

# Helping consumers go greener

## Results of the Eco-Score trial at Lidl

Conference "Towards a harmonised Ecolabel for food in the EU",

Den Haag, 16 February 2023



We are Lidl

# In a nutshell



**100,8 bn.**  
Euro Sales\*



**over 12,000**  
Stores



**over 360,000**  
Employees



**31**  
Countries with stores

\*FY 2021

16.02.2023

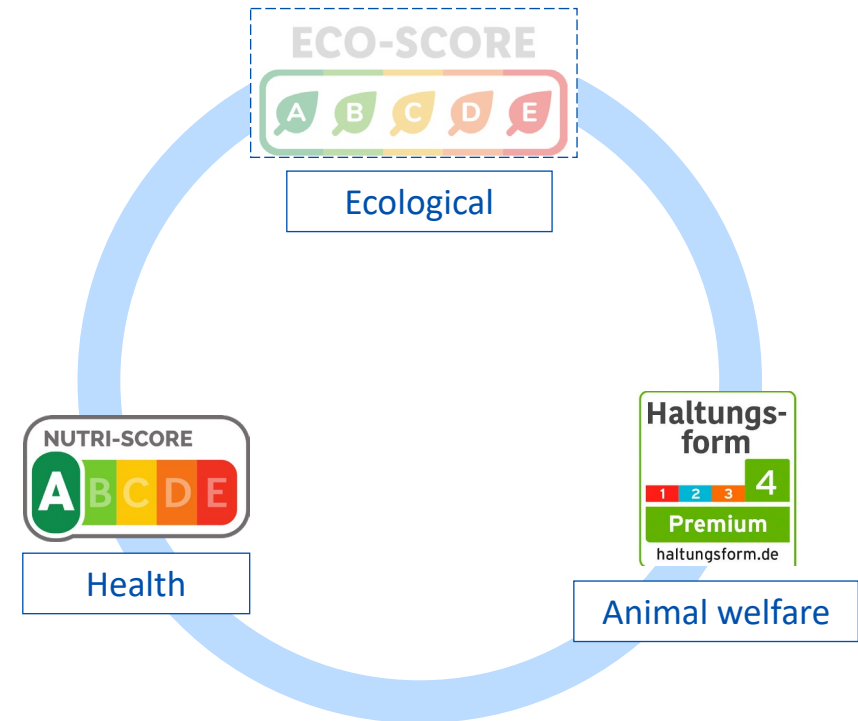
Helping consumers go greener

# What can be made transparent?

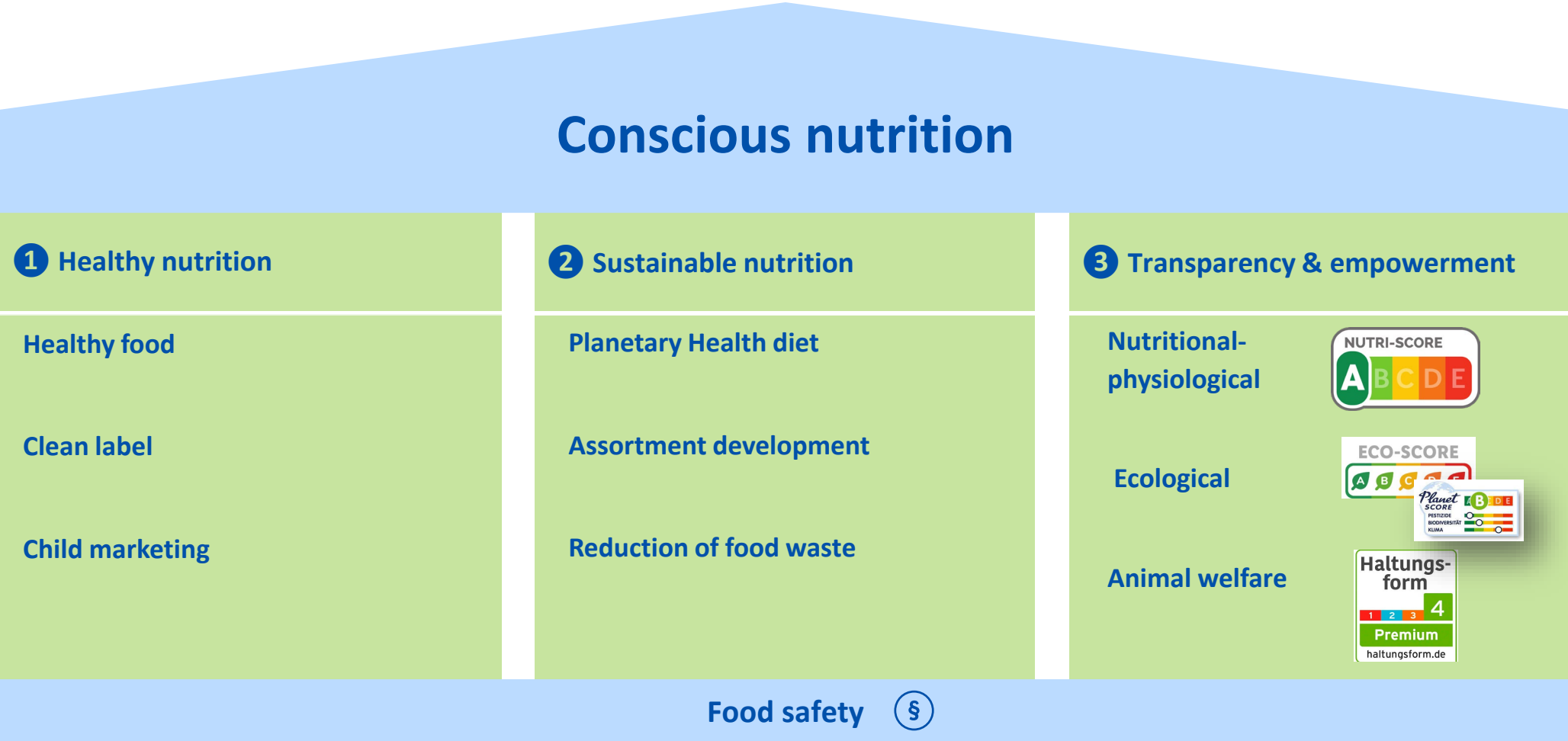


We will provide our customers with greater **transparency** on the **social**, **ecological**, and **health** related impacts of the products we sell by the end of 2025 so that they can **make informed decisions**.

## Sustainability dimensions



# Our strategy towards conscious nutrition



# Trial | Goals and strategy



## Goals

1

Initiate a debate on **sustainability labeling**

2

Review findings of Eco-Score pilot and verify feasibility

3

Promote **uniform labeling**



## Process



Add Eco-Scores to price tickets of **140 products** Coffee, tea, and dairy products



Trial taking place in **over 230 stores in Berlin**



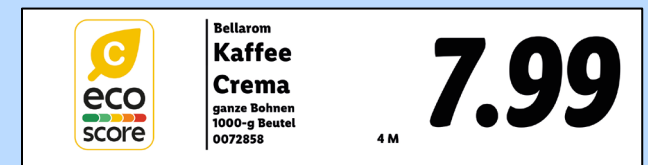
Trial launched in **week 23/2021**, ongoing



**Stakeholder dialogue, Lidl im Dialog and market research**



**Participating countries:** DE, AT, UK, NL, BE



# Trial | Evaluation

## Evaluation criteria

- Stakeholder feedback
- Sales
- Market research & customer survey
- International feasibility (country trials)

## Results

- Welcomed the discussion
- **No better approach** available for immediate implementation
- Some criticism expressed; desire to **further develop the methodology**

- **2/3 want sustainability labeling**
- More positive **perception of own brands**
- **2/3 would welcome introduction at Lidl**
- **64% believe that Eco-Score makes a positive contribution to sustainability**

- **1/3 confused Eco-Score with Nutri-Score**
- **Assessment criteria and structure of score are too complicated**
- So far **little impact on purchase decision**
- **37% expect to see label on packaging**

# Success factors for sustainability labeling



---

## Credible

- Scientifically sound
- Independently developed



---

## Harmonized approach

- Solution for the entire industry
- Harmonization within the internal market



---

## Clear labeling

- Easy to understand for customers
- Provide orientation
- Avoid confusion
- Drive sustainable consumption



---

## Fast implementation

- Be pragmatic
- To create transparency for customers as quickly as possible

# Thank You

**Malte Piontek**

EU Public Affairs Brussels

 +49 173 885 407 7

 [malte.piontek@mail.schwarz](mailto:malte.piontek@mail.schwarz)

