

# COOP DANMARK'S WORK WITH FOOD PACKAGING AND CHEMICALS

Food Packaging Forum – Workshop 2015

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# Agenda

- Brief introduction to Coop Danmark
- Coop's strategy regarding chemicals
- Case: fluorinated substances
- Case: bisphenol A
- Recapitulation and concluding comments

# About Coop

Coop is Denmark's largest retail enterprise.

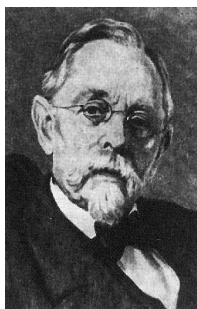
Coop has approximately 38,000 employees in total and approximately 1200 shops.

Coop is a cooperative and can trace its roots back to the cooperative movement in the late 19th century.

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The logo for Kvickly, featuring the word "Kvickly" in a bold, red, sans-serif font.The logo for Dagli' Brugsen, with "Dagli'" in black on a yellow background and "Brugsen" in white on a red background.The logo for Irma, featuring the word "Irma" in white, bold, sans-serif font on a dark blue rectangular background.The logo for Super Brugsen, with "Super" in small white text above "Brugsen" in a larger white, bold, sans-serif font, all on a dark red rectangular background.The logo for Q fakta, featuring a large green letter "Q" with a stylized green arrow pointing down and to the right, above the word "fakta" in a green, lowercase, sans-serif font.The logo for coop.dk, with "coop.dk" in white, bold, sans-serif font above the tagline "Dine butikker på nettet" in a smaller white, italicized, sans-serif font, all on a red rectangular background.The logo for lokal Brugsen, with "lokal" in small white text above "Brugsen" in a larger white, bold, sans-serif font, all on a red rectangular background.The logo for fakta, featuring the word "fakta" in a bold, red, lowercase, sans-serif font.

# Social Responsibility Then and Now



1896

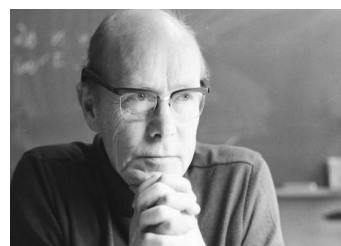
1900



1928



Central-laboratoriet



1976



1983

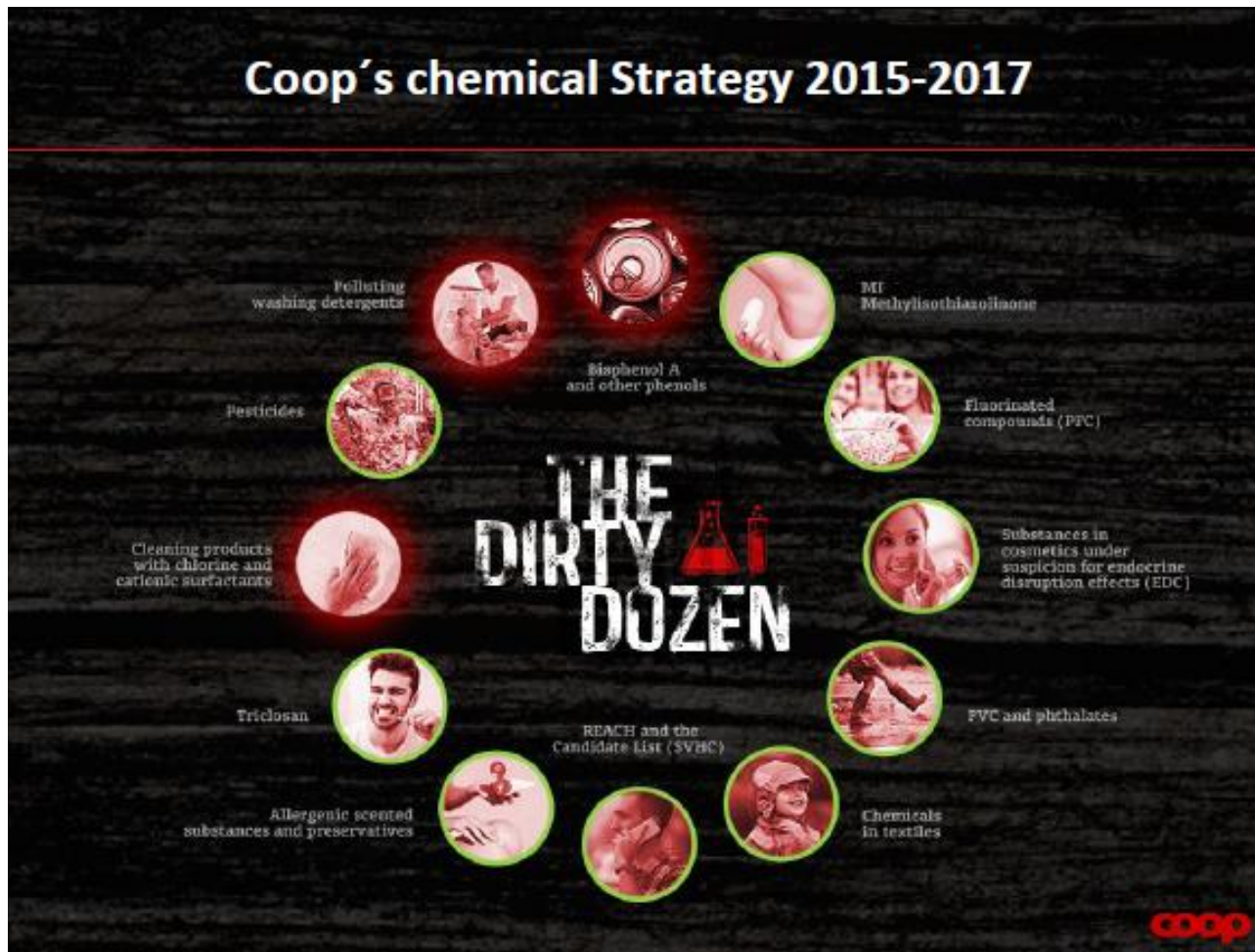


2001



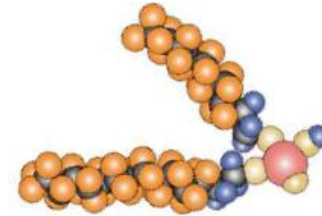
2015

# Coop's Chemical Strategy



# Case: Fluorinated Substances

- Concerned Scientists – Helsingør statement.
- Increased media focus.
- Urgent action needed.
- In September 2014: Coop decided to ban the substances.



**BANNED**

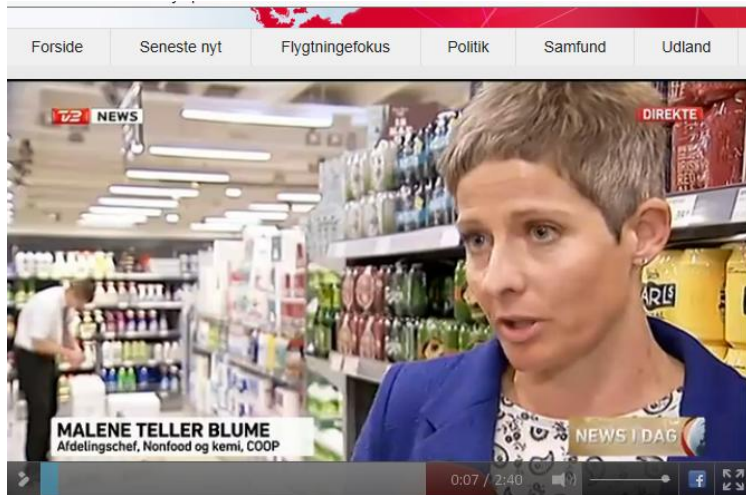


# Case: Fluorinated Substances

- Detection of all risk products.
- Phase out and substitution.
- One big challenge →
- Microwave popcorn.



# Case: Fluorinated Substances



## Coop: Farvel til popcorn skal lægge pres på producenten

Af Keld Vrå Andersen · 18. maj 2015, 19:46

Coop-koncernen, der blandt andet omfatter butikker som Superbrugsen, Fakta og Kvickly har fjernet mikroovnspopcorn fra hylderne. Popcornene vil ikke blive solgt i butikkerne, før der er fundet en løsning på emballagens problemer med flourerende stoffer, oplyser Coop.



## FORBRUG & LIV

Bolig Sundhed Digitalt Forbrug Biler Livsstil

FØDEVARER 19. MAJ 2015 KL. 15.03

## Dansk Supermarked fortsætter salg af popcorn med hormonforstyrrende stoffer

Coop vil skåne kunderne for sundhedsskadelige stoffer i emballagen.





# Case: Bisphenol A

- Prohibited in food contact materials intended for 0-3 year olds.
- Danish Food Authorities does not support EFSA's Opinion on BPA.
- The authorities encourage companies and industry to reduce the use of BPA in order to reduce the exposure.
- Coop Danmark's approach.
- Alternatives and innovation.



# Recapitulation and Concluding Comments

- Coop has a proud tradition within CSR. It comes naturally to us to work with chemical safety and to have a Chemical Strategy.
- In a world of powerful industries and where legislation can be several of years in the making we need responsible companies and retailers.
- We have several business cases that show that it makes sense – also economically – to take responsible action and even withdraw products from our shelves.
- In general we have experienced that being responsible can be a competitive advantage.

**MANY THANKS FOR LISTENING!**