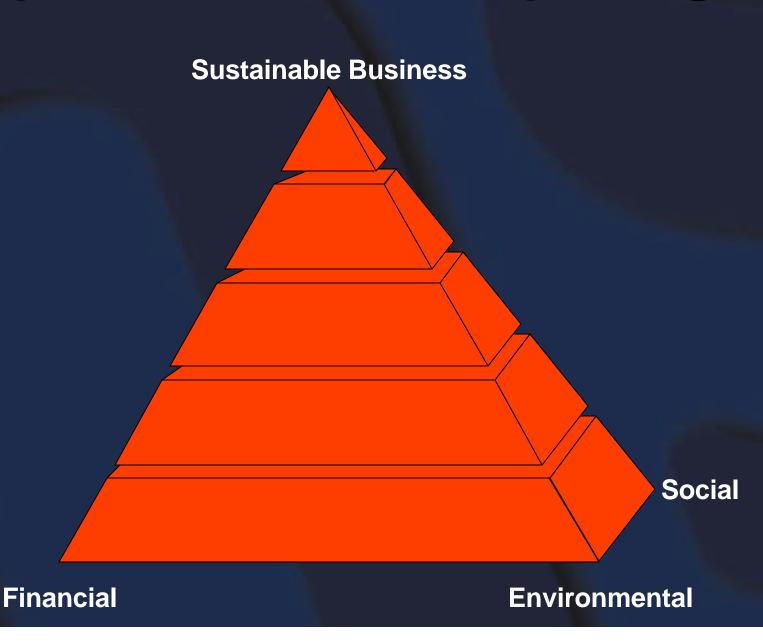
Creating Differentiation Through Corporate Social Responsibility

Geoff Spriegel
Sainsbury's

Triple Bottom Line Reporting



Benefits of Programme

- Customer Loyalty Drive Sales
- Staff Loyalty
- Corporate Reputation Quality of Board Management
- City Perspective / Investment Funds
- Spin-Off Benefits to Corporate Activities
 - Sainsbury's Bank
 - Planning Application

OACHEM Investment Research Report

J Sainsbury (UK). : B (minus)

Social Impacts

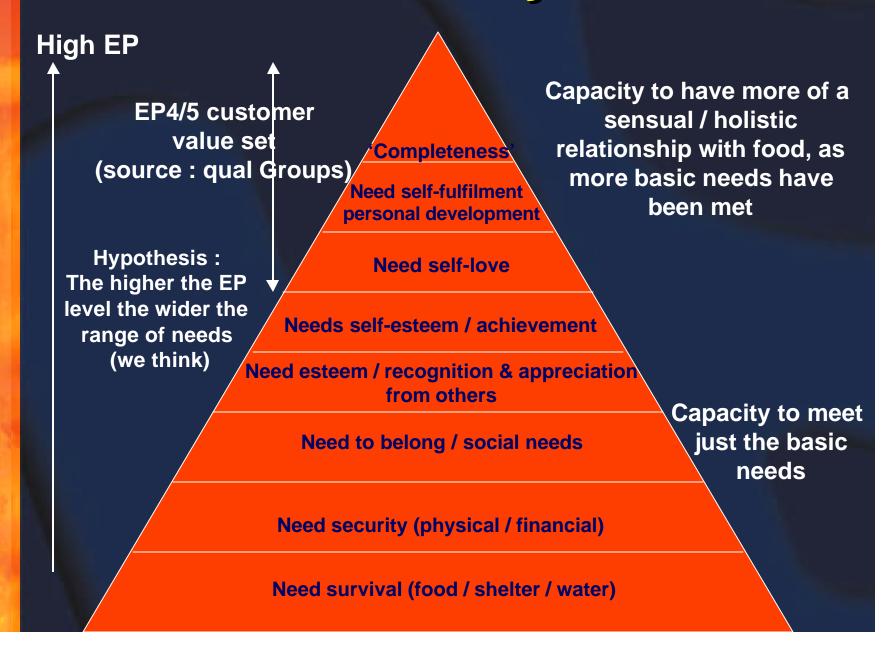
Customers

Supply Chain

Community

Social Impacts - Customers

Maslow's Heirarchy



Customer Research

Ethics

Environmental Issues

Animal Welfare

Mislabelling

Unnatural Production

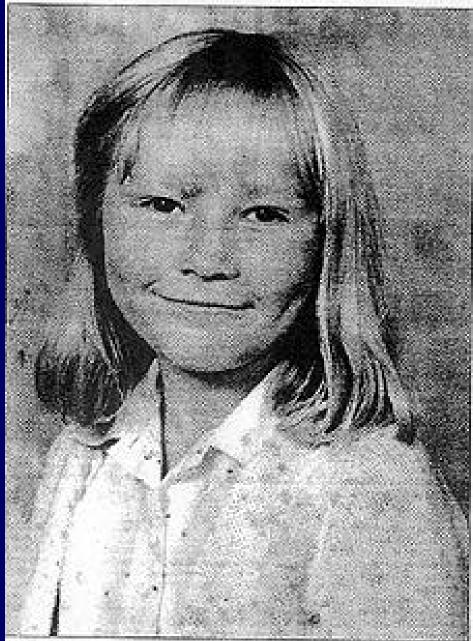
Healthy Nutritional Food

Food Safety

Customer Awareness Map High Awareness **Political Activists Purists Foodie Pragmatists Passive** High concern / active **Blinkered Panicked Pragmatists Faddists** Low awareness

Issues

- Step Change Food Safety
- Reduce Pesticides
- Healthy Eating especially children
- Organics
- Additives



Nicola Vincent she did not take the prescribed medicine for food poisoning

Daughter died after lunch of egg salad

BY INVIMENDED

A GIRL agod ten died of food possessing three stays after sating a Somday lanch of egg salad. An impost was told that unblan her modest, who also become ill, the girl had not taken the modicine prescribed by a docume.

Nieola Visconi was a healthy youngeter with an aversion to pills and treatment in general, her mother. Christine, told the Norwick Corpora on Touriday.

When they both became it two days after enting the rgg salad, which had been propared by her husband. David, a doctor was called to their home in Norwich and give them medicine. Mrs. Vincent took it, were to bed and woke to find her daughter methalists. Nicely west toom to hospital and placed on a life-support machine, but died later that day.

Tests showed that she and her parties had been infected with the same Schwostella controller besterik. Same Brankerd, a food paley of feer, said that the rounce had not been traced. A verdict of misad-senture was recorded.

The number of people exported to base fallen if with it out to be have fallen if with it is not beauty if the life it is not be to be a partie of the life it is not be to be a partie of the life it is not be to be a partie of the life it is not be a partie of the life it is not be a partie of the life in the life is not be a partie of the life in the life is not be a partie of the life in the life is not be a partie of the life in the life is not be a partie of the life in the life is not be a partie of the life in the life in the life is not be a partie of the life in the life is not be a partie of the life in the li

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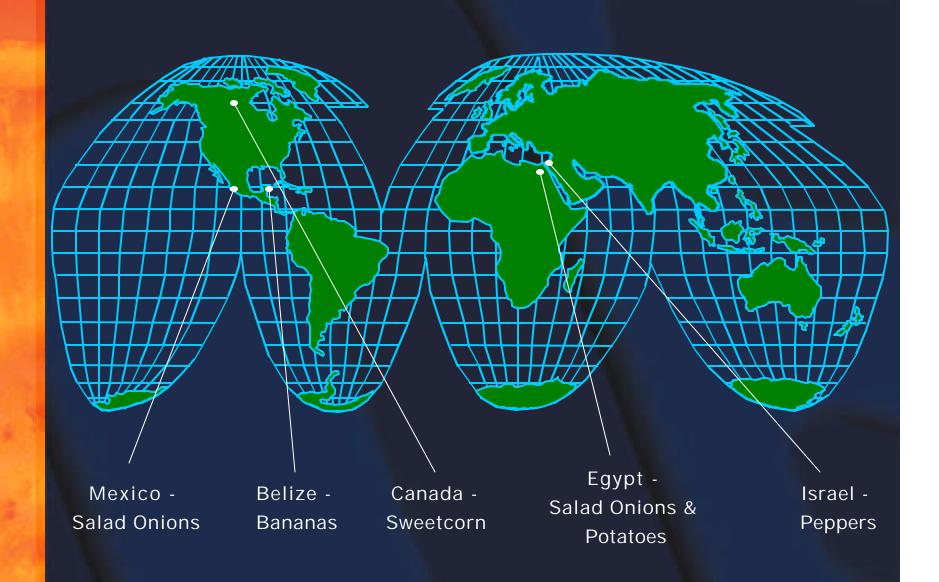


All Salesbury's fiction fruit and vegetables are grown with a commitment to using more natural tarreing methods, like this ladybird, to control pasts.

Sainsbury's making life taste better



ICMS Pilots - Worldwide



Healthy Eating

Consumer battle ground of the future

Blue Parrot Cafe





pilau rice

95% FAT FREE

Korma & Pilau Rice



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25-35 minutes 51/2-51/2minutes

95% Fat Free Chicken Korma & Pilau Rice

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Taste of Success



find out more about food in actions



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Welcome



Widt Links

Welcome to the new Sanobury's Twee of Success' Wieb-Side, It's packed full of information that will be useful to you if you're studying food. technology or home economics at school. You can also find out here you and your school can enter the Food Awards Scheme giving you the chance to get a personalized certificate for your good work with food.

- Children Related



Document Done

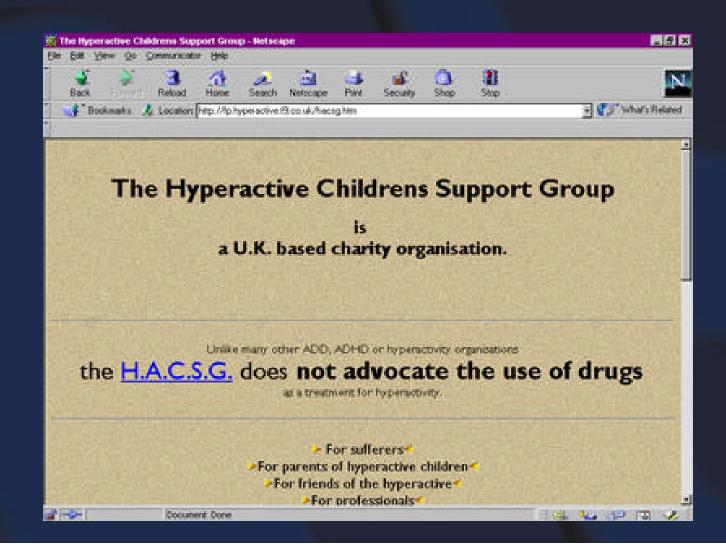


Biodegradable Packaging





Hyperactive Children's Support Group



Sainsbury's blue the beady eye promise Only approved additives Only natural flavours No added sugar No added salt Controlled levels of fat

Farm Assurance Meat Sourcing



National / Independent scheme = +

No known assurance activity =

Social Impacts

- Supply Chain

- Code of Practice on Socially Responsible Sourcing
- Risk Assessment of Suppliers
- Training for Technologists
- Visits by 3rd Party Agencies
- Ethical Trading Initiative





Social Impacts

- Community

- Charitable Donation
 - aligned to Core Values
 - Not Haringay Dancers,
 Derby County FC

Social Issues

- Community Funding

Store Based - British Heart Foundation, £1m target

- Funding Panel
 - £5m
 - Focus on Core Value Food
 - Business Sensitive

Environmental

- Process

- Board Champion Ian Coull
- Board Sub-Group
- Target Holders
- Annual Environment Report
- Independent Verification
- Leading Retailer on BiE Index

Managing Environmental Impacts

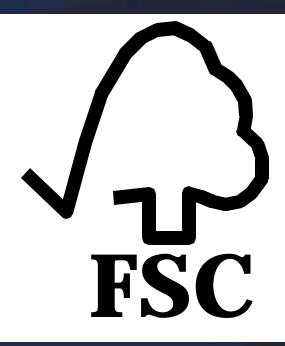
- Products and Suppliers
- Energy and CO₂
- Packaging and Waste



We are committed to delivering fresh fish from the sea to the table without harm to the environment and promise to protect the long-term future of our ocean life through our partnership with the Marine Stewardship Council



MSC-certified Pacific Salmon Fillets





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Arrolls 2-ply tissue Average 240 sheets per roll Sheet size 139 x 105mm Youal area 14.01 sq. meters

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Interest www.prindorys.co.uk

Environment

- Business Case

Annual Saving Targets

 Energy use in store: £6m reduction, efficiency, alternatives

 Waste to landfill: £1m donation, composting, recycling

Packaging: £15m reduction, biodegradable, recycling

Millennium Store



Kilbride Wind Trial



Creating Differentiation Through Corporate Social Responsibility

Geoff Spriegel
Sainsbury's