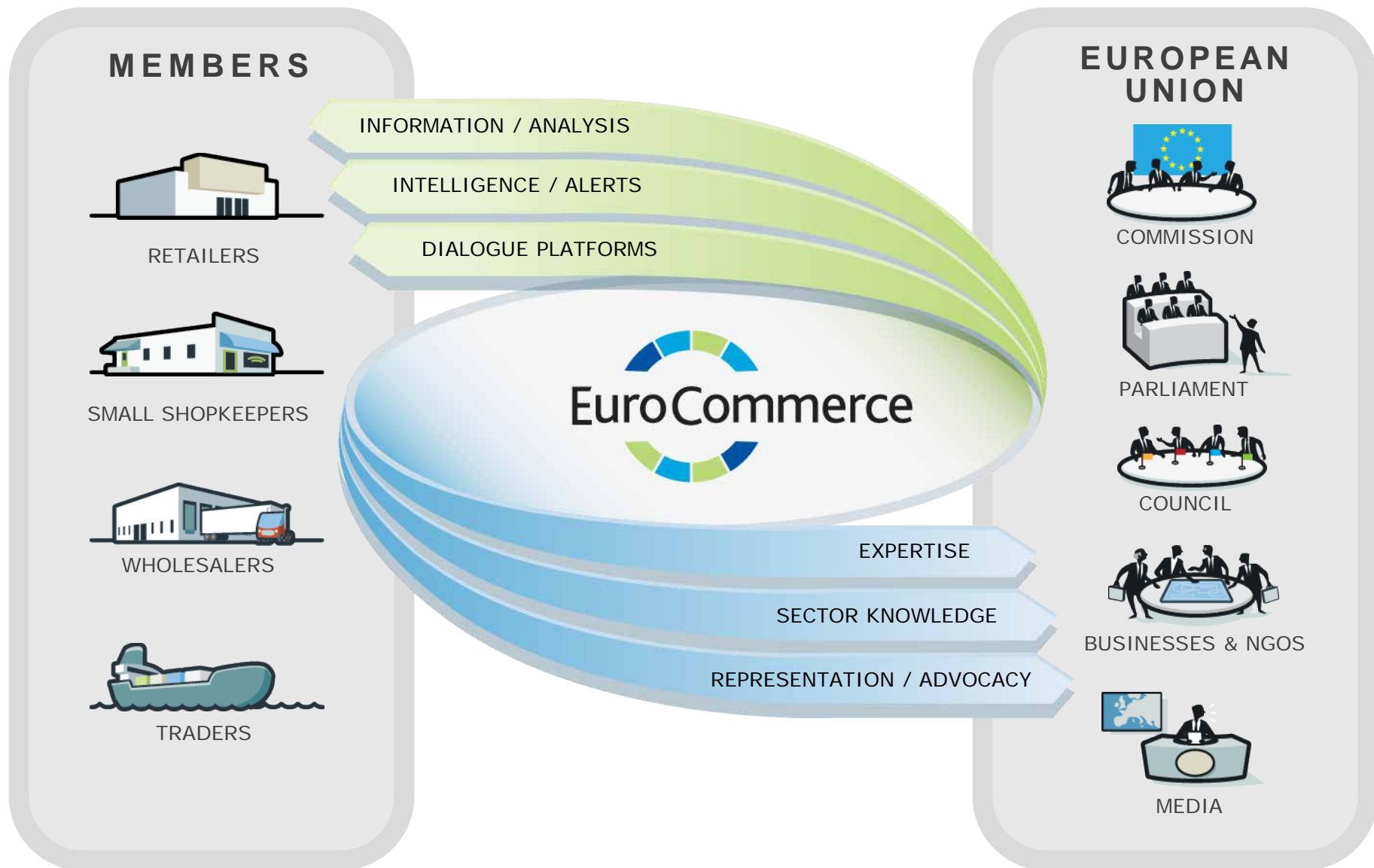




PRACTICAL EXPERIENCES OF VOLUNTARY APPROACH

CHRISTEL DELBERGHE | JUNE 2014

EUROCOMMERCE: OUR VALUE PROPOSITION



RETAIL AND WHOLESALE IS...



5,5 MILLION COMPANIES



MORE THAN 1 IN EVERY
7 WORKERS IN THE EU



10% OF GDP



INNOVATION

- Processes
- Products
- Experiences



AND IT PROVIDES...



Choice



Clear Product
Information



Convenience



Jobs



Affordability



Tax Revenue

Retailers' mission is to provide consumers

- with the right product
- at the right place
- at the right time
- at the best price



Retailer – Supplier Collaboration

- Crucial for stable supply of goods and services
- Drives innovation and improvement
- Extends choice to consumers AND delivers greater benefits to society
- Ensures long-term competitiveness of retailers and suppliers

The context of our action

- High Level Forum on a better functioning food supply chain
- European Parliament reports
- Green Paper on B2B unfair trading practices
- Experience at national level

EU level initiative developed by 7 EU level organisations to:

- Promote fair business practices in food supply chain as basis for commercial dealings
- Integrate principles of good practice into company day-to-day operations, and control their application
- Ensure companies address disputes in a fair and transparent manner



▶ Ten Principles of Fair Trading Practice

3 General Principles

1. Consumer Interests and sustainability
2. Freedom of Contract
3. Fair Dealing



7 Specific Principles

1. Written agreements
2. Predictability
3. Compliance with agreements
4. Information exchange
5. Confidentiality
6. Responsibility for risk
7. Justifiable request

Compliance with applicable laws including competition law

The commitments

1st commitment:

Respect the Principles

1. Consumer interests and sustainability
2. Freedom of Contract
3. Fair Dealing
4. Written agreements
5. Predictability
6. Compliance with agreements
7. Information exchange
8. Confidentiality
9. Responsibility for risk
10. Justifiable request

REMEDIES

Depend on dispute resolution option

2nd commitment:

Respect the process

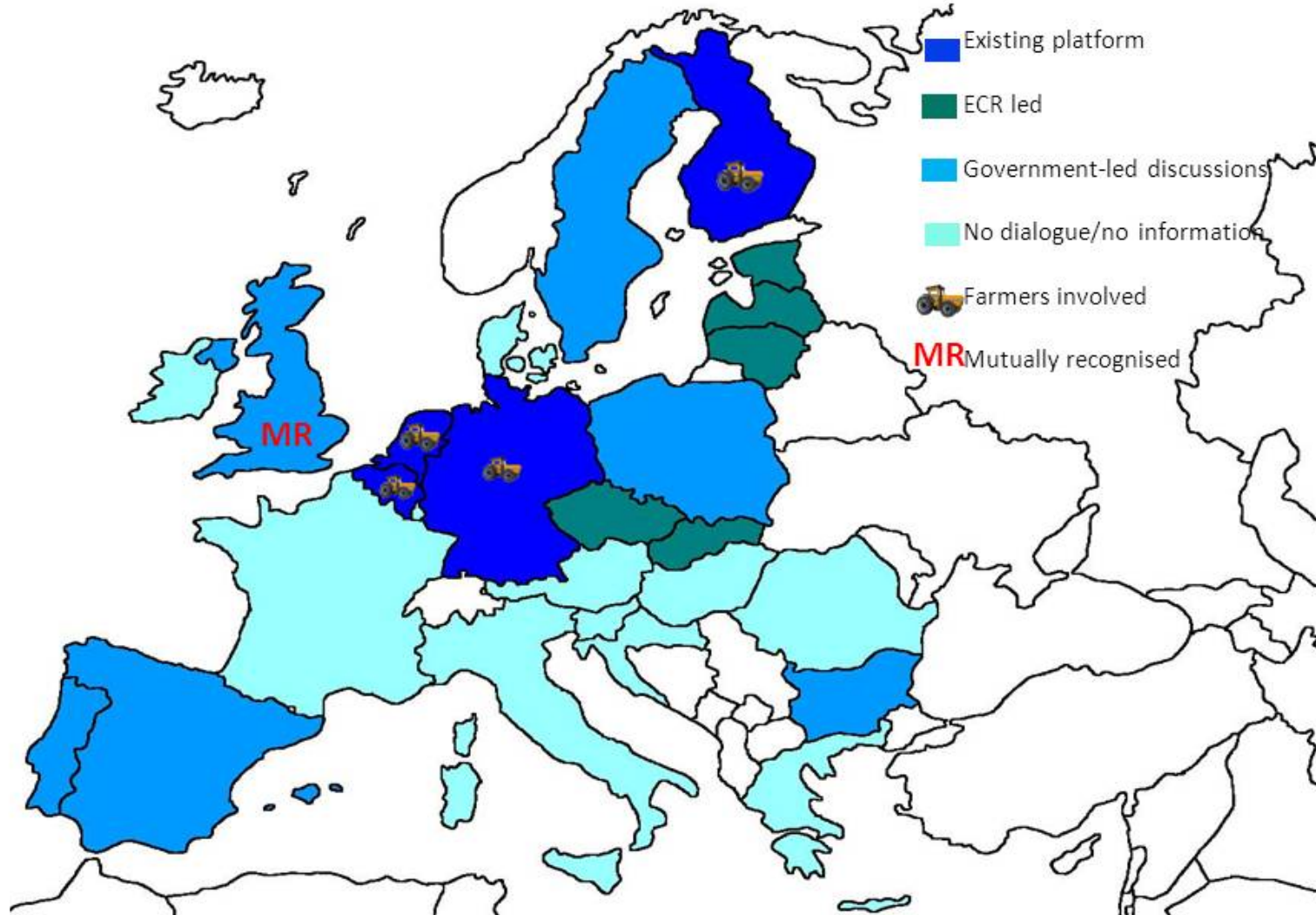
1. Registration by European CEO
2. Review and monitor compliance with Principles
3. Communicate internally, train staff for compliance
4. Inform business partners
5. Dispute resolution capability
6. Participate in surveys

REMEDIES / SANCTIONS

Proportionate and gradual
Decided by the Governance Group
(Rules of procedure)

Monitored by a Governance Group composed of representatives of the stakeholder associations

National platforms - Status on 14 April 2014



► Tools

- Website – www.supplychaininitiative.eu
- Self-assessment, Q&As, guidance, etc.
- E-learning in 8 languages
- SME Button



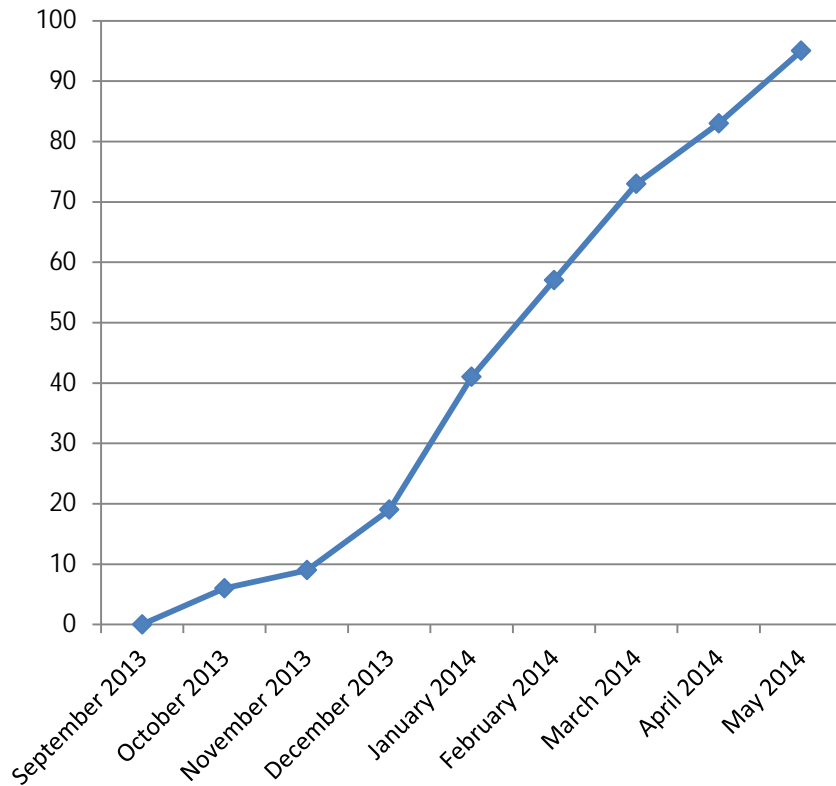
▶ Success achieved (12 June 2014)

	# companies
Total groups	95
Total SMEs	44
Total of operating companies	730
Geographical coverage	EU- 28
Additional groups with intent to register	67

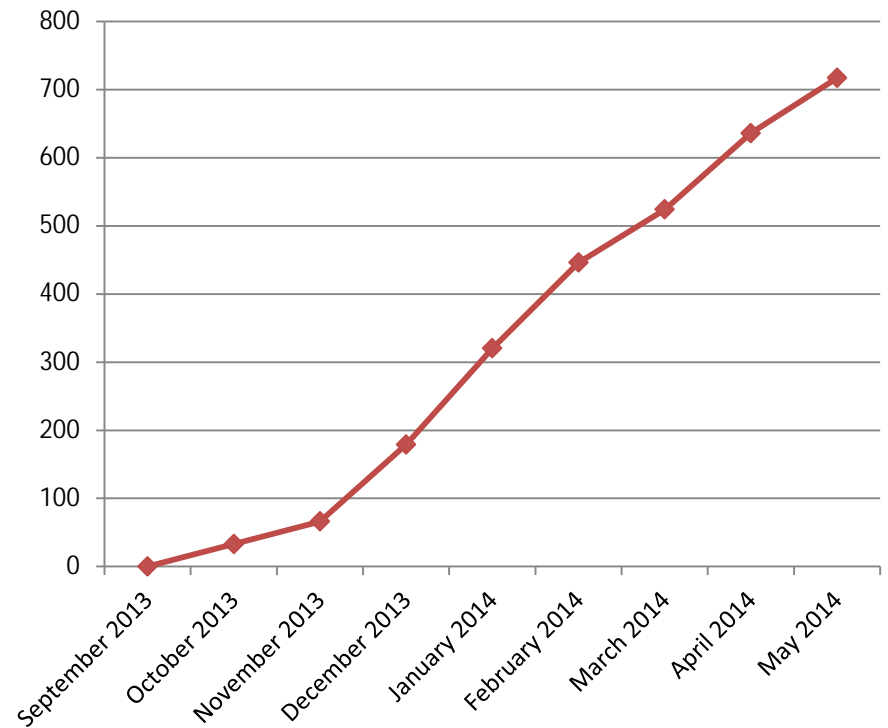


Progress made

Registered groups/companies



Registered national operating companies



Registered Retailers

METRO GROUP
MADE TO TRADE.



TESCO

 **Ahold**



DELHAIZE GROUP

SONAE

 **JERÓNIMO MARTINS**



TUKO
LOGISTICS



ICA
GRUPPEN


Superunie



 **SOK**

 **HÄMEENMAA**

 **Central Cooperative Union**
All together we can do more!



KESKO

JUMBO
supermarkten

Some registered Manufacturers



Coca-Cola

MARS



FERRERO

Mondelēz
International



MUNAKUNTA



Kellogg's



iberfruta®

Exotic Fruits

Cloetta



Columbus

FOODMARK

Rydbergs



ALMENDRAS LLOPIS SAU

PEIJNENBURG



kronos
Quality Canned
Fruit Products

Benefits of signing up

- Reputation
- Voluntary
- Speed
- Tailored
- EU-wide scope
- Transparency
- Support

To conclude

- Value of dialogue
- Give this process a chance
- Encourage more signatures, development of national platforms
- Review in due time on the basis of evidence



Together for good trading practices

More info:

<http://www.supplychaininitiative.eu/>