

SUCCESS STORY [RETAILER]



COOP ITALIA

Retailer brand EU Ecolabel paper products available throughout store locations since 1998

Located: HQ–Casalecchio di Reno (BO), Italia

Products sold/advertised in the EU:

Everyday products sold throughout Coop Italia store locations

Competent Body with which applications were made: (Italian CB)

Interviewee: Vladmiro Adelmi - Brand Manager of Vivi Verde

A RETAIL
LEADER



- ★ Coop is the largest retail chain in Italy, with a turnover of €12.7 billion, and a 19.1% market share. The Coop system is based on 8 million registered clients which shop in 1,200 store locations, including 101 hypermarkets. (Coop Annual Report 2013).
- ★ Coop was the first company in Europe to be awarded the SA8000 Social Responsibility certification, which guarantees that an ethical standard for the design and production of brand-name products is observed by all providers of Coop brand products. Coop places an emphasis on serving its consumers by promoting eco-friendly non-food products and organic products. The success of its first EU Ecolabel paper product in 1998 prompted Coop to commit to the scheme and continue to expand its product range under this ecolabel.

A RETAILER
ECO STORE
BRAND



- ★ "At Coop Italia, sustainability, health, and fair trade are core principles of our mission. We seek to promote environmentally sound growth via our stores and products. By calculating the carbon footprint in the life cycle of our products, improving efficiency in production processes and spreading a culture of sustainability among our suppliers, consumers and members, Coop saves energy and natural resources.
- ★ In 2009, we developed our eco-store brand, Vivi Verde, to expand these values to our food and non-food products. It has become a respected product line that we can see consumers trust, and part of that is due to marketing the Vivi Verde brand in our stores together with the EU Ecolabel".

WHY THE EU
ECOLABEL?



- ★ "In light of providing third-party verified assurance to products within this brand, we currently sell thirteen Vivi Verde products awarded with the EU Ecolabel within the copy and graphic paper, tissue paper, dishwashing detergents, all-purpose cleaners, and laundry detergents product groups. All of these EU Ecolabel products have experienced successful sales and prominent store presence; our copy and graphic paper products in particular comprise 15% market share for this product group. Considering the success of our EU Ecolabel products, we actively seek to increase our engagement with the EU Ecolabel; in a matter of months from the end of 2014 to early 2015, five new products were awarded with the EU Ecolabel. Furthermore, we have other non-store brand EU Ecolabel products that are available in our product ranges".

EC RETAIL
FORUM
COMMITMENTS



- ★ "As members of the EC Retail Forum, we chose to apply for the EU Ecolabel as it is in line with our company's sustainability mission statement. We wanted to work with an ecolabel that represents quality and environmentally-friendly products. Vivi Verde products awarded with the EU Ecolabel have experienced sound market share growth over the years".

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Coop Italia has sold a variety of cleaning and paper products awarded with the EU Ecolabel since 1998, and furthermore integrated five new EU Ecolabel products within their Vivi Verde line in early 2015.



OVERCOMING OBSTACLES

"While we see potential in expanding our product line which bears the EU Ecolabel, we believe that this could be facilitated via the introduction of more EU Ecolabel product groups within the scheme, relevant to our product availability". ★ ★ ★



MARKETING

"Our annual marketing campaigns for the Vivi Verde line frequently feature the EU Ecolabel together with our store brand in order to promote continuous awareness of both labels. The EU Ecolabel logo can also be seen on leaflets and other promotional material distributed throughout the year, along with our website which highlights these products. We aim to evoke the true image of the EU Ecolabel as one that has sound and trusted criteria. Within our stores, the EU Ecolabel helps consumers identify products which have benefits to human health and a reduced environmental impact". ★ ★ ★ ★ ★ ★ ★



ADVICE

"Retailers interested in selling their own brand products bearing the EU Ecolabel or in promoting non-store brand products awarded with the EU Ecolabel can increase potential for sales and give environmental credibility to products. A retailer with EU Ecolabel products may foster a more ethical or respectful image towards its company and its awarded products. Furthermore, if more EU retailers increase EU Ecolabel product availability and the logo's visibility within stores, it can further encourage consumers to purchase and consume environmentally friendly products collectively throughout Europe." ★ ★ ★ ★ ★ ★ ★

For more information about Coop Italia and Vivi Verde, please visit <http://www.e-coop.it/> and <https://it-it.facebook.com/viviverdecoop>.

