

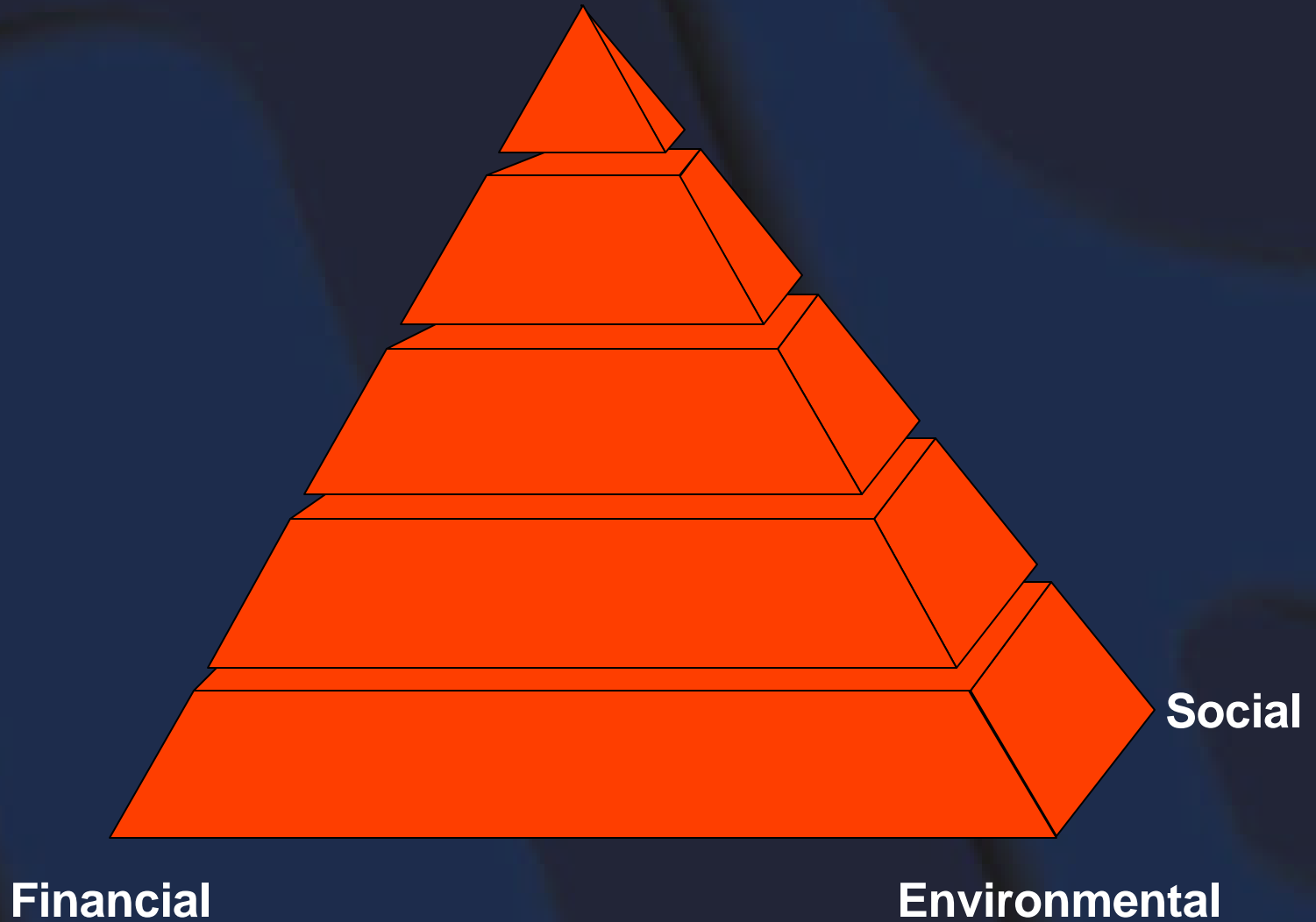


Creating Differentiation Through Corporate Social Responsibility

Geoff Spriegel
Sainsbury's

Triple Bottom Line Reporting

Sustainable Business



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 Hierarchy

High EP

EP4/5 customer
value set
(source : qual Groups)

Hypothesis :
The higher the EP
level the wider the
range of needs
(we think)

Completeness

Need self-fulfilment
personal development

Need self-love

Needs self-esteem / achievement

Need esteem / recognition & appreciation
from others

Need to belong / social needs

Need security (physical / financial)

Need survival (food / shelter / water)

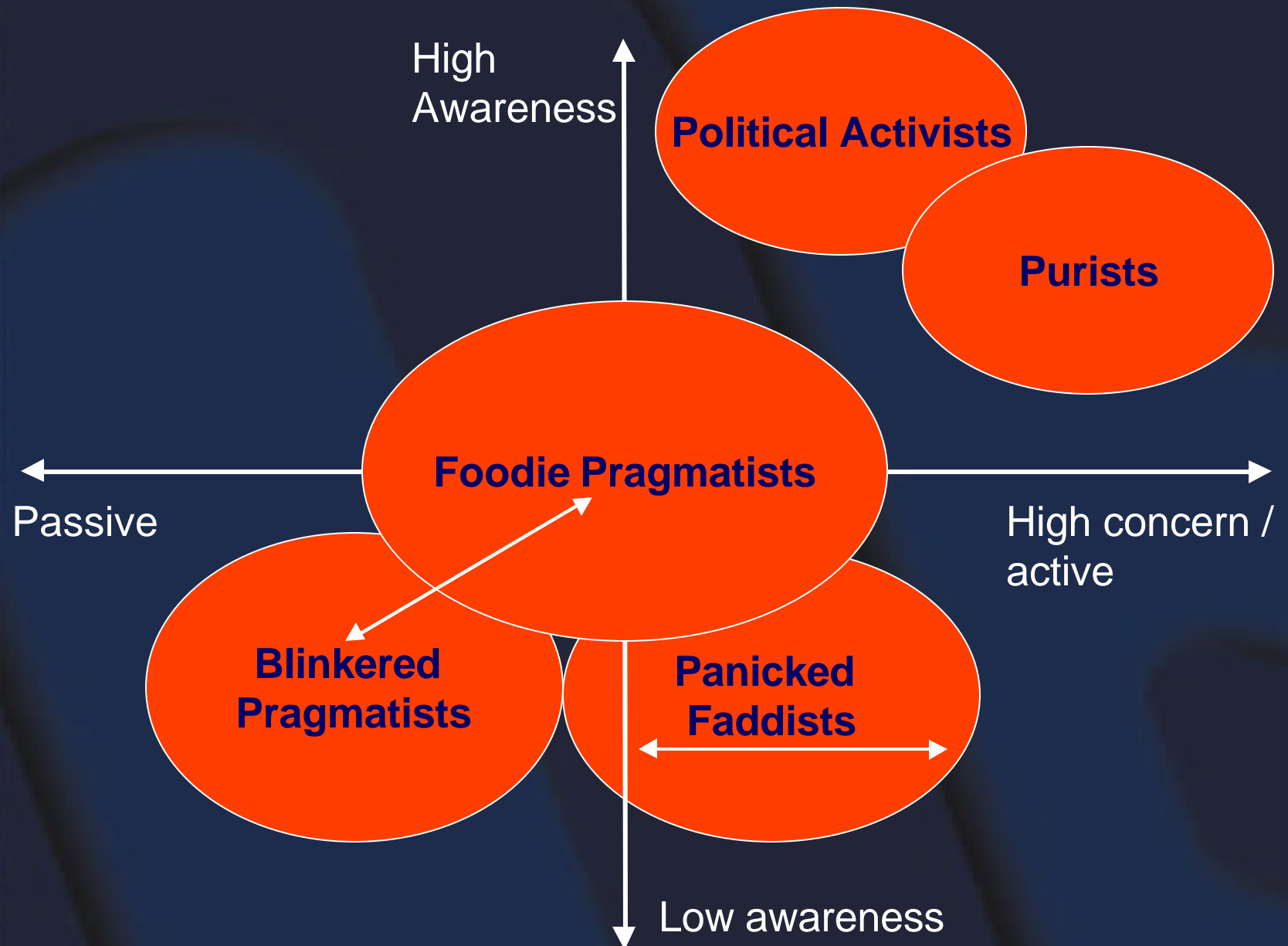
Capacity to have more of a
sensual / holistic
relationship with food, as
more basic needs have
been met

Capacity to meet
just the basic
needs

Customer Research



Customer Awareness Map



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 Ian Murray

A GIRL aged ten died of food poisoning three days after eating a Sunday lunch of egg salad. An inquest was told that unlike her mother, who also became ill, the girl had not taken the medicine prescribed by a doctor.

Nicola Vincent was a healthy youngster with an aversion to pills and treatment in general, her mother, Christine, told the Norwich Coroner on Tuesday.

When they both became ill two days after eating the egg salad, which had been prepared by her husband, David, a doctor was called to their home in Norwich and gave them medicine. Mrs Vincent took it, went to bed and woke to find her daughter motionless. Nicola was taken to hospital and placed on a life-support machine, but died later that day.

Tests showed that she and her parents had been infected with the same *Salmonella enteritidis* bacteria. Sara Everford, a food safety officer, said that the source had not been traced. A verdict of misadventure was recorded.

□ The number of people reported to have fallen ill with *E. coli* bacteria has almost doubled in a year, the Public Health Laboratory Service said.

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PESTICIDE.

COUNTRYSIDE.

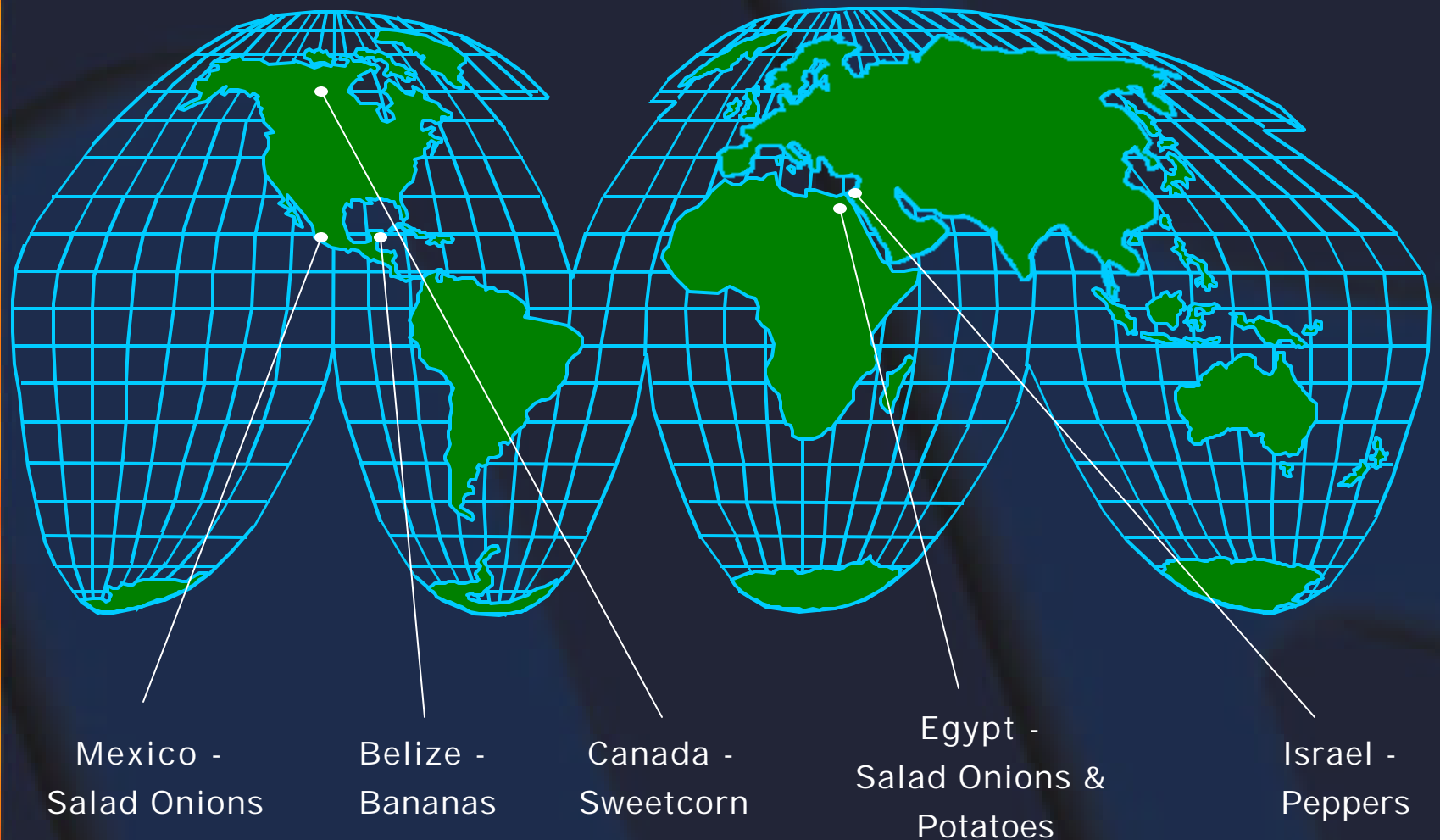


All Sainsbury's British fruit and vegetables are grown with a commitment to using more natural farming methods, like this ladybird, to control pests.

Sainsbury's making life taste better



ICMS Pilots - Worldwide



Healthy Eating

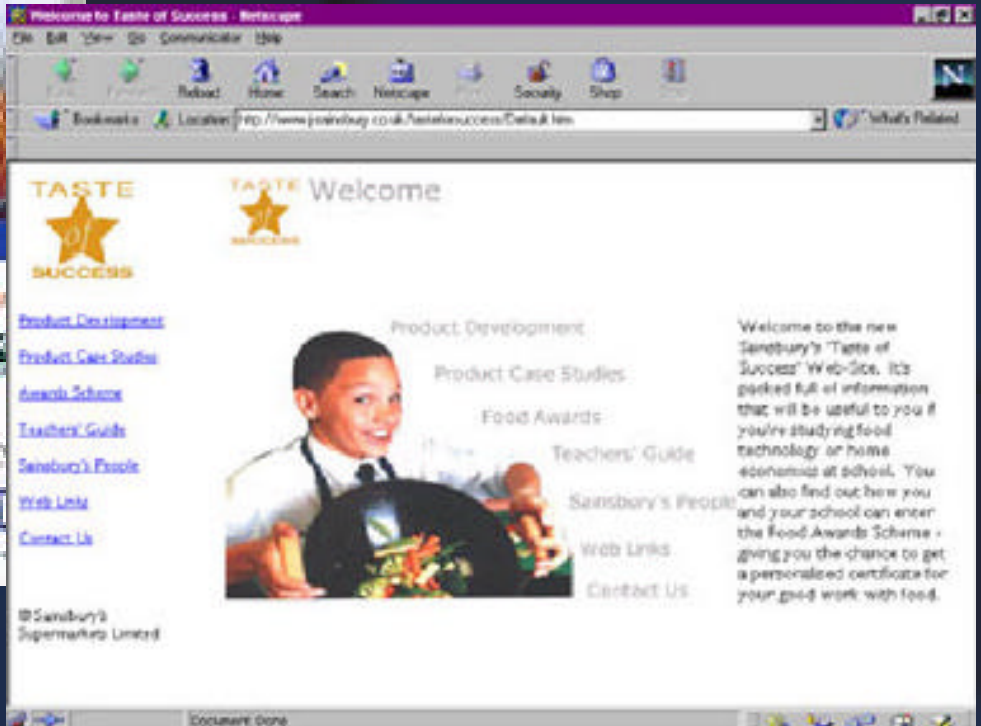
Consumer battle ground of the future

Blue Parrot Cafe



A guide for
parents

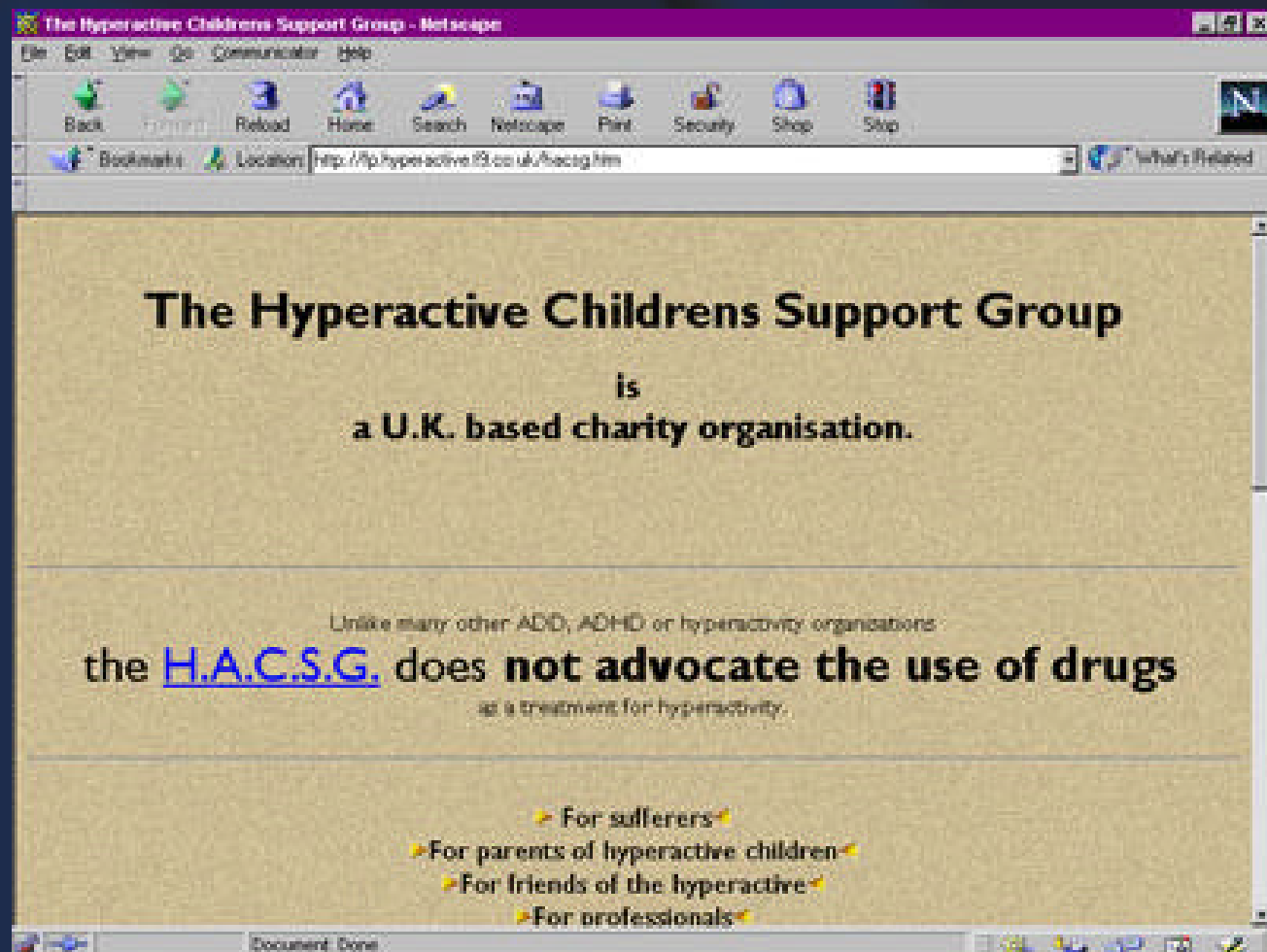
Find out more about food in schools



Biodegradable Packaging



Hyperactive Children's Support Group



A blue parrot with a red tail is shown in flight against a green background. The parrot is positioned in the center-left of the frame, facing left. Its wings are spread, and its tail feathers are visible. The background is a soft-focus green field. The text 'Sainsbury's' is at the top left, 'blue Parrot cafe' is in the center, and 'the beady eye promise' is at the bottom left. A list of five promises is at the bottom left, each preceded by a checkmark. The overall design is clean and modern, with a focus on the parrot and the brand's commitment to quality.

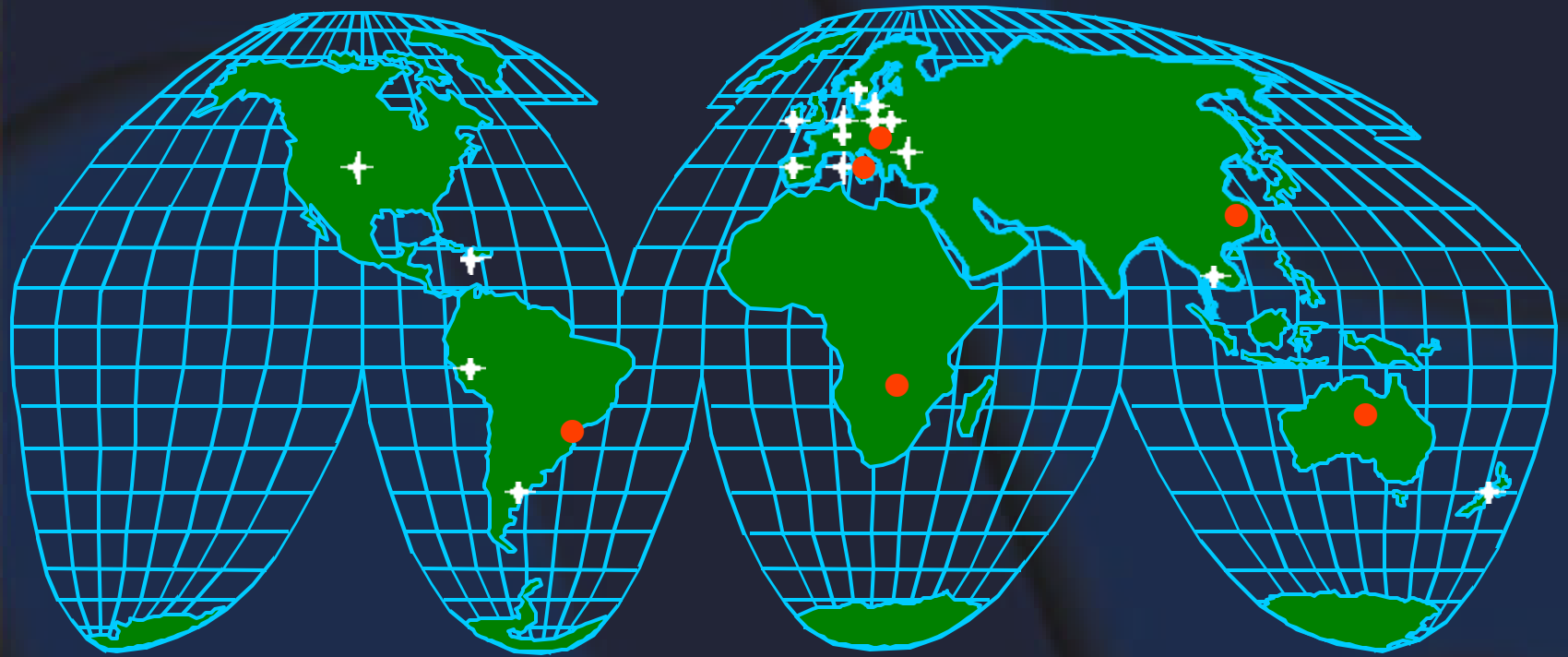
Sainsbury's

blue
Parrot
cafe

**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

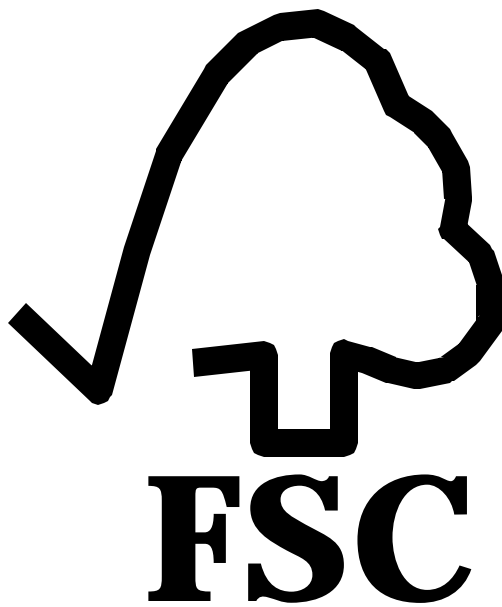
first for fish



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



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





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