

# WARUM DIE WIRTSCHAFT DIE SDGS BRAUCHT?

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T.DIETRICH-HÜBNER | 29.11.2019

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## INTERNATIONAL BUSINESS OF REWE INTERNATIONAL AG

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Stores in:

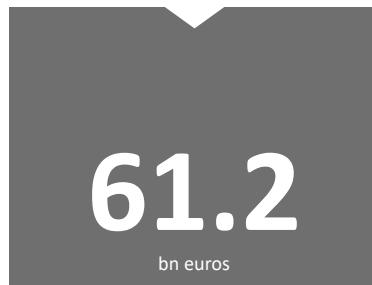
- Bulgaria
- Croatia
- Lithuania
- Russia
- Slovakia
- Czech Republic
- Ukraine
- Hungary
- Italy
- Romania



## REWE GROUP: SUCCESSFUL IN GERMANY AND EUROPE

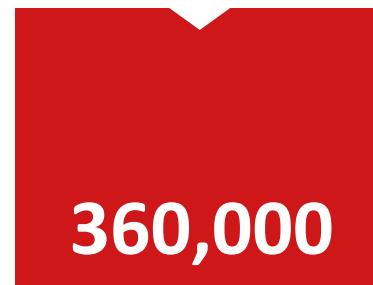
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### REWE Group in figures:



TOTAL EXTERNAL REVENUE 2018

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EMPLOYEES 2018

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STORES 2018

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# REWE GROUP AT A GLANCE

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RETAIL  
GERMANY



RETAIL  
INTERNATIONAL



DIY  
STORE



TOURISM



OTHER



## RETAIL COMPANIES OF REWE INTERNATIONAL AG

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REWE International AG operates around 2,550 stores through the retail brands **BILLA**, **MERKUR**, **PENNY**, **BIPA** and **ADEG**. It is market leader in Austrian food retail, and – with more than 44,100 employees – one of Austria's biggest employers.

From its headquarters in Wiener Neudorf, REWE International AG not only manages its Austrian business, but also the international food retail affairs of REWE Group (Organisational Unit Handel International).

Via supermarket retail brand BILLA the company is represented in Bulgaria, Czech Republic, Russia, Slovakia, and Ukraine, via discount retail brand PENNY in Czech Republic, Hungary, Italy and Romania, with the supermarket IKI in Lithuania and with the drugstore retail brand BIPA in Croatia.



## CURRENT DISCUSSIONS ON CLIMATE CHANGE, BIODIVERSITY AND PACKAGING INFLUENCES SOCIETY, POLITICAL POLICIES AND OUR CUSTOMERS



**The  
Guardian**

'Let's do it now': Greta Thunberg crosses Atlantic and calls for urgent climate action

UN Report: Nature's Dangerous Decline 'Unprecedented'

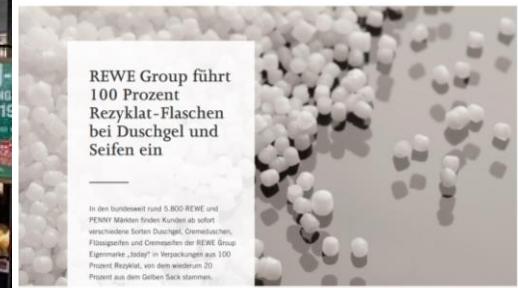
Species Extinction Rates 'Accelerating'

 INDEPENDENT  
ENVIRONMENT

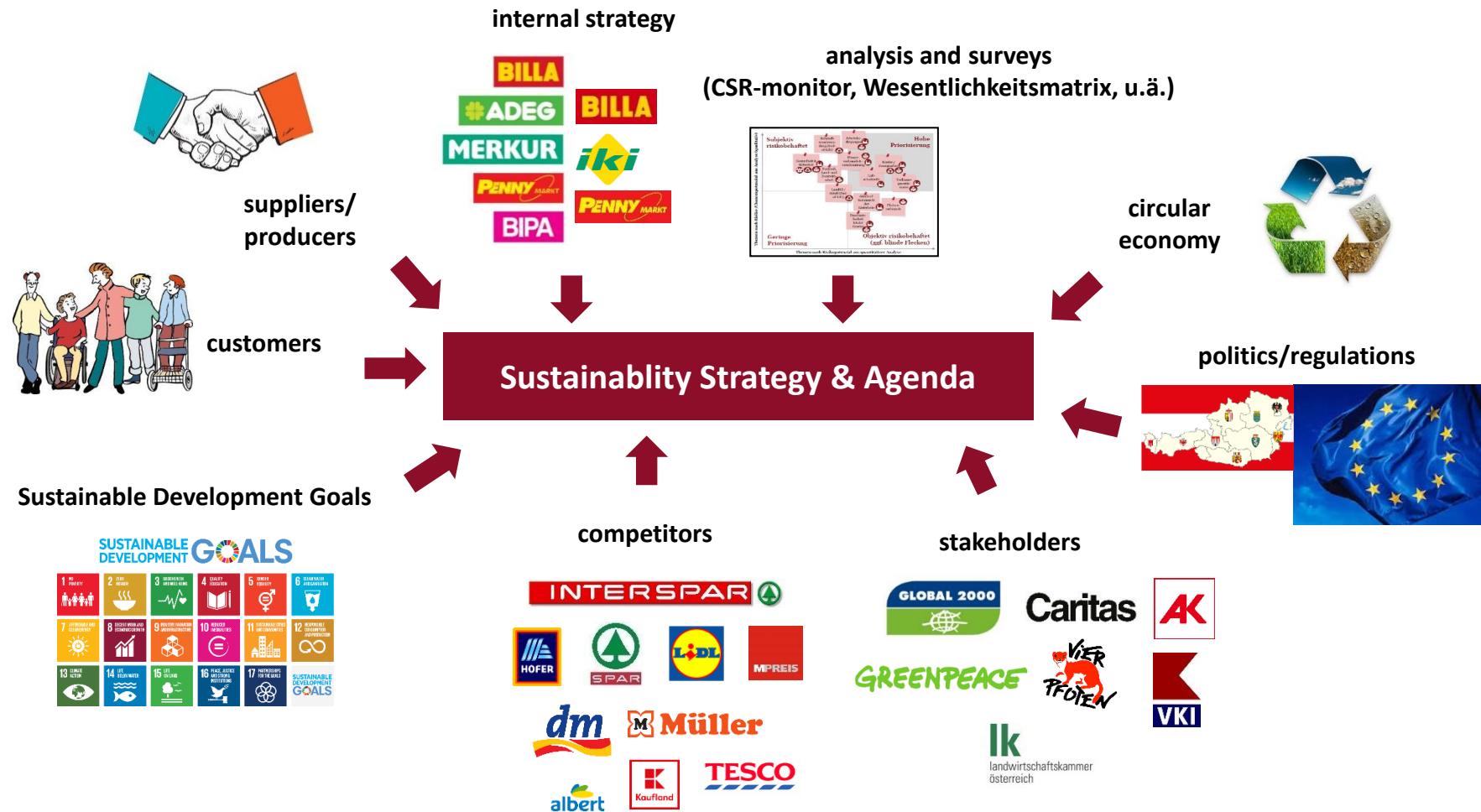
Microplastics discovered in Arctic snow

ENVIRONMENT  
It's raining plastic in the Rocky Mountains, scientists find

## TOUCHPOINTS WITH OUR CUSTOMERS



# DIFFERENT EXTERNAL AND INTERNAL FACTORS & STAKEHOLDERS INFLUENCE THE SUSTAINABILITY AGENDA





## Our four sustainability columns



### Green Products

Conscious Nutrition  
Fairness and Social Standards  
Biodiversity and Living Environment (Preserving Resources)  
Animal Welfare



### Energy, Climate and Environment

Energy Efficiency  
Climate-relevant Emissions  
Preserving of Resources



### Employees

Values and Culture  
Education and Development  
Health and Safety Management  
Work and Phases of Life  
Diversity and Equal Opportunities



### Social Engagement

Conscious Nutrition and Physical Activities  
Chances for Children and Teenagers  
Conscious Approach towards Food  
Biodiversity and Climate Protection



## MAIN SUSTAINABLE DEVELOPMENT GOALS FOR REWE

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- Zero Hunger (SDG 2)
- Quality Education (SDG 4)
- Affordable and Clean Energy (SDG 7)
- Decent Work and Economic Growth (SDG 8)
- Responsible Consumption and Production (SDG 12)
- Life Below Water (SDG 14)
- Life on Land (SDG 15)
  
- [www.gemeinsam-nachhaltig.at](http://www.gemeinsam-nachhaltig.at)



## SDGS: VALUE FOR MULTINATIONAL COMPANIES

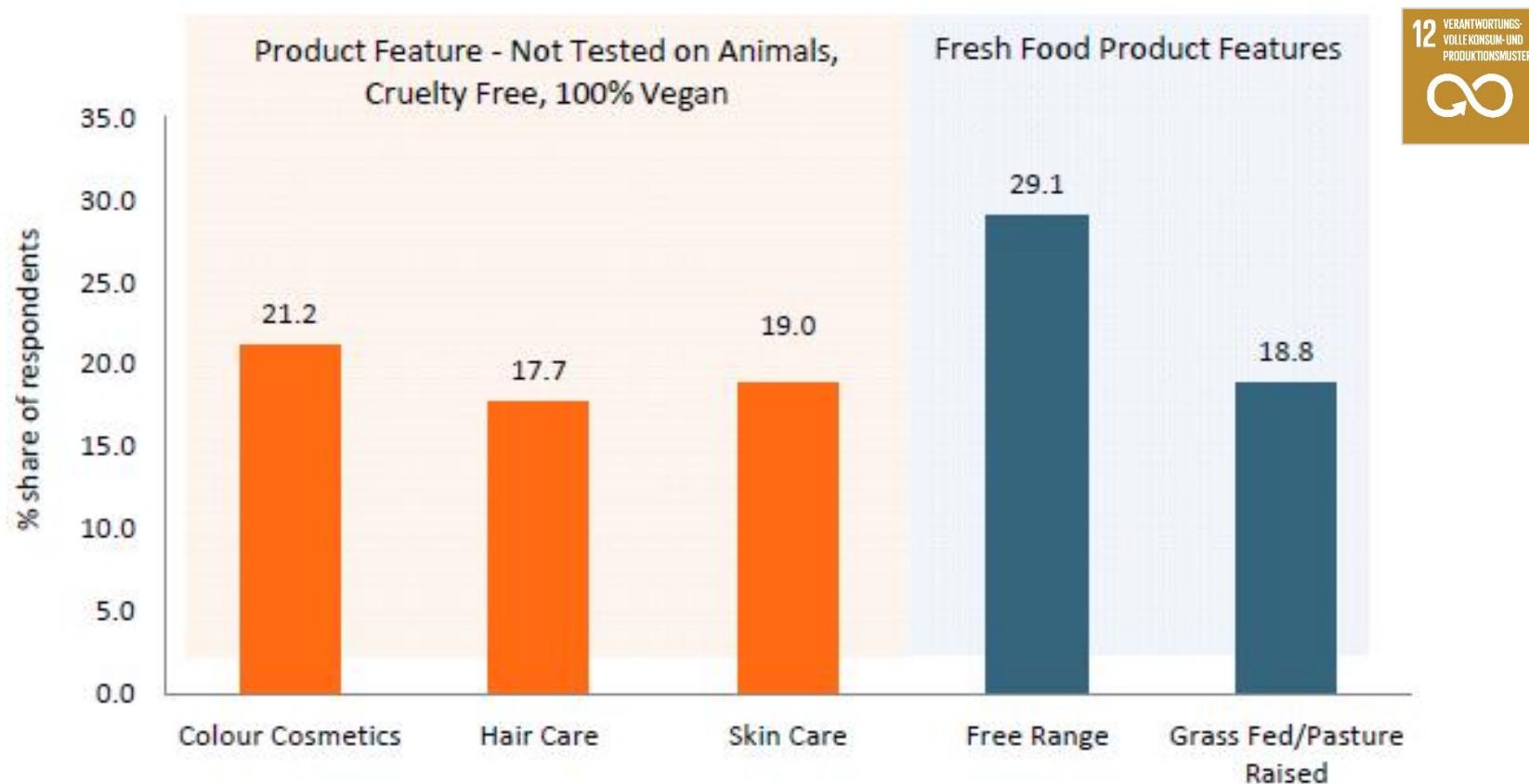
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- A photograph of a woman with dark hair tied back, wearing a grey tank top and grey pants, standing in a field of tall green grass. She is looking through a pair of black binoculars. In the background, there is a body of water and some trees under a clear sky.
- ✓ New markets and consumers for sustainable goods and services
  - ✓ Defining the most critical hotspots
  - ✓ Risk minimization
  - ✓ Driving innovation
  - ✓ Common B2B Goals/Topics
  - ✓ Creates a common understanding
  - ✓ Comparability
  - ✓ Media Interest
  - ✓ ....

## BARRIERS OF USING THE SDGS



- ? unclear goals
- ? Lack of international Standards to measure the goals for a business/company
- ? Cherrypicking
- ? Involvement of citizens/consumers
- ....

## PRODUCT FEATURES INFLUENCING PURCHASING DECISION



Source: Euromonitor International

# STRATEGY ENVIRONMENTALLY FRIENDLY PACKAGING AUSTRIA



- 15.000 Ideas
- Nearly 7.000 people taking part



## SOCIAL STANDARDS



### April 2019: REWE Group **Policy Statement Human Rights** Basic declaration to respect human rights

#### Background

- In 2011 the EU-commission requested all member states to develop a national action plan for the implementation of the UN-guiding principles for economy and human rights
- The German government started with the implementation in 2014.  
In 2016 the NAP was introduced to the Bundeskabinett.

# BLÜHENDES ÖSTERREICH



**1 cent per product** sold to the Foundation “Blühendes Österreich” for the preservation of natural habitats („Da komm’ ich her!“, „MERKUR Immer Grün“, „Ich bin Österreich“, Wegenstein-Wein und „bi good“) secures 1,000 ha for a long-term species conservation by 2025.

The non-profit Foundation “Blühendes Österreich” helps ensure the credibility of our Austrian companies.



**BILLA**

**MERKUR**

**BIPA**

**ADEG**

**PENNY MARKT**

# BLÜHENDES ÖSTERREICH

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## „ICH BIN ÖSTERREICH“ FÜR EIN BLÜHENDES ÖSTERREICH

- Strengthen values such as regionality, freshness, variety and the top price-performance ratio, which stand for "I am Austria"
- 2018: 13 weeks on the cover of the leaflet
- 2019: store branding and POS measures



**PENNY KLEINES GELD GANZ GROSS** FLUGBLATT GÜLTIG VON DO 30.08. BIS MI 05.09.2018

A photograph of a boy and a girl sitting on a wooden crate filled with green lettuce leaves in a lush green field. They are both wearing red polo shirts. Butterflies are visible around them. The background shows rolling green hills under a clear sky.

**DAS SCHMEKT NICHT NUR DER NATUR!**

Unsere exklusive Eigenmarke „Ich bin Österreich“ spiegelt regionale Vielfalt wider, auf die wir bei PENNY stolz sind!  
Daher unterstützen Sie mit jedem Kauf von „Ich bin Österreich“ Obst- und Gemüsesorten die Naturschutz-Initiative „Blühendes Österreich“.

**Blühendes Österreich** 1€ = 100g  
Mehr Informationen dazu finden Sie unter: [www.bluhendesoesterreich.at](http://www.bluhendesoesterreich.at)

**PREISINFO FEHLT**

**XX% BILLIGER! statt XX pro XX XX**

**XX% BILLIGER! statt XX pro XX XX**

**XX% BILLIGER! statt XX pro XX XX**

**ICH BIN ÖSTERREICH EINTEIFRISCHER EISALAT aus Österreich KL. I.**

**ICH BIN ÖSTERREICH ZARTER JUNGZWIEBEL aus Österreich, KL. I.**

**FRIISCHE CHAMPIGNONS KL. I. 400 GRAMM**

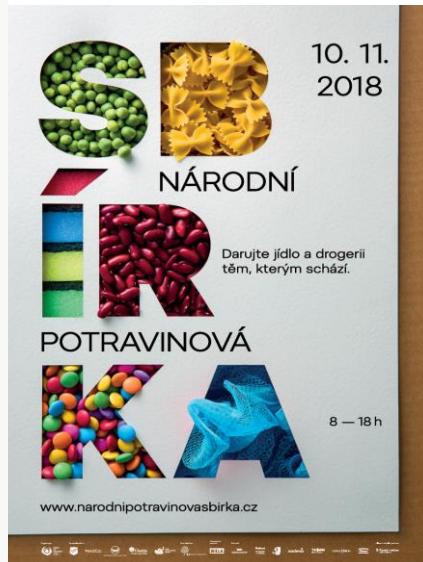
**G'SCHMACKIGE EIERSCHWAMMERL KL. I. rose**

## BILLA BULGARIA – PESTICIDE-REDUCTION-PROGRAM

- Launch of the program together with Global 2000 in Bulgaria 2017
- Weekly, independent tests through external certificated laboratory
- Detailed results are continuously published on the Website
- Plant protection/ pesticide prevention guidelines are made available to all producers
- Strict guidelines for pesticide residues



# FOODWASTE ACTIVITIES



„Uncommon pieces“  
(Biohelden, Wunderlinge, etc.)  
– IT, AT, HU, CZ





# LERNEN MACHT SCHULE

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- Bildung und Integration durch lernen mit- und voneinander für Kinder sozial benachteiligter Familien.
- Projektstart September 2010
- Ca. 120 Lernbuddys der Wirtschaftsuniversität Wien
- Ca. 240 Kinder und Jugendliche von Caritas Einrichtungen
- Stärkung der Persönlichkeit der Lernenden
- Interkulturelle Erfahrungen für Studenten
- Finanzierung durch RIAG und Partner

