

Environment & Commitment

In Dialogue with Migros

As Switzerland's largest retailer and private employer, Migros is in touch with numerous stakeholder groups. The dialogue helps it to identify and respond to issues in society at an early stage.

At Migros, dialogue with stakeholders is an important element in defining and implementing the company's objectives. It reflects Migros' commitment to **corporate responsibility**, an open corporate culture and a far-sighted approach to societal issues. The [website Generation M](#) provides information about Migros' most important memberships and partnerships.

Customers

Customers are Migros' **largest group of stakeholders**. In the reporting year, the company counted around 443 million customer contacts at the checkout in Cooperative Retailing.

The company communicates with its customers through various channels, such as **M-Infoline**, where customers can share their suggestions or opinions about products, and via Facebook, Twitter and Instagram. M-Infoline was contacted over 199'000 times in 2018. In 2018, customers were able to give their opinion on 82 issues relating to the product range and branches on the community platform [Migipedia](#).

Employees

In 2018, the Migros Group employed a total of **106'622 people** in Switzerland and abroad. It also trained 3'833 trainees in more than 50 professions in retail, industrial, logistics and service companies.

Migros employees benefit from progressive and responsible working conditions, an occupational health management system and, with the [N-CLA](#), one of the best collective labour agreements in Switzerland.

Cooperative members

At the end of 2018, Migros had around 2.2 million cooperative members in its ten regional Cooperatives. These members are equal **co-owners** of their regional cooperative.

The members are kept informed regularly of the latest events in their regions via Migros' own media (Migros-Magazin, Migros Magazine, Azione) and the Cooperative Councils. Migros also reaches a large readership via its website.

Business partners

In addition to strict quality and safety standards, it is important to Migros to ensure that its products are made under socially responsible, **safe working conditions**, and that they originate from **environmentally sustainable sources**. It meets these requirements by working closely with suppliers and manufacturers in Switzerland and abroad.

In 2018, as part of a student project led by the School of Management and Law at the Zurich University of Applied Sciences (ZHAW), the **effects of implementing social standards** in value-added chains in China were examined. As part of the study, numerous discussions were held with producers, workers and independent stakeholders.

Economic policy

Migros actively engages in political dialogue on **issues relating to the economy, agriculture, consumption, the environment and food**. The FMC's Directorate of Economic Policy represents the interests of the Migros Group and its customers towards political authorities, parties and organisations. As part of the Swiss retail stakeholder group (IG DHS), Migros is also committed to the concerns of consumers and to ensuring good general conditions for Swiss retailers.

In 2018, Migros joined forces with other companies and organisations to successfully **oppose the Fair Food public initiative**, which would have led to higher prices for consumers. Migros also campaigned against VAT-exempt foreign purchases and in favour of a more consumer-friendly range of non-prescription medicines.

Non-governmental organisations

Migros maintains **open dialogue** with numerous non-governmental organisations (NGOs). The aim is to identify at an early stage which topics they address and to find interesting ideas. Migros also collaborates with NGOs on specific projects and issues.

In 2018, the topics of **packaging and products made of plastic** received a lot of attention from the media and some NGOs. Migros met Greenpeace, OceanCare, STOPPP Plastic Pollution CH, the Young Greens and media representatives to discuss the transparency of packaging data and possible ways to reduce the amount of plastic used.

Media professionals

As Switzerland's largest retailer, Migros is a **popular partner for the media**. It announced its results for the year at a financial press conference on 27 March 2018; M-Industry communicated its results at an annual press breakfast.

In the reporting year, about 7'000 enquiries from media professionals were received by the **media office of the Federation of Migros Cooperatives (FMC)** on issues such as food residues, the impact of digitalisation on retail, products for customers with special requirements, and animal welfare. Migros was also asked to comment on current political issues.

Science

Migros continuously refines its products and production processes. It also promotes scientific research. To this end, the specialists in the individual departments maintain close dialogue with **universities** and other **research institutions**.

In 2018, various projects were conducted with partners, including the **Research Institute of Organic Agriculture (FiBL) and Agroscope**. The aim of the collaboration is to improve raw materials and food, and further develop processing methods.