Society & Culture

In the spirit of its founder Gottlieb Duttweiler, Migros makes numerous contributions to Swiss life and society. Its commitments revolve around Migros Culture Percentage, the Migros Aid Fund and the Engagement Migros development fund.

With the Engagement Migros development fund, founded in 2012, social responsibility was extended across the entire Migros Group. In addition to promoting culture and society, Migros also has a diverse sponsorship programme.