

EU CODE

RESPON

TEMPLATE FOR REPORT SUBM

Type of business sector	Sustain dime
Retail	Environm

- The Eco-score is available on:
- On 14.800 products (Private label and A brands) on all digital touchpoints of Colruyt Group: Xtra app, Collect &Go app and website, Colruyt.be, Bioplanet.be
 - Available on price tags of 14.800 products in-store in Colruyt, Okay, Bio-Planet
 - Available front-of-pack of 750 Boni products
 - On collect&go.be (e-grossery store) you can click through to all the underlying data of the calculation (ex: https://www.collectandgo.be/colruyt/n/zoek?searchTerm=melk#pdp_3074457345616682129)
 - On Collect&go you can filter on the Eco-score
 - During campaigns there is additional signage in-store
 - We explain what is behind the Eco-score in folders, leaflets, on advertising campaigns on social media, in TV ads

MARKETING PRACTICES

Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional)	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Awareness of Eco-Score: 2021: 50% 2022: 41%	(% of the Belgian consumers that have heard or read about the Eco-score - baseline 2021) Based on market research conducted in December 2022	Customers can consult Eco-Score on all apps and websites of Colruyt Group (Xtra, Bio-Planet.be, Colruyt.be, Collect & Go) Eco-score has been added to Price tags in Colruyt, Bio-Planet and Okay stores.
Awareness 2023: 46% 2024: 51%		
Trust: 72%		

Retail	Environmental	<p>1 Awareness and consideration</p> <p>We want to make consumers aware of the Eco-Score</p>	<p>Give the well-informed consumers access to deeper information (what is behind the score).</p> <p>Make the score widely available and easy to use on digital touchpoints (product info on apps, websites), in store, on pack and on the e-store.</p> <p>(Baseline 2021)</p>	<p>Knowledge of the Eco-Score:</p> <p>2021: 80%</p> <p>2022: 73%</p> <p>2023: 74%</p>	<p>(%of Belgian consumers that are capable to explain the representation of Eco-Score and link it to Ecology)</p> <p>Based on market research conducted in December 2022</p>	<p>Since November 2022, the Xtra sustainable savings program is rewarding consumers for buying</p> <p>We notice that rewarding consumers may have more impact on behaviour that just informing. We are introducing bonus points on certain products (eg plantbased alternatives) to induce behaviour change.</p> <p>promo's and the savings program increase's knowledge and awareness of the Eco-score.</p>
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The first years we worked on awareness and trust of the Eco-score. From 2024 onwards we want to induce behaviour change ie changing from D/E scores to A/B scores.

2023: 74%

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