

# Invitation GOLD PARTNER Package

## THE GLOBAL GOALS YEARBOOK

The Global Goals Yearbook is a publication in support of the Sustainable Development Goals (SDGs) and the advancement of corporate sustainability globally. As an independent grassroots publication it offers proactive and in-depth information on key sustainability issues and promotes unique and comprehensive knowledge-exchange and learning in the spirit of the SDGs and the Ten Principles of the Global Compact.

The Global Goals Yearbook helps to advance transparency, promotes the sharing of good practices, and, perhaps most significantly, gives a strong voice to the regional and global actors that are at the heart of the sustainability agenda. Therefore, the yearbook includes good practice examples, positions, and opinions of both corporate and civil society participants, and it showcases different approaches for the implementation of the SDGs. In addition, a substantial editorial framework under the patronage of the macondo foundation and the inclusion of an Editorial Board will highlight major sustainability trends and issues, thus placing the activities of Yearbook participants into a broader context.

[globalgoals-yearbook.org](http://globalgoals-yearbook.org)



## THE GLOBAL GOALS FORUM

The Global Goals Forum is our annual flagship opportunity to strengthen the public – private dialogue to contribute to the success of the United Nations 2030 Agenda for Sustainable Development.

[globalgoals-forum.org](http://globalgoals-forum.org)



## OUTREACH

The Global Goals Yearbook is published in English to target a global audience, including Global Compact participants and relevant stakeholders. The total circulation is 10,000 printed copies and more than 400,000 downloads. Copies are distributed to UN organizations, many forward thinking companies, sustainability networks, relevant international NGOs, stakeholders, journalists, and analysts as well as to international book fairs and related conferences.

## PROJECTS

So far, more than 300 good practice projects have been presented since 2009. They range from practical local projects to holistic global programs. Credible companies can participate in the Yearbook as a content partner and sponsor (see "Participate"). The number of participants is limited to a maximum of 40 per year. First come, first serve! The cases are published both in the Yearbooks (printed and digital editions) as well as in the database of the renowned CSR-Academy.org.

## EDITORIAL BOARD MEMBERS



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## HOW IT WORKS

The Yearbook includes good practice examples of your corporation thus showing precise ways to adopt the 17 Global Goals. Gold partners add an in-depth report on their SDG-related activities with a four-page good-practice example. Every case study includes pictures

and your corporate logo. Of course all texts pass lectorship and the draft layouts are individually coordinated with you. In addition, a substantial editorial framework highlights major trends and issues, globally and regionally, placing your activities as forward-thinking company in a broader context.

### SUSTAINABILITY DRIVES OUR PURPOSE

By 2050 there will be 9 billion people living on Earth, equaling a 35 percent increase in population compared to today. All these people will need to be fed with resources then available. What a tremendous challenge! And what a tremendous opportunity for METRO. After all, METRO's core business is trading resources, hence it is in our core interest to responsibly manage them.

By Nina von Radowitz and Anna Lenningsberg, METRO

We believe that society is facing unprecedented economic, environmental, social, and cultural challenges, but we are convinced that sustainability is the key to transforming these challenges into opportunities. To ensure a successful and sustainable business, our company needs to not only generate financial value but also social and environmental value.

"When METRO made a fresh start in July 2017, concentrating solely on its food business, we were very aware that a fresh start did not mean going back to square one with everything. When it comes to global challenges like climate protection, hunger, and resource shortages, we do not have the luxury of a fresh start. Not just continuing, but

stepping up our sustainability activities is what we strive for," emphasizes Veronika Piontcheva, Global Director Corporate Responsibility, METRO AG. METRO considers itself to be an active member of the global community and strives to contribute to the creation of additional value. We therefore commit to the attainment of the United Nations 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) as well as the Ten Principles of the UN Global Compact, which define the global, yet specific framework for our action. This is also clearly articulated in our Human Rights Policy, which encompasses our commitment in this respect. We are convinced that we should not limit our efforts to the

requirements imposed on us by legislation. As a company, we have a moral obligation to balance our economic interests between both social demands as well as the demands of our customers, employees, investors, and business partners. We must also respect the limits placed on us by humanity and the natural environment. For METRO, sustainability encompasses every single aspect of our actions. It is deeply rooted in our corporate strategy.

To us, sustainable action is both a responsibility and an opportunity to shape our business and engage our customers, employees, investors, and partners. We strive to be an attractive employer and a reliable, service-focused system partner for our customers and all our partners

#### WE ACT SUSTAINABLY FOR ...



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Global Goals Yearbook 2018

### Corresponding photos



by making our expertise, products, and solutions available for their benefit. This contribution toward reaching a new level of sustainability in the food and food service industry is what drives us.

**Our people: Committed to change**

In the end, it is people who change the world and shape our society, governments, and businesses. Thus, to METRO, sustainability is foremost an attitude and a way of working towards common goals. Our employees are the most powerful lever and provide us with a great opportunity: We have more than 150,000 people working with METRO who are collaborating with thousands of suppliers and other partners and reaching out to our 21 million customers and their countless consumers on a daily basis. We actually can make a change. This explains why "sustainable business" is one of our employees' five guiding principles, illustrating the importance of sustainability to our business.

**Our own operations: ambitious targets**

Principles are of high value, but we do not stop after establishing them. We understand that it is our responsibility to enable our people to live up to our principles. Running a sustainable business can not be done without strong leadership. Our leaders need to take responsibility and ownership to contribute to a more sustainable environment. Looking for sustainable solutions requires courage, creativity, persistence, and out-of-the-box thinking. Hence, leadership development is crucial to fully make use of the potential of our people. METRO therefore developed a 1.5-year application program for employees who want to drive change toward developing an increasingly sustainable company. In the METRO Sustainable Leadership Program, they are guided through an outstanding journey to develop sustainable thinking within themselves and implement sustainability projects throughout the company, thereby only building "sustainable business."

**Our own operations: ambitious targets**

With 763 stores and our Food Service Distribution specialism spread across a total of 35 countries, we have direct impact and can drive sustainable change. Committing to sustainability targets and 87% year on year steering our own operations is a more sustainable way and contributing to the realization of the SDGs, namely SDG 11 on climate action and SDG 13 on clean water and sanitation. This is why METRO is committed to:

- reducing the carbon footprint per square meter of sales floor 50 percent by 2030 compared to 2011,
- reducing the amount of food waste derived from own operations 50 percent by 2025 compared to 2016, and
- consuming 100 million fewer liters of water in own operations in 2018 than in 2017.

To reduce our own carbon footprint during our sustainability journey, we implemented Energy Awareness and Savings programs, built "Green Stores," changed our open refrigerated devices to closed-door devices, and started the roll-out of e-mobility solutions for our own fleet and delivery businesses. With such measures, by the end of 2017, METRO could already reduce the company's own CO<sub>2</sub> emissions by 21 percent. Clearing the forest of our own stores is part of our self-understanding of sustainable action. Along this journey, we realize every day that sustainability also means resilience, patience, and collaboration. A true best practice of the described attributes is



of learning from our "Green Stores," this pure timber construction utilizes regional, FSC-certified wood, which is fully recyclable and creates a positive indoor climate for customers and employees. The 9,000 square meter photovoltaic system on the roof of the building makes the store energy self-sufficient. Surplus solar energy is made available at METRO charging stations to top customers with electric vehicles to no cost.

Changes in our own operations resulting from the significant growth in the Food Service Distribution (FSD) business imply the creation of potential new impacts on society and the environment. They derive from the natural and social capital we generate with our business and depend on at the same time. Being aware of these relationships, METRO took a new approach in terms of assessing the environmental, social, and economic impacts of our FSD business compared to our traditional Cash & Carry store concept. The results of a thorough analysis of the Natural and Social Capital Protocol were convincing, showing a benefit of €48 per €1,000 in sales through FSD compared to METRO's traditional store concept. The main driver of the impact is generated by the time saved by business customers, who do not need to travel to shop. This comprises 78 percent of the total benefits. Additional benefits are derived from avoidance of food waste during transport and more donations to food banks.

Being a food (love) business, it is not just our duty to fight against waste – and food waste, in particular – due to ecological, ethical, and social reasons; it is, in fact, an issue close to our heart and a particular challenge of the greatest magnitude. As with many challenges, the key is to work on the topic using a holistic approach. To reduce the amount of food waste, we looked into our own operations in order to store and optimize our processes. By introducing two indicators – recycling waste rate and donations to food banks (or comparable organizations) – we can continuously monitor our progress.

We collaborate with startups such as WHOLESPRINTS from Turkey, which, following the "Food recovery hierarchy" model, introduced a "one-stop waste management platform" that has allowed our pilot store in Turkey to donate up to approximately 70 percent of total surplus food in just the pilot operations, while at the same time greatly improving the self-by date score.

Following our guiding principle of "customer success," we also want to be a competent partner for the hospitality sector. We provide solutions to help prevent food waste in their operations and create an impact on their communities, for example by donating food.

Raising our wholesale customers' awareness to the value of food is our third pillar. Accordingly, to reduce the amount of food that goes uneaten, our Cash & Carry organizations in Italy, France, Turkey, Poland, and Germany have collaborated with various project partners to design a "doggy bag" for restaurants and caterers and revise the "actions" of taking leftovers home.

Another project, the METRO Wine Initiative tackles water scarcity and addresses the careful use of the valuable resource on a regular basis. It is a joint effort with suppliers, awareness and education campaigns are launched for employees and

customers. In an effort to optimize its own operations, in 2018 METRO aims at saving 100 million liters of water compared to 2017. For example, METRO Poland saves 2 million liters of water annually following the installation of flow regulators at the water intakes. Rungis Express, a premium food supplier and a part of METRO, saves 1 million liters of water with its new crate-washing machine at its production site in Mecklenburg, Germany.

#### Our sustainable procurement and supply chain approach

Being aware of the scarcity of resources every day – yet being so dependent on them in order to run our core business, while trading with those who have access to sourcing its products in a sustainable manner. In 2017 we launched our sustainable sourcing policy, which is implemented through particular commodity policies on sustainable sourcing. Through these policies, METRO contributes toward achieving SDG 12 (responsible consumption and production) and particularly SDG 14 (life below water).

Being one of Europe's leading fresh fish wholesalers, METRO's specific focus on the sustainable sourcing of fish. METRO has committed to sourcing 80 percent of its 12 most important fish species in a

sustainable way by 2030. To achieve our target, we are collaborating with various international multistakeholder organizations such as the Global Sustainable Seafood Initiative, the Global Dialogue on Seafood Traceability, and the World Economic Forum, and we have also signed the Yara 2020 Transparency Declaration.

Without healthy oceans our commitment to sustainable fishing through WFP is not possible. That is why we World Oceans Day 2018, we started an internal and external campaign to raise awareness for the amounts of plastic waste that partly end up in the oceans and put ocean biodiversity at risk. Understanding the problem, educating for solutions and improvement and implementing changes in our own operations, e.g. with our revised packaging policy, we drive the change from within our organization with the #METROPlasticfighters initiative.

METRO is also taking a lead when it comes to traceability by offering a CSI standards-based solution via its METRO PRITrace App. By scanning a barcode on the product, e.g. fish, the customer can retrieve information on origin, catching method, catch date, etc. In terms of food scandals and overweighing consumer information in a global economy, METRO has supported a great number of projects has supported a great number of projects that are of utmost interest to consumers.

METRO perceives this trend as a (pre)ludatory development and considers itself to be returning to the roots of sustainable partnerships with its regional suppliers. Thus, we offer a widespread assessment of regional products to meet our customers' needs. At the same time, we take the traditional interpretation of "regional products" to a new level of proximity: METRO pilots with indoor farming startup companies such as "INFARM" in order to grow products such as fresh herbs and salad directly in the METRO stores – or even at the customer's restaurants.

**Our engagement as a corporate citizen**

METRO is part of society and committed of the greater value of giving back. It is only by collaborating with our own employees and external partners that we can help people who are disadvantaged and in need. Following our convictions also helps us contribute toward achieving SDG 2 – zero hunger, which, in the eyes of METRO, is the SDG most likely to be achieved by 2030.

Our program "Witloof" is a great example of what we can achieve when joining forces. Since 2015 the volunteer work of our employees in more than 200 projects has supported a great number of people in need. METRO contributes

by financially supporting the volunteer work of its employees as well as encouraging sustainable leadership also in the area of corporate citizenship.

Following our holistic approach of fighting food waste, METRO has been donating surplus food to food bank organizations for more than two decades now. Furthermore, METRO AG has been the main financial sponsor of the Federation of German food banks for more than 10 years. This is a sustainable partnership in every way, manifesting the perfect win-win-win solution for, most importantly, people in need, but also for the food banks and METRO.

METRO Cash & Carry Italy, followed by Ukraine and Pakistan, are proving the success of partnerships with food banks by engaging with the United Nations World Food Programme (WFP). This cooperation, signed in 2016, aims at raising funds with the help of METRO organizations in order to support the work of the WFP in its role as a frontline organization in fighting hunger. Again, it is people who are making the change. As METRO employees have raised funds through their own contributions, for example through paycheck donations but also through in-kind donations.

METRO's IT specialist advice WFP in the area of retail engagement and the corresponding management of limited sales data. Our customers are also involved in METRO's fundraising campaigns for the WFP, for example via cause-related marketing campaigns and the possibility to donate loyalty points.

We firmly believe that sustainability can only be fully realized by joining forces – with our own people and their ideas along the supply chain – as the key to sustainable, successful business and satisfied customers.

METRO Sustainability – better for you and the planet ■

200 free copies



# Invitation GOLD PARTNER Package



2x entrance cards to the Global Goals Forum



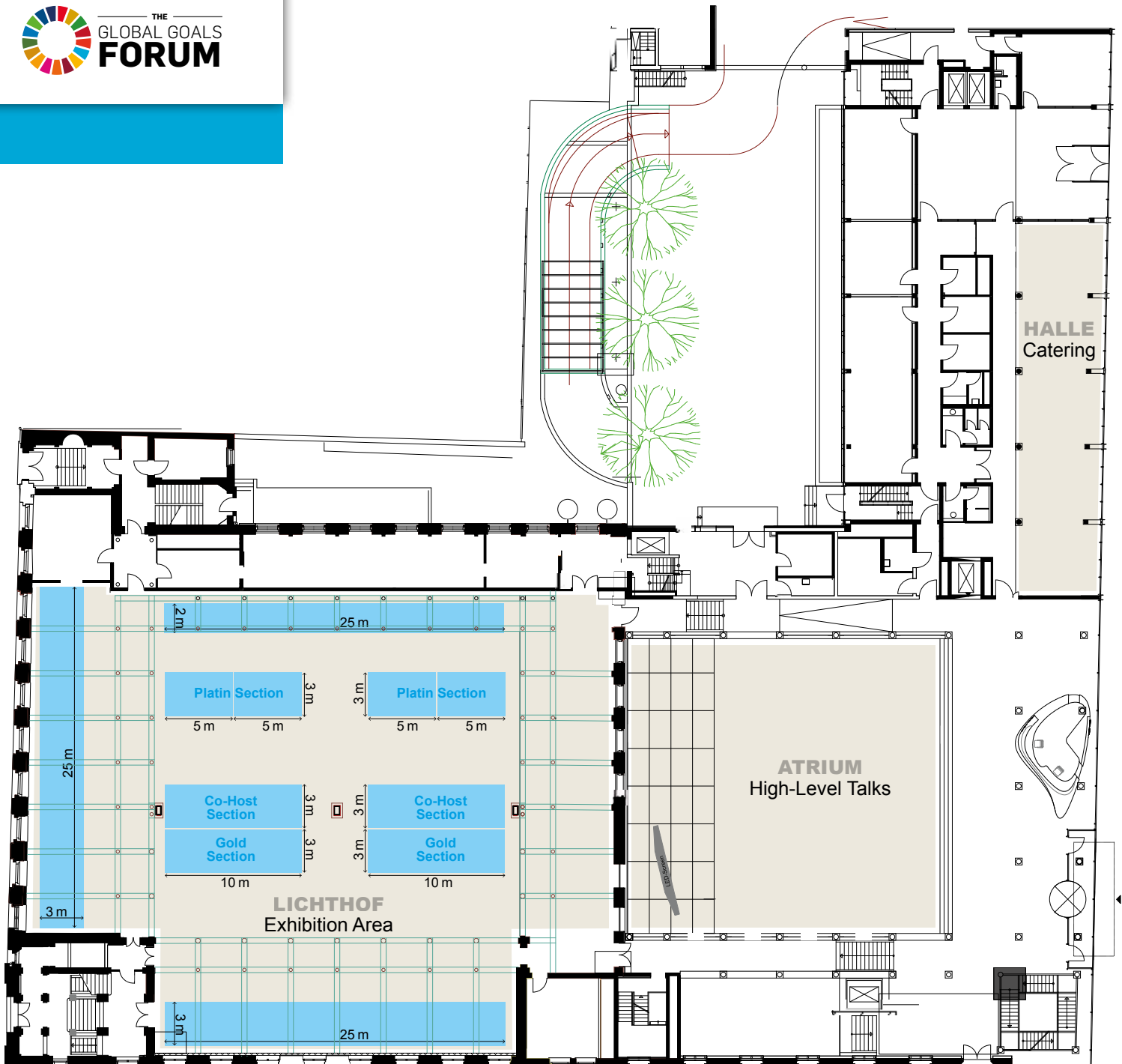
Prominent logo display



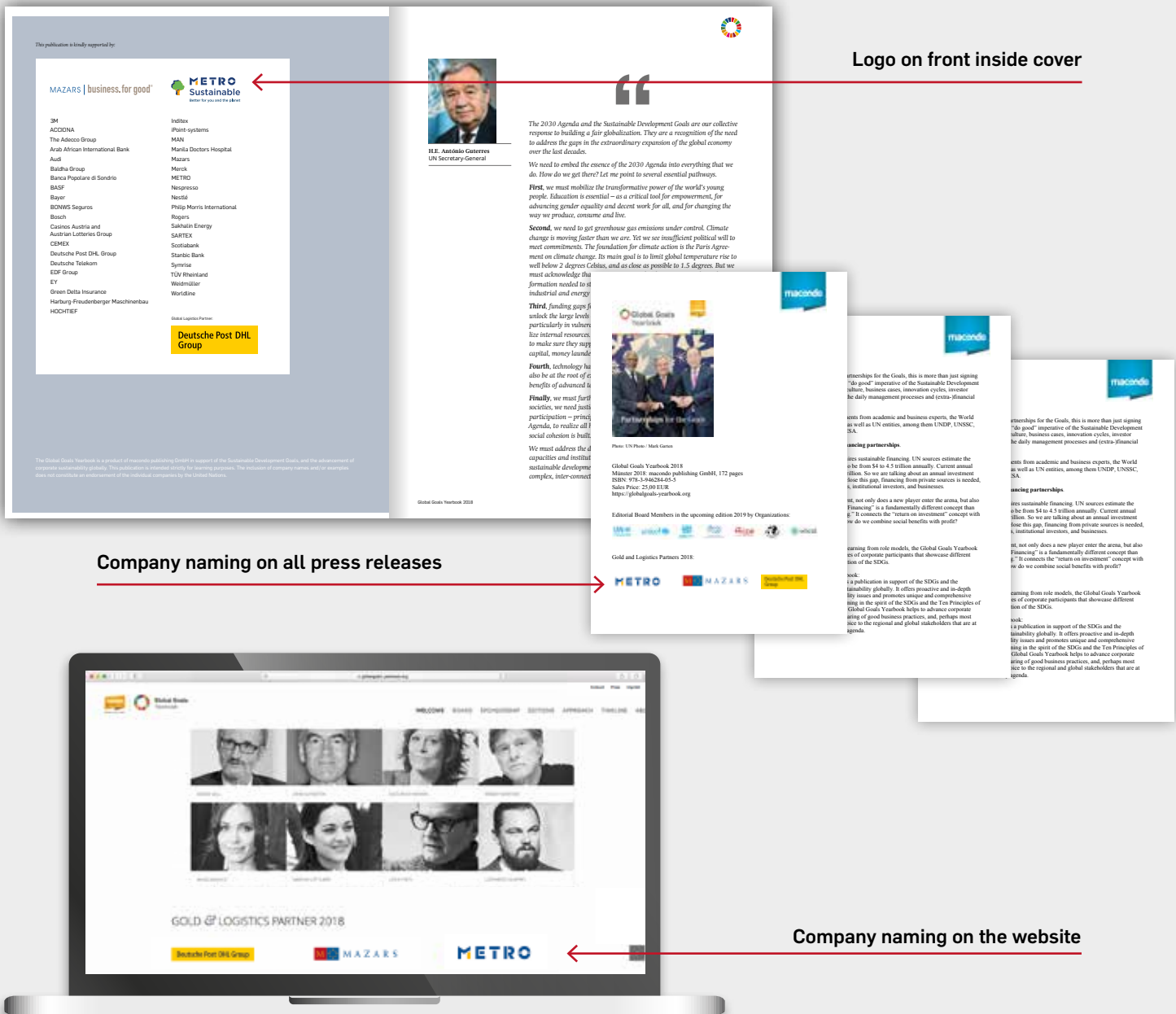
Space for an exhibition stand



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## PARTICIPATION FEE

Euro 10,000

- Four-page good practice example
- Company naming on the website
- Company naming on all press releases
- 200 free copies (worth Euro 5,000)
- Logo on front inside cover
- 2x entrance card to the Global Goals Forum
- Exhibition stand space at the Global Goals Forum
- Logo display at the Global Goals Forum

# Invitation GOLD PARTNER Package

## OVERVIEW

		Silver Partner Package	Gold Partner Package	Platinum Partner Package
 	 Good practice example	2	4	4
	 Free copies	50	200	500
	 Logo		✓	✓
	 Expert paper			✓
	 Personal microsite			✓
 	 Entrance card	1	2	3
	 Exhibition stand space		3x3 m	3x5 m
	 Logo display		✓	✓
	Price	Euro 3,000	Euro 10,000	Euro 25,000



# Invitation GOLD PARTNER Package

## OUR METHODOLOGY

The 2030 Agenda counts in all countries in the world. Developing countries, emerging economies, and developed countries: Everyone must make a contribution. Our methodology takes this into account.

At the heart of the agenda is an ambitious catalog of 17 Sustainable Development Goals (SDGs). The 17 SDGs take into account for the first time all three dimensions of sustainability – social, environmental, economic – equally. The UN speaks of the „5 Ps“: People, Planet, Prosperity, Peace, Partnership. (see UN Document “A/RES/70/1 – Transforming our world: the 2030 Agenda for Sustainable Development”). Looking at sustainability topics through the lens of the 5 Ps presents a possible – and desirable – future: a sustainable change in the underlying conditions, a new understanding of economy, and value creation. It also represents a new understanding of social responsibility and participation. A 5 Ps business approach requires a redefinition and rethinking of the relationships between the state, the economic system, and civil society.

The 5 Ps may also help us to close another gap: Participation, transparency, and inclusiveness are fundamental for sustainable development. If taken seriously, these principles contradict an expert-driven and top-down approach to evaluation and review. It requires horizontal and vertical integration of management models and competence in managing multistakeholder dialogues.

People, planet, prosperity, peace, and partnership are an excellent framework for the editorial presentation of the SDGs and for highlighting their holistic contexts in the Global Goals Yearbook.



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## HOLISTIC APPROACH

