



# «Employee Sustainability App» Hack Case Bell Food Group

March 22, 2023

Sven Friedli, CIO Bell Food Group

**BELL  
FOOD  
GROUP**





# Bell Food Group at a glance

## Our Products

1



## Our Brands



3

**BELL  
FOOD  
GROUP**   
LEADING IN FOOD

*Joyful, competent and  
responsible* – our objective is  
to be one of the leading food  
companies in Europe.

2

## Our Locations



## Our Missions

We shape the future.

We love the  
good things.

*We take responsibility.*

4

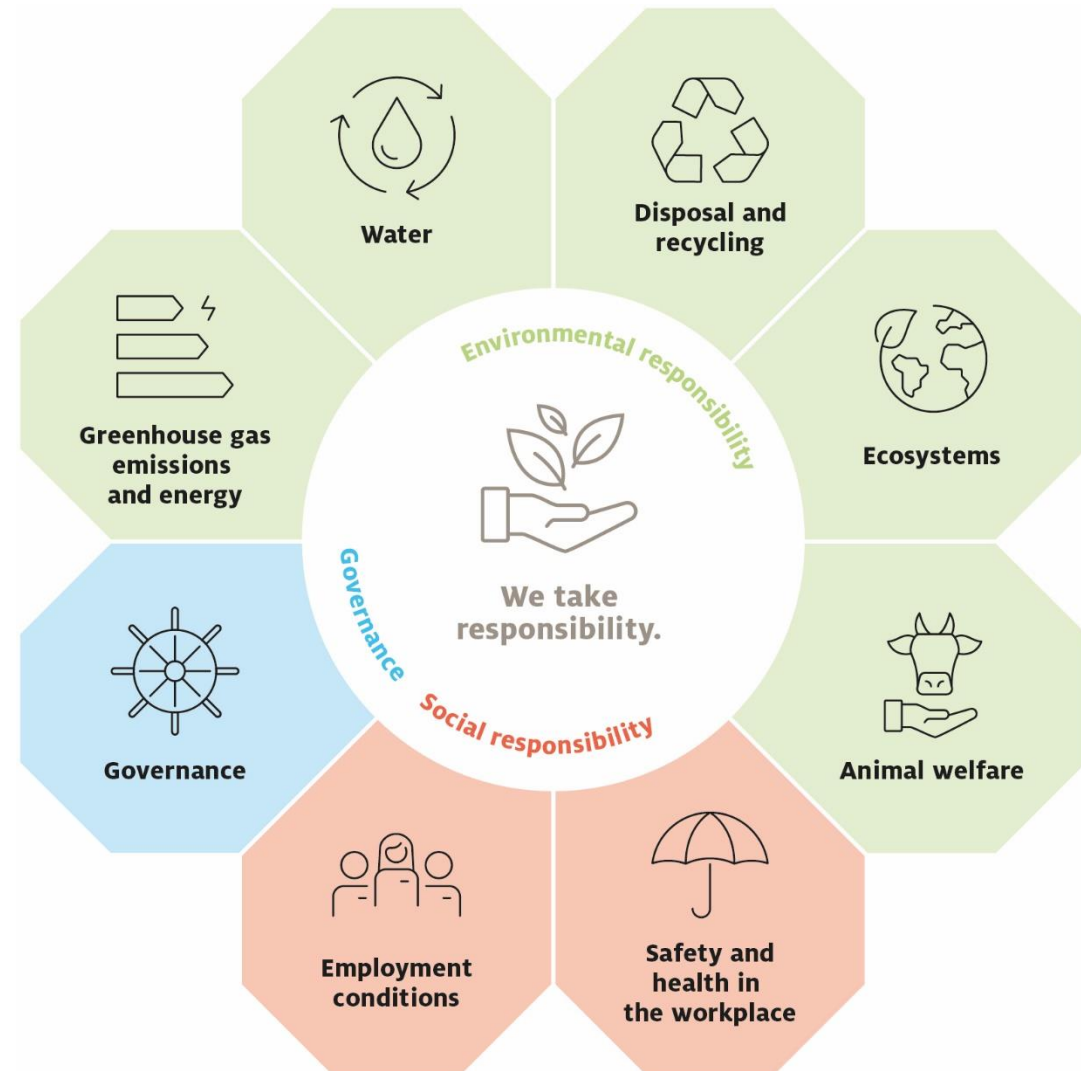




## We have ambitious goals for our mission in sustainability

### We take responsibility.

We have defined a generally higher ambition level for the important topics and are guided by scientifically based objectives and international agreements and frameworks.





## The goal of our challenge “Employee Sustainability App»

### We show our employees their sustainability footprint!

We want to incentivate our employees on our sustainability commitment and give them direct feedback on their daily behavior.



#### The first line worker

They see the outcome of their actions at the production line and can give inputs for improvements.

#### The office worker

Get a feedback about their daily behavior. They can also learn more about our commitment in “We take responsibility”.

#### The manager

Get a feedback of the footprint of their business trips and they can see the overall footprint of the plants and locations.



**Win a long weekend in  
Madrid for the whole team  
and taste our delicious  
Spanish products at our  
factory in Fuensalida!!!**







**We are looking forward to  
your great results!**