



2022 Annual Report

Year in Review

eurocoop
European Community of Consumer Cooperatives



This annual report offers a comprehensive overview of Euro Coop's strategic initiatives, notable achievements, synergies, and the challenges faced during the previous year, providing valuable insights into the organisation's performance

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President's Foreword

Dear colleagues,

We continue to live in very complicated and turbulent times. Whilst the pandemic is dwindling down, its long-term repercussions are evident: a changed model of work and a cascade of crises – financial, economic, and social. Unexpectedly, and worst of all, 2022 also witnessed the start of a war at home – in Europe. It is a difficult time for the people and our colleagues in Coop Ukraine. Our thoughts are with the people of the Ukrainian nation who are going through very hard times.

Regrettably, the war has effects also felt across Europe in the form of energy price spikes and insecure supplies. In parallel, the rise in inflation has posed major challenges for retailers and consumers.



Despite the notorious resilience of co-operative enterprises, our 20 national members were not shielded from these crises. Those co-operatives that are not only active in food retailing but also operate other businesses such as non-food, hotels, restaurants, and petrol stations, are particularly affected. Moreover, just as with the COVID pandemic, the effect of the war is most felt in our local communities, especially in the reception and support of people who have fled.

There may be a risk for the EU's ambitious green transition, because consumers have become cost conscious and more reluctant to spend extra on sustainable products. Yet, the energy supply upheavals represent an opportunity to fight climate change by phasing out fossil fuels and shifting to secure, sustainable, and affordable energy sources. This shall require profound co-operation to confront the complexities of the energy transition with immediate actions. Consumer co-operatives have invested heavily in operationalizing sustainability and aiming at being carbon neutral or carbon negative by 2025 or 2030.

President's Foreword

This is why we have deepened our collaboration with the EU policymakers to provide the co-operative experience in implementing social, environmental, and economic sustainability regardless of the obstacles at hand.

Despite these numerous challenges, in 2022 we devoted ample time to identify measures to be taken so that Euro Coop comes through these hard times as strong as possible. We are proud of our national organisations who continued to serve our 32 million consumer-members, tirelessly optimising not only their value proposition but also further advancing the care for the 7,000 local communities we serve across the Continent.

Together with the re-elected Presidency, I shall dedicate the new 4-year mandate to enhancing Euro Coop's added value, so that we could navigate complex common challenges by way of shared effort.

Let's get to work!

With co-operative greetings,



Mathias Fiedler
President

Secretary General's Welcome

Dear reader, welcome!

We entered 2022 with the quiet hope of stability after several years of unprecedented change, yet soon we discovered it would be as turbulent as the preceding 24 months.

Our hearts and prayers go out to the people of Ukraine who have had to endure this dreadful war. Euro Coop was the first international co-operative organisation to unite behind a Declaration of Peace. Almost immediately, Euro Coop members organised massive financial aid through the International Red Cross. We set up an internal system for direct assistance to Coop Ukraine who have a mission to maintain everyday life in the local communities, despite the insurmountable loss to civilian and co-operative infrastructure.

2022 was an elections year that saw the presidency re-elected for another 4-year mandate. The impetus is on facilitating co-operation among national members, supporting them to navigate the turbulent economic environment brought on by soaring inflation, rising energy costs, and stifled consumer spending. One area in particular was that of travel and tourism services. We will look to continue these endeavours in 2023.

In our work with the EU Institutions, we positioned consumer co-operatives as enablers of sustainable food systems in a time of growing opposition to the EU Green Deal and Farm to Fork Strategy. We shall continue to provide our members' innovation in realising the green transition and consumer empowerment. We united our voice with like-minded organisations within the EU Food Policy Coalition, calling on EU policymakers to maintain the ambitious sustainability agenda and to avoid any delay in its implementation. In parallel, Euro Coop partnered with retail representative associations to address the risk of incoming legislation which may change the responsibilities of economic operators, as this would result in supply chain inefficiencies and legal uncertainty.



Secretary General's Welcome

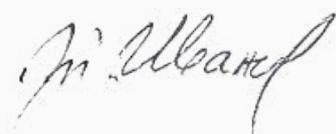
Our communications and visual presence have been vastly upscaled, improved and modernised thanks to the joining of Annalisa De Chirico – Communications Policy Advisor in December 2021. This allowed us to extend our collaboration with the co-op community through joint campaigns and initiatives.

With the support and guidance of the Presidency and Board, we shall continue this journey of creating added value for our members through closer co-operation, reflecting their identity as operators with a purpose that transforms the lives of their customers, member-owners, and the local communities they serve.

We will look further in diversifying our Association's revenues to achieve financial sustainability and we will remain flexible in answering the needs of our members in an ever-changing world. All this would not be possible without my colleagues, who deserve the utmost recognition for their professionalism and co-operativism. Colleagues, I salute you!

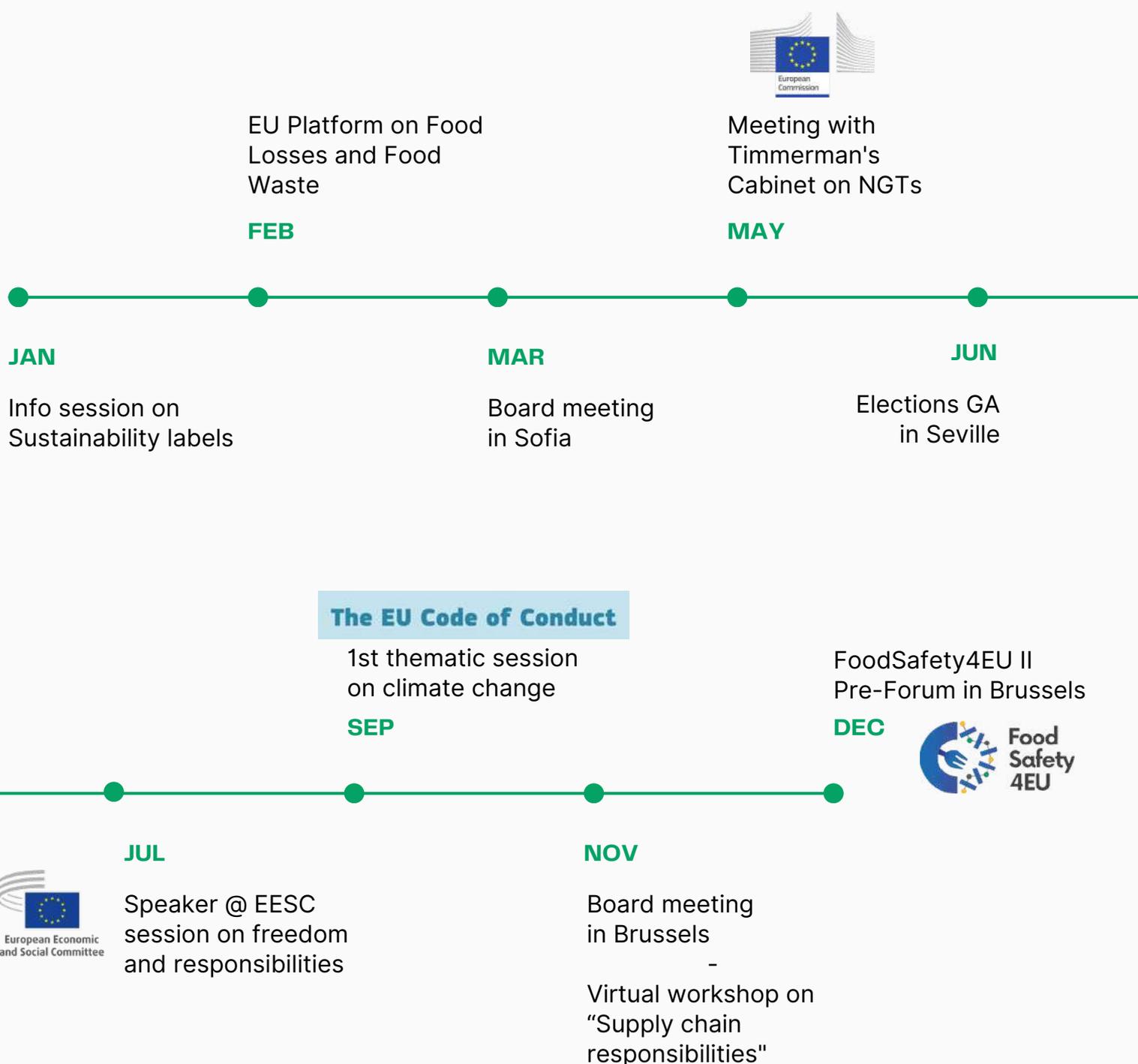
Let's make the world a better place, one co-op at a time!

Happy reading,



Todor Ivanov
Secretary General

2022 Highlights



Empowering Voices

SPEAKER INVITATIONS
@ EU-LEVEL EVENTS

27

EU-LEVEL
ORGANISATIONS
WE WORKED WITH

64

CONTRIBUTIONS TO EU
INSTITUTIONS
CONSULTATIONS &
PUBLICATIONS

4

JOINT LETTERS
SUPPORTED

9

TEAM'S TOTAL
MEETINGS

280

EU INSTITUTIONS
OFFICIALS / MEPS
ENGAGED

38/17



Advocacy & Representation

Co-op Distinctiveness

Being distinct means doing things differently. As a business staying true to its purpose, a co-op works for its members, not distant shareholders. The success of a co-op always translates into a **stronger community**, because the ownership and control are shared among the individuals. By creating value for our members, we create value for the community that co-op serves. This is how we build a **better world** one co-op at a time.

In the spirit of Co-operative Principle VI - co-operation among co-operatives, our movement's collective response to the atrocities of the **Ukraine** war was inspiring. In the first few weeks of the conflict, several national members raised millions of funds and made donations through the International Red Cross. Euro Coop also set up an internal system allowing direct support for Coop Ukraine, who has registered severe damage to its nationwide store network.

Within the EU policy process, we advanced our collaboration with the European Economic and Social Committee - **EESC** by providing the consumer co-operative perspective in their work on sustainable food labelling and fundamental rights and the rule of law. Euro Coop facilitated the participation of **Coop Sweden** as a speaker at the event "Towards a Sustainable Food Labelling Framework to Empower Consumers to Make Sustainable Food Choices", where they presented their **Sustainability Declaration** as a leading example of empowering consumers to make informed choices about the overall sustainability performance of the products they purchase. This input was used for the EESC report on the same subject and will increase the co-operative visibility since it will be presented as policy recommendations to the EU Commission.

Advocacy & Representation

Co-op Distinctiveness

Euro Coop was invited to speak at another EESC event, titled “Communicating Fundamental Rights and the Rule of Law”, organised on 18 July. Our intervention was based on the relationship between responsibility and freedoms, calling for the need to prioritise both concepts as opposed to focusing only on the latter. On this foundation, Euro Coop proceeded to present examples of **responsible business** and its necessity to establish a fair, balanced and transparent EU economy based on stakeholder, rather than shareholder, interest.

Co-op distinctiveness lies in their democratic governance and collective ownership, fostering collaboration and equitable decision-making for the benefit of their members and communities

This paradigm connects to the issue of the transformation of food systems and the overarching sustainable policy framework of the EU Commission.

In the area of food loss and waste, we partnered with Cooperatives Europe Director – Agnès Mathis in her role as rapporteur of a report on food donations within the EU-level Fit for the Future Platform, which is chaired by EU Commission Vice-President Maroš Šefčovič. The platform will present this report with recommendations to simplify legislation, reduce burden and modernise existing EU legislation. Fabrizio Fabbri – Food & Sustainability Policy Manager authored the report with best examples from consumer co-operatives, thus raising the visibility and credibility of the co-operative movement in fighting food waste / loss.

Advocacy & Representation

Food & Sustainability policies

2022 was marked by an intense debate around the ambition to green the **EU food systems** contained in the Farm to Fork Strategy, one of the main political pillars of the Von der Leyen Commission, as the war in Ukraine added an unexpected challenge to this initiative.

Fabrizio Fabbri - Food & Sustainability Policy Manager is leading our work on this front, which encapsulates policies such as the development of the overarching Framework Law on Sustainable Food Systems, food loss and waste targets, packaging and packaging waste reduction, new genomic techniques (NGTs), animal welfare, and green claims.

Euro Coop published an analysis of **food sustainability** in the light of the challenges posed by the war, and not only, and how sustainability could ensure a better **resilience** of the food systems in the EU. We fully supported the appeals made by the

Food Policy Coalition to the Commission calling for an adequate legislative context to ensure that the food systems in the EU be sustainable and affordable for all.

Furthermore, Euro Coop was granted membership to and participates in the high level debate within the Advisory Group on Sustainable Food Systems (AGSFS) and the Expert Group on Food Security, Crisis Response and Preparedness, both chaired by the EU Commission.

Euro Coop submitted the consumer co-operative perspective as written contribution to all legislative **public consultations** linked to the F2F Strategy, namely the review of the Framework Waste Directive (FWD) (to include binding reduction targets on food waste) and the Animal Welfare Directive (AWD), as well as the new proposals on Sustainable Food Systems and New Genomic Techniques (NGTs).

Participation has been assured to attend and take active part in remote and on-site regular meetings of the EU Platform on Animal Welfare and the EU Platform on Food Losses and Waste.

Our policy paper on NGTs has been widely appreciated by stakeholders representing different views. As a result, we were invited to take part in study groups and restricted events aimed at understanding and discussing the different aspects of the issue and, specifically, the direction of the future EU policy. Precisely, Euro Coop was one of the five organisations invited for a meeting with the Cabinet of EU Executive Vice-President Frans Timmermans, where we presented the common view that any new **regulation on NGTs** should ensure

the right of consumers to choose their food. This is also the underlying principle in our policy opinion paper, which was presented at the event organized at the European Parliament by the network GMO-Free Europe.

Internally, the Secretariat regularly exchanged with **members** around these policy developments and had the opportunity to convene several in-person meetings with the Co-op Group (UK), Central Co-op (UK), Scotmid Co-op (UK), Hispacoop (ES), Coop Sweden and Coop Italy.



Advocacy & Representation

Retail

In the grand effort of advancing sustainability across the spectrum, we identified numerous risks where EU policy development may change the rules regulating the **division of responsibilities** among economic operators. This is why we joined efforts with our retail colleagues from EuroCommerce, Independent Retail Europe and EDRA (European DIY Retail Association) in a **joint letter** to EU Commissioner Thierry Breton – Internal Market of the risk that EU policy currently in development could assign to retailers the same responsibilities which product manufacturers already have.

The changes would require responsibilities such as controlling your supply chain (due diligence), doing audits, having capacity and legislative knowledge - all of which come at a high cost. We believe that any division of responsibilities should be logical and proportionate and we reminded the EU Commission that current rules are

based on these same criteria. Extending manufacturers/importers' responsibilities to retailers would lead to **duplication** along the supply chain, as well as **legal uncertainty**, unnecessary costs and, ultimately, **supply chain inefficiency**.

Together with the other organisations, on 15 December we organised the first of a series of webinars inviting officials of the EU Commission, Parliament and Council where we presented these arguments. Speakers from **Coop Sweden** and **SOK Finland** participated to provide their take on challenges for retailers in the digital transition and in supply chain due diligence, respectively. A second seminar is planned for Spring 2023.



Advocacy & Representation

EU Code of Conduct

After the Code's successful launch in 2021, including by seven of our national members and by Euro Coop itself, we maintained our **Vice-Chair** role in the Liaison Group in charge of managing the initiative. The focus throughout 2022 was organising thematic sessions to promote the Code and connect it to the wider EU policy horizon, such as the framework law for sustainable food systems. The first **thematic session** was held on 26 September on the subject of climate change, wherein Todor Ivanov had moderator duty. A series of sessions are planned for 2023, namely on packaging and nutrition, as well as the framework law on sustainable food systems.

We are actively working with our members to identify **sustainability actions** they implement on national level which are eligible under the Code, while also providing them with support and guidance in their pursuit of higher sustainability in their operations and strategies.

The EU Code of Conduct on Responsible Food Business & Marketing Practices

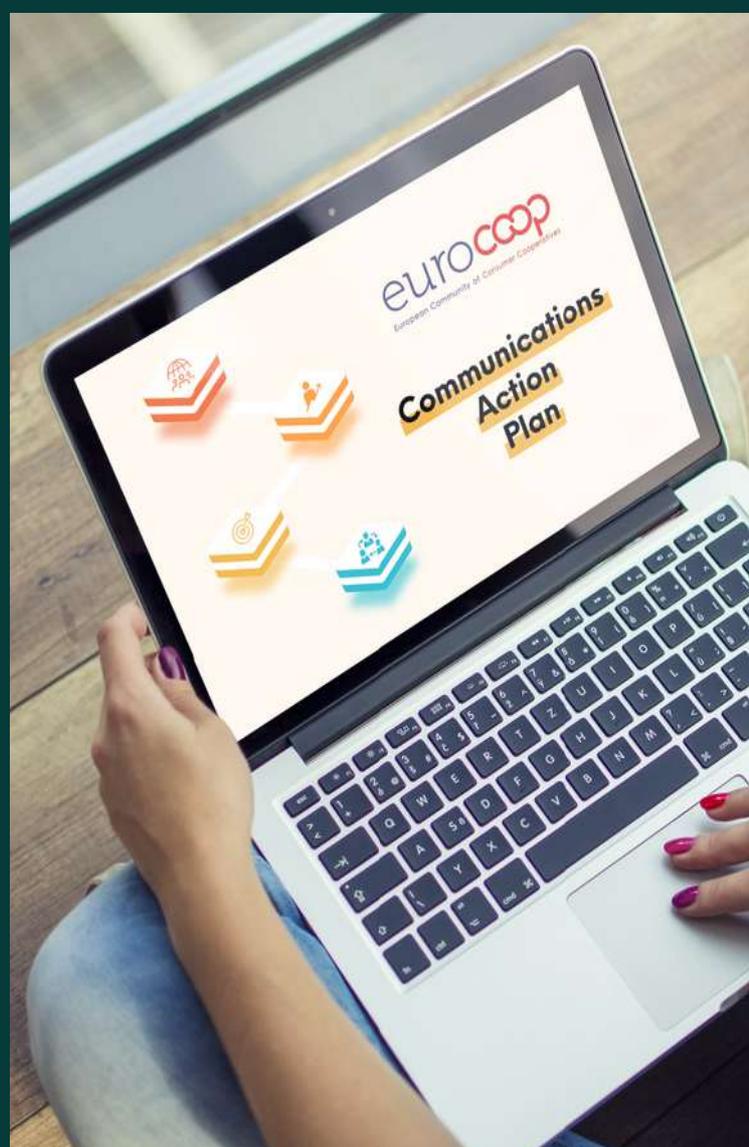


#EUFarm2Fork

#EUGreenDeal

Communications

Under the guidance of **Annalisa De Chirico** - Communications Policy Advisor, we placed utmost importance on transparent and effective communication, considering it the cornerstone of our operations throughout the year. Recognising the immense power of fostering understanding, building trust, and driving positive change, we utilised various channels to **strengthen our connections** with stakeholders, promote consumer co-operative initiatives, and raise awareness about the positive impact of movement throughout Europe. Embracing innovative approaches and digital presence, while advancing collaboration with our members and partners, we succeeded in creating meaningful engagements and amplifying the voice of consumer co-operatives in Europe.



Our **Communications Action Plan**, presented during the Board meeting in Brussels, highlights key milestones and ongoing endeavours to enhance

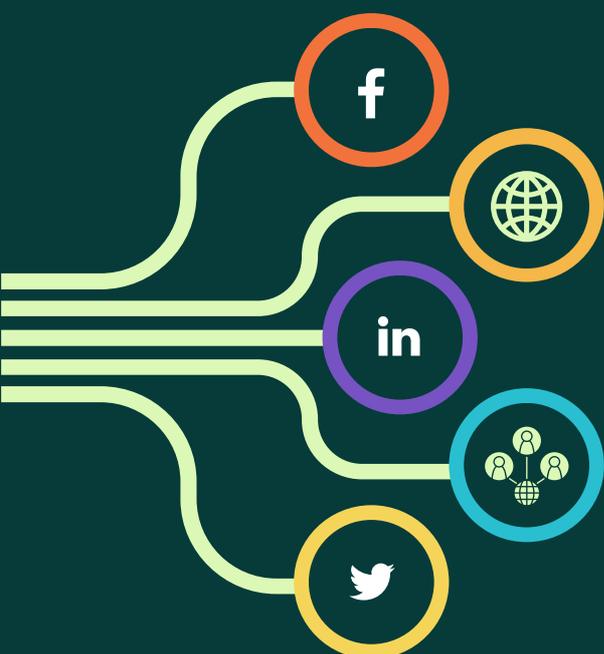
Communications

online visibility and impact within the dynamic communication landscape of the EU policy process.

By developing a strategy centred on efficiency, we successfully expanded our digital presence, leveraged social media platforms, and achieved increased engagement and broader reach. These efforts have enabled Euro Coop to effectively communicate with its members, policymakers, consumers, partner organisations, and the wider public.

Additionally, the Plan includes comprehensive internal and external communication strategies. Internally, we focus on fostering effective exchange with and among our members; ensuring alignment and promoting the co-operative spirit and actions. Externally, we seek to engage with EU-level stakeholders, partner organisations and EU policymakers and we actively participate in relevant events to influence public discourse to create an environment where co-ops thrive.

Proactive actions were taken to promote various initiatives and engage members in key areas. Through these collective actions, our communications demonstrated the commitment to promoting sustainable practices, food safety, and co-operative values, thereby fostering a positive impact on both members and society as a whole.



Communications

In celebration of the **International Day of Awareness of Food Loss and Waste**, Euro Coop launched a publication that highlighted our members' outstanding initiatives addressing this critical issue. By showcasing these efforts, we aimed to raise awareness and inspire further action across its co-operative network.

Additionally, we actively participated in a lively Twitter chat on Carbon Farming, exchanging on the topic with partner organisations and policymakers within the EU policy process. This engagement allowed Euro Coop to contribute to important discussions on sustainable agricultural practices and foster knowledge sharing among relevant stakeholders.

In line with its commitment to food safety, we lent our support to the **#EUChooseSafeFood** and **#ScienceCooks** campaigns initiated by the European Food Safety Authority (EFSA). By endorsing these campaigns, we aimed to promote practical and accessible information for consumers by translating the science behind EU food safety.



Communications

Furthermore, Euro Coop Communications joined the celebrations of the 2022 **#CoopsDay** on the 2 July by launching a YouTube video featuring our members. This video showcased the co-operative spirit and the positive impact of our members' work, highlighting their contributions to society and underscoring the importance of co-operative values. Moreover, on the same occasion, we collaborated with partner organisation Independent Retail Europe in a joint campaign, synergising our efforts to amplify the visibility and influence of the co-operative movement.



Communications

EU Projects

Food Safety 4 EU

We have made substantial commitments to the FS4EU project, primarily focusing on communication and dissemination efforts, spreading awareness about the project's objectives, activities, and ongoing results. Euro Coop demonstrated its dedication by co-hosting the second **Pre-Forum event** in Brussels, which brought together key representatives from the EU Food Safety System.

By providing diverse perspectives, Euro Coop has contributed to shaping the outcomes that will influence the forthcoming EU Food Safety Forum scheduled for 2023. Through our active involvement, we are making valuable contributions to advancing food safety in the European Union.

Euro Coop and the Horizon Project Biovoices joint their forces in a campaign to raise awareness about plastics and its impact on the environment



CO-FRESH

Through our active involvement and leadership, we are making significant contributions to the success of the CO-FRESH project. Euro Coop, as a consortium partner in the CO-FRESH project, has taken on the role of **task leader** with great dedication. We are responsible for curating a targeted **newsletter**, which is disseminated twice a year, to keep stakeholders informed about the project's progress and achievements.

Additionally, Euro Coop demonstrated its strong commitment by actively participating in the project's General Assembly held in Budapest in September 2022.

Membership & Governance

Statutory Meetings

After two years of remote work and online meetings, we resorted to convening in person our two Board meetings and General Assembly. **Central Cooperative Union (CCU)**, Bulgaria hosted the year's first Board meeting in March in Sofia, the highlight of which was the adoption of the Association's Declaration of Peace. Recalling the co-operative principles of co-operation among co-operatives and concern for the community, the values, such as democracy and solidarity, and the ethics of honesty, openness and caring for others, the European consumer co-operative movement showed its unwavering support for **Coop Ukraine** and called for an immediate stop to the war.



Led by our principles of concern for the community and interco-operation, the consumer co-operatives united in Euro Coop therefore expressly demand an end to the war through de-escalation, dialogue and peaceful resolution!



Membership & Governance

Statutory Meetings

Our **elections General Assembly** was organised in June and it was hosted by HISPACOOB in Seville, Spain, where the entire Presidency was re-elected for another four-year mandate, as follows:

President

Mathias Fiedler
Spokesperson, ZdK

First Vice-President

Illia Gorokhovskiy
Chairman, Coop Ukraine

Vice-Presidents

Marjaana Saarikoski
Director, Cooperative Affairs, SOK Finland

Albino Russo
General Manager, ANCC/Coop Italy

Debbie Robinson
Director, FRTS (UK) / CEO, Central Co-op (UK)

Andreas Koumis
Director, Coop Stores Cyprus

The Assembly was also the occasion for Mikel Larrea Azpeitia - President of **HISPACOOB** and Secretary-General of **Eroski** to present the main activities of the Spanish consumer co-operative movement and its socio-economic contribution to the national economy.

The newly re-elected President of the International Cooperative Alliance (ICA) **Dr. Ariel Guarco** was a special guest at the opening of our Assembly. Dr. Guarco stressed the importance of the co-operative movement, with its values, and expressed his recognition of Euro Coop's work and commitment to advancing consumer protection, innovation in the retail sector, and consolidation of consumer co-operatives.

Membership & Governance

Statutory Meetings

Positive developments in membership were made. The Assembly had the opportunity to officially ratify the membership of the National Supervision Union of Społem Consumer Co-operatives - Społem, Poland, and the upgrade in



membership status of Fédération Nationale des Coopératives de Consommateurs - **FNCC, France** from associate to full membership.

The elections were followed by a fruitful discussion among Board members about areas of collaboration such as the implementation of new ideas and strategies for **EU advocacy** of consumer co-operatives and for reinforcing **co-operation** between the national members.

At the end of the General Assembly, a seminar on **Sustainable Food Systems** was held and saw the participation of relevant speakers from HISPACOOOP,



Membership & Governance

Statutory Meetings

Spain, KF/Coop Sweden, and SOK Finland, with a special guest speaker from iCoop Korea. The themes discussed included the role of consumers in the circular economy, rethinking food systems, responsibility and care for the consumer, and climate action.

Elections were also held for the **ICA Board** and Consumer Co-operatives Worldwide (**CCW**) Executive Committee. We are proud that our members CCU-Bulgaria, SOK Finland, ANCC/Coop Italia and Coop Ukraine have elected representatives on the management bodies of both organisations, securing strong representation of **consumer co-operatives** within the global movement.

The second Board meeting of the year was organised in Brussels in November. It was an opportunity to exchange directly with the **EU Commission** on the framework law for sustainable food systems, as represented by Alexandra Nikolakopoulou - Head of Unit tasked with leading this dossier. The Commission presented the main principles of the future legislation and welcomed any input from Euro Coop members demonstrating the uptake of higher **sustainability performance** across their operations. In turn, Euro Coop members expressed their unanimous support for the green transition and confirmed their **readiness** to contribute to the policy development.

The meeting was held on the premises of the **Co-operatives House Europe** - the building housing the secretariats of the ICA and CECOP/CICOPA, and recently purchased by our member CCU-Bulgaria. Our Board members had the opportunity to view the exhibition of children's drawings as part of the CCW international **children's drawing competition**. Moreover, the Board members formed the international jury tasked with ranking the top 3 artworks in each age category.



Membership & Governance

Co-op Synergies

We work alongside our members to demonstrate the benefits of co-operatives. Our mission is to facilitate and empower greater **co-operation** between co-ops to help grow a stronger, more connected and sustainable movement.

Internal synergies

Under the leadership of Andreas Koumis - Vice-President (CY) and Olivier Mugnier - Board member (FR), we successfully initiated an internal **task force on co-op travel**, which drew the participation of CCU (BG), Coop Cyprus Stores (CY), SOK (FI), FNCC (FR), ZdK (DE), Coop (NO), Spółem (PL), Eroski Travel (ES), and Midcounties Co-op (UK).

The discussion explored the potential of **two common objectives**: 1) promotion of co-op travel packages and services in each other's markets through a common search engine; and 2) establishing a European co-op travel network. Members concluded that the first objective is simpler and should be the starting point. If successful, the built collaboration could serve as a basis for achieving the second more complex objective.

We took the lead in coordinating and gathering support for Ukrainian co-operators and friends, uniting efforts to provide assistance during challenging times

International co-op community

Euro Coop maintained its active participation within the **Cooperatives Europe** Board, represented by our president **Mathias Fiedler**. We made our contribution to important matters such as the governance and budget of the association, the new multi-annual strategy, and its strategic communications approach. Euro Coop was particularly vocal on promoting intersectoral co-operation and our president launched the initiative of exploring partnerships between Euro Coop and REScoop in the area of **climate action**. For years, consumer co-ops have optimised their operations to become carbon neutral, so it is natural to

Membership & Governance

Co-op Synergies

explore collaboration with the energy co-ops united in REScoop in view of spearheading the **co-op contribution** to fighting climate change and phasing out fossil fuels. This workstream will further develop in 2023.

On 21 and 22 November 2022, Mathias Fiedler and Annalisa De Chirico represented Euro Coop in the **Youth Conference** "Young People and the Future of Cooperatives in Europe", held in Cardiff and organised by Cooperatives Europe and Cwmpas. Our president was one of the panelists. Delegates from across Europe delved into the crucial role of young people in shaping the **future** of the co-operative movement. It offered a unique platform for members from across the region to engage in discussions about the strategic direction of the European co-operative movement, addressing critical challenges that could profoundly impact its future. They explored ways in which co-operative managers can actively support the **entrepreneurial aspirations** of young individuals while advancing democratic co-operative practices and fostering stronger intergenerational collaboration.

In October 2022, Euro Coop and other international co-operative organisations in Brussels jointly established the **Brussels Communications Working Group**. The first meeting brought together representatives of Euro Coop, Cooperatives Europe and the other European co-op sectoral bodies - the European Association of Co-operative Banks, Copa-Cogeca, Housing Europe, REScoop, and CECOP.



Membership & Governance

Co-op Synergies

Euro Coop's active participation therein, led by **Annalisa De Chirico**, contributed to shaping the common objectives and vision of the working group. The primary focus of the collective body was threefold. Firstly, provide unwavering support in promoting the diverse activities carried out by each organisation, as this would expand their **outreach** and **impact**. Secondly, Euro Coop and the working group sought to initiate a joint project centered around the fundamental **values** and **principles** of co-operatives, fostering a deeper understanding and recognition of their importance. And thirdly, Euro Coop embraced the opportunity to foster **knowledge** sharing and exchange creative ideas, thereby creating an atmosphere of collaboration and innovation among the WG members.

In parallel, we also participate in the work of the **ICA Communications Working Group**, collaborating with numerous co-operative sectoral organisations from around the world. This dynamic working group serves as a platform for communications professionals to come together and foster the exchange of ideas, insights, and best practices. Through our involvement in this global network, we contribute to collaboration, promote a **global exchange** of knowledge and expertise, streamline common messages and coordinate on joint efforts to promote the co-operative **identity** and to position co-operatives as economic operators with a purpose, building a better world.

We continued our participation within the **EUCC** (European Union Coordination Committee), chaired by Cooperatives Europe and with the purpose of coordinating with the other co-op sectors our **advocacy** and **representation** efforts on policy initiatives of shared interest, such as the social economy action plan and corporate sustainable governance.



Charting Our Course

We are actively engaged with EU policymakers to shape policies and amplify the presence of consumer co-operatives



As we sail into 2023, we will remain steadfast in our efforts to serve our members. This means addressing their needs and having the capacity and flexibility to speedily and resolutely react to any unforeseen circumstances, which have now become a fact of life. We shall continue engaging the EU policymakers in an attempt to influence policy and raise the visibility of consumer co-operatives by providing our members expertise on a number of legislative initiatives. The policy schedule for 2023 will be packed, as the EU Commission nears the end of their mandate (November 2024) and they will be compelled to deliver on their ambitious sustainability agenda, comprising of numerous files.

Charting our Course

Policy Developments

PAGE 27

Sustainable Food Systems

The EU's proposal on the Framework Law for Sustainable Food Systems (FSFS) is expected in QIII of 2023. According to our intel, it favours the **mandatory** requirements for sustainable public procurement and a **voluntary** harmonised sustainability labelling system. We welcome this. Moreover, Euro Coop supports the option on sustainable public procurement to enforce general and specific requirements with minimum mandatory criteria. The criteria should be introduced slowly and adjusted so that the market and business operators would have a chance to gradually adapt to the new circumstances. In our view, consumers must be granted maximum level of information in view of shaping their sustainable and healthy food choices.

Packaging & Packaging Waste

The proposal was published in November 2022. The ENVI Committee of the EU Parliament will lead the dossier and the rapporteurs have drafted the opinion that has



Charting our Course

Policy Developments

already received **proposed amendments** by the political groups and individual MEPs. ENVI will vote on the draft report on 20 or 21 September 2023. The vote in plenary is tentatively scheduled for 2 October 2023. In the meantime, the Council is working on the dossier at both the Working Party (technical meetings) and COREPER (political level) to get a text that will represent the common position.

Euro Coop believes policy **measures** must reflect policy **ambitions**. This means increased investments in R&D, improved infrastructure and adequate funding. Consumer co-operatives are committed to stepping up their retailer responsibilities through different actions on food waste reduction, animal welfare improvement, packaging management, and energy efficiency with a focus on renewables. Notably, Coop Sweden has already launched the e-label Sustainability Declaration providing their 3 million consumer-members with information on the overall sustainability performance of some 2,500 food products as per ten environmental and social parameters.

Green Claims

The Commission's proposal for a Green Claims Directive was presented on 22 March 2023 after a study found that 53.3% of examined environmental claims in the EU were **vague, misleading** or unfounded and that 40% of them were unsubstantiated. The proposal obliges companies to respect minimum **requirements** for their green claims, such as providing scientific evidence which takes into account environmental standards. The Directive's scope will not apply to those claims already covered by EU law.

The proposal would **no longer permit** labels which use **aggregate scoring** of the product's overall environmental impact. New public labelling schemes would not be allowed and new private schemes will need to be assessed before being approved. The Commission's consultation on the proposal will close on 17 July 2023.

Euro Coop **supports** the Commission's proposal to reduce the risk of consumers being misled by unsubstantiated environmental claims by setting common rules.

Charting our Course

Policy Developments

Animal Welfare

The impact assessment is scheduled for QII of 2023 and the Commission will present its legislative proposal by the end of September. It is expected to contain several changes to the existing animal welfare framework and replace Council Directive 98/58/EC. These changes would address the areas of animal welfare at-farm, in-transport, and at the point of killing and possibly introduce an animal welfare labelling system.

In line with historical engagement of consumer co-ops in advancing animal health criteria in their products, Euro Coops supports Commission's proposal to apply the latest scientific and best practice that could better consider the species-specific needs of farmed animals.

New Genomic Techniques

The debate would probably come down to the question whether NGTs could contribute to the ambitious sustainability targets and therefore, should they be **regulated as GMOs**

or not. The expected proposal for a Regulation would focus on plants and derivatives resulting from targeted mutagenesis and cisgenesis. The following **policy elements** are likely to be part of the proposal:

- risk level-dependent assessment and approval requirements;
- sustainability-based analysis whether they could contribute to the SFS targets;
- implementable and enforceable tracing and labelling provisions;
- rapid adaptation of the legislation to keep up with scientific and technological progress.

The proposal for a Regulation is expected on 5 July 2023.

Euro Coop will continue to support the need to guarantee that NGTs and their products will be **evaluated** against environmental and health risks, and be **traceable** and **labelled** so to ensure the **consumers' right of choice**.

Charting our Course

Policy Developments

Food Loss / Waste Targets

According to our intel, the Commission's proposal may have the following main elements: scope covering the entire food chain; targets to cut food waste by **40-50% by 2030**; same reduction target for all Member-States; and national strategies will be decided by each Member State.

It has to be noted that whilst the data are the best available so far, there are still considerable differences in its gathering from country to country. It should be noted, that the data cover both edible and non-edible food waste, which is estimated at 30% of the total.

The EU Commission proposal is expected on 5 July 2023 and most likely it will include three approaches to achieving the ultimate FLW target, as follows:

Description of the options	Option 1	Option 2	Option 3
Target for primary production	0%	0%	10%
Target for processing and manufacturing	10%	10%	25%
Target for retail and consumption stages	15%	30%	50%

These scenarios may undergo changes prior to 5 July. Whilst Euro Coop supports the **overall target**, we will advocate several critical points, such as the need for a scope covering the **entire value chain** so that all economic operators share the responsibility proportionally, and equally importantly, the role set out for **households**, which generate more than 50% of the entire food waste.

Geographical Indications (GI)

In 2023 we should also expect a proposal for a EU Regulation on GI for wine, spirit drinks and agricultural products, and quality schemes for agricultural products.

Charting our Course

Policy Developments

It would seek to shorten and simplify the registration procedures' technical and procedural aspects by merging them and to introduce a new framework for increased online protection of GIs and more sustainability options, too. Also, the aim is to to **empower** producer groups by creating a recognition process and by increasing their competences.

In turn, it would provide the EU Intellectual Property Office (EUIPO) with **technical support** during the application scrutiny process, which would speed up application procedures. The EU Parliament is scheduled to meet on 31 May - 1 June 2023 to discuss the proposal and the report from the leading AGRI Committee. At Council level, discussions are expected to continue under the Swedish Presidency in 2023, in order to finalise the Council's internal position (General Approach) based on the work carried out by the Czech Presidency.

This legislation is of particular interest for Euro Coop members in their role of **promoting local products** especially those that fall under the scope of the new GI regulation.



Charting our Course

Coop2Coop

In 2023, we shall ensure that all work streams are further advanced. Generating **added value** for members means delivering on our Association's dual mission: addressing common challenges and delivering solutions, while ensuring the representation of consumer co-operatives within the EU policy process.

Synergies with the **international community** will be deepened within the EUCC, CoopsEurope, ICA and communications WGs, which would complement our membership proposition. In particular, Euro Coop will contribute to the ICA work in the area of co-op **identity**. This shall also contribute to a stronger and interconnected movement.

The EU policy process will be very dynamic as the EU Commission enters the last full calendar year before the end of its mandate in November 2024. The Secretariat will ensure the consumer **co-op distinctiveness** be represented at the highest level in view of influencing public policy towards a favourable environment. This would

transition well into the **EU elections** campaign in the Q1 of 2024.

Success requires a combination of **performance** and **flexibility**. This is why we shall continuously engage our members to identify their priorities as the world around us changes. It is through co-operation that we can overcome many, if not all, challenges. We look forward with great anticipation to conquering new frontiers together and to co-operating for a better world!



Roles & Identities

President

Mathias Fiedler - ZdK



First Vice-President

Dr. Illia Gorokhovskiy - Coop Ukraine



Vice-Presidents

Albino Russo - ANCC/Coop Italy



Marjaana Saarikoski - SOK Finland



Debbie Robinson - Federal Retail & Trading Services (FRTS)



Andreas Koumis, BSc(Econ), FCA - Coop Stores Cyprus



Members

Dr. Biser Petkov - Central Cooperative Union



Mgr. Lukáš Němčík - Coop Czech



Mikel Larrea Azpeitia - Eroski (GA representative)



Felix Martín - HISPACOOOP (Board representative)



Alo Ivask - Coop Eesti



Loïc Pelletier - FNCC



Dr. István Komoróczki - ÁFEOSZ-Coop Federation



Skúli Skúlason - KSK / Coop Iceland



Fred Bosch - Coop Nederland



Hilde Berge Maehlum - Coop Norge



Renáta Muchová - COOP Jednota



Patrik Schinzel - Kooperativa Förbundet (KF)



About Euro Coop

Figures & Objectives

20

National members

7.000

Co-op enterprises

94.000

Points of sale

750.000

Employees

32 million

Consumers-members

72 billion

Annual turnover

Advocacy

Position consumer co-ops as champions of sustainability and innovation, advocate for consumers' rights at EU level

Reporting

Empower members with a comprehensive understanding of EU affairs, fostering their expertise in public policy

Co-operation

Engage in strategic partnerships with co-operative organizations to address vital issues collectively

Committment

Facilitate greater co-operation to help grow a stronger, more connected and sustainable movement

About Euro Coop

The Team

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Todor Ivanov

Secretary General



Fabrizio Fabbri

Food & Sustainability
Policy Manager



Annalisa De Chirico

Communications Policy
Advisor



Federica Mamini

Conference Interpreter
and ANCC/COOP Italy
Liaison Officer



Giulia Tarsitano

Food Policy Manager
(left in May 2022)



2022 Annual Report

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