

social change



We are a collective project, open to society

Social change is a part of our DNA. Since its beginning, EROSKI's mission has been to contribute to developing a better society, particularly in its direct local environment. To achieve this, we work in four key areas: informing consumers, promoting healthy lifestyles and eating, sustainable consumption and action to support those people whose need is greatest.

Informing consumers is a constant process and we have several offline and online channels so that no one is excluded and our message reaches all our public. Consumer magazine is where we set out our stall, communicating all the new trends in food, healthcare, childcare and the environment, but also key aspects of household economics that concern our Client Partners. It also includes healthy, balanced cooking recipes, advice and recommendations about consumer habits and health matters.

We promote a healthy lifestyle through various programmes and campaigns developed by EROSKI such as Ekilibria, which offers Client Partners a free nutritional advisor or the Educational Programme on Food and a Healthy Lifestyle. This programme has reached over 400,000 primary school children during the past four years and represents a true commitment by the cooperative to nutritional education from childhood. It is an ambitious training programme that aims to promote healthy lifestyle habits to prevent illnesses related to poor food choices such as obesity, diabetes and other heart problems. EROSKI also has the support of its own Food School which runs studies and reports on eating habits and workshops and training courses that aim to improve our menus.

The fight against food waste is another of EROSKI's great engines for social change. In collaboration with various organisations such as the Food Bank, EROSKI contributes to lengthening the life cycle of products, encouraging new socially responsible behaviour, in short, improving the quality of life of everyone who is related to the cooperative in any way.

As a consumer cooperative, we are working to create a better society, to promote behaviour that encourages sustainable development and environmental awareness and to foster healthy, balanced consumer habits that make all our members feel part of a small social change with a big impact.

Consumer information



EROSKI CONSUMER Magazine

With a print run of 1,200,000 copies, EROSKI Consumer is a communication channel that aims to train and inform consumers in matters related to food, food safety, health, the environment, social awareness and other themes. Through shopping guides and research studies, information is provided that helps consumers to make the right shopping choices.

Similarly, the magazine publishes different guides to help people make good choices; last year it covered issues such as pre-packaged stews, olives, tomato sauce, pre-packaged squid, octopus and cuttlefish, seeds, beer, sliced bread and crayfish.

In turn, the research reports cover matters such as food budgets, marine pollution, responsible consumption, ecological products, eating disorders, vaccinations, sugar, home economics, etc.

CONSUMER.ES

Our consumer information website CONSUMER.ES receives 60 million visits each year.

Food, Baby, Health and Food Safety and Pets are the most visited pages. Over 260,000 people have registered for our newsletters.



Healthy eating



The EROSKI Food School encourages healthy habits.

Four years ago EROSKI launched a pioneering programme to encourage healthy lifestyle habits. The Educational Programme on Food and a Healthy Lifestyle run by the EROSKI Food School aims to make children of between 9 and 12 years of age, and their family environment, aware of the importance of eating a balanced diet and following a healthy lifestyle. To achieve this, and with the collaboration of experts, various free teaching units have been offered to all education centres in Spain. Last year, 189,000 primary education schoolchildren across Spain took part in four cycles of the programme. Since it was launched, over 400,000 schoolchildren in approximately 2,800 different centres have followed the programme, which represents a great commitment by EROSKI to its local environment and to encouraging social change towards sustainable habits.

The programme was created by a Scientific Committee formed by professionals from different fields: medicine and paediatrics, nutrition and diet, psychopedagogy and pedagogy. Furthermore, the content includes contributions made by teachers who have taken part over the years, making it essential teaching content.

Among the new items this year are visits to suppliers and workshops run in collaboration with experts from the Basque Culinary Center. Students learn to do a healthy food shop, are taught about the origins of foods and their properties and create balanced menus.



Recognition for the best CSR campaign

The Educational Programme on Food and a Healthy Lifestyle was awarded the 2017 OCARE prize by the Communication and Responsible Business Action Observatory. Specifically, the second year of these awards gave recognition to the programme as one of the best actions of CSR communication developed in 2016 in Spain.

The 2017 OCARE awards celebrate the best initiatives and communication actions concerned with Corporate Social Responsibility in Spain. OCARE was created in 2014 by the University CEU San Pablo and consultants Medialuna to encourage companies and institutions to communicate their CSR more successfully. Its management team and Board of Governors are comprised of well-known professionals in the area of Communication and Corporate Social Responsibility.



Sustainability



More eco-sustainable stores

EROSKI's commitment to social change can also be seen in its stores. Its next generation stores apply many of the energy efficiency measures developed for the first pioneering zero-emissions store by the cooperative in 2012, which managed to reduce its energy consumption by 60% compared to the energy used by an equivalent conventional supermarket.

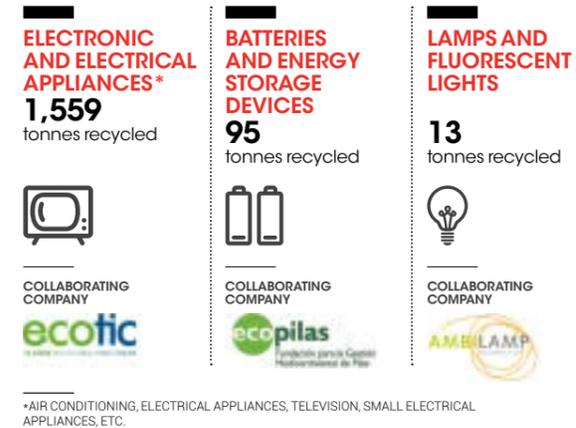
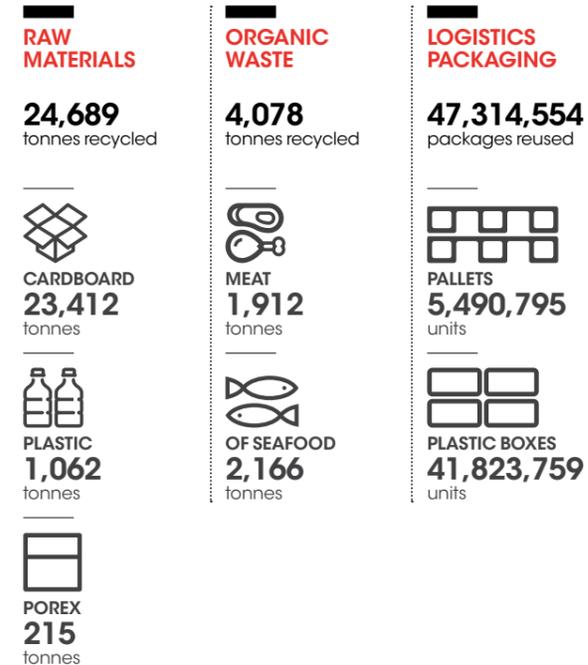
At the same time as it refurbishes each store, EROSKI now promotes energy efficiency measures to maximise energy savings according to the needs of each location. These innovations primarily focus on climate control in the establishment and its refrigeration equipment, lighting systems and minimising any waste. The "Zero Waste" programme is therefore particularly important; food that is removed from sale but still suitable for consumption is sent to social support organisations in the area near to each EROSKI store.



Fighting food waste

EROSKI's commitment to fighting food waste is demonstrated by various on-going campaigns that were launched years ago and new ones that have begun more recently. In addition to a close relationship with the Food Bank, an organisation that we have worked with for over twenty years, EROSKI has launched different campaigns to raise awareness about this problem.

- EROSKI's Zero Waste Programme was created to make use of excess food from stores and give it a second chance through various social associations and organisations. In 2017 over 4,755 tonnes of food in perfect condition and suitable for consumption were donated.
- Furthermore, thanks to collection campaigns such as "Operation Kilo" or "The Great Collection", EROSKI and its customers donated a further 2,437 tonnes of food. Together these initiatives reached over 7,000 tonnes of food, including fresh produce, equivalent to the food consumption of 4,341 families for a year.
- EROSKI and Hispacoop (Spanish Confederation of Consumer and User Cooperatives) also joined forces to minimise the current impact of food waste. The campaign is part of the project 'Waste management, food waste and consumption' that aims to improve management of food and its packaging and is run by the Spanish Agency for Consumption, Food Safety and Nutrition, part of the Ministry for Health, Social Services and Equality.



Circular economy

EROSKI works under the principles of what is known as the Circular Economy. This means aiming to maintain the value of products and services for as long as possible to minimise consumption and the waste of raw materials, resources and energy. In short, it means closing the product cycle, following nature's model and emphasising eco-design, responsible consumption and sustainable development.

EROSKI's Circular Economy programme establishes recycling circuits for various raw materials. To achieve this, inverse logistics processes are developed and applied to our stores, platforms and suppliers, to ensure they are reused correctly and recycled to minimise waste.

In 2017 over 25,081 tonnes of waste (paper, cardboard, packaging, porex, wood and others) were recycled. In addition, 5,490,795 pallets and 41,823,759 plastic boxes were reused. Thanks to encouraging the use of reusable bags, we avoided the use of 631 million plastic bags.

Solidarity stars

EROSKI's Solidarity Stars campaign, organised in collaboration with the Basque ACNUR Committee (UN Agency for Refugees) and the Spanish UNICEF Committee (UN Fund for Children) succeeded in raising €72,000. During the Christmas period, consumers can purchase this Christmas decoration at the checkout of all our supermarkets and hypermarkets for the symbolic price of two euros. It is also available from our online supermarket. The idea came from a worker who suggested writing their best experiences enjoyed throughout the year on the stars. The amount raised will be spent on social projects related to children.



Solidarity campaign in collaboration with ACNUR and UNICEF.

For three years running, the Solidarity Stars campaign has been run in EROSKI stores over Christmas in collaboration with ACNUR and UNICEF.
<https://vimeo.com/243118868>

Earth Hour

Just as it does every year, in 2017 EROSKI joined the 'Earth Hour' campaign promoted by the WWF and supported by the United Nations to raise awareness about the need to fight climate change. The idea comes from the need to make people aware about the importance of the environment and the fight against climate change.



Global Compact

For a further year, we have reconfirmed our membership of the Global Compact, an international initiative run by the United Nations. Its aim is to achieve a voluntary commitment from companies on social responsibility by implementing its principles, based on human, employment and environmental rights. EROSKI has signed the compact since it was first established in 2002.



Ethical Management and Transparency

Code of ethics

Our code of ethics is the cornerstone of our daily management policy, and in practice it corresponds to the following action lines:

- 1 INCLUDE** ethical management among the Directors' main aims.
- 2 COMMIT and CONTRIBUTE** to the continuous improvement of Social Responsibility levels established by legislation.
- 3 VERIFY**, using indicators, the ethical behaviour of the organisation to define areas of activity that need to improve.
- 4 SET TARGETS** for improving Ethical Management and draw up and implement plans to achieve these targets.
- 5 TRAIN and INFORM**, to an appropriate level, everyone involved in applying the management system and promote the application of Social Responsibility good practice.
- 6 INFORM**, to an appropriate level, suppliers and contractors about the code of ethics, creating mechanisms to transfer knowledge about Social Responsibility.
- 7 RESPOND** to any external parties (consumers, neighbourhood communities, the government, clients, suppliers, etc.) if they are interested in learning more about our social behaviour.
- 8 COMMUNICATE**, openly and effectively with the company about the code, its regulation and compliance with its objectives.