

A photograph of a person's hands gently touching the rough, textured bark of a tree trunk. The background is a soft-focus green forest. A semi-transparent green banner is overlaid on the image, containing the title and speaker information.

How Coop Denmark led national change on PFAS

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SEPTEMBER 2ND 2024

AGENDA

Brief Introduktion to Coop Denmark

Our Sustainability Strategy

Chemicals of Concern & Ways of Working

Our PFAS ban: It all started with popcorn

Campaign: Nykemilov.nu

Denmark bans PFAS in Paper and Board FCM

PFAS ban - from popcorn to frying pans

Concluding comments

Market share of 33%

— more than 1.000 stores all over Denmark



43. bil. DKK
in yearly revenue



nearly **40.000**
employees - and 900
enrolled in our trainee
programs



45.000
products



2.500
suppliers

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Our Sustainability Strategy

- Our sustainability strategy **Time to act** covers a range of initiatives
- The strategy is divided into 3 parts, and covers 12 key issues
- One of visions is that: **No one must be exposed to harmful substances**



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Chemicals of Concern & Ways of Working

Chemicals of Concern

- We collaborate with scientists, experts and NGO's on chemical issues
- We develop standards to prevent chemicals of concern such as PFAS, BPA, phthalates
- We have worked systematically to phase out PFAS from our assortment since 2014

Quality Control

- Our PFAS ban is described in our trade contracts
- We have an ongoing dialogue with our suppliers helping them to understanding and complying with our requirements
- We have a random sample testing program - risk-products are tested to ensure that they do not contain e.g. PFAS



Actions over the years - selected examples

1975: Coop launched the first hypoallergenic brand in the world

1991: Ban of PVC in all packaging

2003: Ban of PVC and known phthalates in most product groups

2004: Ban of substances suspected to be endocrine disruptor (cosmetics and toys)

2005: Total ban of the antibacterial agent triclosan

2008: Ban of all Candidate List Substances from the EU list of harmful substances

2009: Ban of 16 harmful phthalates

2010: Ban of BPA in baby feeding bottles

2014: Ban of PFAS in food contact materials

2015: Coop introduces the world's first PFAS free microwave popcorn

2016: Ban of Bisphenols in thermal paper and cans

2016: Ban of PFAS in textiles

2019: Ban of PFAS in all cosmetics, including branded goods

We are pushing EU Together with Global Brands



Dear Mrs. von der Leyen,

We, the companies signing this letter, want to encourage the EU Commission to deliver an ambitious revision of REACH as soon as possible. This is absolutely necessary for a more efficient regulation, as well as better support for chemical substitution and non-toxic circular economy.



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- In 2014 leading experts started to link the exposure of PFAS to serious health effects
- The Danish authorities also emphasized a need for increased awareness of the substances
- We banned PFAS in FCM of paper and board and started to phase it out
- We experienced one big challenge with microwave popcorn - it was simply not possible to find a microwave bag
- In May 2015 we removed microwave popcorn from our shelves



Our PFAS ban: It all started with popcorn



Tænk til Dansk Supermarked: - Hvor mange skal fødes med misformede testikler?



FODEVARER 19. MAJ 2015 KL. 15:03

Dansk Supermarked fortsætter salg af popcorn med hormonforstyrrende stoffer

Coop vil skåne kunderne for sundhedsskadelige stoffer i emballagen.



Le danois Coop interdit les composés fluorés dans tous les produits cosmétiques

9 MAR 2019
COPENHAGUE, Danemark
Egalement désignés par l'acronyme polyfluoroalkyle), les composés animaux et l'environnement. Plus

Coop Dänemark nimmmt sämtliche Kosmetika mit fluorierten Verbindungen aus dem Sortiment

KOPENHAGEN (Dänemark)--(BUSINESS)--Fluorierte Verbindungen werden auch als per... Alkylverbindungen (PFAS) bezeich... Menschen, Tiere und die Umwelt zu schädigen... endokriner... Fehlgeburten, einem... Föten in Ver...



The Danish Coop Bans Fluorinated Compounds in All Cosmetics

The Danish Coop bans fluorinated compounds in all cosmetics

Saturday, March 9th 2019, 6:04 AM EST

Updated: Saturday, March 9th 2019, 6:04 AM EST

Danska Coop stoppar PFAS i hudprodukter

KONSUMENT
TT
I Danmark har matvarnmyndigheten Coop beslutat att stoppa försäljningen av smink, hygieniska hudkrämer som innehåller högflourerade ämnen, PFAS. Forskning visar att de här ämnena kan påverka vår hälsa och miljö, motiverar kedjan pressmeddelande.
I Sverige har inget liknande beslut fattats.
-- Danmark har gått lite före oss. Vi är två olika företag som tar olika beslut. Ibland ibland är vi det, säger Tobias Rydberg, presschef på Coop i Sverige.
I Sverige är Coops egna produkter fria från PFAS, men kosmetika från andra märken innehåller ämnena.

HB 2658 PERFLUORINATED CHEMICALS 1/23/18

ERIKA SCHREDER
TOXIC-FREE FUTURE
HOUSE ENVIRONMENT COMMITTEE



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Campaign: Nykemilov.nu

- In 2017 we wanted to take our work to the next level. Basically, we wanted to change the legislation
- We created the campaign Nykemilov.nu – a direct campaign to the members of the Danish Parliament
- On social media we sparked the debate on the problem with chemicals of concern
- Together with experts we prepared a complete proposal for a bill against chemicals of concern



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 POLITIK

Regeringen vil forbyde farlige stoffer i bagepapir

Det skal være slut med at bruge fluorstoffer, der hjælper med at afvise smuds og vand, mener regeringen.



Fluorstoffer skal være forbydt i mademballage, mener fødevarerminister Mogens Jensen (S). (Foto: Niels Christian Vilmann © Ritzau Scanpix)

01. SEP. 2019 KL. 23.58 | OPDATERET 02. SEP. 2019 KL. 09.26
BEMÆRK: ARTIKLEN ER MERE END 30 DAGE GAMMEL

 LÆS OP

Når produkter som madpapir, muffinforme og paptallerkener er gode til at afvise vand og snavs, skyldes det ofte såkaldte fluorstoffer.

Men stofferne er ifølge flere danske forskere og organisationer meget skadelige, og derfor vil regeringen forbyde stofferne i mademballage. Det skriver [Politiken](#)



**Ministry of Environment
and Food of Denmark**
Danish Veterinary and
Food Administration

Ban on fluorinated substances in paper and board food contact materials (FCM)

Fact sheet, June 2020

Fluorinated substances constitute a large group of chemical substances that are persistent and some of them accumulate in humans and animals. Several of the substances are suspected of being carcinogenic, harmful to the immune system and endocrine disrupters. They can be used to make the surface of food contact materials (FCM) of paper and board fat and water resistant (e.g. cookie sheets, food paper and fast food packaging). Only a few of the substances have been risk assessed by the European Food Safety Authority (EFSA). There are no specific EU limit values for the migration of chemical substances from paper and board to food.

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- 2014:** Coop Denmark bans PFAS in food packaging and takes microwave popcorn off the market. Coop introduces the world's first PFAS free microwave popcorn
- 2016:** Coop bans PFAS in outdoor clothing, snowsuits, textiles and home textiles
- 2017:** Coop Denmark is launching the campaign Nykemilov.nu and urge the Danish Parliament to ban PFAS in food contact materials
- 2018:** The state of Washington (US) bans PFAS - inspired by Coop Denmark's ban of PFAS
- 2019:** Coop bans PFAS in cosmetic products and personal care products from all trademarks
- 2023-24:** Coop Denmark is working with our suppliers to find alternatives to PFAS in frying pans and kitchen appliances
- 2024:** Stay tuned....



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- We have learned over the years that it is possible to produce packaging and goods without PFAS. It is also our experience that, when you ban PFAS or other harmful chemicals, positive innovation happens
- We are always happy to share information and advice on the successful work you have led in Denmark to stop the use of PFAS
- In a world of powerful industries and where legislation can be several of years in the making, we need responsible companies
- Denmark is a small country, but we can still influence change by showing the way for other companies
- We are glad and proud of the fact that our ambitions and initiatives have had a positive impact well beyond Coop, well beyond Denmark

A photograph of a young child with curly hair, wearing a light blue tank top and brown pants, walking away from the camera through a field of tall, golden-brown grass. An adult, wearing a blue and white striped shirt, is walking slightly ahead and to the right of the child. The scene is brightly lit, suggesting a sunny day. The text "Thank you for your attention" is overlaid in white, bold, sans-serif font across the middle of the image.

Thank you for your attention