

# **GREEN CONSUMPTION PLEDGE PROGRESS REPORT**

*July 2022*

## Green Consumption Pledge progress report

*Colruyt Group was one of the first signatories of the Green Consumption Pledge of the European Commission. By signing the Green Consumption Pledge we undertake to reduce our total CO<sub>2</sub> footprint, to sell more sustainable products and to make consumers aware of the impact of their consumption behaviour.*

### Impact measurement

We undertake to calculate the Organisation Environmental Footprint (OEF) every two years and to report on it. We started in 2021 and used the baseline data of 2020.

- **Result 2021:** we calculated an OEF for the 2020 calendar year. This showed us which activities and product groups in our value chain have most impact, measured over 16 impact categories. We will now go into these hotspots in more detail in a subsequent exercise and set priorities in an informed way. This will be done in combination with a further increase of the data quality.

### Prevention of CO<sub>2</sub> emissions

Millions of euros have been invested in on shore and off shore wind energy and in solar panels over the past decades. The CO<sub>2</sub> emissions we were able to reduce thanks to these investments in green energy even exceeded our absolute emissions. This means more greenhouse gases were prevented than we effectively emitted.

- **KPI:** reduced CO<sub>2</sub> emissions thanks to our investments in green energy  
**Result 2021:** 233.537 tonnes of CO<sub>2</sub> equivalent.

### Reduction of CO<sub>2</sub> emissions

We undertake to reduce up to 40% relative CO<sub>2</sub> emissions by 2030, for scope 1 and 2 of the Greenhouse Gas Protocol (compared to base year 2008 and in proportion to the turnover). Our focus areas to achieve this are heating, cooling and renewable energy.

- **KPI:** % relative CO<sub>2</sub> reduction compared to 2008  
**Result 2021:** 42.4%
- **KPI:** % food stores in Belgium equipped with heat recovery  
**Result 2021:** 19.9%
- **KPI:** % food stores in Belgium equipped with natural refrigerants  
**Result 2021:** 35.7%
- **KPI:** % rotations of fresh product containers and frozen product containers with liquid ice containers  
**Result 2021:** 93.9%
- **KPI:** % power consumption from non-fossil sources  
**Result 2021:** 44.4%

## Communication

Colruyt Group's **step-by-step sustainability communication programme** on health, society, animal welfare and the environment will be fuelled by three major awareness-raising campaigns in 2021, to encourage more sustainable and conscious consumption together with our operating units. We will continue this over the next two years.

- **KPI:** number of campaigns

**Result 2021:** We completed six 360° communication campaigns, worth over six million euros in gross media spend and 600,000 euros in informational and educational content marketing campaigns.

At least 50% of the **corporate content marketing and communication budget** will go towards encouraging more sustainable and conscious consumption among consumers.

- **KPI:** % content marketing and communication budget

**Result 2021:** 90% of Colruyt Group's communication budget was used to inform consumers and help them consume in a sustainable way, specifically around the theme of the environment. The most important lever in this respect was the introduction of the Eco-score in the Belgian retail market, which should enable customers to easily make environmentally-friendly choices.

**Moreover, all PR expenditure** is strategically anchored in the aforementioned corporate communication efforts, with special attention to young people and students.