

Progress in the area of sustainability, 2011 year under review

Migros made continuous social and environmental progress in 2011. An overview.
Further details on the individual areas of progress can be found in the respective sections.

Sustainability policy

Strengths of sustainability within Migros Group	<ul style="list-style-type: none"> – Social and basic requirements are introduced for all Migros Group companies. – Migros decides to expand the environmental and energy management to Migros Group in the coming years. – The 2020 Climate and Energy Strategy is adopted.
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Sustainable consumption

Expansion of products with social and ecological value added	<ul style="list-style-type: none"> – Migros Bio Garden, the range for ecological garden products, is rolled out. – The website of TerraSuisse is relaunched. TerraSuisse meadow milk is rolled out. – The range of sustainable fish is expanded. Seven MSC and 2 Bio products are rolled out, six fish species are no longer sold.
Promotion of climate-friendly consumption	<ul style="list-style-type: none"> – Electric lawnmowers are now certified with the Topten label. By the end of 2015, 20% of electronic appliances bear the Topten label. – The carbon footprints of some 500 products is available at Migipedia, by the end of 2012 it will be 850. – M-way offers electric cars in a car sharing operation in cooperation with Mobility, SBB and Siemens.
Procurement of sustainably produced raw materials	<ul style="list-style-type: none"> – Migros gradually switches from certificates to physically sustainable palm oil. The aim is to use 100% sustainable palm oil by the end of 2015. – As a member of the Soy Network Switzerland, Migros commits to using 90% sustainable and GM-free soya by the end of 2014. – Following coffee, cocoa and tea suppliers are Utz-certified: the Chocolat Frey range and tea brands are switched to Utz-certified by the end of 2013. – Better Cotton enters the value-added chain of Migros; the first items of clothing made from BCI cotton are sold in 2012. – Migros supports the establishment of the Aquaculture Stewardship Council (ASC, fish from sustainable fish farms).
Stricter requirements in the standard range	<ul style="list-style-type: none"> – Migros promotes the implementation of GlobalGAP-GRASP in agricultural enterprises with pilot projects in Spain and Italy. – 65% of items of clothing and home textiles meet the eco standard. – Migros removes sandblasted jeans from its range.
Optimisation of product packaging in accordance with the principle of avoid-reduce-recycle	<ul style="list-style-type: none"> – 119 packaging groups are optimised, saving 1000 tonnes of material. The target by the end of 2012 is to reduce pollution from packaging in the 250 most frequently sold products by 10% by 2013.
Commitment to animal welfare	<ul style="list-style-type: none"> – Imported rabbit meat from Hungary is now produced in accordance with Swiss animal protection laws. – Migros signs the fur-free declaration and no longer sells products with real animal fur.
Adjustment of diet guidelines and expansion of the range	<ul style="list-style-type: none"> – The salt content in bread is reduced; 170 ready meals follow in 2012. – Jowa, the Migros bakery, builds a production plant for gluten-free pasta and bakery products. – The products are on the shops' shelves from 2012 onwards. – Migros Gastronomy conducts a pilot project with gluten- and lactose-free food.

Environmental protection

Increase in energy efficiency and reduction of CO ₂ emissions according to EnAW	<ul style="list-style-type: none">– Since 2000, CO₂ reductions of 28% have been achieved.– In 2010 Migros was the first retailer in Switzerland to roll out glass doors on cooling units. More than 50 branches are fitted with them by the end of 2011.– Migros is Switzerland's Minergie champion: 27 shops and 52 other buildings bear the Minergie label, with a total area of 790 000 sqm.– The industrial enterprises Micarna, Mifa and Jowa conduct energy saving weeks. Other enterprises follow in 2012.
Promotion of power from renewable energies	<ul style="list-style-type: none">– At 101 GWh, Migros is one of the biggest customers of renewable power (naturemade star/basic, TÜV-certified power).– Five new solar power plants go on stream on Migros roofs. A total of 20 plants are installed on Migros buildings with a total capacity of 2980 MWh.
Promotion of green transport	<ul style="list-style-type: none">– With a rail mileage of 10.1 million km, Migros is the biggest customer of SBB Cargo in Switzerland.– The in-house lorry fleet is continuously upgraded: 78% of the mileage is driven with lorries of Euro categories 4 and 5.
Promotion of ecological business and customer traffic	<ul style="list-style-type: none">– Migros adopts a directive to procure climate-friendly business vehicles.– The employees increasingly rely on video and telephone conferences.– All business flights are offset via the myclimate foundation (2259 tonnes of CO₂).
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 business waste and expansion of returns system for customer waste	<ul style="list-style-type: none">– The returns system for customer waste is expanded: 105 shops collect old CDs and DVDs in 2011. CD recycling is rolled out in all shops by the end of 2012. All Migros Take-Aways are gradually equipped with PET collection boxes. Migros verifies the comprehensive mixed collection of plastic bottles.
Promotion of biodiversity	<ul style="list-style-type: none">– Migros conducts a TerraSuisse campaign on Facebook. For every one of the 22 000 Facebook fans, Migros sows one square metre of wild flower seeds with IP-Suisse farmers.– A natural habitat for ground-breeding birds is emulated on the flat roof of the Migros Eastern Switzerland operating centre.– 300 employees work for biodiversity on 10 WWF nature assignments.

Society

Promotion of the cultural and social commitment	<ul style="list-style-type: none">– Migros Culture Percentage invests more than CHF 117 million in culture, society, education, leisure and business.– The Migros Aid Fund supports numerous projects in Switzerland and abroad with CHF 1 million.– Migros is the main sponsor of 39 sporting and 30 cultural events.
Promotion of stakeholder dialogue and cooperation with partners	<ul style="list-style-type: none">– Migros is active in social networks: it has 280 000 Facebook fans, 6000 followers on Twitter and 23 000 members at Migipedia.– As part of the WWF partnership, Migros supports 50 WWF youth camps and event days for school classes on farms as well as the exhibition of the Swiss National Museum on the occasion of the WWF's 50th anniversary.– Migros publishes the Green Gourmet cookery book.– As part of the Mountain Products interest group, Migros bestows the award for innovative mountain agriculture on a cheese dairy in the Toggenburg.