



Super Supermarkt Keurmerk

Annual review 2020



The Super Supermarket Certification (SSK) is the certification for independent SME food retailers who are both locally and socially involved. Retailers with the SSK certification take sustainability into account, in the broadest sense of the word, with their entrepreneurship. For example sponsoring local (sport)clubs, the commitment to the fight against food waste, applying energy efficiency measures and providing regional products in cooperation with regional producers, farmers and growers. In this annual review you can read how SSK certified entrepreneurs expressed the local and social added value in 2020.

Coronavirus crisis requires resilience

The year 2020 is inextricably linked to the coronavirus crisis. SSK entrepreneurs and employees have also had to show resilience in these challenging times on many fronts. And they have done so in many ways. For example, the shops were equipped with safety screens, direction indicators and sanitizing stations at breakneck speed. Numerous hosts have taken on an important role at the entrance of the shop. Everything was done to make sure the shelves were filled again. Also fellow entrepreneurs who were struggling were taken into consideration. That too is involvement both locally and socially.



At the end of 2020 there were 230 Dutch supermarkets that carried the Super Supermarket Certification. 51 supermarkets were (re)certified in 2020.

Festive presentation

Awarding a new certification is a festive moment. Entrepreneurs receive the certification from Harrie ten Have, chairman Vakcentrum, in the presence of the mayor or councillor. If a physical presentation was unfortunately not possible, due to the current measures, extra attention was paid to this online.

A supermarket is tested on

no fewer than 60 criteria

to obtain the SSK certification



Activiteiten

Landelijke Opschoondag (Dutch Clean-up Day)

Keeping the shopping environment clean is in line with the SSK theme 'Waste collection and reduction'. Entrepreneurs and their team are annually called upon to participate in the Landelijke Opschoondag organised by Nederland Schoon. It was possible for SSK participants to request a recycle bin free of charge with their company name and SSK logo. The Landelijke Opschoondag has not taken place this year but the recycle bins were provided.

Preventive blood pressure measurement

After a very successful campaign exclusively at SSK supermarkets in 2019, it was meant to be organised again. All preparations had been done along with the Heart Foundation. The campaign, which was planned in May, was unfortunately cancelled. This campaign will be launched again once physical contact is responsible again.



Waste-free week

Everyone is encouraged to reduce food waste as much as possible during this national campaign week. SSK supermarkets received a pack of 'Cool stickers' which have storage freezer advice from the Dutch Nutrition Centre. The SSK Foundation also daily posted waste tips on the social media accounts during this theme week.



Campaign Added Value

The independent entrepreneur offers added value. This certainly applies to SSK certified entrepreneurs. Lots of them participated in this campaign of the Vakcentrum. A campaign in which numerous of unique examples and compliments have been collected.



Week against loneliness

'Connection' is the main focus during the Week against Loneliness. It has been difficult to organise a physical meeting this year but yet again attention has been paid to this theme.

Dutch Food Week

This national theme week is all about enjoying food, food production and innovation. The SSK supermarkets' distinctive product selection, the local products on the shelves and information regarding the origin of the products is in line with this week.



Alzheimer's

Coping well with customers who suffer from dementia is also an important theme. A number of SSK entrepreneurs shared their very personal experiences and an online training on coping with these customers has increased awareness.



Stichting SSK werkt samen met:



The SSK is developed by branch organisation Vakcentrum together with the independent research organisation TNO. TNO advises SSK Foundation how to keep their certificates and innovations up to date and therefore maintain sustainability for the branch.

Advisory board

The SSK Foundation is assisted by the advisory board, a group of specialists with expert knowledge of the SSK related areas. The following are members of the advisory board:

- **Rob Benjamins, chairman**
director/partner Brand and Business Architects;
- **drs. ing. Henk Gianotten**
former director Panteia/EIM;
- **prof. dr. ir. Kitty Koelemeijer**
professor Marketing at Nyenrode Business University and director of the department Marketing and Supply Chain Management;
- **Ruud Koornstra**
Director Tendris Holding, sustainable entrepreneur;
- **drs. ing. Jan-Peter Müller**
managing director Müller Fresh Food Logistics;
- **mr. Peter Vogelzang**
Supervisory board Royal Dutch Football Union
- former police chief of Utrecht;
- **prof. dr. Gerard Zwetsloot**
former specially appointed professor at Nottingham University and senior investigator and counsellor at TNO Quality of Living.



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