

20x
20

Sainsbury's continues to help customers *Live Well For Less* as part of its 20x20 plan

- Health on a budget supported through promotion of Five A Day the *basics* way
- Consumers encouraged to reduce food waste, with help to 'Make your Roast go Further'
- Switch the Fish raises awareness of - and consumer action on - seafood sustainability
- Sainsbury's colleagues and customers raised over £10.5 million for Comic Relief in Sainsbury's 14th year as a corporate partner
- Recognised as Employer of the Year at the Retail Week Awards

Justin King, Chief Executive, said:

" Just as we've enjoyed great business success over the quarter, so too we've seen another set of great results towards our 20x20 sustainability objectives.

" Of course these two things are far from disconnected. We know that our ability to help our customers *Live Well For Less* means more than great quality at the right price, it's also about answering their concerns and making a positive difference. From our commitment to British farming to our support for Comic Relief, our customers and colleagues expect us to do the right thing on their behalf, and to live by our values.

" I am particularly pleased that we've been recognised as Employer of the Year as we know that our company success is due to the 150,000 colleagues working in our stores, depots and offices. They are the face of Sainsbury's and our customers consistently tell us that how we treat our colleagues is key to earning their trust."

Colleagues from our Coldhams Lane store in Cambridge with over 25 years' service, celebrate the 25th anniversary of Comic Relief.



20x
20

Other highlights from the quarter include:



Our Five A Day the *basics* way aimed to help raise consumer awareness of their Five A Day - five portions of fruit/vegetables.



Sainsbury's Dairy Development Group, set up in 2006, has helped our 330 Sainsbury's dairy farmers to reduce their impact on the environment by improving efficiency and animal health and welfare.



Sainsbury's 'Make your Roast go Further' campaign encouraged customers to create two family weekday meals from every Sunday roasting joint.

1. Best for food and health

- **Five A Day, the *basics* way:** In January we promoted the affordable consumption of your five a day via our *basics* range in support of the fruit and veg pledge we made as part of the Department of Health's Responsibility Deal.
- **Wells Family Challenge:** In March we announced the pilot of a new customer service across 30 stores - the Sainsbury's Healthy Living Plan. This is based on our Wells Family Challenge - a year-long social experiment with 10 families (all with the surname Wells) who were aided by their local Sainsbury's pharmacist in adopting healthier lifestyles. The report - *A Pharmacy First Approach* - outlined the tangible physical health improvements - including lower cholesterol, shrinking waistlines and lower blood pressure - as well as a heightened sense of general wellbeing across all families.

2. Sourcing with integrity

- **Switch the Fish:** In January, as part of our continued leadership on sustainable fish as the UK's largest retailer of Marine Stewardship Council fish, we gave away five tonnes of lesser known British fish (lemon sole, mussels, Cornish sardines, coley fillets and loch trout fillets) to encourage customers to expand their food repertoire and eat alternative species.
- **Fairtrade:** In February, as the world's largest retailer of Fairtrade products, selling more than 800 Fairtrade products, we supported Fairtrade Fortnight in our stores through our 500 Fairtrade ambassadors. With £1 in every £4 spent on Fairtrade in the UK being spent at Sainsbury's, our ambassadors were involved in helping schools, community centres and other local organisations across the country host their Fairtrade activities.
- **British farming:** In February, as part of our long-standing commitment to double the amount of British food sold by 2020, we confirmed our milk processor contracts for a further three years to 2017 and made a payment promise to our 800 dedicated Lamb Development Group farmers.

3. Respect for our environment

- **Making food go further:** In January we ran a consumer campaign to help customers reduce food waste as part of our *Live Well For Less* promise. 'Make your Roast go Further' used in store and online advertising to help customers get two additional family meals from every Sunday roasting joint.
- **Carbon Trust Water Standard:** In February we became one of the first organisations to achieve the Carbon Trust Water Standard, and the first retailer to obtain independent certification showing we are taking action to measure, manage and reduce water use year on year. Water stewardship is a key part of our *20x20 Sustainability Plan*, and we are on track to achieve our target of 50 per cent relative reduction in our operational water use.
- **LED energy savings:** In January, our new store in Leek, Staffordshire, became the first supermarket in the world to pilot GE's latest LED lighting, delivering a 59 per cent lighting energy saving for the store. The new technology, which includes daylight sensors to optimise natural daylight, is also helping to reduce the store's carbon footprint and enhance the shopping experience for customers.

20x
20



Since the launch of Active Kids in 2005, £123 million worth of sports and active equipment and experiences has been donated to over 49,000 organisations.



Sainsbury's colleagues shared in a £23 million payout from the company's Sharesave scheme.

4. Making a positive difference to our community

- **Comic Relief:** This year marks 14 years since we began working with Comic Relief. Over February and March we've supported the charity through the sale of merchandise such as the One Direction single - One Way Or Another - as well as a unique bag designed by Lulu Guinness and the famous Red Noses. Our customers and colleagues raised over £10.5 million, through merchandise and joining in the fun in a range of fundraising efforts across all stores, depots and offices, in every region across the UK. Sainsbury's is Comic Relief's largest corporate partner, having raised over £74 million for the charity since 1999.
- **Active Kids:** In January we launched the ninth year of our *Active Kids* programme to encourage children to lead healthier, more active lifestyles. Featuring an advertising campaign starring our Active Kids Ambassadors, Ellie Simmonds and David Beckham, the scheme allows customers to collect Active Kids vouchers for local schools and community groups. The vouchers can be redeemed against sports equipment and experiences, with around £123 million worth donated since the scheme began. This year we also introduced The Active Kids Challenge, a six-week initiative encouraging schools, groups and clubs to complete a series of activities including David Beckham's 1 Minute Challenge.

5. A great place to work

- **Employer of the Year:** We were recognised as Employer of the Year at the Retail Week Awards, highlighting how we engaged our colleagues in every aspect of the London 2012 Paralympic Games.
- **Jobs:** In January we confirmed that 2,336 jobs have been retained permanently following the recruitment of 20,000 extra seasonal colleagues over Christmas.
- **Sharing in success:** In February over 11,000 Sainsbury's colleagues shared in a £23 million payout from the company's Sharesave scheme as two plans matured. We celebrated the achievement of our general merchandise sales reaching £1 billion per annum by giving our colleagues the chance to enjoy an enhanced discount of 20 per cent over a long weekend in late February.
- **Training:** In March we announced a new apprentice scheme aimed at developing our team leaders of the future. There are 400 places available in 2013 for existing colleagues who will complete the scheme having gained qualifications equivalent to two A Levels.
- **Pensions:** 57,000 colleagues are now saving for their retirement for the first time, after Sainsbury's was one of the first companies to introduce pensions auto-enrolment.

For more information on Sainsbury's 20x20 Sustainability Plan please go to www.j-sainsbury.co.uk/responsibility.

Enquiries:

CR & Sustainability
Stuart Wright
+44 (0) 20 7695 7091

Media
Sarah Dunne
+44 (0) 20 7695 7051