

# Invitation PLATINUM 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. Platinum 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 95 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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### 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 of deeply understanding sustainability 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 specialisation spread across

... 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 our operations by 50 percent by 2025 compared to 2016, and

... consuming 100 million fewer liters of water in our 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 WHOLESMILE 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 partners to design a "doggy bag" for restaurants and caterers and revise the "fashion" 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 such volume – makes it necessary to source 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

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

Without healthy oceans our commitment to sustainable fishing through WFP would be in vain. That is why on 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 stake. 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 lot when it comes to traceability by offering a CSI standards-based solution via its METRO PROTrace App. By scanning a barcode on the product, e.g. fish, the customer can retrieve information on origin, catching method, catch date, etc. In times of food scandals and overwhelming consumer information in a globalized economy, surely knowing the origin of our products is of utmost interest to consumers.

METRO perceives this trend as a (pre-)lucrative 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 salads 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 lottery points.

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

METRO Sustainability – better for you and the planet ■

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500 free copies



# Invitation

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### Package



3x entrance cards to the Global Goals Forum



Space for an exhibition stand

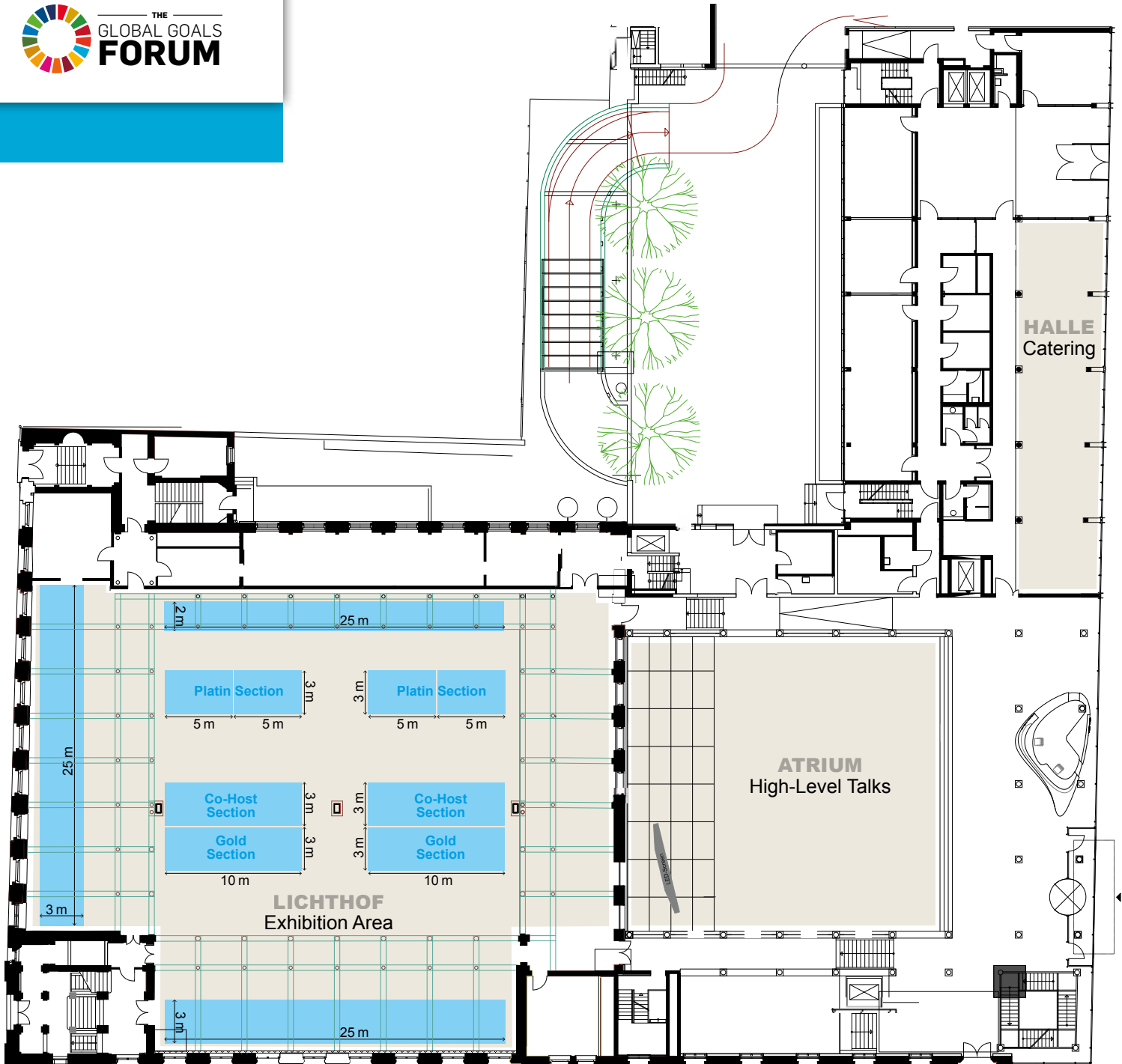
Prominent logo display



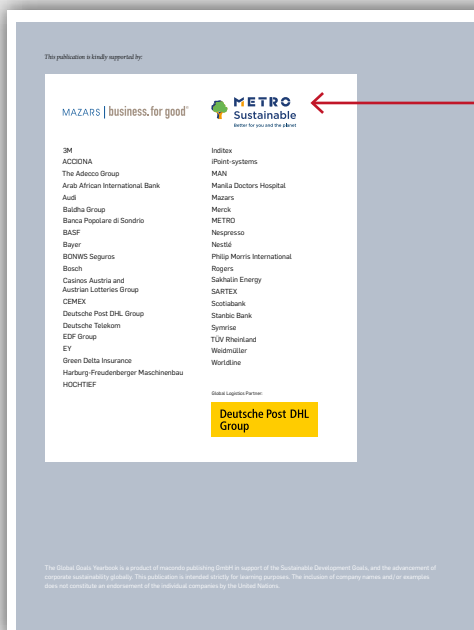
# Invitation

## PLATINUM PARTNER

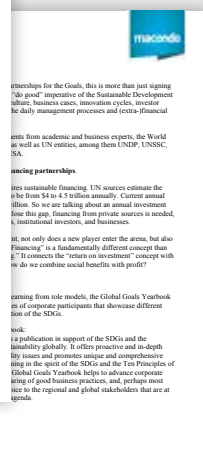
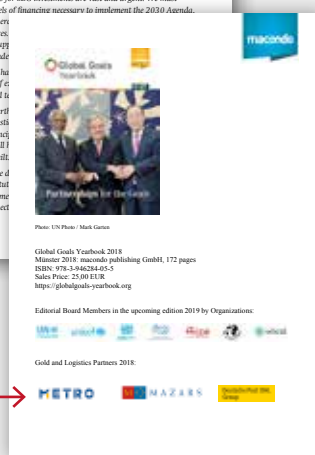
### Package



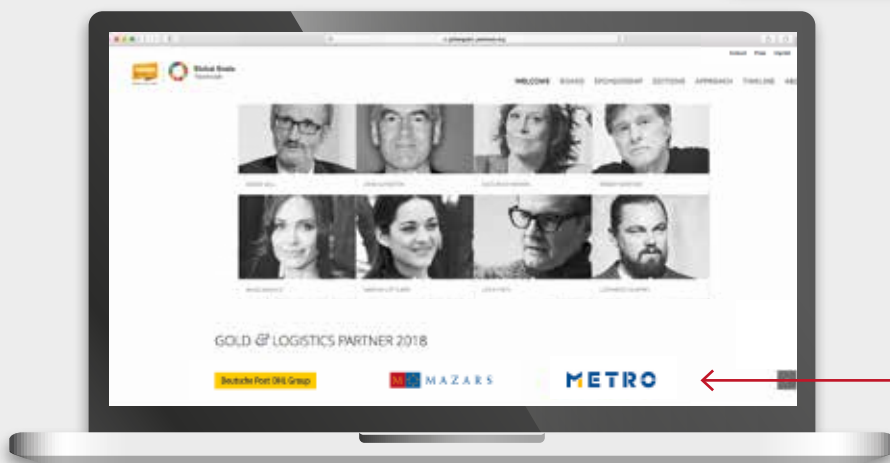
# Invitation PLATINUM PARTNER *Package*



**Logo on front inside cover**



**Company naming on all press releases**



### Company naming on the website

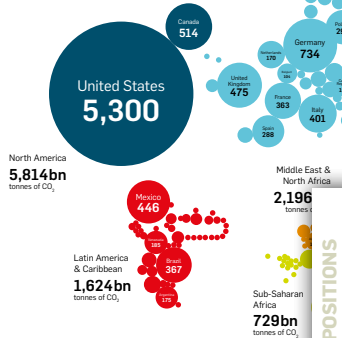
## Personal microsite





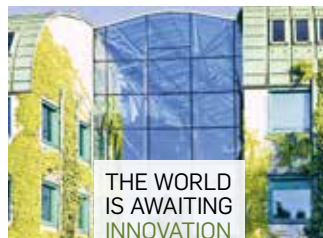
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## THE CARBON ATLAS



World  
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Contribute to a thematic Expert Paper and optional High Level Roundtable Discussion under Chatham House Rule.



THE WORLD  
IS AWAITING  
INNOVATION

Anthropogenic greenhouse gas emissions are breaking new records. The consequences are dire, and it is mainly the poor who will suffer. Professor Dr. Hans Joachim Schellnhuber, member of the Potsdam Institute for Climate Impact Research (PIK), discusses climate change, the discussion in Rio needs to go beyond the very narrow concept of "green growth" of his standpoint.

By Prof. Dr. Hans Joachim Schellnhuber

The Green Transformation is a great opportunity – but it is not a silver bullet. It is a matter of ethics.

## PORTRAIT: CARING FOR CLIMATE

As part of his five-year action agenda, UN Secretary-General Ban Ki-moon has prioritized sustainable development – with climate change as one of the key imperatives. The United Nations has long been intensively engaged in various dialogues and regional climate initiatives, and Caring for Climate is one such platform.



Figure 1: Regional Breakdown by Number and Percentage of Caring for Climate Signatories

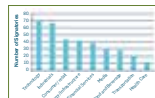


Figure 2: Sectoral Breakdown of Caring for Climate Signatories

Launched by the Secretary-General in 2007, Caring for Climate aims to advance the role of business in addressing climate change. Under the UN Global Compact, the UN Environment Programme (UNEP) and the UN Framework Convention on Climate Change (UNFCCC), Caring for Climate provides a platform for business leaders to advance practical ideas and help shape public policy as well as public attitudes. Chief executive officers who support the leadership statement are prepared to set goals, develop and expand strategies and practices, and to publicly disclose their emissions. Caring for Climate is endorsed by nearly 200 companies from 60 countries.

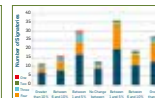


Figure 3: Absolute Emission Changes for Signatory Companies between 2005 and 2010

In an effort to encourage greater climate action, Caring for Climate has encouraged companies and small and medium-sized enterprises (SMEs) to upload key commitments, the content of which are as follows:

- 1) Reduce emissions, set targets, and report annual performance.
  - 2) Develop a business strategy to approach climate risks and opportunities.
  - 3) Engage with policymakers to encourage scaled-up climate action.
  - 4) Work collaboratively with other enterprises to scale climate change.
  - 5) Become a climate-friendly business champion with stakeholders.
- To determine whether these commitments have been met, Caring for Climate conducted research and analysis of activity to companies using publicly available climate change related information reported by signatories through the Carbon Disclosure Project (CDP) and in their Communications on Progress for Climate (COP-Climate). These are some findings, as presented in the Caring for Climate Progress Report 2012.

### Regional and Sectoral Participation

Signatories of Caring for Climate are primarily located in Europe and Asia, although there is a notable presence in the Americas as well. As seen in Figure 1, business signatories made up 30 percent of total membership in 2012.

Multiple industries are well represented among Caring for Climate signatories. However, the technology and industrial sectors are the most frequent signatories with 18 percent and 20 percent of total membership, respectively, as indicated in Figure 2.

### Executive Analysis

In defining a sample population of signatories for an emissions trend analysis, Caring for Climate took into account large companies that reported high quality carbon and revenue data for the reporting years 2009 and 2010. After reviewing corporate disclosures in CDP and COP-Climate submissions as well as other publicly available sustainability reports and other relevant materials, a sample population of 151 large companies was selected to assess the emissions performance of the initiative as a whole. During the reporting year 2010, the sampled signatories released approximately 2,017 million tonnes of greenhouse gas emissions (MTCO<sub>2</sub>e) of scope

## REPORTING CARING FOR CLIMATE BUSINESS FORUM AT COP19 / CMP9 IN WARSAW

For the first time this year, the UN Global Compact, UNEP and UNFCCC are organizing the Caring for Climate Business Forum. The forum will be held on 28-29 November in Warsaw, Poland. At the Forum, business and government representatives, the UN and civil society. With a view to facilitating dialogue, action and collaboration, the Forum needs to serve as a flagship channel for business to make genuine contributions to climate change negotiations annually.

In particular, signatories are welcome to contribute to the following new opportunities and activities:

- National Adaptation Dialogue: Global Compact Local Networks and dialogues for companies and local policymakers to enhance adaptation efforts on-the-ground, including throughout the supply chain and communities.
- Regional Corporate Engagement on Climate Policy: Guidance on the nature and implications of corporate interaction with climate policy, including an engagement framework to help business play a positive and reinforcing role in achieving robust climate change policy.
- Climate and Energy Action Hub: A week-based portal that enables various stakeholders to collectively accelerate progress on climate and energy.

Source: Caring for Climate Progress Report 2012, CAC Update Letter May 2013, compilation by Macondo

## PARTICIPATION FEE

Platinum Partnership includes the logo of your company on the front inside cover, and a four-page good-practice example. You receive 500 free copies plus an individual microsite. As a Platinum Partner, your company will be highlighted in all communication related to this book. It also includes benefits at the Global Goals Forum. Platinum partners can also co-work in the development of an Expert Paper and a High Level Discussion Panel (under Chatham House Rule).

**Cost: Euro 25,000 each**

*In Germany add VAT.*



• Four-page good practice example



• Company naming on the website



• Company naming on all press releases



• 500 free copies (worth Euro 12,500)



• Logo on front inside cover



• Expert paper



• Personal microsite



• 3x entrance card to the Global Goals Forum



• Exhibition stand space at the Global Goals Forum














• Logo display at the Global Goals Forum

# Invitation

## PLATINUM 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



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## 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

