



Life Cycle Assessment vs. CO₂-Footprint

Coop's position on CO₂-Labelling and LCA's

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Profile of Coop

Facts & figures 2007

- 1'739 sales outlets
- 15,8 % market share
- 48'200 employees and thus Switzerland's 3rd biggest employer
- Sales of 16.67 billion CHF
- 2'461'462 member households
- No. 2 in Switzerland



Main sustainability issues

- Climate change



- Water scarcity (quantity and quality)



- Over fishing / sustainable aquaculture



- Deforestation and biodiversity



- Fair labour condition / compliance with labour laws

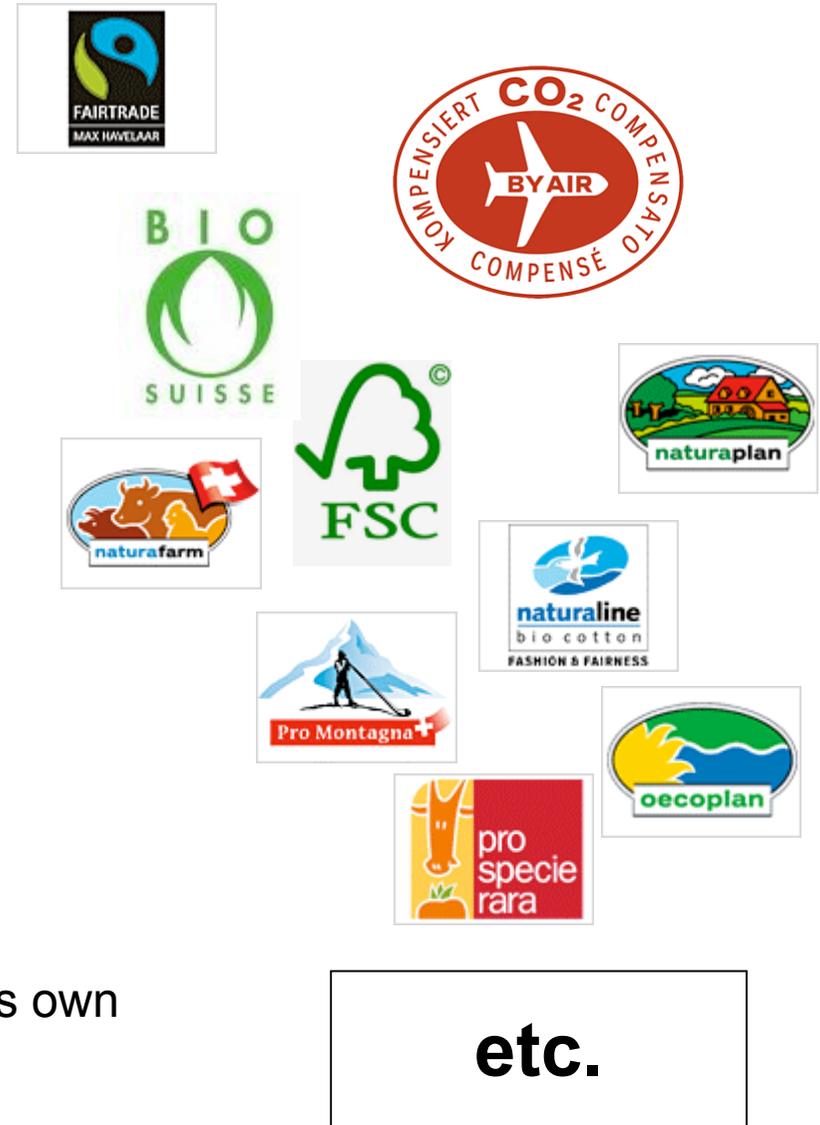


Coop and Labelling

- Different labels for different consumers
- Labels for one main topic (organic, fair-trade..)
- The labels are not really comparable

→ Do we have too much labels in Switzerland?

→ Credibility is missing, if each retailer promotes his own label for CO₂ or the environment



„By-Air“

- Declaration of air-freight
- Transparency for customers
- Bio-Suisse: Air freight products are prohibited
- Target: cutting down air freight
- Offset the CO₂-emissions of air-freight products. From the „Coop sustainability fund“ 1.5 Mio. have been allocated for the offset. The offset takes place with WWF



But: CO₂ of air-freight products counts only for one small amount of the whole CO₂-emissions of a product!

→ A study shows that roses imported by-air from Kenya produce less CO₂ throughout the whole life cycle than roses imported from the north of Europe (heated greenhouses)

Coop and LCA's

- LCA for food packaging
 - bio-plastics (sandwiches, carrot bags)
 - yoghurt cup's
 - ➔ LCA's have to be done for major changes in packaging
- LCA for carrier-bags
 - plastic bags vs. paper bags
 - plastic bags vs. bio-plastic bags
- LCA for Food Products (new)
 - ➔ Project in collaboration with the ETH

Coop declines obligatory CO₂-declaration

- CO₂ is only one point of view. What about water, biodiversity, land use?
- CO₂-Emissions are changing: Cropping system, soil conditions, season
→ The CO₂-Footprint changes constantly
- Are all relevant greenhouse gases included, such as methane?
- Boundaries are problematic:
For example mineral water: A water from Grisons has a much higher impact because of transportation in Geneva than in Zurich → In every region a different Footprint.
- Problematic for retailers: What do we say about meat and dairy products

Agricultural production as environmental impact

Production of food is one of the most environmental damaging activities

→ World population is increasing and the standard of living is increasing too.

The ecological burdens are:

High demand of freshwater,

Floor space is required → deforestation, loss of biodiversity

Emissions of greenhouse gases in production, processing and transportation

Loss of species (e.g. overfishing or intensive cultivation)

→ A reduction only on CO₂ is short-sighted



From a CO₂-Labelling towards environmental-communication

- Inclusion of every relevant environmental impact
- Standardized and transparent declaration
 - Within Switzerland in collaboration with the Federation
 - Within Europe in collaboration with the EU
 - To go it alone is not credible
- Aim has to be the improvement of products not only the declaration. Bad products have to be replaced by better ones.
- A new label has to be easy understandable, only numbers are confusing consumers.
- The conclusion of a label has to be clear!
- **Swiss politics:**
 - The environment committee rejected a CO₂ - label
 - Bundesrat Leuenberger recommends a environment-label



ETH-Coop-project as method of resolution

- Basic-data for Food and Non-Food, for example
 - energy consumption, climate change, air pollution etc.
 - water use, water pollution etc.
 - biodiversity, land use etc.
- Weighting of the basic data, what's really relevant for the environment?
- Evaluation of the relevant environmental data with other stakeholder
- Also a question: Is a label the correct way to communicate with consumers?
- A label achieves the goal only when it causes a change in consumer-habits or supplier-habits. Or if it's leading to an offset.
- To change products in the buying department eventually leads to faster improvements.

Inclusion of all sustainability-aspects

- We do have to consider sustainability including all aspects!
- Example: Coop is importing white-asparagus from Peru.
 - Ecology: Long transport distance (ship 95%, air-freight 5%)
 - Social-ethic: A region in Peru is dependent on selling asparagus
- So if we weight the ecology more, we have to resign importing asparagus from Peru → But the economy of a region may break down...What's better?

Conclusion

- A CO₂ Label is too short-sighted
- Coop is suggesting an environmental information for consumers (label or other communication mediums)
- Aim of the communication has to be the improvement of products not only the declaration. Bad products have to be replaced by better ones.
- Communication has to be standardized within Switzerland and the EU (The Basics have to be the same)
 - a non-tariff trade barrier has to be excluded



Für eine lebenswerte Zukunft: Coop wird CO₂ neutral.

Bis in 15 Jahren ist Coop CO₂ neutral. Mit dieser Vision setzt Coop, Pionier und Schrittmacher in Sachen Nachhaltigkeit, einmal mehr ein Zeichen. Denn die Auswirkungen des Klimawandels werden immer bedrohlicher für die Umwelt, das verlangt nach Taten und nicht schönen Worten.

Zwar engagiert sich Coop schon lange und umfassend für Ökologie und Ethik. Mit einer Vielzahl von Massnahmen, dank denen wir heute allen Kunden nachhaltige Lebensqualität bieten können. Und morgen allen zukünftigen Generationen.

Aber nun gehen wir noch einen mutigen Schritt weiter. Und arbeiten hart, um zu erreichen, dass Coop bis in 15 Jahren CO₂ neutral ist. Also sämtliche Coop-Verkaufsstellen, sämtliche Coop-Verteilzentren, sämtliche Coop-Produktionsbetriebe, sämtliche Coop-eigenen Transporte sowie sämtliche Coop-Verwaltungseinheiten.

Für ein grosses Ziel und für eine lebenswerte Zukunft:
www.coop.ch/nachhaltigkeit



Für die einzige Welt,
die wir haben.



Für mich und dich.