

“Put your Money, where Your Mouth is”!

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A good reputation – takes you through hard times...
Or makes the fall even harder?

COOP SER DEC

REGISTRERER OG ANALYSERER I HVERENNE SIN, HVOR OG NÅR DE HANDLER

USIKKER OG SKEPTISK

VG

AVSLØRT: NÅ GRANSKER KJEDENE SINE KUNDER

DINE MAT-KJØP OVERVÅKES

SLAKTER GAUTE-GENSER

Se Johangs GULLMØNY

SKYTTERKONGE VIL BLI NY LO-LEDER

Forbrukerrådet BEKYMRET

– HANSE BLIR NOK OVERRASSET

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LARGE CHAIN AND LOCAL COOPERATIVE

Facts about the Norwegian cooperatives

- Established in the mid -19th century
- In 2012 we have 113 cooperatives
- 1100 stores
- 22500 employees
- 1.3 million members
- Nearly 4000 member representatives
- About 23 % market share in the Norwegian grocery market
- Efficient and professional operations



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LARGE CHAIN AND LOCAL COOPERATIVE

- The cooperative societies are a stable, long perspective participant in local and regional business communities all over the country
- Coop Norway follows the international cooperative principles number 7. Concern for Community
- “While focusing on member needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the members.”
- Statute: “Coop Norway is working for sustainable development in accordance with guidelines adopted by members»
- Coop Norway is a member of The Norwegian Cooperative Center, International Co-operative Alliance ICA, Cooperatives Europe and EuroCoop.



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COOP'S VALUE COMPASS

Coop's Value Compass is a shared foundation for all of Coop's activities

Core value: Belief in our distinctiveness

- Influence
- Compassion
- Honesty
- Innovation



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COOP Norge SA

Coop Norge SA is owned by the cooperatives and is their common organisation. Coop Norge owns the subsidiaries Coop Norge Handel AS and Coop Norge Eiendom AS.

- Help to achieve the best possible framework conditions for the cooperatives.
- Be a driving force, strategically and commercially, in the cooperatives' development
- Handle savings, finance and property management
- Obtain benefits for its members through its membership.
- Represent Coop in public bodies.
- Help to strengthen cooperatives as an operational form and make the distinctive character of cooperatives visible.



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COOP Norge Handel AS

Coop Norge Handel is a subsidiary of Coop Norway and is responsible for purchasing, the supply of goods, chain operations and marketing.

- Every fourth bag of groceries comes from one of Coop's shops: Coop Marked, Coop Prix, Coop Mega, Coop Obs!, Coop Extra and Smart Club.
- Annual turnover 35 billion NOK.
- We sell specialized good from these stores: Coop Obs! Bygg, Coop Kjøkken & Hjem, Coop Sport, Coop Byggmix, Coop Extra Bygg and Coop Elektro.



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COOP Norge Handel AS

Chain07	No. of shops	Turnover* BNOK ex VAT	Positioning
Coop Prix	293	9.2	Low-price chain
Coop Mega	116	7.9	Super market chain - the dinner store
Coop Marked	336	4.5	Our local shop
Coop Obs!	28	7.9	Hyper market, one stop shopping, groceries, Do it Yourself articles, electric appliances, textiles, sports, shoes, kitchen and home
Smart Club	3	1.0	
Coop Extra	43	2.3	5500 wares at extra low prices. Low-price. Do it Yourself segment. First shop opened Oct. 4th '07.
Coop Extra Bygg	9	0.3	
Coop Obs Bygg	19	2.6	Department store for the Do it Yourself segment
Total		35,1	

- In addition, Coop has approximately 1,7 billion NOK in turnover from the cooperative societies through other chains/stores.
- Coop owns production facilities that total an annual production worth of approximately 1,2 billion NOK (Coop Norge Kaffe, Røra Fabrikker, Goman-bakeriene). Oms. 2009.
- .



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COOP Norge Eiendom AS

Coop Norge Eiendom AS is a wholly owned subsidiary of Coop Norge SA. The company conducts all real estate related business for Coop Norge SA. In addition, Coop Norge Eiendom AS is a holding company for other estate companies managed by Coop.

- The company manages the purchase, development, and running of real estate companies, either solely or in cooperation with collaborating partners.
- The company is to contribute to the revitalizing of, among other things, a string of former warehouses and other unutilized business properties in the cooperatives



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WORTH KNOWING

- Coop is the only consumer owned groceries enterprise in the Nordic countries.
- The Coop shops are owned by the consumers, and everything we do must be in their best interest. Therefore, Coop has given priority to produce safe and environmentally products and secure increased sustainability.
- Coop is a value managed organisation committed to ethical trade.
- Coop, traditionally, has contributed to the development of the many local communities in which Coop is present in Norway, but also to development projects and cooperative projects in developing countries.



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MMI Univero Profile Survey 2012

MMI Synovate maps public attitudes toward large Norwegian concerns.

The survey has now been conducted for the 18th time.

116 large Norwegian Groups of Companies from different sectors were appraised.

Five criteria were measured: Totality, environmental responsibility, social responsibility and ethics, economy and profitability, marketing and communication.

In 2012, Coop ranked second among all large Norwegian Groups of Companies.

In 2012 Coop won the Profile Prize. Coop has been ranked 2 or 3 on the list since 2003.



What do we do in CSR

Coop took the initiative to establish IEH - Ethical Trading Initiative Norway in 2000, along with the Norwegian Church Aid the Federation of Norwegian Commercial and Service Enterprises (Virke) and the Norwegian Confederation of Trade Unions (LO). In 2012 Coop has the chairman in IEH.

Coop thinks that our core business is trading in a right way. Environmental sustainability is vital.

Coop works on the basis that all employees should internalize the CSR thinking in their daily work.

Coop wants to make use of the skills of 4000 member representatives in the CSR work.

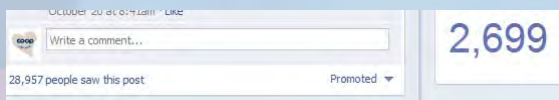


Non Food

- Each category manager must possess knowledge and expertise on product safety for its product range. In addition, it is essential that each category manager knows the laws and regulations for their care area.
- All new employees will undergo a special course in product safety.
- Annual update for everyone, in any context, working with procurement.
- CSR is a line responsibility, but with the specific task of staff for monitoring.
- Staff coordinator has CSR in its KPI : No negative media coverage for professionals throughout the year.



Communication



Communication through action.
 Communication by social media. Dilemmas and policies.
 Many uses facebook and twitter to challenge, give advice
 and also to commend Coop.

Low key on proactiv communication through
 Commercial channels

Optimal goal: When the customer goes into a Coop store
 she should not think at all....In the context that everything is
 taken care of.

Want more people to see this post? Promote it now!



Communication

• www.coop.no

- Coop Values
- Ethical trade
- Policies for ethical trade
- Development aid and humanitarian work
- Safe shopping
- Food security and health policies

The screenshot shows the Coop Litt Ditt website. At the top, there is a navigation bar with categories: BUTIKKENE, HVA SKJER, VARER, MEDLEM, TIPS OG RÅD, and OM COOP. Below this, there is a main content area with a headline "Coop tar samfunnsansvar" (Coop takes social responsibility). The article discusses the company's commitment to ethical trade, development aid, and sustainable development. A sidebar on the left lists various social responsibility topics like "Coop verdigrunnlag", "Ettisk handel", "Påttak for etisk handel", "Bistand og humanitær arbeid", "Trygg handel", "Varekjenning og vareopprikk", and "Bærekraftig utvikling".

Facebook – 71.542 followers

The screenshot shows the Facebook page for Coop Litt Ditt. The page has 71,542 followers. A recent post by Linda Trøn Kill, posted 55 minutes ago, features a large image of a white Coop delivery truck parked in front of a store. Several people are loading or unloading goods from the truck. The Coop logo is visible in the background. Below the image, the post is titled "Coop - litt ditt" and has 71,542 likes and 2,949 comments. The page also shows a navigation bar with options like "About", "Photos", "Likes", "Coop Miksmemory", and "Newsroom".

Twitter – 1082 followers



Annual report

Divided into four different report areas:

- Environment
- Health
- Ethics
- Society



Environmental Prize 674 contributions and 2594 votes - theme Food waste.



DELTA OG VINN OPPTIL 50.000 KRONER



Har du en god idé til hvordan vi kan redusere matavfall i hverdagen? Delta i konkurransen nå!

SEND INN DIN IDE



Hvordan kaste mindre mat? — Vi kårer Norges beste idé!

Coop Miljøpris skal få folk flest til å finne gode miljøløsninger. Tema for Coop Miljøpris 2012 er redusert matsvinn. Hvert år kaster vi store mengder mat som kunne vært spist. Vi er overbevist om at vi skal klare å redusere mengde matavfall, men vi trenger dine beste ideer for å finne de gode løsningene. Konkurransen har to kategorier: «Hverdagsprisen»: Tiltak som hver enkelt kan gjøre for å unngå at mat blir kastet. De tre beste forslagene vinner henholdsvis 30.000, 15.000 og 5.000 kroner. «Innovasjonsprisen»: Et nytt produkt, tjeneste eller løsning, som kan bidra til at Coop eller andre aktører i verdikjeden reduserer mengden mat som blir kastet. Den beste nyvinningen vinner 50.000 kroner. Hver måned går ideene med flest stemmer og juryens favoritter videre til en finale. Coop Miljøpris deles ut for første gang i januar 2013.

ANTALL BIDRAG:

674

ANTALL STEMME:

2594

Møt Signe



Signe er genuint opptatt av mat, miljø og gjenbruk. Hun gir deg tips og råd på sin blogg.

→ [Signe](#)

Siste fra Signe blogg

- «Best før» og «brukes innen». Hva er forskjellen?
0 kommentarer
- Prøv noe nytt!
2 kommentarer
- Resteoppskrift. Mat til overs?
1 kommentarer

Flest stemmer

- Musketerene – tar vare på mennesker og natur
334 stemmer
- Epleslang
302 stemmer
- Miljøsjengen.
237 stemmer