

EU CODE

RESPON

TEMPLATE FOR

REPORT SUBM

Type of business sector	Sustain dime
Retail	Environm

- The Eco-score is available on:
- On 14.800 products (Private label and A brands) on all digital touchpoints of Colruyt Group: Xtra app, Collect &Go app and website, Colruyt.be, Bioplanet.be
 - Available on price tags of 14.800 products in-store in Colruyt, Okay, Bio-Planet
 - Available front-of-pack of 750 Boni products
 - On collect&go.be (e-grossery store) you can click through to all the underlying data of the calculation (ex: https://www.collectandgo.be/colruyt/nl/zoek?searchTerm=melk#pdp_3074457345616682129)
 - On Collect&go you can filter on the Eco-score
 - During campaigns there is additional signage in-store
 - We explain what is behind the Eco-score in folders, leaflets, on advertising campaigns on social media, in TV ads

MARKETING PRACTICES

Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional)	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Awareness of Eco-Score: 2021: 50% 2022: 41% Awareness 2023: 46% 2024: 51% Trust: 72%	(% of the Belgian consumers that have heard or read about the Eco-score - baseline 2021) Based on market research conducted in December 2022	Customers can consult Eco-Score on all apps and websites of Colruyt Group (Xtra, Bio-Planet.be, Colruyt.be, Collect & Go) Eco-score has been added to Price tags in Colruyt, Bio-Planet and Okay stores.

Retail	Environmental	1 Awareness and consideration We want to make consumers aware of the Eco-Score The first years we worked on awareness and trust of the Eco-score. From 2024 onwards we want to induce behaviour change ie changing from D/E scores to A/B scores.	Give the well-informed consumers access to deeper information (what is behind the score). Make the score widely available and easy to use on digital touchpoints (product info on apps, websites), in store, on pack and on the e-store. (Baseline 2021)	Knowledge of the Eco-Score: 2021: 80% 2022: 73% 2023: 74%	(%of Belgian consumers that are capable to explain the representation of Eco-Score and link it to Ecology) Based on market research conducted in December 2022	Since November 2022, the Xtra sustainable savings program is rewarding consumers for buying We notice that rewarding consumers may have more impact on behaviour that just informing. We are introducing bonus points on certain products (eg plantbased alternatives) to induce behaviour change. promo's and the savings program increase's knowledge and awareness of the Eco-score.
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