

Motion from Council – Championing Member Value through our Ethical and Sustainable Credentials.

We ask the Board to:

- Showcase and celebrate the positive impact of our ethical and sustainable credentials for our Members and Customers, Communities and our Planet by promoting ethical and sustainable practices in our food stores through member offers, promotions and our brand and marketing activity all year round.
- Continue to support our members to take action themselves to live sustainably, for example by continuing to provide advice and support on reducing food waste and recycling and healthy, sustainable and low-cost food choices.
- Consider how we ensure that our Co-op own brand range is instantly recognised by members, customers and other stakeholders for its quality and sustainability standards.

We are proud that our Co-op has led modern ethical and sustainable ways of doing business for over thirty years, building on our rich history of co-operation and sustainable economic development. Supporting our members, customers and communities to come together to deliver our vision of Co-operating for a Fairer World is even more important during challenging times such as the cost of living crisis.

Sustainability and reducing waste is not only the right thing for our planet but also helps to support our Members and our Co-op to manage budgets.

By trading with us, our Members and Customers support the ethical and sustainable ways that we source our products, including our commitments to all British farmers, Fairtrade and our longstanding relationship with our suppliers. Our Funeralcare business is carbon neutral and offers sustainable choices including eco funerals to families as part of our overall commitment to achieving net zero. Our Members and Customers also take direct action to create a fairer world themselves, through initiatives such as our successful soft plastics recycling scheme and by supporting their local community through our community missions.

Council would like our Co-op to further develop how we celebrate and communicate the positive impact and value created by our ethical and sustainable credentials across all our businesses for our Members, our communities and our planet.

More information on our Motion:

Co-op Board Response:

Co-op was founded on ethical principles and 2024 will see us celebrate a momentous 30 years of responsible retailing. Our rich history of acting on the issues that matter most to our members and a long-standing focus on sustainability means we have much to be proud of as a business, and we welcome the ongoing support from our members and Council for ethical and sustainable ways of doing business.

Our members play a critical role in the delivery of our Vision – challenging us to go further with our commitments, campaigning on the issues that matter and helping to shape our plans through a two-way dialogue. The priorities of our members also shape how we communicate our unique ethical difference, through messaging in store, our own brand products, community engagement and our campaigning priorities – recent examples include our Climate Justice campaign, our support for Fairtrade Fortnight and the Great Big Green Week, film recycling and hints and tips to make healthy choices and reduce food waste at home.

We welcome the challenge to further promote our fundamental ethical values and leadership positions, and to showcase Co-op's commitment to sustainability. We have plans to sharpen how we talk about our 'Co-op Difference' and better communicate what it means for customers, colleagues,

members and communities. This includes explaining more clearly the benefit of our ethical and sustainable sourcing approach, to reflect the rationale and ethical reason for customers and members to choose to shop with Co-op.

Our own brand products present an opportunity to tell the story of Co-op's ethical commitments in a tangible way. As members and customers continue to face challenging times, we can demonstrate how Co-op delivers value with values and show how products built on ethics don't need to necessarily cost more. Co-op's Honest Value range, our British meat and dairy, Fairtrade everyday items and charity water are examples of this approach in action. We also have plans to evolve the benefits that we provide to you as members of our Co-op. We want to make sure that we place member benefits, including quality owned brand products, at the heart of why our members choose to shop with us.

Co-op has ambitious long-term climate and sustainability targets, and we recognise that to deliver on these we need to co-operate for change at scale - not just with our partners and wider industry but also with our members and customers. We welcome the opportunity to work closely with our members on activity to celebrate our ethical and sustainability credentials and support sustainable behaviour change. We look forward to achieving great things together.