Coop's stakeholders and what they do

Organization	Stakeholders' main concerns	Outcomes / events – 2007 update
General economic conditions		
IG DHS (Swiss retailers' organization)	Political conditions conducive to retailing, in terms of both consumers and those who work in retailing	Economic study of productivity trend in Swiss retailing; Commitments to keeping the reduced VAT rate on foodstuffs, to the "Cassis-de-Dijon" principle (unrestricted import of products produced in the EU under less stringent conditions) and to international exhaustion of patent-protected goods; Formulation of a code of conduct to protect young people in the electronic-media field
espace.mobilité	Favourable political conditions in the areas of transport, building and business-location policy	Participation in various cantonal consultation exercises and in the search for constructive solutions; Commitment to efficient and cost-effective environmental protection; Dialogue with various authorities
Federal Department of Economic Affairs (DEA); Federal Customs Administration; Swiss Competition Commission; Price supervisor	Bringing high Swiss prices into line with neighbouring countries; Strengthening Switzerland as a business location; Sustainable growth; Real competition that benefits customers	Statement of positive positions on open markets and dismantling of trade barriers; Efforts to reduce unnecessary red tape; Positive position on opening up markets to developing countries (preferential tariffs); Active support for a free-trade agreement with the EU on farming
Socio-ethical sourcing		
Max Havelaar Foundation; BioRe Foundation; Business Social Compliance Initiative (BSCI); Berne Declaration; Clean Clothes Campaign; International Social Compliance Verification (ISCOM); Toy Coalition; Common Code for the Coffee Community (4C); State Secretariat for Economic Affairs (seco); German Society for Technical Cooperation (gtz); EurepGAP	Fair trade with producers in disadvantaged countries of the southern hemisphere; Implementation of socio-ethical sourcing, especially of textiles and toys; Promotion of sustainable coffee production; Improvement of working conditions in agriculture	Coop is one of the world's largest retailers of fair-trade products; Market share in Switzerland is over 50 %; Establishment of a BSCI National Contact Group; Coop becomes a founding member of 4C; Purchase of the first container loads of 4C coffee and active communication of this new approach; Formulation of social criteria for food production; Strengthening of the social aspects of the GlobalGAP standard; Expansion of the range and sales of Naturaline products, and foothold in new markets (Italy, Finland and France)
Transparency International	Combating corruption, raising awareness among managers	Tightening of internal guidelines and their controls
Ecological sourcing		
WWF; Marine Stewardship Council (MSC); Roundtable on Responsible Soy Production (RTRS); Roundtable on Sustainable Palm Oil (RSPO); Forest Stewardship Council (FSC); ProSpecieRara Foundation; Pro Natura; Common Code for the Coffee Community (4C)	Protecting forests against overexploitation Sustainable fisheries; Promotion of the production and sale of sustainable soy and palm oil; Promotion of awareness and sales of FSC products; Promotion of biodiversity and the preservation of heirloom varieties and species	Active lobbying for sustainable soy among business partners and customers; Switch to sustainable palm oil for almost all baked goods; Launch of WWF Seafood Group; Expansion of the offering from organic fish farming and dispensing with the sale of seriously endangered fish species; All Coop own-brand tissue articles (toilet and kitchen paper, paper handkerchiefs) switched to recycled or FSC quality paper
Swiss farming		
Bio Suisse; Research Institute of Organic Agriculture (FiBL); Swiss Farmers Union (SBV); Federal Office for Agriculture; Agromarketing Schweiz (AMS); Proviande; IP Suisse; SwissGAP	Promotion of the production and sale of organic food; Improving the long-term competitiveness of Swiss farming; Clear positioning of Swiss products; Image advertising for Swiss-made products; Quality assurance	Regular exchanges with the SBV; statement of position on first group of ordinances relating to the "AP 2011" agricultural policy; Commitment to an agricultural free-trade agreement with the EU – formulation of export facilities and support measures; Wide range of Suisse Garantie products; Presidency of Proviande; Start of SwissGAP implementation; Support by the Coop Sustainability Fund for various research projects at FiBL; 8 % increase in sales of organic products

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Coop Sponsorship for Mountain Regions; Schweizer Berghilfe (Swiss Mountain Aid)	Preservation of added value in mountain regions; Promoting sales of products produced in mountain regions; Improvement of living and working conditions; Securing livelihoods	Expansion of the Pro Montagna label. A clearly stated fraction of the sales price of every product is donated to Coop Sponsorship for Mountain Regions, which uses it to provide start-up assistance with major self-help projects; 1st of August "Weggen" (bread roll) campaign, the revenues of which are earmarked for one or more projects in mountain regions
Animal welfare		
Schweizer Tierschutz STS, (animal welfare organization); Vier Pfoten (animal welfare organization); SVAMH (Swiss Association of Foster and Suckler Cow Breeders); Interest group for producers of Coop Label Porc (IG CLP); Federal Veterinary Office	Animal welfare; Promotion of humane husbandry of foster and suckler cows; Long-term success of Coop label meat; Development of guidelines for Coop Naturafarm with partners	Coop again "Swiss Champion" in animal welfare; Launch of Naturafarm label to replace Naturaplan's former blue line; Coop is the most important buyer of Naturabeef (about 90 %); Support for research into new methods of painless piglet castration; Study of the impact of herd size on animal welfare
Consumer affairs		
Federal Commission for Consumer Affairs; Consumer organizations (SKS, Kf, FRC, ACSI)	Consumer-friendly legislation; More transparent value-for-money of products and services; Bringing high Swiss prices into line with neighbouring countries	Marked price reductions thanks to higher productivity and international cooperation on sourcing; Transparent communication of price increases due to higher raw-material costs; Joint commitment to ensuring effective and efficient food and product safety; Transparent labelling of air-freighted products
Nutrition and health		
Federal Office of Public Health; Cantonal chemical officers; Weight Watchers; Swiss Nutrition Association (SGE); Swiss Association of Dietitians (SVDE); Swiss Diabetes Society (SDG); IG Zöliakie (IGZ, coeliac-disease interest group); Swiss Vegetarian Union (SVV); Swiss Cancer League ("5 a day" campaign); Swiss Foundation for Health Promotion; Swiss Obesity Foundation (SAPS); FIAL (Federation of the Swiss Food Industry) Working Group for Nutrition	Food safety and the prevention of misleading labelling; Preventive health measures (focusing on nutrition, exercise, addictive behaviour); Products for people with allergies and for vegetarians; Preparedness for pandemics	Introduction of detailed food profiles on Coop own-brand products; Cooperation with "5 a day" campaign, including use of its logo on products; Further revision of food legislation; Active support for improved enforcement of food safety requirements; Launch of Jamadu label offering well-balanced products for children; Various sponsorship activities in the nutrition and exercise field; Production of nutritional brochures; Launch of the Online Coach
New technologies		
Publifocus on Nanotechnologies; Werkstatt Ernährung & Gentechnologie (nutrition and genetic engineering working group)	Finding constructive solutions involving the authorities, consumers and business representatives; Public discussion of the opportunities and risks of genetic engineering and nanotechnology	Formulation of a code of conduct for nanotechnologies in the framework of the IG DHS retailers' organization; Call for limit values on GMOs not approved in Switzerland; Call for inclusion of the entire product chain in research studies of coexistence
Environment		
WWF	Promotion of environmentally compatible behaviour and sustainable consumption; Conservation of biodiversity	Broadening and deepening of the WWF environmental partnership with the subprojects Wood Group (wood and paper), Climate Group (energy and climate change), Soy (Roundtable on Responsible Soy), and Seafood Group (fish and seafood); WWF coordinates CO_2 offsetting of air-freighted goods and business trips to the tune of approx. 1.5 million francs;
Öbu – Swiss Association for Ecologically Aware Company Management; Pusch (Foundation for Practical Environmental Protection); Federal Office for the Environment; Greenpeace; Pro Natura; Swiss Energy; IGSU Interest Group Clean Environment	Promotion of environmentally friendly products; Waste reduction; Raising of public awareness; Energy-saving technology; Shifting of freight from road to rail	Cooperation on the updating of eco-audits; Financial support for IGSU in its efforts to combat littering; Round table on littering / individual agreements in local problem areas; Range of energy-saving lamps and energy-efficient appliances extended and reduced in price; Promotion of biogas plants on farms by the Coop Sustainability Fund

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Various waste recycling organizations (SENS, SLRS, Ferro Recycling, Igora, Inobat, PRS)	Promotion and practical organization of recycling; Calculation and administration of prepaid recycling charges; War on litter	Restructuring of prepaid recycling charge (vRG) for PET; Significant reduction of vRG for lighting and electrical / electronic appliances (SENS / SLRS) thanks to a system upgrade
Employees		
Trade unions, employee associations; Professional organizations	Representation of employees' interests; Minimum wages as a function of training; Equal pay for men and women; A fair system of profit-sharing; Training and continuing education; Conduct of final examinations	New collective employment agreement for 2008–2010, including generous holiday entitlement and one week's paternity leave; No work on demand; Launch of Coop Child Care programme (helping single-parent employees meet the costs of external child care); Number of trainees raised to over 2,700; "50+" project will help meet the needs and potential of older employees more effectively