



# SUCCESS STORY [RETAILER]



## CARREFOUR FRANCE

Retailer brand EU Ecolabel products available throughout store locations

**Located:**

HQ – Massy Palaiseau, Ile-de-France, France

**Products sold/advertised in the EU:**

Paints and varnishes, laundry detergents, dishwashing detergents, all purpose cleaners, tissue paper

**Competent Body with which applications were made:**

French CB

**Interviewee:**

Ombeline De Villeblanche - Products Sustainability Manager

A RETAIL LEADER



- ★ Carrefour is the leading retailer in Europe and the second-largest retailer in the world, employing nearly 365,000 people. With more than 10,800 stores in more than 30 countries, in 2014 the group generated
- ★ €100.5 billion in revenue.
- ★ As a retailer with multiple locations and store formats, Carrefour is a partner for daily life. On a daily basis, Carrefour welcomes more than
- ★ 12.5 million customers to its stores around the world.

A RETAILER ECO STORE BRAND



- ★ "As a partner of COP21, we are committed to sustainable and responsible trade through our daily actions. Our Group's Corporate Social Responsibility approach is built on three pillars: fighting against waste in all its forms, protecting biodiversity, and working alongside company partners.
- ★ We actively promote responsible consumption, in particular through our Carrefour-developed EcoPlanet product line which provides our customers with the option to choose products that have a lower environmental impact.
- ★ EcoPlanet products are manufactured with the will to reduce environmental impacts. They are certified under third party ecolabels, such as the EU Ecolabel or other ecolabels such as NF Environnement and Blue Angel."

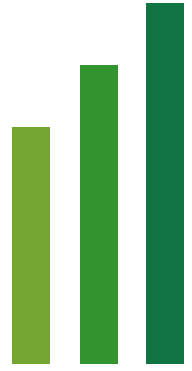
WHY THE EU ECOLABEL?



- ★ "We favour the EU Ecolabel for the EcoPlanet brand whenever the product group criteria exists as it has a quality guarantee and improved environmental product performance. Furthermore, its EU-wide validity is an advantage for companies like ours who operate in various European countries.
- ★ Within Carrefour France stores, consumers may find the EU Ecolabel logo on various awarded EcoPlanet products, including those within the following product groups: paints and varnishes, laundry detergents, hand dishwashing detergents, all-purpose cleaners and tissue paper product groups. In addition to Carrefour products, many EU Ecolabel products from other manufacturers' brand names are sold in Carrefour, which gives consumers even more variety to choose from products with a reduced environmental impact."

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### EC RETAIL FORUM COMMITMENTS

*"As a member of the EC Retail Forum, we made the commitment to promote organic products, European and national ecolabel products and other lines that contribute to sustainable consumption. Carrying EU Ecolabel products was a natural extension of that commitment".* ★★



### OVERCOMING OBSTACLES

*"The development of EU Ecolabel for new product categories is a challenge. More developments would help consumers easily find a highly-performing product with a reduced environmental impact, whatever the product category".* ★★



### MARKETING

*"Informing consumers about the EU Ecolabel is key. In store, the packaging of all awarded products prominently displays the EU Ecolabel logo; these EU Ecolabel products are sometimes highlighted in catalogues to ensure visibility for consumers."* ★★

*The EU Ecolabel logo is also promoted on our website: <http://www.pourmoipourtous.fr>, in order to inform consumers about the benefits and the guarantees of the label. We recommend consumers to choose products that have been awarded the EU Ecolabel and to come discover the EcoPlanet products in Carrefour France stores."* ★★



### ADVICE

*"The EU Ecolabel is a guarantee of the quality and the environmental performance of the product. We invite retailers to use this certification in order to increase its reputation with the general public, and to offer more and more environmentally efficient products."* ★★

*For more information about Carrefour France and EcoPlanet, please visit: <http://www.carrefour.fr/> and <http://corporate.carrefour.eu/EcoProducts.cfm>* ★★

