

Colruyt Group's newly certified Green-score strengthens trust in the label indicating the environmental impact of products

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An important step in strengthening the credibility of the Green-score.

Halle, 28 September 2026 – Colruyt Group's Green-score, the label that helps consumers better understand the environmental impact of products, is taking another important step today: it has received independent certification in line with the new legal requirements for environmental labels. As the Green-score is now a **privately certified label**, it fully complies with the new European EmpCo legislation, further strengthening its credibility.

At the same time, Colruyt Group is renaming its loyalty programme in the Xtra app **"Every Step Counts"**. The objective of this programme, which is based on the Green-score, remains unchanged: to turn sustainable choices into tangible impact. Today, five years after its launch, the Green-score is visible on more than **4,800 private-label products and 11,000 national-brand products**, in stores, on Boni packaging, and on the websites and apps of Colruyt Group brands.

Making more sustainable choices during everyday shopping is not always easy. Since 2021, the Green-score, formerly known as the Eco-score, has helped consumers better understand and compare the environmental impact of products in their supermarket.

Based on a product life cycle assessment and several complementary criteria, products are assigned a score ranging from **A+ to F**. The aim is to make environmental information more accessible and help consumers make better-informed choices in their daily lives.

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From the end of September, the Green-score complies with the new legal requirements for environmental labels. This independent certification strengthens the credibility of the Green-score and guarantees consumers transparent and verifiable information, based on its established methodology.

This methodology was developed by an independent consortium, and Colruyt Group obtained a licence in 2021 to roll it out in Belgium.

Making a more sustainable choice in the supermarket does not only benefit the environment. Through the **Every Step Counts** loyalty programme in the Xtra app, customers can earn points when choosing products with a Green-score of **A+, A or B**.

These points can then be redeemed in the Xtra app and turned into tangible impact: supporting a Colruyt Group Foundation cause related to the environment, society or health, receiving a free product in one of Colruyt Group's stores, or taking part in an inspiring webinar free of charge. Customers can also redeem their accumulated points for a **one-day pass at Jims**. Last year, customers supported the various causes **more than 65,000 times** in this way.

This approach is part of Colruyt Group's ambition to encourage positive behaviour and make

sustainable choices even more tangible for its customers.

Veerle Poppe, responsible for the Green-score at Colruyt Group, explains:

*"One in three consumers wants to make more sustainable choices, but comparing the environmental impact of products is not always easy. With the Green-score, Colruyt Group provides them with a simple and transparent tool to better guide their everyday purchases. This new certification further strengthens trust in the label. By integrating the Green-score into the **Every Step Counts** loyalty programme in the Xtra app, we are taking things a step further: customers who make more sustainable choices can now turn their points into tangible impact, for example by supporting a good cause, discovering an inspiring initiative or enjoying a benefit."*

The Green-score is based on an open and transparent methodology. Colruyt Group also encourages brands and suppliers to share their data, so that the environmental assessment of products can be further refined and the environmental information available to consumers can continue to improve.

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