

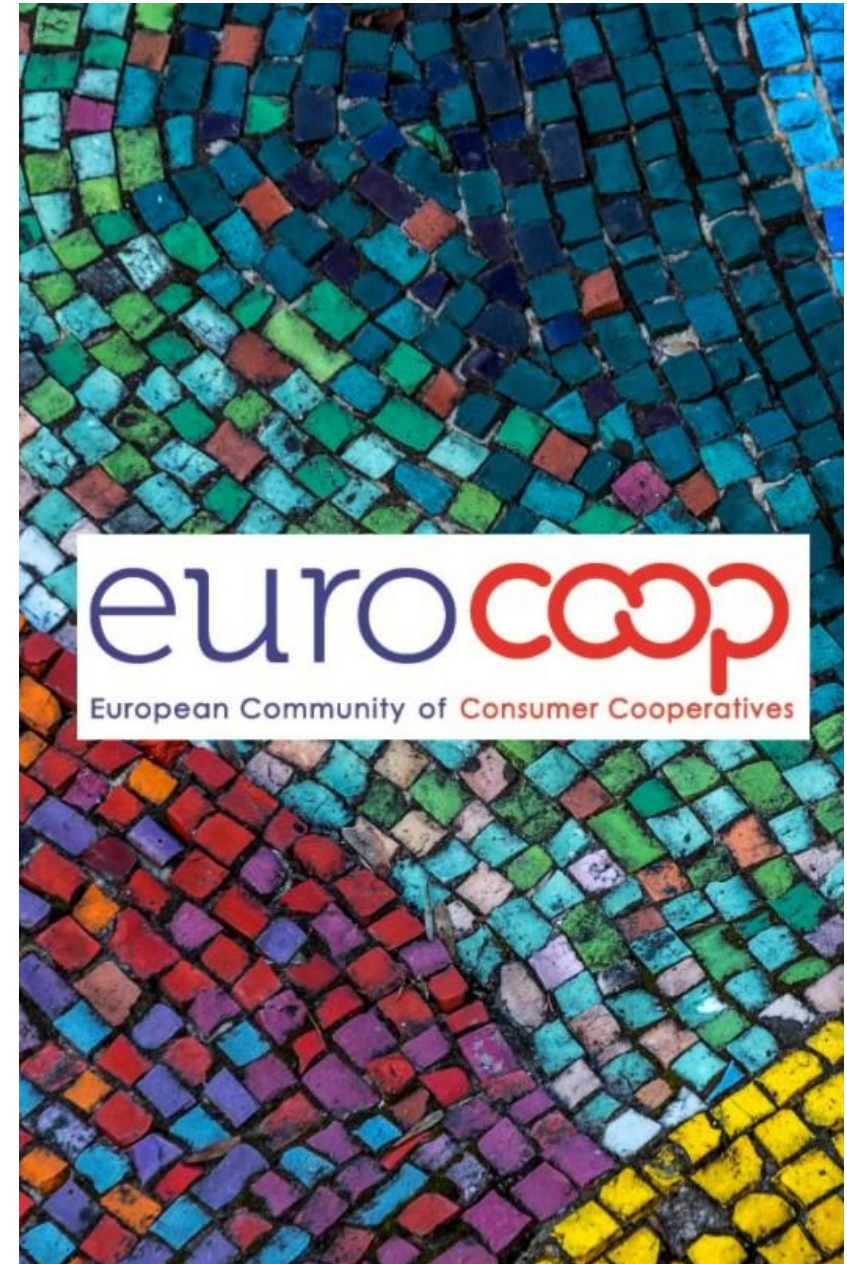


**The Coop Way:
How cooperatives practice,
protect and
promote human rights in value chains**

Rosita Zilli
Deputy Secretary-General @EuroCoop

Facts & figures

- **European Association of Consumer Cooperatives**
- **Founded in 1957**
- **Oldest EU-level co-op association**
- **19** national structures
- **7,000** individual co-operatives
- **750,000** employees
- **94,000** POS
- **30 million** consumer-members
- **Cumulative turnover: € 69 billion**



HRR in Value Chains: Framing the Issue

- More than **450 million people** work in **supply chain-related jobs** throughout the globe (ILO)
- **Different** legal, regulatory, HRR standards
- UN Guiding Principles on Business and HRR → **companies should undertake “human rights due diligence”**: a recommendation often disattended (**not binding**)
- Kinds of violations: **labour rights, child labour, environmental damage & many more**



HRR in Value Chains: The Co-op Difference



- Co-ops base their operations on an established set of **values & principles**, (e.g. **social responsibility; care for others**) → **respect of HRR in value chains is part of their DNA**
- Axes of action:
 - **Internal Codes of Conduct**: Not only legal compliance, also moral
 - **International Engagement**: E.g. Amfori BSCI Code of Conduct, UN SDGs
 - **Responsible Sourcing**: E.g. Fairtrade
 - **Tech**: E.g. Blockchain
 - **Information, Education & Training**: Continuous awareness-raising effort

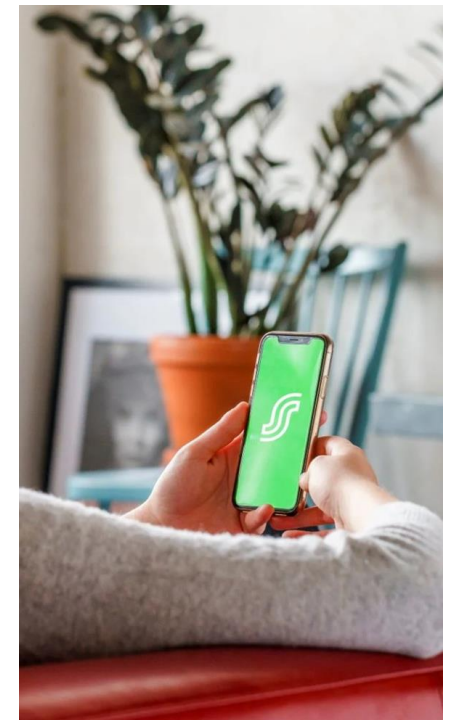
Recent EU-level advocacy on HHRR

- Position paper "***Human Rights and Supply Chains: A Consumer Co-operative Contribution***" (21/11/2018)
- Public event: "***Ethically Sound Supply Chains: A Consumer Co-operative Perspective***", in co-operation w/ European Parliament (23/01/2020)
- Letter on ***EU-Thailand trade negotiations***: HHRR respect must be a pre-condition to resume talks (coalition of 45 organisations) – (28/10/2020)
- ILO COOP 100 Symposium: "***Cooperating for social justice and decent work***" (16/11/2020)
- **Today's Webinar**



Members' Case Studies (1): S-Group (Finland)

- **The Best Place to Live Programme** → OXFAM's HHRR Impact Assessment of IT processed tomato SCs
- **Ethics Index** → measuring personnel's trust in ethical measures by the S-Group
- **Responsible Procurement** → Supplier contracts to respect key labour and human rights, ensure products can be traced back to the source of the raw materials; blockchain
- **Audits**
- **Certified products/materials** → FT
- **AMFORI BSCI Initiative + Supplier Ethical Data Exchange (SEDEX)**



Members' Case Studies (2): Coop Italy

- “Buoni & Giusti” (Good & Fair) campaign → foster ethics in F&V supply chains which are considered at risk
- **Coop Origine** → www.cooporigini.it : consumers can verify origin & main ingredients of each product
- Own-branded Fairtrade line: “Solidal”

IL LAVORO NERO
DÀ SOLO
PESSIMI FRUTTI.

SCEGLI I FRUTTI
DELLA LEGALITÀ.



**IL POMODORO
ORIGINE COOP
SI RACCONTA**

Sono nato in un campo italiano e ho un colore che varia dal verde al rosso intenso, anche se il mio nome nasce dalle parole “pomo d'oro”, perché i miei antenati erano gialli. Sono tracciabile al 100%: Coop mi ha seguito fin dalla nascita e ha controllato che venissero rispettati i diritti dei lavoratori che mi hanno raccolto. Provami in tutte le ricette, dalla caprese alla griglia.

Origine
TRACCIABILITÀ TOTALE
FILIERA DI QUALITÀ

A single, large, ripe red tomato with a green stem and leaves, positioned on the right side of the advertisement.

Members' Case Studies (3): The Co-operative Group (UK)

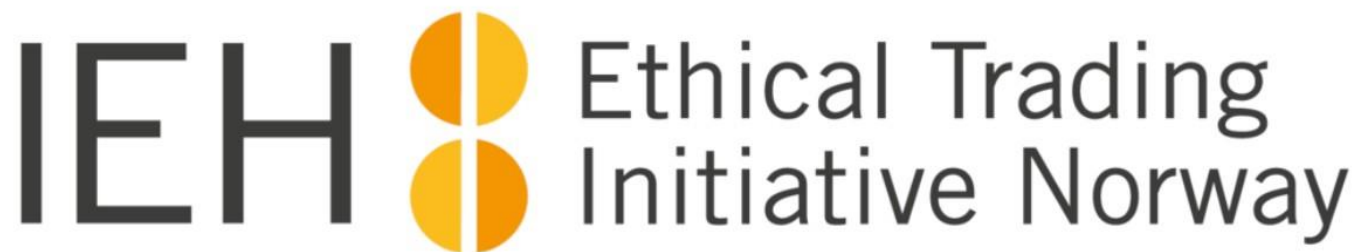
- Ethical Trade and Human Rights Policy
- Sound Sourcing Code of Conduct
- Sustainable Procurement and Supplier Policy
- Human Rights and Trade Policy
- Supplier Ethical Data Exchange (Sedex) Database
- City Hearts → paid work placements for victims of modern slavery
- Alliance “**Stronger Together**” → tools & guidance for suppliers to reduce forced labour and human trafficking
- Largest global convenience seller of **Fairtrade products**

Online Webinar – 10 December 2020



Members' Case Studies (4): Coop Norway

- **Founding Member of the Ethical Trading Initiative in Norway**
- **Code of Conduct through Coop Trading** which requires third party audits for suppliers from/in risk countries





Conclusions

- **The co-operative model is *per se* conducive to a high respect and uphold of HRR protection in VCs**
- HRR issues are often interlinked w/ **environmental ones**
- **BUT much remains to be done** for HRR to be fully respected in VCs. The solution encompasses:
 - Greater acknowledgement of the **positive impact of the co-op business model**
 - **Partnership** throughout the VCs, w/ other Institutional / non-Institutional stakeholders
 - Positive role of **tech** (e.g. blockchain)
 - **Communication** both internal & external

THANK YOU FOR YOUR ATTENTION!



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