

Retailers' agreement on waste

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Commerce sector in figures

- Interface between industry and the almost 500 million consumers/citizens across Europe
- 11% of EU GDP; 6 million companies
- 31 million employees

"A thriving sector bringing wealth to the European economy"



REAP - Retailers' Environmental Action Plan

- EU Sustainable Consumption and Production Action Plan - retailers are key role to promoting sustainable consumption and production in Europe
- Together with DG Environment of the European Commission and, in line with competition law– we set up a multi-stakeholder platform for the exchange of best practices and company specific sustainability targets (REAP)



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EuroCommerce members



Commerce federations

- 31 European countries
- Small & large
- Subsectors: Clothing, DIY, Franchise, Traders, etc.

Affiliated Companies

"A single voice for commerce in Brussels"

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REAP Retailers' Environmental Action Plan

Retail Forum

- Multi-stakeholder forum
- Exchange of best practice
- Development of issue papers
- ***Open to all relevant stakeholders***

Matrix of action points

- Retail company individual targets
- Progress shown in annual report
- Targets monitored by Commission
- ***Only for retail companies***



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Retail agreement on waste

- Waste management already a core objective of most retailers
 - Primary focus on aspects where they may have a direct control (logistics, packaging, recycling...)
- Waste generated is highest at consumer level
 - Adapting or changing behaviors is essential
- Strategic position to further reach out to customers and raise awareness about waste issues
 - 9 October 2012: retail agreement to help consumers reduce their waste



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RETAIL AGREEMENT ON WASTE – SIGNATORIES (as of June 2013)



Examples of possible actions

- Advise consumers on how to reduce the amount of food waste they generate e.g. how to handle, store and use food more efficiently
- Information about the actual meaning of “use-by” and “best before” dates in collaboration with the Commission’s information campaign
- Innovative marketing tools: shopping lists for consumers, information on prevention, etc.

How to further address food waste

- Education campaigns
- Clarify VAT Directive for food donation
- EU Food Donation Guidelines
- Common EU definition of food waste



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Thank you for your attention!

- To know more:
 - http://ec.europa.eu/environment/industry/retail/index_en.htm
 - <http://www.eurocommerce.be>



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