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Summary

Through the annual study "Retailer Scorecard", WWF-Romania evaluates the environmental performance of the main food retailers present on the Romanian markets, by analysing their sustainability policies and the certified and/or local products available.

This is the fifth edition of the Retailer Scorecard report and it is encouraging to see that more and more retailers take precaution regarding environmental responsibility through the products they offer.

The study includes the top 11 food retailers in Romania. In 2016, those were: Auchan, Billa, Carrefour, Cora, Kaufland, Lidl, Mega Image, Metro, Penny Market, Profi and Selgros.

The results from 2016's edition show improvements of the results for the majority of participants which demonstrate the increasing interest the retailers have in this sector. Regardless, the progress is rather slow as the best scores are still meeting half of the maximum possible.

The most important results and observations from the 2016's Retailer Scorecard edition are:

- Five out of the 11 retailers have obtained scores of more than 50%.
- None of the evaluated retailers has a transparent and complete communication with their clients about the purchasing policies which favor environmental friendly products. The only information available regarding this subject can be found on their web pages - about specific initiatives in Romania. The majority of the information concerns the international group they belong to. Summing up, there isn't enough information to help the consumer make the right decision.
- Speaking about environmental policies, where we can find information about purchases and ecologically certified products, the transparency of the relationship they have with their clients and the measures taken to ensure and encourage good practices and available products which are good for the environment just one retailer was close to 50% of the maximum score, and another 4 reached almost 30% of the total.



- The information about sustainable purchasing policies should be connected to the presence of the products in the supermarkets, as a proof of the policies' application.
Analyzing this year's results we can observe that the ones who stated they have implemented such policies also offer such products.
- Four of the seven respondents of the questionnaire have stated that they have a fish traceability mechanism which tracks the fish from the moment of fishing until its arrival in the supermarket. These are: Kaufland, Lidl, Mega Image and Selgros. Carrefour joins these four by implementing the policies which encourage the purchase of certified MSC products.

Three retailers (Lidl, Mega Image and Selgros) include in their policies the criteria of products made of recycled paper and/or with a FSC certification. Four respondents (all of the above plus Carrefour) have mentioned that their paper purchasing policy excludes the explicit commerce of products which come from unknowns sources, controversial or illegal.

Fish Products with Environmental Certification - Certified Fish Products

1. For the very first time, in 2016 we have found certified MSC products in all the analysed supermarkets, but with very different percentages from a store to another, and also depending on the product category: canned fish, frozen fish, seafood.
2. We can find ecological certified laundry detergent in eight out of the 11 analyzed retailers .
3. FSC certified products and recycled paper products: just one of the retailers was close to obtaining the maximum score, the next 5 around 60%, and the rest under half of the maximum score.

Although there are improvements regarding available Romanian fruits and vegetables (seasonal), Romanian fruits represent just 42% of the store's offer, and vegetables - 65%.

As a trend, we have now more retailers offering ecological products: 5 out of 11. They are: Auchan, Carrefour, Mega Image, Metro, Selgros. The majority of the retailers has special shelves where you can find ecological products (dairy, cereal, etc.)

The number of retailers which offer ecological certified fruits and vegetables grew from three in 2015 to five this year. We support this trend, but there are many more things to



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be done regarding the promotion of the Romanian ecological agriculture in the retail market.

Comparing these results with the previous editions of this study, the retailers have improved their environmental performance, but they need to continue with larger steps - given the huge challenges regarding the consumption of natural resources and the impact of human activities on the environment.

Transparency and receptivity in communication are essential tools in evaluating and improving sustainability.

By this, WWF Romania wants to thank the seven retailers who have participated in this study by filling in the questionnaire and providing information about their policies and products their contribution helping to develop a more sustainable retail market for people and nature.