



## Local and social involvement entrepreneurship



## Sustainable and distinctive: the Super Supermarket Certification Mark

“People, Planet and Profit. These are the three pillars of corporate social responsibility. You are probably already doing a lot regarding this area. But do your customers know that? Corporate social responsibility contributes significantly to how satisfied supermarket consumers are with their supermarket. In 2012, Vakcentrum developed a responsible business certification mark especially for independent food retailers: the Super Supermarket Certification Mark. A certification mark that allows your customers to immediately recognise that you are a locally responsible entrepreneur. A certification mark that allows you to give your business a distinctive profile and sustainable customer loyalty. The customer who buys from you knows that he is making a responsible shopping choice. That feels good. And this pays off, is the experience of the independent supermarket entrepreneurs with the SSK certificate.”



mr. Patricia E.H. Hoogstraaten,  
managing director Vakcentrum

### The power of local commitment

An independent entrepreneur who is fully involved in society is by definition sustainable. Sustainability starts with social involvement and that is usually what independent entrepreneurs are good at. For example, as a sponsor of the local football club or as an employer with a social face. In addition, many independent entrepreneurs are consciously concerned with sustainability. They include sustainably produced items in their product selection, implement green energy and apply energy-saving measures in their company, such as LED lighting and energy-efficient cooling systems. If independent entrepreneurs do not often play a pioneering role in the chain by making environmentally friendly agreements with suppliers and logistics partners, then recycling and waste reduction are high on the agenda.

### Are you also eligible for the SSK Certification Mark?

The Super Supermarket Certification Mark is a label for independent supermarket entrepreneurs. This certification mark indicates more clearly what you do in terms of responsible entrepreneurship and how you distinguish yourself from other supermarkets. The starting point for the certification mark is the things you already do. Vakcentrum is happy to advise you on points where you do not (yet) meet the criteria. Experience has shown that entrepreneurs underestimate the level of their socially involved entrepreneurship, because it is already so normal for them. Obtaining the certification mark gives SSK certificate holders a clear incentive to dot the i's and cross the t's and innovate.

## Independent and objective

The certification mark is carried out by the SSK Foundation.

The foundation is assisted by two institutions:

- **The Certification Board:**  
awards the certification based on the audit reports provided by independent external auditors.
- **The Advisory Board:**  
supports the certification in terms of its content.

## The benefits of the SSK Certification Mark:

- As a local responsible entrepreneur you distinctively position yourself and strengthen customer loyalty;
- You are a fully-involved and valued contact for local authorities;
- You embed responsible entrepreneurship in your business operations in a structural, profitable manner;
- You benefit from the expertise of Vakcentrum and TNO and are informed about the newest social and technical innovations in the field of sustainability;
- You can also benefit from an interest rate discount at the Rabobank or the ABN Amro;
- Vakcentrum supports the Super Supermarket Certification Mark with innovative communication tools.

## The 7 criteria

After thorough investigation, Vakcentrum has developed seven sectorspecific criteria based on the ISO 26000 guidelines:

- ✓ **Local involvement**  
good relationship with the consumer and their environment, special facilities, active involvement in associations, sponsorship;
- ✓ **Stimulating personnel policy**  
sustainable employability, social employership;
- ✓ **Distinctive product selection**  
sustainable and local produced products;
- ✓ **Sustainable energy**  
economical lighting and cooling systems, environmental footprint, sustainable buildings, reuse energy;
- ✓ **Smart logistics**  
reduction of noise nuisance, shop accessibility;
- ✓ **Safe environment**  
careful procedures, safe working and shopping environment;
- ✓ **Conscious waste reduction**  
preventing food waste, circular economy.



***“The certification mark shows that the SSK supermarket invests in local responsible entrepreneurship.”***



# Visualise your strengths: Apply today for the Super Supermarket Certification Mark!

The application procedure is as follows:

- Step 1:** Apply for the Certification Mark from Stichting Super Supermarkt Keurmerk (SSK);
- Step 2:** Complete the digital questionnaire regarding the status of each of the criteria. Based on this, Stichting SSK will assess whether qualify for a certification audit;
- Step 3:** One of the auditors will visit you to qualify and verify your data;
- Step 4:** The auditor will draw up a report that – if your scores on all main components are sufficient – is submitted to the certification board;
- Step 5:** Official certification; after a positive evaluation, you will receive the Super Supermarkt Keurmerk certificate for a period of two years.
- After certification:**
- Step 6:** You now know that your business practices are demonstrably sustainable and responsible and communicate this in all kinds of ways;
- Step 7:** After 21 months you must submit an application again.

## Informing customers through national and regional publicity

The Super Supermarket Certification Mark gives the opportunity to distinctively position yourself in relation to your customers and local authorities, but this positioning must of course be well known.

You play an important role in this: after all, you have regular contact with your customers.

The communication tools for the regional and local media, as well as the in-store publicity, will be provided to you in draft form.

## SSK in publicity

**JUMBO KOORNEEF IN SCHEVENINGEN, NAALDWIJK EN LEIDSCHENDAM ONTVANGT HET SUPER SUPERMARKT KEURMERK**

De vijf Jumbo Koornneef van de Houten in Scheveningen, Jumbo Koornneef Foodmarkt Westland in Raaijwijk en Jumbo Koornneef Foodmarkt Hall of the Netherlands in Leidschendam. Ondernemer Edward Koornneef ontving het keurmerk op dondag 24 augustus in aanwezigheid van Pieter Vankamp, wethouder gemeente Westland, en van Gielken, wethouder gemeente Leidschendam-Voorburg en zijn volledige managementteam. Dit van zijn winkel hebben onder het keurmerk mede behaald. Het SSK is een keurmerk voor zelfstandige supermarktondernemers die zich bijzonder inzetten voor de leefbaarheid in en rondom hun supermarkt.

**Lokaal en duurzaam ondernemen**

Met het ontvangen van het Super Supermarkt keurmerk hebben Koornneef en zijn medewerkers bewezen dat ze zich inzetten voor hun duurzame keuzes op tal van terreinen. Hun winkel staat voor de buurt en buurten, hun relatie met de omstandigheden van de medewerkers, maar ook veiligheid, energiebesparing, afvalreductie, assortiment, transport en logistiek. Deze duurzame ondernemer is a.g. gerecertificeerd door hun grote inzet op het thema duurzaam ondernemen, het aanpakken van een sterke professionele organisatie, maar ook hun lokale betrokkenheid voort hoog, want hoewel de winkel gerecertificeerd zijn in een streek, is het de ondernemer toch veel op het gebied van het sociaal en milieubewustzijn.

**Mijlpaal voor Super Supermarkt Keurmerk**

HAARLEM/HOOFFDORP - Nederland kent binnenkort driehonderd supermarkten met het Super Supermarkt Keurmerk. Jack Hofman krijgt op 30 januari het keurmerk uitgereikt voor zijn Jumbo-winkels in Hoofddorp en Haarlem.

**Jumbo Binnink is Super Supermarkt**

Preestig keurmerk voor Leidschendamse winkel

Door Dina Quint

**Jumbo Koolstra in Leeuwarden ontvangt het Super Supermarkt Keurmerk**

WOERDEN - De twaalfde winkel van Jumbo Koolstra is onderscheiden met het Super Supermarkt Keurmerk (SSK), het gaat hier om de tweede winkel in Leeuwarden, Schiedamschen Oudekerk. Ondernemer Erik Koolstra ontving het keurmerk op 27 maart 2025 in aanwezigheid van de heer Eijl Janssen, wethouder gemeente Leeuwarden.

**Albert Heijn Beekman & Beekman in Bergeijk ontvangt het Super Supermarkt Keurmerk**

Bram de Jong, voorzitter Stichting Super Supermarkt Keurmerk en Patrick Beekman van Albert Heijn Bergeijk.

**Twee SSK-erkenningen bij Jumbo en AH**

LEEUWARDEN/NIJEUWENHORN - Jumbo Koolstra en Albert Heijn Brouwer hebben het Super Supermarkt-keurmerk (SSK) in ontvangst genomen. Dit keurmerk wordt uitgereikt aan zelfstandige supermarktondernemers die onderscheidend ondernemerschap laten zien door zich in te zetten voor leefbaarheid in en rondom hun winkel.

**Super Supermarkt Keurmerk voor elf Maripaas winkels!**

Groningen, 20 mei 2023

De vijf winkels hebben het Super Supermarkt Keurmerk (SSK) ontvangen. De uitreiking vond dondagavond bij Jumbo Maripaas plaats, in aanwezigheid van a. wethouder inge Janssen (gemeente Groningen), Jelle Brouwer (gemeente Achterhoek) en Rijkman (gemeente Groningen).

**PLUS Mensink in Lochem ontvangt Super Supermarkt Keurmerk**

Nieuws 24 januari 2025 Lokale Lochem

LOCHEM - PLUS Mensink in Lochem is onderscheiden met het Super Supermarkt Keurmerk (SSK). Ondernemer Hans Mensink nam het keurmerk over in ontvangst in aanwezigheid van wethouder Jans de Goede en Bram de Jong.

# Your Super Supermarket, With Vakcentrum a responsible choice you are not alone!

Scientific research shows that the level of service, the quality of the products and good employment practices are cited as the three biggest reasons for being satisfied with a supermarket. Favorable pricing does not contribute much to satisfaction, nor do promotions.

It is important that the entrepreneur shows that he or she is there for people and the environment and is socially involved. Only then can sustainability and loyalty be built.

Vakcentrum is the sector organisation for independent entrepreneurs in the retail sector. As a knowledge centre for independent retailers, the Vakcentrum supports its members in, among other things, the development and implementation of corporate social responsibility.

With the support of SSK, Vakcentrum offers entrepreneurs the opportunity to position themselves distinctively with customers and local authorities. In addition, Vakcentrum wants to take corporate social responsibility in the industry to a higher level. Including transferring knowledge and stimulating innovative sustainability initiatives.

To ensure objectivity, Vakcentrum has placed the SSK certification mark in the SSK with an independent Advisory Board and a Certification Board.

***With more than 300 SSK certificates,  
approximately 2 million consumers  
are reached.***

## TNO knowledge and expertise

A thorough and reliable certification requires knowledge. Knowledge about the various aspects in responsible business, knowledge of certification marks, knowledge of a sustainable community and knowledge of the sector. Vakcentrum is the expert in food retail. The nationally known research institute TNO has all the other knowledge. SSK continues to further develop the certification. TNO advises on this, because innovation contributes to the further 'sustainability' of the industry and thus keeps the certification mark up to date.

**TNO** innovation  
for life



Super  
Supermarkt  
Keurmerk

Powered by:



### More information?

More information can be found on  
[www.supersupermarkt.nl](http://www.supersupermarkt.nl) and [www.vakcentrum.nl](http://www.vakcentrum.nl)

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