

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

TEMPLATE FOR COMPANIES : COLRUYT GROUP

REPORT SUBMITTED ON (28/04/2023)

Type of business sector	Sustainability dimension	Code aspirational objective (1-7)	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional)	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Retail	Environmental	1 Awareness and consideration We want to make consumers aware of the Eco-Score	Give the well-informed consumers access to deeper information. (What is behind the score). 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. (Baseline 2021)	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.

Retail	Environmental	<p>1</p> <p>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>(%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 Eco-score A & B products and encouraging them to generate environmental impact, by enabling them to plan trees, sow m² flower meadows or creating a patch of m² nature.</p> <p>Main Conclusion is that only informing about the label on several touchpoints is not enough. The decrease on both parameters is also due to fewer active communication on several media. (Tv, radio, etc.)</p> <p>We do however notice that engaging the consumer with promo's and the savings program increase's knowledge and awareness of the Eco-score.</p>
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