

Consumer Co-op Perspective

Rethink, Redefine and Restructure Global Value Chains



**Consumer Co-operatives
Worldwide**

A Sector of the International
Co-operative Alliance



International Cooperative
Entrepreneurship
Think Tank - ICETT

ICETT WEBINAR

The Role of Cooperatives in Repairing and Restructuring Global Value Chains

13 December - 14h CET



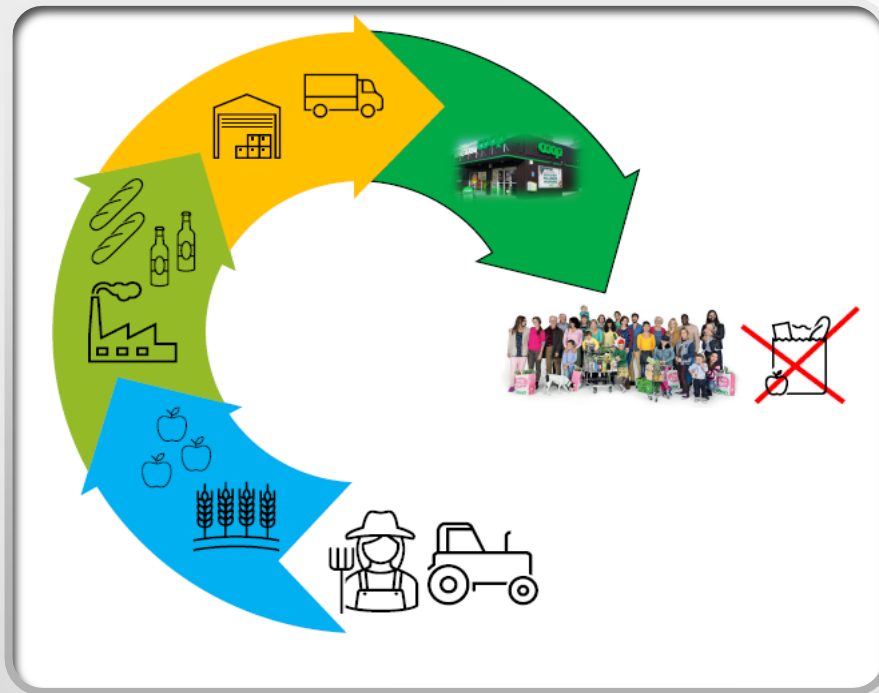
Co-operative International Trading Development Fund

- ❖ **Central England Co-op Society (UK)**
- ❖ **Malawi Project**
 - ✓ support farmers for sustainable growth
 - ✓ launched 13 Malawi-linked products: nuts, rice, ground nuts, nut butters / spreads and water
 - ✓ soon: tea & coffee upcoming
 - ✓ **financed by contribution of a sales + the wider FairTrade range**
 - ✓ UK Co-op College support in establishing Malawi Federation of Co-operatives
 - work with producers to develop work plans - training, governance
- ❖ **Looking for partnerships to expand sales & accelerate the growth of the Fund**
- ❖ **CCW / Euro Coop members' support is welcomed: product sales or promoting the Fund**

Current Value Chain



Optimising won't save the planet, so we need rethinking, redefining, restructuring



How to converge social and environmental responsibility with economic viability?



The answer: transition from a chain into a sustainable food system.



Problem: inefficient supply chain

➤ Solution:

Rethink

- chain (linear)
↓
• system (circular)



Redefine

- “value”
+ soc benefits
+ env benefits

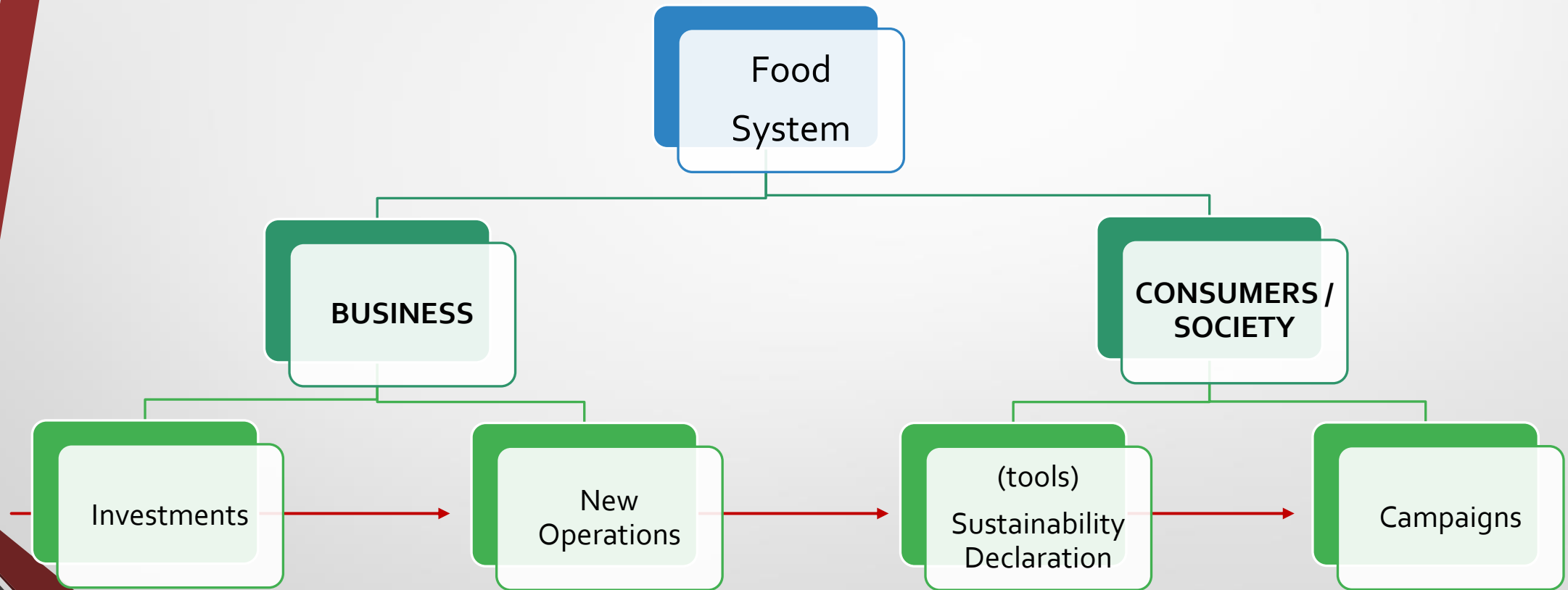
Restructure

- business model
- operations
- consumption

- Internalise the current externalities
- “true price”
- Transition to food system.

Problem: inefficient supply chain

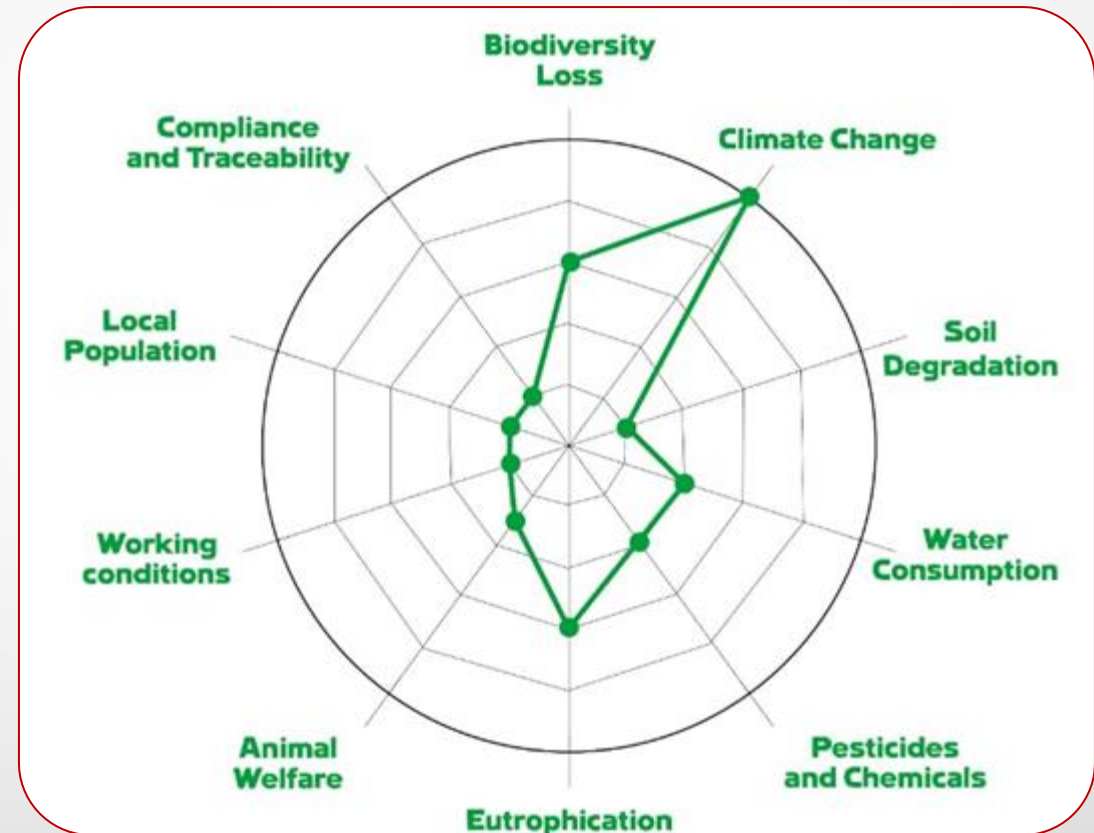
➤ Solution:



Consumer Co-op Perspective

- ❖ **Long-term priority:** transition to sustainable food systems,
no more chains
- ❖ **Focus downstream and upstream**
- ❖ **Work with producers**
 - ✓ **Private label**
- ❖ **Main responsibility:** consumers
 - ✓ Without consumers, no sustainability, no transition
 - ✓ Consumer information & awareness











Implementing the Vision



10 Key Parameters (WWF)

uniting the whole chain in Sweden

The goal is to contribute to a significant increase in sustainable food production and consumption in Sweden by 2030.

 Biodiversity & Ecosystems	Production that preserves/increases biodiversity, natural ecosystems and ecosystem services.	 Eutrophication	Production that minimizes leakage of plant nutrients to the surrounding environment.
 Climate & Air	Production that minimizes greenhouse gases and/or other emissions into the atmosphere.	 Animal welfare	Production that ensures animal health and welfare.
 Soil fertility & Erosion	Production that promotes/maintains soil fertility and robust soil compaction.	 Working conditions	Production that ensures sound and safe working conditions and a living wage.
 Water	Production that uses water resources sustainably and secures good water quality in the surrounding environment.	 Local populations	Production that contributes to good living conditions.
 Chemicals & Pesticides	Production that does not adversely impact the surrounding environment and that secures food safety.	 Legality & Traceability	Production that complies with applicable legislation and ensures transparency and traceability across the foods chain



Sustainability Declaration

- ❖ **17,000 food products**
- ❖ **Coop Sweden mobile app**
- ❖ **All other products in Sweden except private label**

- ❖ Declares the product's impact on the 10 parameters.
- ❖ Shows the complexity of sustainability
- ❖ Development took 2 years (data collection & analysis)
- ❖ Allows Coop to make more sustainable purchases = governance reform
- ❖ Tool for more sustainable choices.

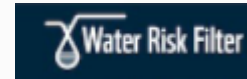
Calculations of the sustainability impact

All calculation is based on official well known sources like **FAO, World Bank, WWF, BSCI.**

Climate impact



Water



+



Working conditions



+



The sustainability declaration is continuously optimised.

Co-op Brand

eurocoop

The extra mile

- ✓ Safety
- ✓ Sustainability
- ✓ Quality



Consumer

- ✓ Information
- ✓ Feedback
- ✓ Testing



- ✓ Reasonable price = *price corrective*
- ✓ Fair B2B = respect market operators

Leading Practices: Sustainability

HEALTH



- **Finnish co-ops:**

- ✓ Calorie tracker / **food coach**
- ✓ Based on people's **shopping**

FOOD ORIGIN



- **Italian co-ops:**

- ✓ **100%** traceability
- ✓ **90%** domestic suppliers

FOOD WASTE / LOSS



- **UK co-ops:**

- ✓ **End** last-min deals
- ✓ **Donate** 5 million meals (COVID-19)

Leading Practices: Tech / Innovation

eurocoop



- **Consumer trust is our currency**
 - ✓ Data driving consumer benefits
 - ✓ No selling to 3rd parties

CONCLUSIONS

- ❖ *There are so many other examples, so we must continue the conversation!*
- ❖ No optimisation, but rethinking, redefining, restructuring
- ❖ Co-ops champion sustainability
- ❖ Empower consumers, partner w/ producers
- ❖ Values & principle into business
- ❖ Digitalisation unlocks potential
- ❖ Co-operation is needed to scale-up
 - ✓ coop2coop
 - ✓ food system actors
 - ✓ policymakers
- ❖ Competition is not sleeping
- ❖ Quick & decisive action!



We have a lot of work ahead of us!

