

## Environment & Commitment

# Culture Percentage & Development Fund

Migros makes numerous cultural and social contributions to strengthen social cohesion in Switzerland. These revolve around Migros Culture Percentage and the Engagement Migros development fund.

## Migros Culture Percentage

In 2018, Migros Culture Percentage invested CHF 120 million in **culture, society, education, leisure and the economy**. The permanent institutions include Migros Club School, the GDI Gottlieb Duttweiler Institute, the four "im Grünen" parks, Ferrovia Monte Generoso and the Migros Museum of Contemporary Art.

Migros Culture Percentage also organises events of its own, **supports projects and artists**, and promotes young talent. On a national level, this is done by the Federation of Migros Cooperatives; on a regional level, by the ten Migros Cooperatives.

**CHF 4.7 billion**

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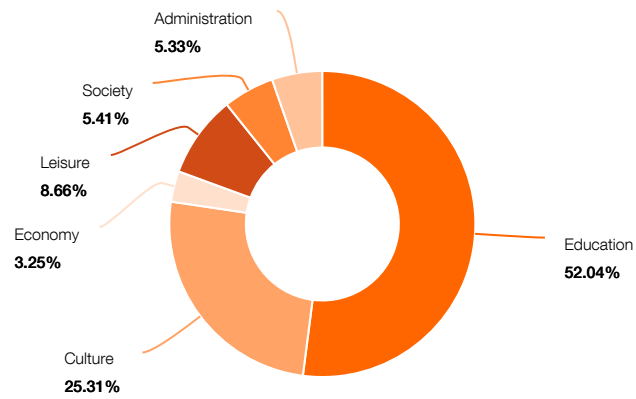
has been contributed to society by Migros Culture Percentage since  
1957.

Migros Culture Percentage was **initiated in 1957 by Gottlieb Duttweiler** and incorporated in the statutes as an independent business unit – on an equal footing with the economic success of the company. Migros' voluntary cultural and social commitment is unique worldwide.

With annual investment of some CHF 120 million, **Migros' biggest contribution to society** is made by Migros Culture Percentage.

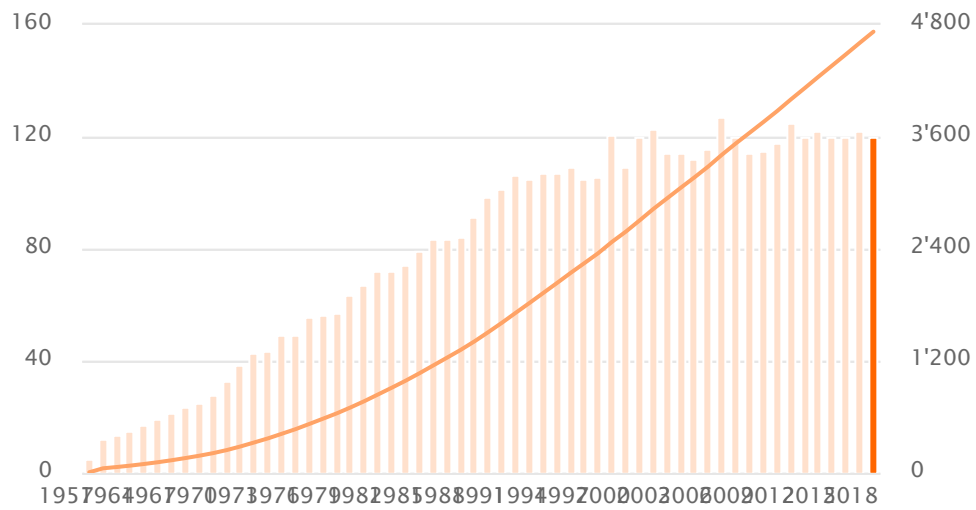
## Migros Culture Percentage expenses 2018 by area

## Area



## Migros Culture Percentage expenses 1957 – 2018

in CHF million



● per year    — cumulated

# Engagement Migros development fund

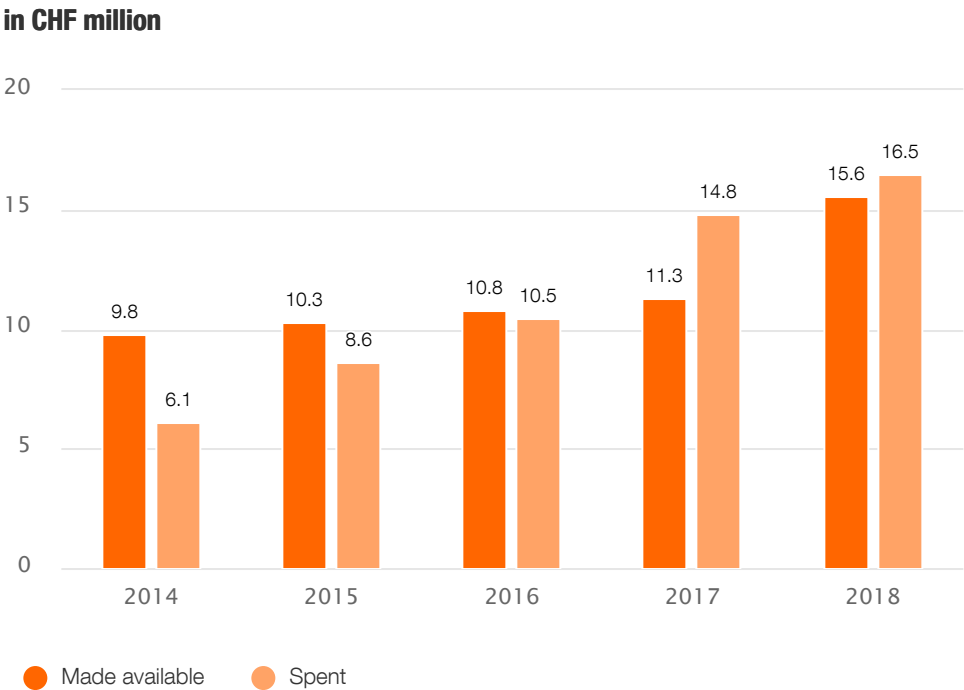
**CHF 16.5 million**

was invested by Engagement Migros in pioneering projects in 2018.

With Engagement Migros, complemented by Migros Culture Percentage, Migros has extended its social responsibility to other companies of the Migros Group. The Engagement Migros development fund was **established in 2012** and has steadily stepped up its support activities ever since.

**60 projects were supported** in the reporting year. The development fund is financed with 10% of the dividends of the subsidiaries, including Denner, Migros Bank, Migrol and migrolino. A total of CHF 15.6 million was made available in 2018 (CHF 16.5 million spent).

## Engagement Migros expenses 2014 – 2018



Engagement Migros **supports pioneering projects in social change** that break new ground and test future-oriented solutions. At present, projects are supported in seven areas: Mobility, Production & Nutrition, Circular Economy, Museums & Public, Creatives & Market, Collaborative Innovation and People & Digitalisation.