



Coop Switzerland

Leading Swiss retail group achieves carbon neutrality by 2023 through insetting

Coop Switzerland wanted to go beyond traditional carbon compensation in order to leverage synergies with its wider business and sustainability strategy, and also send a strong message to its customers and stakeholders. To achieve its vision of "CO₂-neutral by 2023", Coop is insetting its emissions along its supply chain. By insetting emissions, Coop is supporting Gold Standard projects and creating shared value along its supply chain, in cooperation with WWF and with technical support from South Pole Group.

ABOUT THE CLIENT



COOP is the one of the largest retail groups in Switzerland. Close to its customers and organised in five sales regions, Coop operates over 1,800 stores and has a workforce of approximately 53,000. Coop is the clear market leader in environmentally friendly and fair-trade products, serving more than two million member households. In 2008, Coop drew up its "CO₂-neutral by 2023" vision. To achieve this vision, Coop is cutting its absolute energy consumption by 20% each year and increasing the proportion of renewable energy to 80%. As early as 2007, Coop began carbon compensating every air mile travelled by its goods as well as by its staff on business trips and by the delivery service Coop@home.



"We at Coop are convinced that sustainability is the cornerstone of long-term corporate success. This includes preventing any negative impact resulting from our business activities and conducting our business in a sustainable manner. We are committed to reducing our emissions to the greatest extent possible, and are working to improve the livelihoods and the well-being of farmers along our supply chain with the help of WWF and South Pole Group."

Annina Böhlen

Responsible Coop Fund for Sustainability

The Goal

Coop wants all the projects it invests in to achieve the highest possible benefit for the environment and the local population involved in its supply chain. As with all of its emission reduction projects, Coop wanted to ensure that this insetting project was not only real and verifiable, but also made measurable contributions to sustainable development - benefiting the local communities involved in Coop's supply chain.

The Challenge

Developing emission projects from scratch in supply chains, in developing countries, is not an easy task: it requires proven experience on the ground, a global outreach, and professional project management skills. This is why Coop selected WWF as its environmental partner, and, in turn, South Pole Group as technical expert, with innovation as a top priority.

The Solution

Pioneering Insetting Project: Coop asked WWF and consequently South Pole Group to pioneer their "in-setting" concept with emission reduction projects directly in its supply chain. The insetting project aims to employ local entrepreneurs to enable sustained supply of household water filters, while also focusing on awareness raising in the communities. The project not only guarantees a reduction in CO₂-emissions, but also strong support for co-benefits regarding biodiversity, livelihood, health impacts and employment - all working towards the UN Sustainable Development Goals.

The Key Benefits

Thanks to the pioneering insetting project, Coop can claim premium Gold Standard carbon credits that ensure important benefits for the local communities involved in its supply chain. Aside from this, Coop is now able to leverage carbon budget for sustainability activities and to increase its financial resources for such activities. The premium carbon credits are thus well aligned with Coop's business strategy. Aside from this, Coop has benefitted from professional marketing-communications support, and from the high credibility of its partners, WWF and South Pole Group. This has made it easier for Coop to explain and help illustrate its sustainability commitments to customers. Thanks to an early engagement and innovative approach developed by South Pole Group, the insetting concept is now leading the way for other companies engaged in carbon compensation.

WHY WORK WITH US

Global team

We are a truly global provider of sustainability solutions and services. Our team is made up of over 130 skilled and enthusiastic professionals from over 20 different countries, based in offices spanning 6 continents.

Proven impact

Since 2006, we have measured the climate impact of countless companies and products worldwide. We have screened USD 200 bn+ of investments for their climate impact and we have developed 400 projects in renewables, forestry, agriculture, industry and households. Through our efforts, 50 million tonnes of CO₂ have been saved, almost as much as the annual CO₂ emissions of the country of Portugal.

Added value

We help you grow with groundbreaking solutions that benefit your business, the environment and society.

