



**HIGHLIGHT
2013**



WWF - COOP CONSERVATION PARTNERSHIP

WWF-Switzerland and Coop started to collaborate in 2006 to improve the company's commodity supply chain policy. Today Coop participates in WWF's Seafood Group, WWF/Global Forest & Trade Network (GFTN), the Roundtable on Responsible Soy (RTRS) and the Roundtable on Sustainable Palm Oil (RSPO) as well as WWF's Climate Savers Programme.

Coop's sustainability efforts focus on the following areas:

- 1) Sustainable seafood, wild-caught and farmed fish
 - Eliminate fish species at the brink of extinction from its products
 - Progressively extend its range of products to include certified eco-labels in compliance with MSC and organically farmed seafood as well switching to more sustainable sources according to the WWF seafood guide for the seafood range that is not yet certified
 - Promote sustainable fishing methods and management practices and engage in Fisheries Improvement Projects (eg. yellowfin tuna in the Philippines)
- 2) Responsible timber policy (timber, paper, packaging)
 - Improve performance and promote a responsible timber and paper purchasing policy
 - Increase the proportion of Forest Stewardship Council (FSC) certified timber and paper sales
 - Project in Laos to bring FSC certified rattan on the market and promote sustainable production in the Greater Mekong

3) Better soy and palm oil production

- Buy and promote sustainable soy and palm oil

COOP TARGETS AND PROGRESS

Legend:

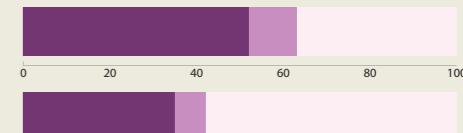
2012 progress

2015* target

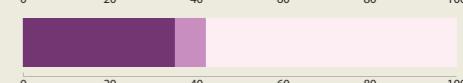
* Note that the target year for responsible soy and palm oil is 2014

Certified sustainable seafood, wild-caught and farmed fish

Wild-caught seafood (MSC)



Farmed seafood (certified organic or ASC)



Responsible timber policy (timber, paper, packaging)

Timber (FSC)



Responsible soy and palm oil (2014)

Palm oil (RSPO)



Sustainable, certified source, GM-free soy



"When the woods are gone, then also we have to go – to the cities, where there are too many people and too little work for all."

Kongkham Phetmanivong,
young rattan weaver

SUPPLY CHAIN INNOVATION

Communities in the Philippines and Laos are benefiting directly from a Swiss retailer's investments into sustainable supply chains

With massive global demand, tuna fishing in the Philippines has grown into a multimillion-dollar industry. Progressively bigger boats have swept ever greater quantities of fish out of the water. The one thing that's been shrinking are the tuna stocks.

Yet around the islands of the Philippines, thousands of people continue to fish in the same way they have for decades: a small boat, a handline, a single hook. Because they target large tuna that have already reproduced, it is an inherently sustainable method.

Now these artisanal fishers have a chance to compete with the big commercial players, thanks to a WWF project supported by the German Investment and Development Bank (DEG), Swiss retailer Coop, its tuna supplier Bell Seafood and Dutch importer Sea Fresh. The project is supporting around 5,200 fishermen on 3,200 boats to supply European markets and get the yellowfin tuna fishery ready for Marine Stewardship Council (MSC) certification. In Switzerland, whenever possible, Coop sources via Bell Seafood all its fresh tuna from the project.

"There is a growing societal and political demand for sustainable products and services. The rising awareness brings market chances and reputational risks alike. We invest in sustainable supply chains because transparent and responsible sourcing is the foundation for continuous business success."

Philipp Wyss, Head of Marketing/
Purchasing Business Unit, Coop

"When they see that there is a retailer of consequence like Coop that wants to buy fish directly from this project, it takes away the pressure to fish more intensively or neglect sustainability," says Urs Weingartner, responsible for Coop's fish buying strategy until April 2013 and now project leader at Bell. "Our involvement and commitment shows that their selective fishing methods are a worthwhile alternative."

BUSINESS SENSE

For Coop, sustainable sourcing is simply good business sense. "Yellowfin is the most important species of tuna, and if we don't contribute to saving resources then one day we simply won't be able to sell it," says Urs. "Either because tuna stocks are too low, or because concerned customers won't buy it. It is worth investing now in responsible practices that will contribute to securing supplies in the long term."

While the fishing methods have not changed, the fishers understand the demands of the European market better – for example, they now always carry ice on board to keep the fish fresh. The project is also enabling them to meet MSC

criteria, including scientific monitoring and measures to safeguard the tuna stock, which are often difficult to achieve for small-scale fishers.

"A project like this should be clearly differentiated by a consumer-logo in the long-term," Urs believes. "The best way to do so is by entering MSC certification one day."

INVESTING IN INNOVATION

For some products, however, certification does not exist. Until recently this was the case with rattan, a tropical palm widely used in furniture and handicrafts. The rattan industry is worth US\$4 billion a year, but supplies are becoming scarce as the forests where it grows are destroyed. Overharvesting of rattan can itself cause forest degradation, while chemicals used in processing rattan products can pollute soil, air and water, and pose a health hazard.

Coop has worked with communities in Laos to bring the world's first Forest Stewardship Council (FSC) certified rattan onto the market – part of a larger WWF project to promote sustainable rattan production in the Greater Mekong.

More than 700 people, predominantly women, from seven villages in Khamkeut

district in the Bolikhamsay province are involved in growing, harvesting, splitting the rattan and weaving it into baskets to be sold in Coop's stores. This has improved the livelihoods of many families: "Our income has risen from US\$70 to US\$150 over a production period of three months," says Kensi Milatid, weavers group leader, Thaveng village.

"Somebody needs to start projects like this," says Carine Boetsch, responsible for the brand Oecoplan and FSC label at Coop. As a relatively small market with high awareness of certification, Switzerland makes a good testing ground". Coop itself does not sell large quantities of rattan, but its commitment is vital to get the project off the ground.

"Bringing a sustainability project like this up to commercial scale is a big challenge," she says. "It takes time and money to build capacity to meet the demands of the big players, so suppliers need support before they become economically viable. This is an important first step."

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