

# MICROS COOP KOOP

How can foodcoops be designed to make sustainable food accessible and foster sustainable nutrition?

**STRONG COMMUNITIES MAKE SUPERMARKETS OBSOLETE**

## Swiss Foodcoop Network

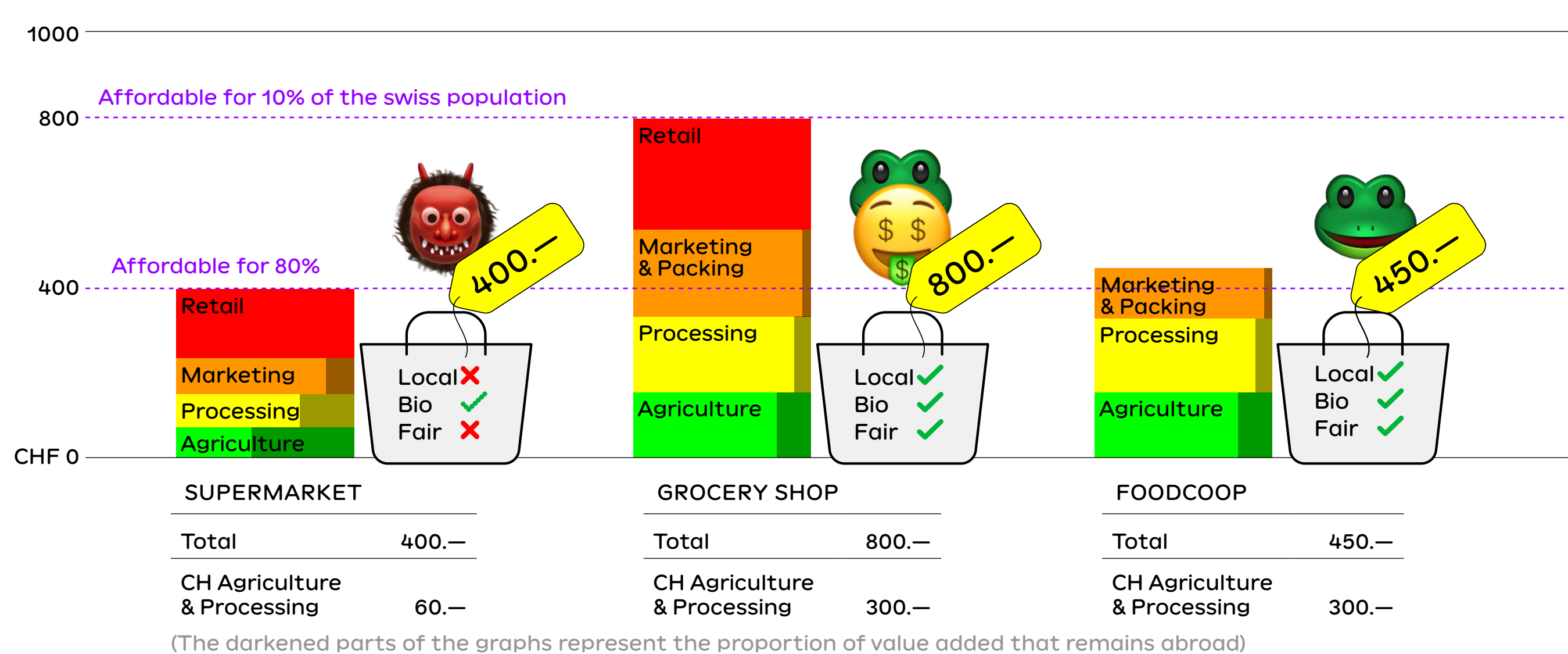
A scalable and simple model for food cooperatives in Switzerland. Florian Jakober, Institute of Design Research, HKB, BFH

### PROBLEM

Climate-friendly nutrition: Everyone knows how it works, but faces two major challenges:

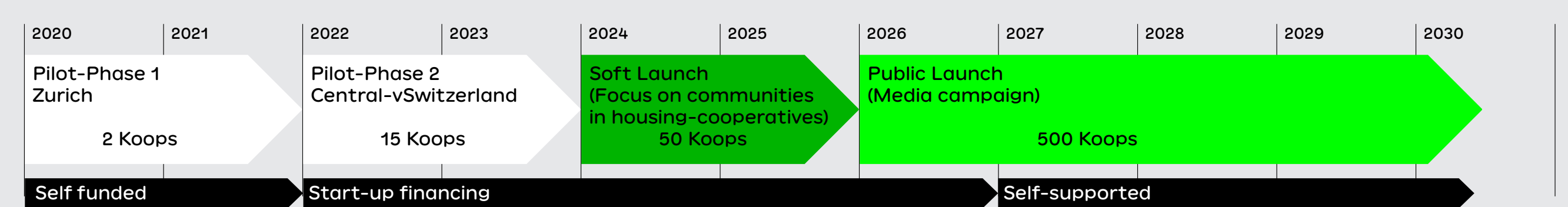
- high retail-prices
- Lack in household skills & established eating habits.

### COST STRUCTURE OF SWISS FOOD RETAIL



### PROJECT

With the association „Foodcoops for All, we are collecting funding to build and test our platform. Already in the pilot phase, we have doubled the number of foodcoops in Switzerland. In 2025 we are launching a soft launch to scale up to 100 foodcoops and thus become self-sustaining through Membership fees.



### CURRENT STATE

- 17 Pilot-Koops with 600 Households
- 180 Distributions
- 25 General assemblies
- 300'000 CHF Sales
- 70 Interested locations for the soft launch

### SOLUTION

Foodcoops solve both: Cut costs in half and create communities to exchange knowhow for household and nutrition. But until now, foodcoop are remote, time consuming, and a financial risk. How do our easy and accessible foodcoops / Koops work?

#### KOOPS

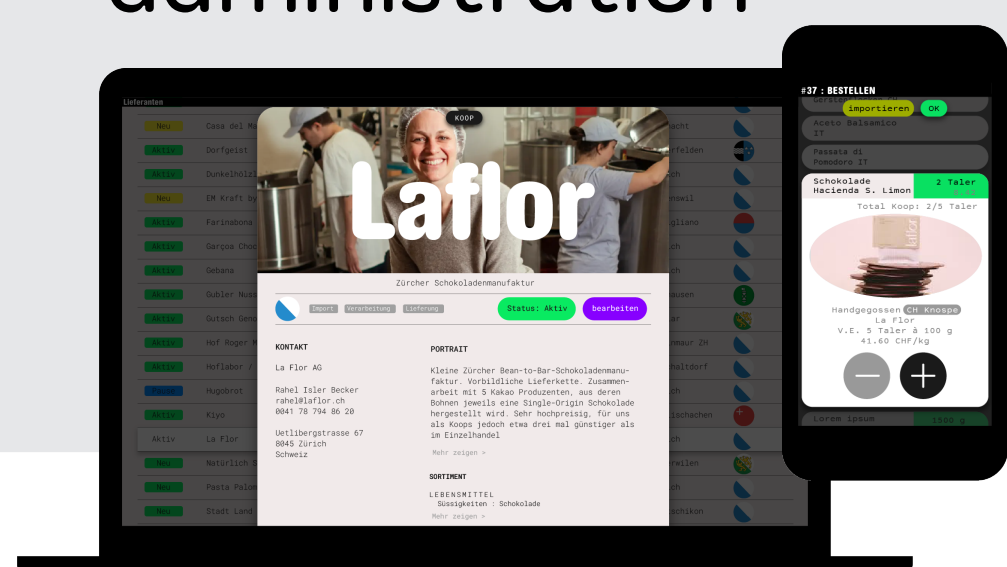
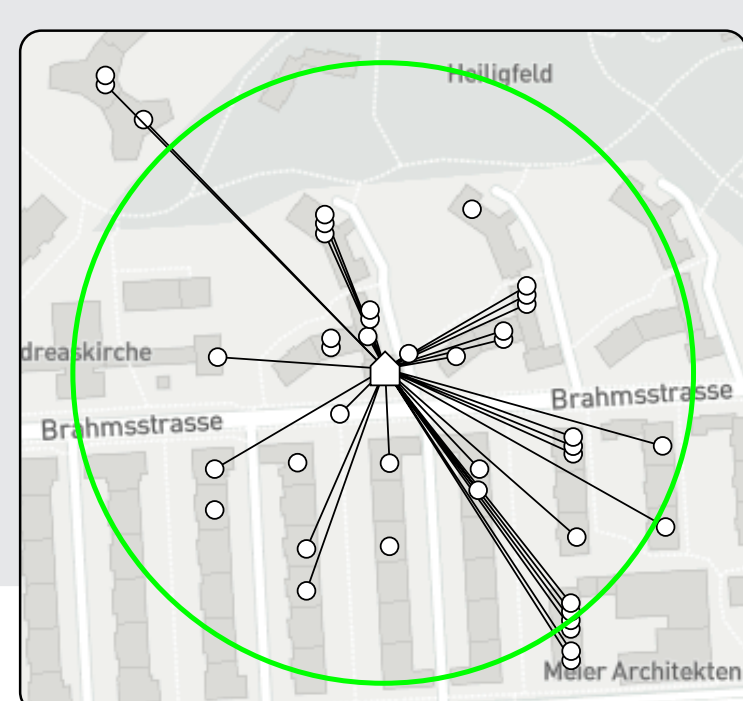
- 100 m Radius
- 40 Households
- 0.- Fixed costs

#### APP

- Ready to use
- Shared supplierbase
- User friendly and automated administration

#### STARTERKIT

Step by step instructions and templates



### GOAL & IMPACT

## 500 KOOPS FOR SWITZERLAND UNTIL 2030

#### Environment

- 25'000 t CO2 saved per year (food-footprint)

#### Society

- 500 revived neighborhoods
- 100'000 people confident to fight crisis

#### Economy

- 2% growth and better deals for organic agriculture