

# **EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES PROGRESS REPORT**

*July 2022*

## Code of Conduct progress report

*Colruyt Group was one of the first signatories of the Code of Conduct of the European Commission. The Code is part of the Farm2Fork strategy and aims to encourage the introduction of healthier and sustainable consumption patterns, and facilitate the implementation of sustainable practices in the food system.*

### Eco-Score

The Eco-score fits in Colruyt Group's strategic objective to make sustainable and conscious consumption possible and to encourage it by giving customers reliable information. On the one hand, the expectation is that the impact of food products will decrease because consumers change their eating habits, and on the other hand that producers will feel motivated to improve the Eco-score of their products. Our aim is to work with other retailers and suppliers to set the Belgian standard and possibly, in time, the European standard. In the meantime, we're setting up reporting which will allow us to effectively measure the impact on consumers' consumption patterns. In the first year, we will focus on informing customers and general public awareness.

- **KPI:** Awareness of the Eco-score. (% of Belgian consumers that has heard or read about the Eco-score – baseline 2021)  
**Result** 50% of Belgian consumers has seen the Eco-score.
- **KPI:** Knowledge of the Eco-score: % of Belgian consumers that is able to explain what the Eco-score stands for.  
**Result** 80% links the Eco-score to ecology

These results were calculated based on a 2021 market survey which was representative of the Belgian population.