

Progress in the area of sustainability, 2010 year under review

Migros made continuous social and environmental progress in 2010. An overview.
Further details on the individual areas of progress can be found in the individual sections.

Sustainability strategy

Strengths of sustainability in the Migros Group	<ul style="list-style-type: none"> – The Issue Management & Sustainability department was established. – The 2008-2012 climate protection focus was expanded to the business areas of Commerce, Banking and Travel.
---	---

Sustainable consumption

Expansion of products with social and environmental value added	<ul style="list-style-type: none"> – The range of Migros organic foods and Migros organic cotton was expanded. – The range of TerraSuisse products was expanded. – The Bio Weide-Beef and Weide-Beef programmes were rolled out.
Expansion of the range of sustainable fish and seafood	<ul style="list-style-type: none"> – The range of sustainable fish was further expanded and various products from endangered fish stocks listed. – The share of certified sustainable fish and seafood in the overall sales hit more than 20% for the first time.
Promotion of climate-friendly consumption	<ul style="list-style-type: none"> – The carbon footprints of 570 products were available, in particular climate-friendly products were awarded with the climatetop label. – Energy-efficient products were indicated with the topten label.
Increase of transparency for critical products	<ul style="list-style-type: none"> – A list of the approx. 20 products with nano particles was published on Migros's website and updated frequently.
Procurement of critical raw materials from sustainable production	<ul style="list-style-type: none"> – Migros joined the international Round Table on Responsible Soy Association and the Swiss Soy Network. The aim by the end of 2014 is to use 90% sustainable and GMO-free soy. – Already 70% of the palm oil used comes from sustainable production. The aim by the end of 2015 is to use 100% sustainable palm oil.
Increase of the requirements in the standard range	<ul style="list-style-type: none"> – The entire basic coffee range was switched to Utz Certified, which stands for sustainable production. – A new requirement was that seafood from aqua cultures bears the Global GAP standard. – Sandblasting will no longer be applied for any jeans products.
Adjustment of nutrition guidelines and expansion of the range	<ul style="list-style-type: none"> – New guidelines for azo dyestuffs were created. – The level of salt in bread and convenience products was reduced. – Stricter nutrition guidelines newly applied for all Lilibiggs products. – A Lilibiggs cookery book with healthy and child-suitable menus was published.

Environmental protection

Increase in energy efficiency and reduction of CO ₂ emissions in accordance with EnAW	<ul style="list-style-type: none"> – Since 2000, CO₂ reductions in the amount of 27 per cent were achieved. – Power consumption in 12 branches was reduced by using glass doors in cooling units. – 8 new branches were opened to Minergie standard; Migros has a total of 23 Minergie branches and 19 Minergie buildings. As such, Migros continues to have the biggest Minergie area in Switzerland. – 3 branches use LED lighting across their entire surface, many more branches use LED in selected areas. – Migros's internal initiative Power Efficiency 2010+ with operating measures, consideration in all energy-relevant decisions as well as power efficiency targets was rolled out.
Promotion of power from renewable sources	<ul style="list-style-type: none"> – 4 new photovoltaic plants on Migros roofs came on stream; as of the end of 2010, 15 photovoltaic plants were installed on Migros buildings. – Migros procured certified green power in the amount of 83 GWh, of which 25 GWh were naturemade star and 15 GWh naturemade.

Promotion of environmentally friendly transports	<ul style="list-style-type: none"> – The own fleet of lorries was continuously updated. Lorries of the Euro categories 4 and 5 were used for 70% of the kilometres driven. – With 157 million tonne kilometres in Switzerland, Migros was the biggest customer of SBB Cargo. Migros distribution centres transported more than 10% more goods by rail on the previous year measured in tonne kilometres.
Promotion of green business and customer correspondence	<ul style="list-style-type: none"> – The first m-way shop was opened. This now provides Migros with access to electromobile services. – Migros Cooperative Lucerne was the first Migros company to purchase an m-way electric car. – Migros participated in the Future Urban Mobility project.
Optimisation of product packaging in accordance with the principle of avoid-reduce-recycle	<ul style="list-style-type: none"> – The packaging of the 50 top selling products was examined. The aim is to reduce the pollution of the 250 top selling products' packaging by ten per cent by 2013. – Migros own industry optimised various packaging items by saving weight (230 tonnes of material) and using recycled PET (1'650 tonnes of RPET). – Employees were trained in implementing the packaging mission statement.
Reduction of operating waste and expansion of the collection system for customer waste	<ul style="list-style-type: none"> – The branch staff was trained at selected Migros cooperatives in the better separation of operating waste. – The collection of coloured PE bottles of shower gel, cleaning agents and cosmetics products was continued at the Migros Cooperative Lucerne after a successful pilot project. – CD recycling was expanded in German-speaking Switzerland and in Ticino to 74 branches.
Biodiversity	<ul style="list-style-type: none"> – Together with the WWF, Migros supported a children's drawing competition, event days for children and adolescents on farms as well as the conversion of the Pandamobile with a focus on biodiversity. – Apprentices and employees of Migros participated in the WWF nature assignments at mountain farmers. – Migros supported IP-Suisse farmers, who produce for TerraSuisse, in creating new habitats. – Four Migros companies were awarded the certificate for natural company premises by the Natur & Wirtschaft foundation.

Dialog

Intensification of the dialogue with stakeholders	<ul style="list-style-type: none"> – The customer dialogue was expanded via the online portals Migipedia, m-connect, melectronics, Facebook and Twitter. – As part of the WWF partnership, Migros supported the Klimazmittag national action day and conducted in Oceanmania a collection action to raise awareness of marine diversity. – The partnership with IP-Suisse farmers and the Swiss Ornithological Institute in Sempach was expanded.
---	--