

03 October 2012

## **Second Quarter Corporate Responsibility Update 16 weeks to 29<sup>th</sup> September 2012**

### **Sainsbury's builds on momentum of Paralympic Games sponsorship and is named world's leading food retailer for sustainability**

- **First ever Paralympic-only sponsor with a programme for the Games across colleagues and customers; first of Olympic and Paralympic sponsors to announce plans to take the legacy forward with 'Active Kids for All'**
- **Named world sector leader for food retailers by the Dow Jones Sustainability Index (DJSI) for the sixth consecutive year**
- **Named Sustainable Retailer of the Year by the Retail Industry Awards**

**Justin King**, Chief Executive, said:

*"Leading our sector globally for the sixth year is great recognition of how our values are embedded in our business.*

*"Nowhere has this been more apparent over the past months, than in our approach to the Paralympics. We were proud to play our part in its outstanding success. We built a programme that involved both customers and colleagues and will sustain this momentum, from our Active Kids for All programme through to the work we do inside our business to ensure we are a great place to work and shop."*

Sainsbury's Paralympic programme included:

- 18,000 Sainsbury's customers and colleagues **attending the Games** with Sainsbury's support:
  - 12,000 winning customers attended the Games through Sainsbury's. Over 1 million customers entered competitions in store, which drove both awareness of and excitement around the Paralympic Games.
  - 5,000 colleagues from all over the UK were taken to the Paralympics on 3 September to celebrate the sponsorship and recognise their contribution. Hundreds of colleagues were also invited to the Closing Ceremony, and were Gamesmakers or seconded to LOCOG.
- 100 customers and 45 colleagues took part in the **Paralympic Torch Relay**, with the nominees being selected for their positive work within disability or community led initiatives. In addition, the torch visited scores of our stores across the country, with plans in place for further events to help continue the momentum.
- On 14 September, Sainsbury's announced the **'Active Kids For All'** Paralympic legacy plan - a ground-breaking inclusive PE training programme for teachers. Sainsbury's is committing £1 million to fund teacher training courses which will help over 500,000 disabled and children with special educational needs to be included in school PE lessons.
- We also announced that Sainsbury's will be extending our sponsorship of the **British Paralympic Association** to help build on their success in 2012 and support them through the Sochi Winter Paralympic Games in 2014 and all the way to Rio in 2016.

Other highlights from the quarter include:

### 1. Best for Food & Health

- We continue to help our customers with **allergens and intolerances** through new product development in our *freefrom* range. We have launched nut-free celebration cakes for children as well and improved on pack labelling as a result of clear supplier cross-contamination and segregation practices.

### 2. Sourcing with Integrity

- We continued to support our dedicated **dairy farmers and pork producers**, through our farmer Development Groups, in light of market volatility and rising input prices.
  - In Dairy, our industry-leading cost of production model which was voted for by farmers earlier in the year, led to an increase in the price paid to our 324 Sainsbury's Dairy Development Group farmers, contrasting with practices elsewhere.
  - We also announced a premium of 10p per kilo to our 22 pig producers via our Pork Development Group, supporting them against rising feed costs.
  - On 1 October we announced a new £1m fund to incentivise innovation and best practice within farming.
- For the fourth consecutive year, the 2011/12 British apples and pear season closed with Sainsbury's again the UK's leading seller with 52 apple varieties and 10 pears. We sold over 40,000 tonnes of the fruits last year, equal to 264 million apples and pears.

### 3. Respect for our Environment

- Our significant investment in renewable energy continued as we became the largest multi-roof solar array in Europe. We installed 69,500 new **solar panels** on our stores which generates 16 megawatts (MW) of power, enough for 4,100 homes. The solar power will reduce Sainsbury's total CO2 emissions by an estimated 6,800 tonnes per year, as well as delivering energy cost savings.
- We announced the roll out of innovative **geothermal energy** for up to 100 stores, tapping renewable energy from deep underground to provide energy efficient heating and hot water. The scheme aims to deliver up to 100MW of renewable energy sources in supermarkets by the end of 2016.
- We announced our investment in more comprehensive **recycling facilities** to provide a convenient, one stop shop for our customers to easily recycle their household materials, complementing existing kerbside collections. The new facilities are currently in over 20 supermarkets.

### 4. Making a Positive Difference to our Community

- The Paralympics provided an unprecedented opportunity for us to connect with communities across the country. This ranged from the nomination process to supply 145 colleagues and customers to carry the **Paralympic flame** during the Torch Relay to arranging for over **70 Paralympic athletes** to visit stores and drive awareness about Paralympic sport. This is continuing, with plans to ensure that the Torch will visit **every single supermarket** by 1<sup>st</sup> November.
- Following our most successful **Local Community Partner** selection campaign, stores have begun to work with the selected organisations. This year we have over 1,000 community partners through the scheme. Colleague and customer fundraising contributed £1.5m last year.

## 5. A Great Place to Work

- We announced the creation of **15,000 new seasonal jobs** this year, to meet increased demand from customers over the busy Christmas and New Year period and to provide an even better service. It's anticipated that around 2,000 of these temporary roles will be made permanent, as new stores are opened and extended.
- We re-launched our **Trainee Manager** programme for 150 new applicants who have A-Levels, and also recruited twenty **graduates** to our Future Leaders programme in September.
- Sainsbury's opened its doors to 200 **young unemployed** people as part of the IGD's 'Feeding Britain's Future' during a Skills Week in September. This involved helping them with basic interview skills, CV writing and giving them an overview of the many opportunities available in our business.
- We promoted the variety of careers in retail to young people via our **Youth Can** initiative with 1,000 Sainsbury's young colleagues visiting more than 400 schools in their local communities.

For more information on Sainsbury's 20 by 20 Sustainability Plan please go to [www.jsainsbury.co.uk/responsibility](http://www.jsainsbury.co.uk/responsibility).

### Enquiries:

#### Corporate Responsibility

Stuart Wright

+44 (0) 20 7695 7091

#### Media

Sarah Dunne

+44 (0) 20 7695 7051