

OUR CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

Migros for quality of life

Ever since its foundation, Migros has always regarded social and environmental concerns as central elements of its policy. Migros is accordingly seeking to make a meaningful contribution to sustainable development, to the quality of life. In order to live up to its claim to be a true pioneer, Migros has drawn up a new mission statement.

The present environmental and social policy that has evolved from this will give the mission statement tangible form. The mission goals provide a focus for our operations, and help Migros to shape our future in a responsible way.

THE FEDERATION OF MIGROS COOPERATIVES
Executive Board

A handwritten signature in black ink, appearing to read 'A. Scherrer', with a stylized flourish at the end.

Anton Scherrer
President of the Executive Committee

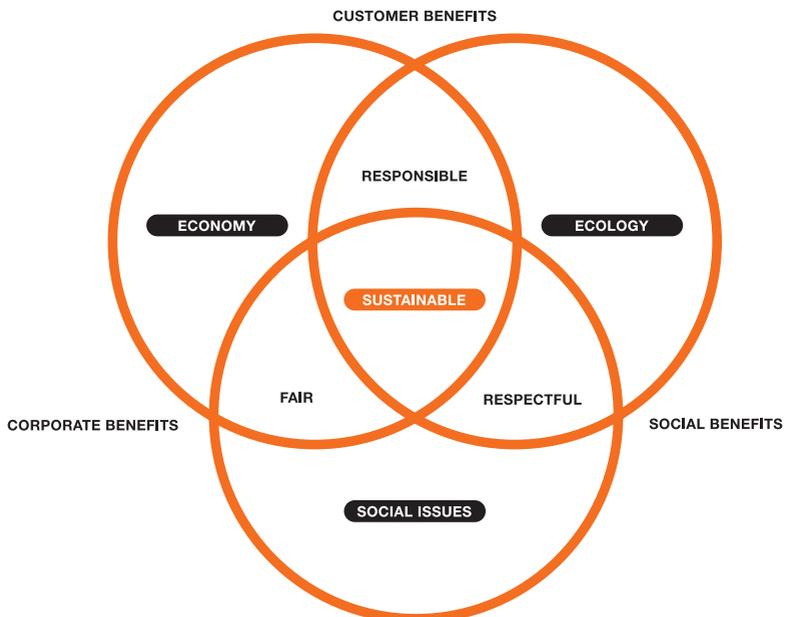
A handwritten signature in black ink, appearing to read 'A. Meier', with a stylized flourish at the end.

Armin Meier
Member of the Executive Committee
Head of Logistics and IT Department



Guidelines – vision of sustainable development

Migros is the Swiss company that is passionately committed to the quality of life of all of its customers. Quality of life is something on which we take a comprehensive, long-term view. This «mission» from the company’s mission statement forms a basis for our commitment to sustainable development. Working with all of our customers, our suppliers and interested social groups, we want to play an active part in shaping the future. We are committed to striking a balance between economic, ecological and social demands (cf. diagram). This produces a model for sustainable development that Migros is firmly committed to and which is embodied in our corporate values.



Sustainable development is defined as «development that meets the needs of the present without compromising the ability of future generations to meet their own needs». *Brundtland Report 1987*



The company's mission statement defines how Migros conducts itself in this area of conflict and provides the following guidelines for our engagement:

CUSTOMERS

We offer quality products and services at reasonable prices.

EMPLOYEES

As a model employer, we create conditions for a motivational and performance-oriented working environment, attracting the best workers.

SUPPLIERS

Based on the free market economy and service level competition, we endeavour to cooperate directly with our producers. We are constantly improving products and services, and also incorporate ecological and social standards in our conditions of employment and production.

COOPERATIVE MEMBERS

Our obligation to our cooperative members is to create values that will ensure Migros's continued long-term independent existence.

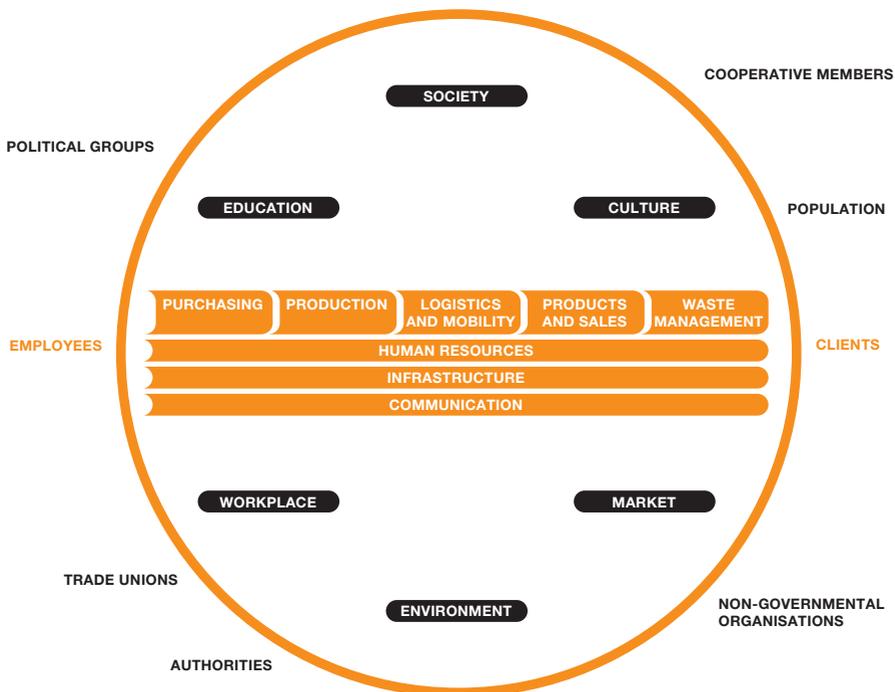
SOCIETY

We promote free and responsible development for all people. With the Migros Cultural Scheme we support active artistic creativity, and thus dialogue with society; we also promote broad access to culture and education. We take care of the environment and our achievements are truly pioneering.



Mission goals – a long-term programme

The mission goals below concretise what we demand of ourselves and what we expect from sustainable development. They cover Migros's operations, presented in the diagram below in simplified form.





Value-added chain optimised

PURCHASING

Safety for customers: definition and consistent implementation of comprehensive quality standards.

Feel-good purchasing: promotion of ecologically and socially optimised production standards among our suppliers.

Securing fair prices for good products and services.

PRODUCTION

Advanced production methods for the welfare of workers and the local population, and to conserve living space, soil, water and air.

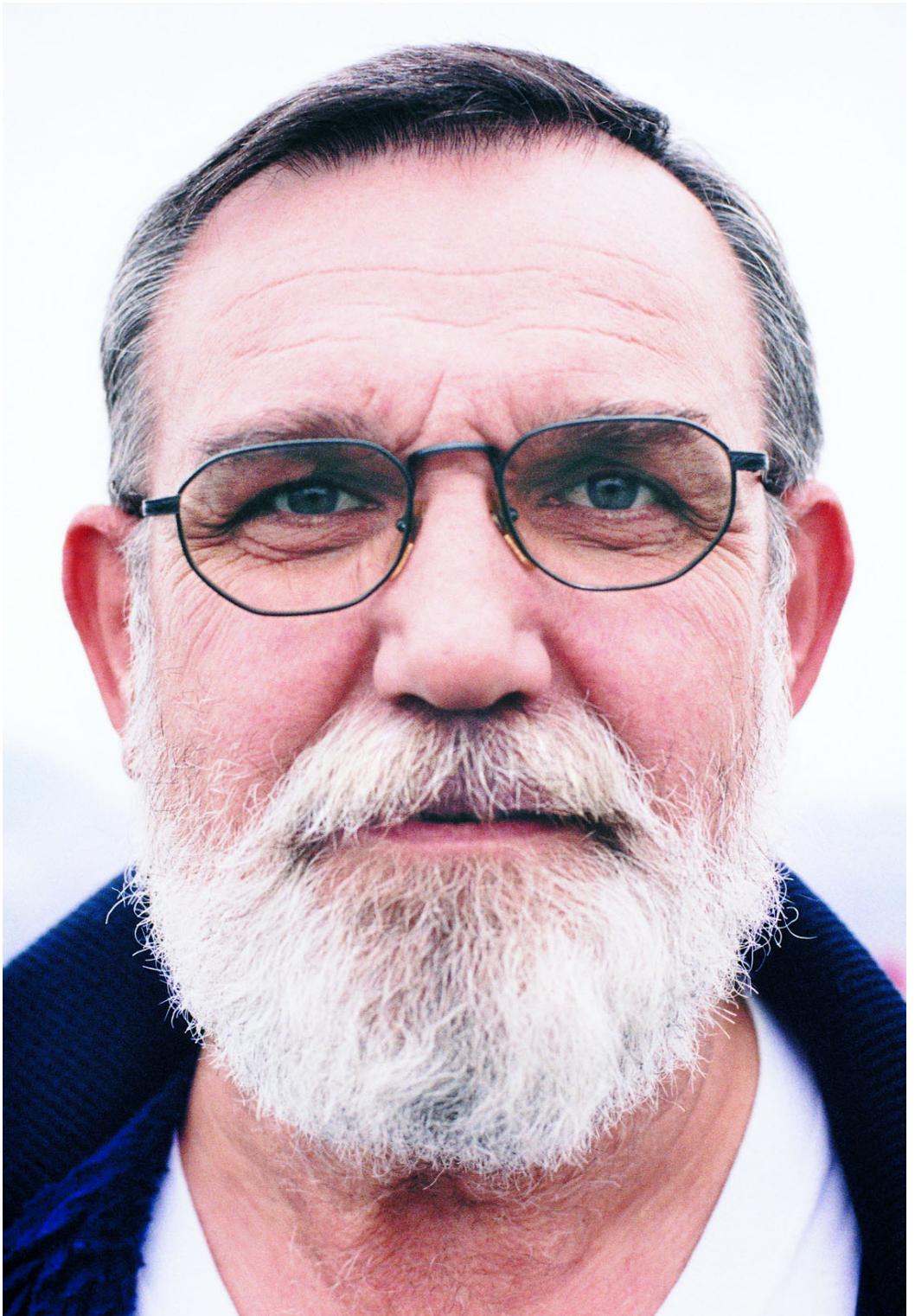
Reduction of specific consumption of resources and energy, i.e. increased production but without at the same time increasing pollution.

PRODUCTS AND SALES

Expansion of the product assortment with products that create added ecological or social benefits, and thus also added value for customers.

Realisation of selected pioneering projects to promote sustainable development.

Promotion of products and services that improve the quality of life in the long term for all customers.



LOGISTICS AND MOBILITY

Increasing transport efficiency, i.e. transporting more goods at less cost.

Partnership cooperation with service partners and interest groups.

Promotion of innovative and environmentally friendly logistics and transport systems.

WASTE MANAGEMENT

Following innovative waste management or recycling paths in cooperation with appropriate partners.

Materials cycles are closed wherever possible.

Products and packaging are organised in such a way that their disposal also creates socially and ecologically beneficial solutions.



Sustainable support processes

HUMAN RESOURCES

Support and encouragement at all levels by means of targeted further education and by entrepreneurial challenges and personal responsibility.

Setting up viable social partnerships internally and externally.

Development of up-to-date health management and consistent promotion of safety at work.

INFRASTRUCTURE

From planning to waste management, buildings are optimised in line with economic, ecological and social criteria. In this respect Migros can and does provide an example.

Economic efficiency must be measured by long-term costs. This should also take into account in particular service life, as well as operating and maintenance costs.

Migros buildings will be planned and designed in such a way that people feel good both in and around them.

COMMUNICATION

Rapid, open and honest communication is a basic principle.

Creation of maximum possible transparency: information and traceability for customers.



Migros as an ecologically engaged company

ENGAGEMENT

Material support for projects in the areas of environmental protection and nature conservation.

Making a contribution to informing and raising the awareness of the population.

LAW AND POLITICS

Active representation of interests, taking into account Migros's socially liberal basic values.

Active involvement in the development of the framework conditions of economic policy; ecological targets play an important role here.

Migros as a socially engaged company

CULTURAL AND SOCIAL ISSUES

Promotion of active artistic creativity and thus dialogue with society.

Promotion of broad access to culture.

Social engagement for everyone.

EDUCATION AND LEISURE

With its Club Schools Migros promotes further personal and professional education and training for broad sections of the population, and the active organisation of leisure time.

Migros as an economically sound company

ECONOMIC VIABILITY

In the spirit of sustainability, the economic viability of business procedures and the creation of value must be aimed at ensuring a balance between the company's long-term success and its social and ecological engagement.

Ecological and social measures are also subject to long-term economic viability. It is possible, within the framework of an overall project portfolio, to realise individual projects that do not achieve the set minimum economic viability, but which do open up major alternative utility potentials.

APPLICABILITY

The environmental and social policy is applicable to all Migros companies that are involved in Migros's retailing business. Other group companies are formulating their own targets specifically adapted to their own operations.

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IMPRINT

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