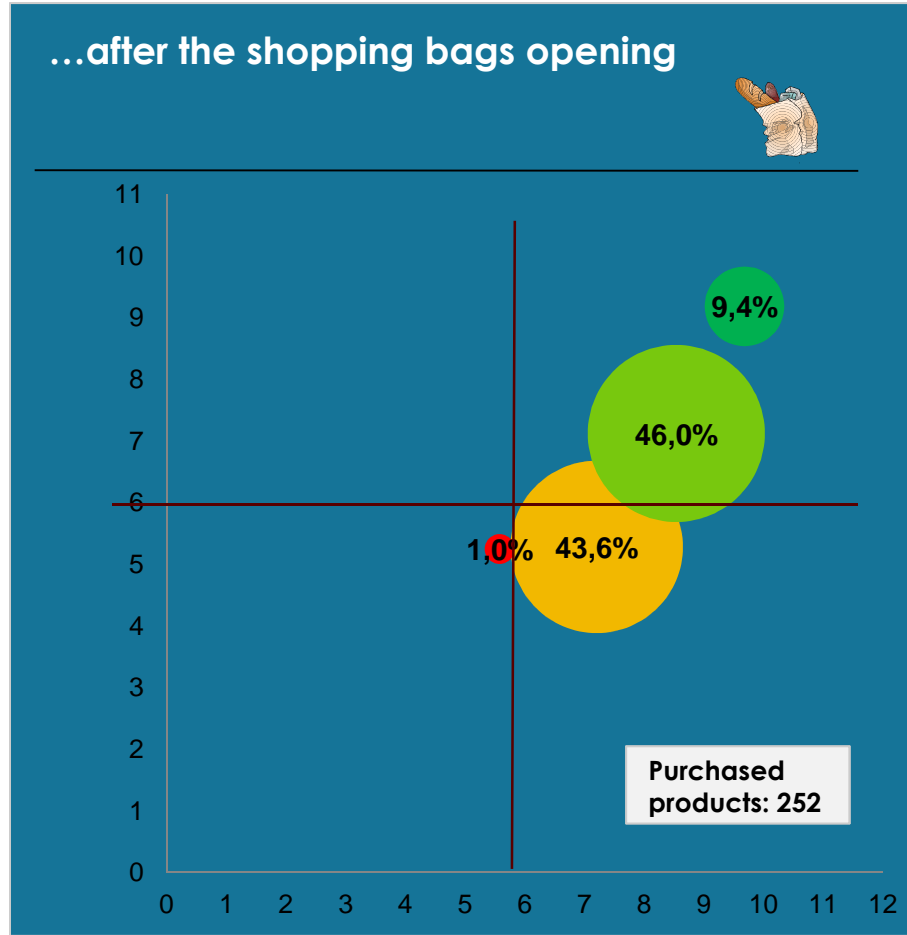
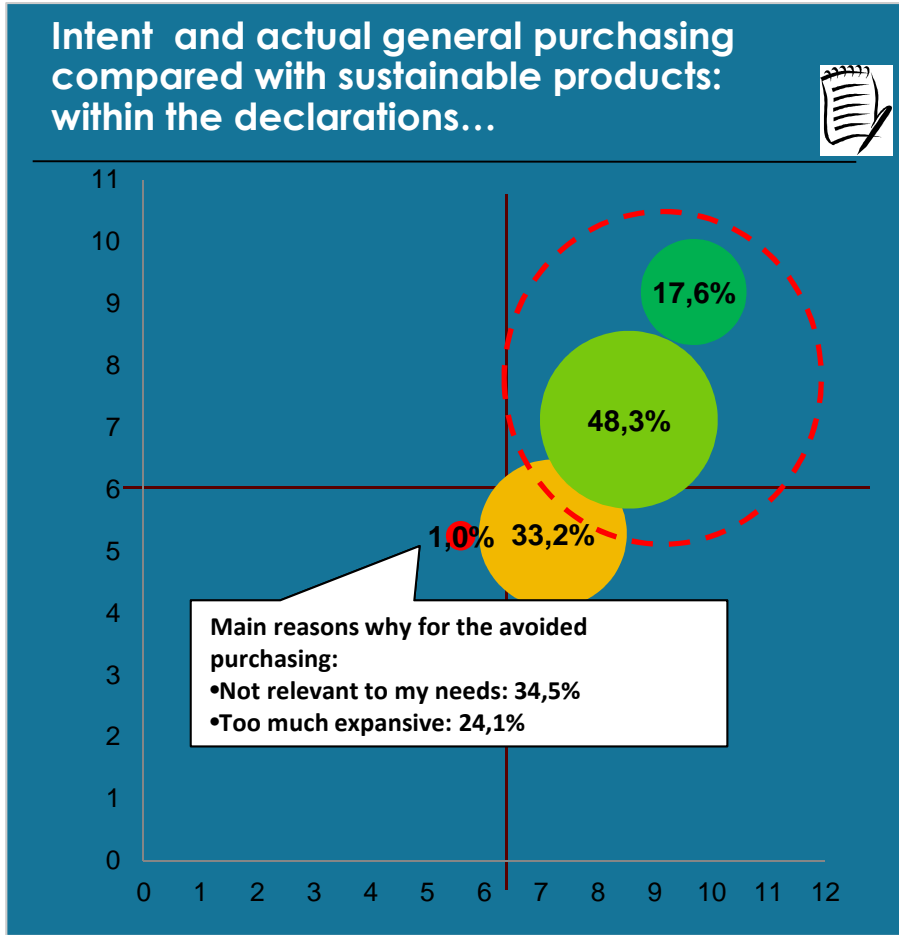


WHERE SUSTAINABLE PRODUCTS ARE AVAILABLE PURCHASING COMES!



Point of sale communication and introduction of dedicated product lines / corner help buying behavior

...SKEPTICAL COOP CONSUMERS DISAPPEARED, BUT THERE IS STILL A HIGH POTENTIAL FOR THE MARKET TO GROW



FULL SPECTRUM ACTION

10

Coop environmental policy isn't just green marketing or spot **operations but it cover the full spectrum of possible actions**

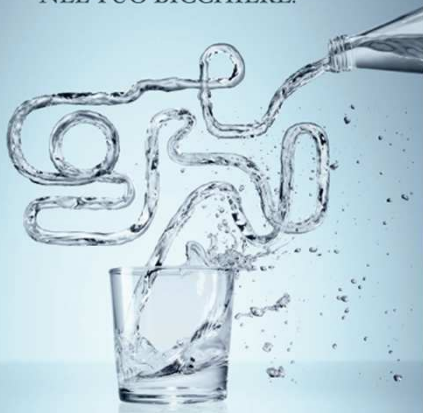


- ✓ On possible farming technique
- ✓ On products choice
- ✓ On production plants
- ✓ On packaging
- ✓ On logistic
- ✓ On warehouse and point of sale
- ✓ On green product promotion
- ✓ On customer and shareholder information

Doing everything with a rigorous scientific method


TAP WATER CAMPAIGN

HAI MAI PENSATO
A QUANTA STRADA DEVE FARE
L'ACQUA PRIMA DI ARRIVARE
NEL TUO BICCHIERE?



Per salvaguardare l'ambiente si può bere l'acqua del rubinetto, una volta verificata la sua qualità, oppure un'acqua minerale proveniente da fonti vicine al tuo territorio.

Per l'imbottigliamento e il trasporto su gomma di 100 litri di acqua per 100 km, si producono emissioni almeno pari a 10 kg di anidride carbonica.



* Fonte: dati scientifici nazionali e internazionali.

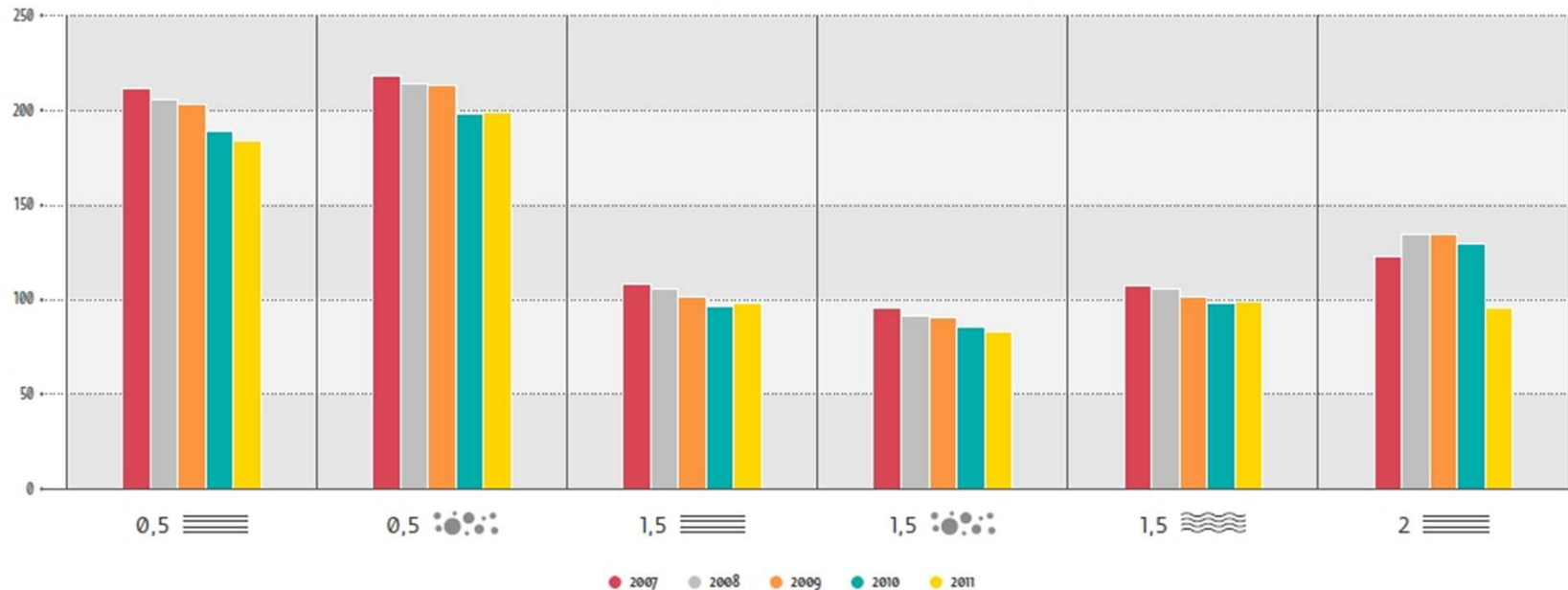


Bottle lightening **permitted to save plastic and CO2**. Here the GWP from 2007 to 2011 is shown. In order to make a comparison possible, the values were all calculated according to the new PCRs. They may be therefore different from those reported in the previous versions of the EPD

Environmental Product Declaration of **Acqua Minerale**



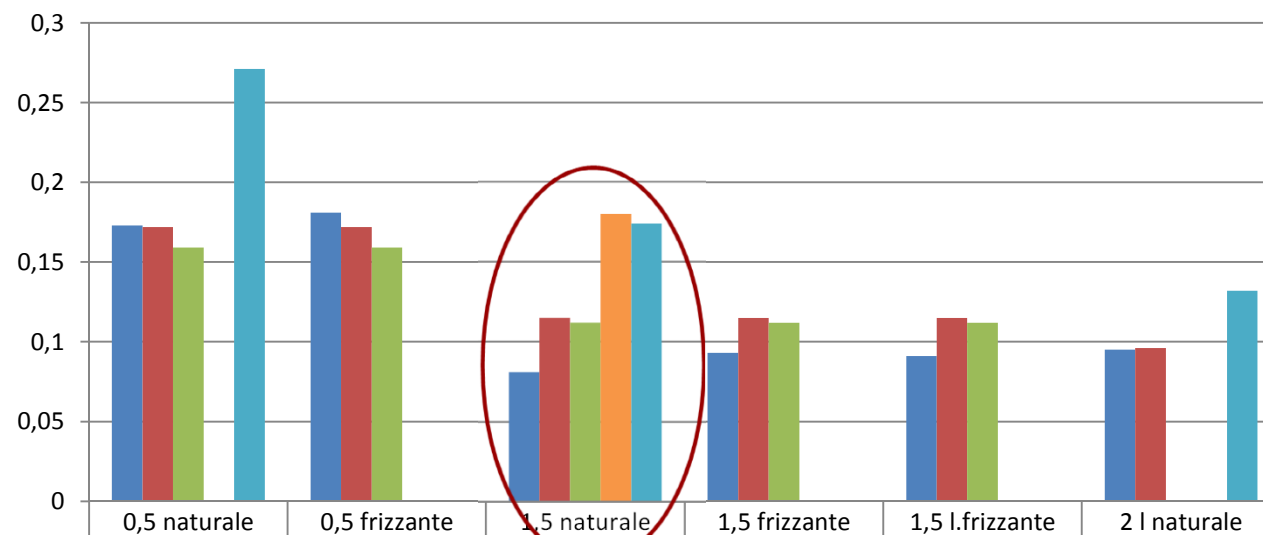
Carbon Footprint (grams of CO₂ per litre)



EPD ACQUA MINERALE COOP

The following graph shows 2011 data within 2012 EPD. As previously explained in order to make a comparison possible, the values were all calculated for every competitor (excluded Ferrarelle), according to the new PCRs.

kg CO₂-eq/litro



■ Coop 2012	0,173	0,181	0,081	0,093	0,091	0,095
■ San Benedetto	0,172	0,172	0,115	0,115	0,115	0,096
■ Ferrarelle (RM 100 km)	0,159	0,159	0,112	0,112	0,112	
■ Cerelia			0,18			
■ Lete/Sorgesana	0,271		0,174			0,132

SHOPPING BAG FOOTPRINT CALCULATOR

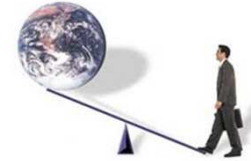
The Coop “**footprint calculator**” is made-up to **make consumers aware** of the impacts on environment coming from their shopping bags and therefore from their alimentation.

Based on the main kind of products that usually consumers buy, the tool allows to **simulate and calculate their shopping bags footprint**.

The image shows a digital interface for an environmental impact calculator. On the left, there is a graphic of a shopping cart moving across a field of green grass, with motion lines behind it. Below the graphic, the text reads "LA SPESA ALL'IMPRONTA" in large green letters, with a small footprint icon to the left. Underneath that, in smaller orange letters, it says "CALCOLATORE D'IMPATTO AMBIENTALE". At the bottom left of the interface is the "COOPAMBIENTE" logo. On the right side, the heading "CALCOLA L'IMPRONTA DELLA TUA SPESA" is displayed in bold black text. Below this heading are several input fields: a large white box for "nome", two smaller white boxes for "per quante persone vuoi fare la spesa?" and "per quanti giorni?", and a prominent orange button with white text and a right-pointing arrow that says "INIZIA LA SPESA". At the bottom right of the interface, the text "LA SPESA ALL'IMPRONTA" is repeated in green.

THE IMPORTANCE OF COMMUNICATION

- It's crucial to set up a **solid Environmental strategy** which can be seen as a real **business leverage**. Goals should be **measurable and time-framed** (even on the business side). All the **business area should be involved** in the accomplishment of an organic commercial proposition.
- **Communicate the constant and coherent environmental efforts and goals**, in a way that allow you **to talk about every single action**, integrating them in a **easy to understand** general context.
- Choose **simple and important subjects, directly related to everyday life** and evocative of a general sentiment. Based on them develop information and communication projects.
- **Consumers must be informed** by using **every means of communication**, including the most recent ones (**ex. social network¹**)
- It is **fundamental and central the employees function** as they everyday relates to customers. It is getting **more and more important their involvement** on promotion **campaign launch**.



¹ 2/3 of Italian web users are registered to a social networks, one of the highest percentage in the world"

THANK YOU!

Questions?

