

# Award honours for Czech Confederation of Commerce, Jerónimo Martins, Lidl, REWE Group, SPAR Austria

EuroCommerce celebrates retailers and wholesalers' projects in Digitalisation, Sustainability, Skills and Community engagement in award ceremony in Brussels.

EuroCommerce organised for the first time a Future of European Commerce awards, celebrating companies and associations for innovative projects in four categories: Digitalisation, Sustainability, Skills and Community engagement.

[The 2023 winners](#) impressed the jury with their ingenuity, their impact and their forward-looking initiatives, to improve their impact on the environment, and to maximise their contribution towards supporting their local communities:

### Category: Community Engagement

- [Czech Confederation of Commerce and Tourism](#)

The Czech Republic reacted swiftly to the Russian invasion of Ukraine by taking in half a million refugees. The Czech Confederation of Commerce and Tourism played a key role in providing humanitarian aid to more than 50.000 people in the first month, supporting Ukrainian employees and facilitating training and access to employment for refugees.

### Category: Digitalisation (2 winners)

- [SPAR Austria group](#)

SPAR's transformation initiative, 'Fruit and Vegetables 3 Days Fresher', involved 160 experts in IT, process management, assortment and quality assurance. Powered by AI, the project has revolutionised planning, sourcing and delivery processes.

- [Rewe Group](#)

REWE's Pick&Go redefines grocery retailing with seamless, automated checkouts. Customers register, make their purchases and leave the shop without needing to remember scanning their products, thanks to the cutting-edge camera and sensor technology that tracks purchases.

### Category: Skills

- [Jerónimo Martins Group](#)

The Portuguese Incluir programme promotes the employability of marginalised groups – including people with disabilities, those at social risk, migrants and refugees.

### Category: Sustainability

- [Lidl Bulgaria](#)

Lidl Bulgaria's "You and Lidl" initiative, tackled regional disparities, collaborating with NGOs, by focusing on transparency and by supporting 119 community projects benefiting more than half a million Bulgarians.

*"The award winners are a source of inspiration to us all and great examples for successfully turning challenges into opportunities"* said Juan Manuel Morales the President of EuroCommerce.

*"Against the backdrop of the climate and energy crisis, war on Europe's borders, and inflation, the 50 projects put forward for the awards demonstrate our sector's commitment towards positive change"* Morales added.

Entries for the awards were evaluated by an independent jury of seven, made up of representatives from NGOs, media, the European Commission and the European Parliament which included: Dita Charanzová, Vice-President of the European Parliament; Christophe Leclercq, Founder of EurActiv; Juan Manuel Morales, President EuroCommerce; André Sobczak, Secretary General, Eurocities; Ester Asin Martinez, Director, WWF European Policy Office; Kristin Schreiber, Director, DG Grow, European Commission and Monique Goyens, Director General, BEUC.

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### Note to editors:

The Future of European Commerce Awards celebrate European retail and wholesale innovation in the fields of sustainability, digitalisation, community engagement and skills. The awards are organised by EuroCommerce, the association representing retail and wholesale across Europe. Award winners showcase cutting-edge developments in retail and wholesale that illustrate the sector's transformation and its engagement with local communities. This is the first edition of its kind.

Find out more about all nominated projects on our website: [Future of European Commerce Awards 2023 - EuroCommerce](#)

All photos can be found here:

<https://flic.kr/s/aHBqjB4SzJ>

If you seeks specific award ceremony photos, please contact: Daniela Haiduc, [haiduc@eurocommerce.eu](mailto:haiduc@eurocommerce.eu); Mob: +32 473 562 936

Connect with us at [www.eurocommerce.eu](http://www.eurocommerce.eu) or by following our [Twitter](#) or [LinkedIn](#) accounts.

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**EuroCommerce** is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 27 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of business and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.