

20x 20



Our 20 sustainability
commitments to help
us all Live Well For Less

An update on our
progress so far – 2014



Sainsbury's
live well for less

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Look out for

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Our website has lots more information about the subjects covered in this booklet, including our CR strategy, reporting and governance and detailed updates on each of our five values.

- Our management approach to Corporate Responsibility & Sustainability
- Our approach to Corporate Responsibility & Sustainability reporting
- The rise of *New Fashioned Values*
- Best for food and health
- Sourcing with integrity
- Respect for our environment
- Bees and biodiversity
- Making a positive difference to our community
- A great place to work

Turn over for a list of our 20x20 commitments to guide you through this booklet



Our commitments

By 2020 we will...

Best for food and health

- 1 Reduce salt, saturated fat, fat and sugar in our own-brand products and lead on providing clear nutritional labelling, enabling our customers to make informed choices.
- 2 Double the sales of lighter alcohol wine and reduce the average alcohol content (ABV) of own-brand wine and beer.

Sourcing with integrity

- 3 Source all our key raw materials and commodities sustainably to an independent standard.
- 4 Ensure our own-brand products won't contribute to global deforestation.
- 5 Ensure all the fish we sell will be independently certified as sustainable and we'll strengthen our position as the leading retailer for sustainable seafood.
- 6 Hit £1 billion sales of fairly traded products.
- 7 Double the amount of British food we sell.
- 8 Ensure all our meat, poultry, eggs, game and dairy products will be sourced from suppliers who adhere to independent higher welfare standards.
- 9 Ensure our suppliers will be leaders in meeting or exceeding our social and environmental standards.

Respect for our environment

- 10 Put all waste to positive use.
- 11 Reduce own-brand packaging by half compared to 2005.
- 12 Reduce operational carbon emissions by 30% absolute and 65% relative, compared to 2005.
- 13 Demonstrate robust water stewardship, ensuring our supply chain is sustainable in all areas of water vulnerability.
- 14 Have worked with our own-brand suppliers to reduce carbon emissions across all our own-brand products by 50% relative.

Making a positive difference to our community

- 15 Encourage 20 million children to enjoy physical activity.
- 16 Donate >£400 million to charitable causes.

A great place to work

- 17 Provide 50,000 new UK job opportunities and at least half our colleagues will have received externally accredited training.
- 18 Have 20,000 colleagues who have reached 20 years' service.
- 19 Increase the number of colleagues with shares in our business by 25%.
- 20 Provide work opportunities for 30,000 people from groups who face challenges.

Our supply chain

From field to fork



>55 countries
In Sainsbury's supply chain



2,200
Sainsbury's UK Farmer
and Grower Development
Group members



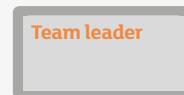
>2,000
Sites supplying
Sainsbury's



23
Sainsbury's
distribution centres



>24m
Transactions per
week at Sainsbury's



>161,000
Sainsbury's colleagues



>12,500
Sainsbury's Brand products



>1,200
Sainsbury's stores

Welcome

20~~x~~
20

**Welcome to our 12th Corporate Responsibility
and Sustainability update.**

This booklet is an overview of what's been happening across our five values from December 2013 to November 2014. There's lots more detail and the most up-to-date information, blogs and videos on our website:
j-sainsbury.co.uk/responsibility



The value of values

As the new leader of this business I'm particularly proud of the progress we've made over the past year towards our 20x20 commitments.

We continue to decouple our environmental impact from our business growth, achieving a 2.5 per cent reduction in energy usage despite increasing our floorspace by 4 per cent in the last year. Our Cannock store is the first retail outlet in the UK to be powered by food waste alone and we were the only UK company to be ranked as a Sustainability Leader in Food and Staples Retailing within the Dow Jones Sustainability Indices.

Our values make us different; whether through our extensive colleague training and development programme or helping our customers to waste less food through initiatives such as our Food Rescue tool, developed with Google.

Our promise to help customers Live Well For Less is about more than just price, and as we approach our halfway point to 2020 we're working to review our commitments to ensure we remain as focused as ever on delivering value and values for customers, suppliers, colleagues and stakeholders.

A handwritten signature in black ink that reads "Mike Coupe".

Mike Coupe
Chief Executive

Our values are part of our long-term strategy for growth.

Our values underpin our strategy – they make good business sense and give us real competitive advantage. With 24 million customer transactions each week, 161,000 colleagues and over 2,000 direct supplying sites in over 55 countries, we need to manage our significant economic, social and environmental value chain.

Good business

Our vision

To be the most trusted retailer where people love to work and shop

Our goal

We will make our customers' lives easier, offering great quality and service at fair prices, serving customers whenever and wherever they want



Our five values

- Best for food and health
- Sourcing with integrity
- Respect for our environment
- Making a positive difference to our community
- A great place to work

Our promise

Live Well For Less

Price correct at the time of advertising – January 2014.

We were awarded Fish Retailer of the Year 2014 by the Marine Stewardship Council (MSC) for providing the widest range of MSC certified products



Values and provenance

Our customer insight shows that concern for provenance and ethics remains as significant as ever. Alongside how we treat colleagues and how we deal with waste, one of the most important issues for customers is how we work with our British farmers and producers.

In 2014 we launched a campaign around our *basics* range to reassure customers that despite a tough economic backdrop we remain true to our values. Customers who buy from our *basics* range do not need to sacrifice their values, a claim that many of our major competitors aren't able to make regarding their value ranges.

Top 5 ethical and environmental issues for our customers

We asked our customers to tell us how important, if at all, a range of ethical and environmental issues were to them. The five most important issues remain consistent with last year.

	Aug 2012	Aug 2013	Aug 2014
Being fair to its employees	1	1	1
Reducing waste	2	3	2
Clear labelling on sugars, fats and salt in food	5	4	3
Fair to suppliers both in the UK and abroad	6	5	4
British products/farmers	3	2	5

Source: Sainsbury's customer insights

Our values and our 20x20 sustainability commitments play a big part in our success. They help us differentiate our business and deliver direct cost benefits in some cases.

How we do business

Our values are an integral part of our strategy and part of our decision-making structures and processes.

We invest to support the delivery of our 20x20 commitments through our normal trading and capital allocation processes. For example, we have a proud record in reducing the environmental impact of our operations by investing in low

and zero carbon technologies and energy efficiency programmes. We have recently launched our award-winning Project Graphite to take this forward, and this year we took out a £200 million Green Loan – the first of its kind in the UK.

Project Graphite has demonstrated that by improving energy efficiency in our existing stores and investing in on-site renewable energy, we can achieve our internal financial hurdle rate. The outputs, costs and savings of this enhanced programme will be measured through an investment review, giving our Investment Board members and assurers confidence that both revenue and carbon savings will be met. In 2013/14, despite adding more than 46 per cent space to our estate, we have kept our total energy usage at the same level it was in 2005/06.

In other areas of the business we recognise that it is not always possible to predict a direct or immediate correlation between investment and outcome. For example, the fact that no horsemeat was found in any of our products may be explained by our investment in DNA testing and supplier standards, British sourcing and positive supplier relationships – although this could not have been specifically predicted and is unlikely to be categorically proven.



In 2013/14, despite adding more than 46 per cent space to our estate, we have kept our total energy usage at the same level that it was in 2005/06

To hear from our sustainability experts and read their blogs, visit j-sainsbury.co.uk/blog

Governance and delivery

We established our Operating Board Corporate Responsibility & Sustainability Steering Group in 2001, and in 2007 we were one of the first FTSE 100 businesses to establish a Non-Executive Board-level Corporate Responsibility Committee.



Jean Tomlin
Non-Executive Director
and Chair of plc Board
Corporate Responsibility
& Sustainability (CR&S)
Committee, which provides
challenge and oversight
across the agenda.



Mike Coupe
Chief Executive and
Chair of Operating Board
Corporate Responsibility
& Sustainability (CR&S)
Steering Group, which
manages the programme.

Our governance

Our plc Board Corporate Responsibility & Sustainability Committee meets twice a year and is chaired by our Non-Executive Director, Jean Tomlin. Our Chief Executive Mike Coupe is also a member.

It provides oversight to the activities of our Operating Board's Corporate Responsibility & Sustainability Steering Group. This is chaired by our Chief Executive, meets twice a year and comprises members of our Operating Board, each responsible for one of our five values.

The programme of work for each of the values is managed through a cross-functional Value Steering Group, which meets quarterly and is chaired by the accountable member of our Operating Board. Delivery against our 20x20 agenda is included in individual objectives.

Our sustainability team

Sustainability expertise and accountabilities are embedded in over 30 teams across the business, within a culture that sees the delivery of our values as something everyone plays a part in.



Non-Exec Governance

*Located in Italy, Kenya, South Africa, Spain and the UK, also a field-based audit team.

**Offices located in Bangladesh, China, Hong Kong and India.



Operating Board Governance

Value Steering Groups

20x20 Delivery teams

Our progress so far

In 2011, we outlined 20 commitments to be delivered by 2020. Here you can see our progress at a glance over the last three years.



We remain the biggest retailer of RSPCA Freedom Food fish in the UK

Our values	Commitments	2011/12	2012/13	2013/14
Best for food and health	Healthier baskets	Continued product reformulation to reduce salt and sugar	Over 90% of products meet maximum 2012 salt targets as set by the Government's Responsibility Deal pledge	Over 95% of products meet maximum 2012 salt targets. We signed the new 2017 Responsibility Deal pledge
	Alcohol	14% increase in sales of lighter alcohol wines since 2010	Almost 26% increase in sales of lighter alcohol wines since 2010	32% increase in sales of lighter alcohol wines since 2010
Sourcing with integrity	Raw materials	Over 50 products made with physically certified palm oil	Over 80 products made with physically certified palm oil	Over 200 products made with physically certified palm oil
	No deforestation	Sector leader 2012 in the Forest Footprint Disclosure Project (Food and Staples Retailing)	Sector leader 2013 in the Carbon Disclosure Project's Forest Programme (Food and Staples Retailing)	Sector leader 2014 in the Carbon Disclosure Project's Forest Programme (Food and Staples Retailing)
Sustainable fish	Sold £81m of Marine Stewardship Council certified products	Sold £115m of Marine Stewardship Council certified products	Sold £149m of Marine Stewardship Council certified products	Sold £149m of Marine Stewardship Council certified products
	Fairly traded	World's largest retailer of Fairtrade by value with sales of £288m	World's largest retailer of Fairtrade by value with sales of £320m	World's largest retailer of Fairtrade by value with sales of £319m
British	Unique milk Cost of Production price model voted for by 300+ farmers in our Dairy Development Group	14 grants totalling £1.2m allocated as part of our Agricultural Research and Development Grant	13 grants totalling £1m allocated as part of our Agricultural Research and Development Grant	13 grants totalling £1m allocated as part of our Agricultural Research and Development Grant
	Animal welfare	Leading retailer of RSPCA Freedom Food products with sales of £380m	Leading retailer of RSPCA Freedom Food products with sales of £465m	Leading retailer of RSPCA Freedom Food products with sales of £480m
Supplier standards	Held 22 workshops for our suppliers, training 239 delegates on a range of topics including our approach to packaging	Introduced a new ethical trade training course as part of the 49 workshops held for our suppliers, with 737 delegates trained	40 workshops held with 504 supplier delegates trained. Including a five day, accredited, Lead Auditor for Social Systems course to further strengthen the ethical trade training on offer	

53%

relative water reduction
since 2005/06

>£40m

invested in good causes
in 2013/14

>27,000

colleagues trained in our
Food Colleges since 2009



Last year, with the help
of our colleagues and
customers, we raised over
£2 million for local charities
and community groups

To download a copy of a previous
CR report, dating back to 2004, visit
j-sainsbury.co.uk/cr-reports

Our values	Commitments	2011/12	2012/13	2013/14
Respect for our environment	Positive waste	Achieved zero food waste to landfill	Achieved zero waste to landfill across all stores, depots and store support centres	Worked with our suppliers to donate 611 tonnes of surplus food (1.2m meals) from our chilled supply chain
	Packaging	6.4% absolute own-brand packaging reduction in 2011/12	3.6% absolute own-brand packaging reduction in 2012/13	5.1% absolute own-brand packaging reduction in 2013/14
	Operational carbon	6% reduction in absolute energy related carbon emissions since 2007/08	2.4% reduction in absolute carbon emissions in 2012/13	8.3% reduction in absolute carbon emissions in 2013/14
	Water	45% relative operational water reduction since 2005/06	50% relative operational water reduction since 2005/06	53% relative operational water reduction since 2005/06
	Supplier carbon	Farm assessments extended to Egg and Chicken Development Groups in 2011	Farm assessments extended to Potato and Wheat Development Groups in 2012	128,000 tonne reduction in collective carbon footprint of Development Groups to date
Making a positive difference to our community	Active youth	£123m Active Kids equipment donated since 2005	£136m Active Kids equipment donated since 2005	£150m worth of Active Kids sports and cooking equipment and experiences donated since 2005
	Community investment	Over £39m invested in good causes by customers, colleagues and suppliers in 2011/12	Over £36m invested in good causes by customers, colleagues and suppliers in 2012/13	Over £40m invested in good causes by customers, colleagues and suppliers in 2013/14
A great place to work	Jobs and skills	12,000 colleagues trained in Food Colleges since 2010	20,000 colleagues trained in Food Colleges since 2010	>27,000 colleagues trained in Food Colleges since 2010
	Commitment and engagement	13,000 colleagues with over 20 years' service	14,000 colleagues with over 20 years' service	15,000 colleagues with over 20 years' service
	Sharing success	126,000 colleagues shared a bonus pot of over £60m	134,000 colleagues shared a bonus pot of over £90m	136,000 colleagues shared a bonus pot of over £80m
	Diversity and inclusion	13,000 employed via You Can scheme since 2008	Over 17,000 employed via You Can scheme since 2008	Over 21,000 employed via You Can scheme since 2008

Best for food and health



Extended our My Goodness! range, created to provide customers with healthier choices through delicious, naturally good products



As a business based on providing great food at fair prices, and with over 24 million customer transactions a week, one of our most important responsibilities is to offer people the best for food and health.

Our strategic approach

In addition to offering fresh, tasty, healthy food at affordable prices, we also provide information, education and complementary in-store health services. We work in co-operation with government, suppliers, the wider food industry and specialist health and nutrition groups to tackle obesity and other lifestyle and health issues.



Download a factsheet

j-sainsbury.co.uk/factsheets

1. Healthier baskets

- Continued reformulation of our own-brand products to make them healthier and reduce the proportion of red-rated multiple traffic light labels (MTLs)
- Reformulated chilled juice drinks, reducing the sugar content by 83.5 tonnes a year
- Extended our My Goodness! range, created to provide customers with healthier choices through delicious, naturally good products
- Worked with suppliers to remove the nut allergy warning across a range of yoghurts, sauces and dips
- Our Healthier Swap campaigns on our groceries online site saved nearly 1 million calories from our customers' baskets by encouraging customers to swap to a healthier product by highlighting the calorie savings per serving for swapping.



Watch a video

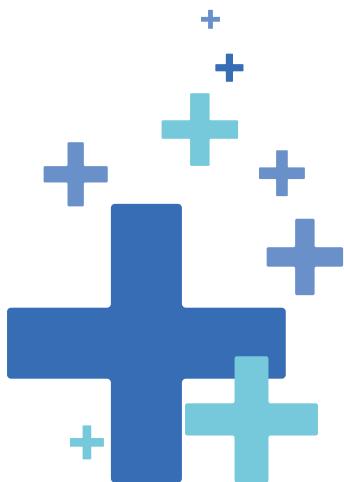
j-sainsbury.co.uk/and-counting

83.5 tonnes

of sugar removed through the reformulation of our chilled juice drinks

24

Community Alcohol Partnerships (CAP) to encourage and divert young people away from drinking alcohol irresponsibly



2. Alcohol

- We offer a number of own-brand wines under 10.5 per cent alcohol by volume (ABV), driving a 32 per cent increase in lighter alcohol wines sold since 2010
- Relaunched our *Taste the Difference* Conegliano Prosecco with an ABV reduced from 11 per cent to 10.5 per cent, stripping over 1 million units from our customers' baskets per annum
- Launched calorie labelling on 20 own-brand wines in February 2014, which will be fully rolled out across all own-brand wines, beers and spirits by May 2016
- Our clearer approach to ABV labelling, which already appears on 200 own-brand wines, will be fully rolled out by the end of 2015
- Partners in 24 Community Alcohol Partnerships (CAP) to encourage and divert young people away from drinking alcohol irresponsibly.



Go online

j-sainsbury.co.uk/alcohol

Reduced ABV

We relaunched our *Taste the Difference* Conegliano Prosecco with an ABV reduction from 11% to 10.5%



“Sainsbury's are once again helping to lead the way in providing customers with the information that they need to make informed choices.”

Jane Ellison,
Minister for Public Health

To find out more about our work on *best for food and health*, visit
j-sainsbury.co.uk/health

Sourcing with integrity



Palm oil
We now have
over 200 products
containing physically
certified palm oil



Watch a video
j-sainsbury.co.uk/my-hero

Consumers care about where the products they buy come from and they put their trust in us to do the right thing on their behalf. This is why sourcing with integrity is key to our work with farmers, growers and suppliers in the UK and around the world.

Our strategic approach

We have a duty of care to source the products we sell in a sustainable and responsible way. The long-term relationships we have built with more than 2,200 UK farmers and growers enable us to work in partnership to maintain biodiversity, protect our natural resources and raise environmental, animal welfare and social standards throughout our supply chain.



Download a factsheet
j-sainsbury.co.uk/factsheets

3. Raw materials

- 35 key raw materials identified and sourcing plans are in development
- Founding members of the Roundtable on Sustainable Palm Oil; half of the total palm oil used in our own-brand products last financial year came from certified sustainable sources
- 1,080 tonnes of Better Cotton Initiative (BCI) cotton used in our clothing in 2013/14, including all of our schoolwear.



Joint 1st

in Marine Conservation Society (MCS) Supermarket Seafood Survey for our long-term commitment to seafood sustainability

2.2m

trees planted with Woodland Trust since 2004, equivalent to four Sherwood Forests

2,200

We have built close long-term relationships with more than 2,200 farmers and growers



To find out more about our work on sourcing with integrity, visit j-sainsbury.co.uk/sourcing

"Sainsbury's remain Greenpeace's top tuna supermarket for their 100% pole and line own-brand tinned tuna and for having remained at the forefront of tuna sustainability for many years. This is a significant achievement."

Sarah North,
Greenpeace's Head of Oceans

We gave away seven tonnes of lesser known seafood through our Switch the Fish campaign, encouraging our customers to expand their seafood repertoire



4. No deforestation

- Sector leader (Food and Staples Retailing) in the 2014 Carbon Disclosure Project (CDP) Forest Programme, recognising our efforts to reduce the risk of deforestation in our supply chains associated with the use of timber, palm oil, soya, beef/leather and biofuels
- 2.2 million trees planted with Woodland Trust since 2004 – equivalent to four Sherwood Forests. £3.5 million donated since we began our partnership
- Recycled over 64 tonnes of Christmas cards from our store collection points, resulting in a donation of over £9,000 to the Forest Stewardship Council (FSC)
- 93 per cent of the wood used to make our own-brand products in 2013/14 was from FSC, Programme for the Endorsement of Forest Certification (PEFC), or recycled sources.



Watch a video

j-sainsbury.co.uk/natural-habitat

5. Sustainable fish

- Fourth consecutive year as largest retailer of Marine Stewardship Council seafood, with sales of £149 million in 2013/14
- First major UK retailer to launch Aquaculture Stewardship Council (ASC) certified River Cobbler
- Joint first in Marine Conservation Society (MCS) Supermarket Seafood Survey for our long-term commitment to seafood sustainability
- First major UK retailer to launch RSPCA Freedom Food approved loch trout
- Gave away seven tonnes of lesser known seafood through our Switch the Fish campaign, encouraging our customers to expand their seafood repertoire
- Seafood Retailer of the Year at the 2014 Retail Industry Awards
- Top spot in Greenpeace's tuna league table 2014
- Supporting Project Inshore to help British inshore fisheries develop sustainability plans to secure their future.



Go online

j-sainsbury.co.uk/sustainablefish

Switch the Fish
Love fish? Why not try a new variety?

Lemon sole Sea bass

We have been active members of the Bangladesh Accord for Fire and Building Safety since its inception on 15 May 2013. All of our sites in Bangladesh had been surveyed for structural safety before this



6. Fairly traded

- World's largest Fairtrade retailer with sales of £319 million in 2013/14
- £13 million in Fairtrade sales during Fairtrade Fortnight 2014
- Launched *Taste the Difference* Kopakama Ejo Heza Fairtrade ground coffee. The first 'grown by women' fully traceable coffee to hit mainstream shelves in the UK, empowering Rwandan women
- £3 million commitment via Sainsbury's Fair Development Fund with Comic Relief over four years including £250,000 to help 7,800 cotton farmers in Malawi who produce sustainable Better Cotton Initiative (BCI) cotton for us
- Since 2007, every banana sold by us has been Fairtrade, raising over £25 million for projects in the developing world.

7. British

- Over 1,900 different British products in our own-brand range
- Our fresh chicken is British and has been for over 10 years and our fresh pork is 100 per cent British
- Our stores in Northern Ireland, Scotland, Wales and the West Country stock milk from those regions
- Awarded over £2 million worth of Agricultural Research and Development Grants to 27 projects
- The first major supermarket to cultivate and sell British grown fresh figs.



Watch a video
j-sainsbury.co.uk/strawberry-love

8. Animal welfare

- UK's largest retailer of Freedom Food, accounting for over half of all Freedom Food sales, selling over £480 million worth of products across 280 lines
- Awarded Most Outstanding Contribution to Farm Animal Welfare by the RSPCA Freedom Food in September 2014
- Awarded RSPCA Animal Hero award in November 2013, recognising our work to improve animal health and welfare standards across our supply base.



Go online
j-sainsbury.co.uk/animal-welfare

20%

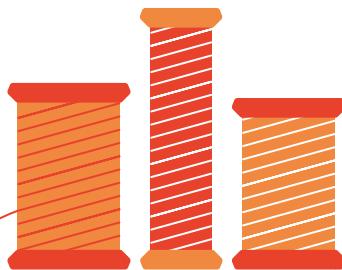
of all UK Fairtrade sales make us the world's largest Fairtrade retailer

>1,900

different British products in our own-brand range

£250k

pledged to help 7,800 cotton farmers in Malawi who produce sustainable Better Cotton Initiative (BCI) cotton for us



To find out more about our work on *sourcing with integrity*, visit j-sainsbury.co.uk/sourcing

9. Supplier standards

- Founding member of the Ethical Trade Initiative (ETI); all our own-brand, branded and goods not for resale suppliers are required to sign up to our Ethical Code of Conduct
- Hosted our first Ethical Trade Conference, with over 150 suppliers in attendance across the food, drink, household and health and beauty categories
- Active members of the Bangladesh Accord for Fire and Building Safety since its inception on 15 May 2013.

Horticulture apprenticeship scheme

This year we invested in the future of British farming through our agricultural graduate scheme and a new apprenticeship programme. Eight apprentices have started our Horticulture Apprenticeship scheme



“Things are much better now – having control over the income is a big improvement for me and the family.”

Leonille Mukankwiro,
member of Kopakama
women's coffee initiative



Respect for our environment



“We are delighted to have used our expertise working with Sainsbury’s to create the first Green Loan and look forward to this market developing further.”

James Garvey, Lloyds Bank
Commercial Banking



Our scale means we can make a massive difference by embedding respect for our environment in our decision making. We aim to be the UK’s greenest grocer, not only by reducing our impact on the environment but by engaging our suppliers and others to do the same.

Our strategic approach

Our strategy addresses our operations, our products and our customers, and includes innovation and investment in the latest technologies, as well as practical training both within our business and with our suppliers.



Download a factsheet
j-sainsbury.co.uk/factsheets

10. Positive waste

- Our Cannock store is the first retail outlet to come off the National Grid and be powered by food waste alone
- We donate surplus food fit for human consumption from over 300 stores to local charities. In 2013/14 we also donated 611 tonnes (over 1.2 million meals) of surplus food from our chilled supply chain to FareShare and Betel of Britain
- We convert 100 per cent of our unsold bread into animal feed
- Largest provider of donations to Oxfam outside their own shops. In 2013/14 our colleagues and customers donated around 2,992 tonnes of clothing and accessories as well as over 561 tonnes of books, CDs and DVDs
- Extended recycling scheme in selected stores to include Easter egg packaging and pumpkins following Halloween.



Watch a video
j-sainsbury.co.uk/positive-waste

Safety

We launched a convenience store delivery lorry specifically designed to improve the safety of cyclists and pedestrians

Off-grid

Our Cannock store is the first UK retail outlet to come off the National Grid and be powered by food waste alone

46%

more floorspace but we have the same energy usage as in 2005/06



To find out more about our work on respect for our environment, visit j-sainsbury.co.uk/environment

11. Packaging

- Achieved own-brand packaging reduction of 5.1 per cent year-on-year
- Introduced an improved carrier bag with 17 per cent less weight, delivering a reduction in the amount of plastic used by 2,000 tonnes, saving 135 tonnes of carbon.



Go online
j-sainsbury.co.uk/packaging

12. Operational carbon

- Reduced our carbon emissions by 8.3 per cent year-on-year despite company growth
- Reduced our relative carbon intensity by 31 per cent since the 2005/06 baseline
- In 2013/14, despite adding more than 46 per cent space to our estate, we have kept our total energy usage at the same level that it was in 2005/06
- £200 million first of its kind corporate Green Loan issued to us to invest in on-going carbon reduction and sustainability projects
- On target to install 100th biomass boiler by the end of the financial year, making us one of largest users of biomass energy within the food retailing sector
- Awarded with a position on The A List: The Carbon Disclosure Project (CDP) Climate Performance Leadership Index 2014, for our work to reduce carbon emissions and mitigate the business risks of climate change.



Watch a video
j-sainsbury.co.uk/footprints

13. Water

- 53 per cent relative reduction versus 2005/06, saving almost 1 billion litres each year, equivalent to 400 Olympic-sized swimming pools
- First retailer to achieve Carbon Trust Water Standard.

Saving plastic

Our improved carrier bags weigh 17% less and reduce the amount of plastic used by 2,000 tonnes



14. Supplier carbon

- 2,200 suppliers in our 10 Farmer and Grower Development Groups use our Supplier Sustainability Scorecards, to help them reduce their impact on the environment
- Since 2007, carbon footprints have been delivered to 9,219 farms across eight of our Development Groups
- Using carbon footprinting, benchmarking and regional workshops focusing on areas of opportunity for improvement, we have helped our suppliers to save 128,000 tonnes of carbon to date.

Making a positive difference to our community



We want to make a positive difference to the communities we're part of. With over 1,200 stores across the UK, 23 depots and four store support centres employing 161,000 colleagues, we set out to be a good neighbour.

Our strategic approach

We aim to be a positive force in society – from being a good employer offering jobs for local people, to paying our fair share of tax. We have a strong local focus supported by a clear national framework. We support local charities and community groups across the UK, while partnering with select charities nationwide, such as Comic Relief, and running schemes like Active Kids to make a difference on a national scale.



Download a factsheet
j-sainsbury.co.uk/factsheets

15. Active youth

- £150 million worth of sports and cooking equipment and experiences donated via our Active Kids scheme since 2005
- £10 million pledged to Sainsbury's School Games over three years
- Over 3,100 teachers trained and 73,000 young people benefited from £1 million Paralympic legacy programme, Active Kids for All, working to include 500,000 children with disabilities in mainstream school sports
- 6.7 million children participated in 2014 Sainsbury's School Games.



Go online
j-sainsbury.co.uk/active-youth



Food donation

More than 300 of our stores have local food donation partnerships in place



Watch a video
j-sainsbury.co.uk/food-stack



£4.5m

raised for The Royal British Legion in 2013

>£6m

raised through our Local Charity scheme over the last five years

£150m

worth of sports and cooking equipment and experiences donated via our Active Kids scheme since 2005



To find out more about our work on making a positive difference to our community, visit j-sainsbury.co.uk/community

16. Community investment

- £100,000 raised for local causes through colleague volunteering in 2013/14
- Over £6 million raised through our Local Charity scheme over the last five years
- More than 300 of our stores have food donation partnerships in place to redistribute food past its sell by date
- Around £4.5 million raised for The Royal British Legion in 2013, with an estimated £19 million raised since 2008
- Record £6.7 million raised for Sport Relief 2014
- £84 million raised for Comic Relief's work at home and abroad since partnership began in 1999
- £2 million raised with the help of our colleagues and customers for local charities and community groups.



Watch a video

j-sainsbury.co.uk/local-heroes

"Sainsbury's has been a corporate partner of The Royal British Legion for more than 20 years. We're thrilled with the high level of support from Sainsbury's this year and are extremely grateful for our growing relationship."

Charles Byrne,
The Royal British Legion's
Director of Fundraising



£6.7 million – record amount raised for Sport Relief 2014



A great place to work



You Can

Since 2008 we have helped over 21,000 people facing barriers to the workplace back into work



Our success rests upon our 161,000 colleagues providing great service to our customers every day. Motivated colleagues are fundamental to our continued success, so we're committed to giving our people the opportunity to be the best they can be.

Our strategic approach

We are committed to providing an inclusive workplace where people have the opportunity to succeed in a safe, healthy, respectful environment. We help people balance family and work commitments, investing in training and development across the business.



Download a factsheet
j-sainsbury.co.uk/factsheets

17. Jobs and skills

- 10,000 people under age of 25 employed in the last year
- Over 27,000 colleagues working on meat, fish, bakery, hot food counters and cafés have attended accredited training at one of our seven Food Colleges since 2010
- Helped 2,809 colleagues receive job-related qualifications in 2013/14
- Only UK supermarket to achieve and retain Gold standard accreditation from Investors in People.



Watch a video
j-sainsbury.co.uk/hide-and-seek



Gold

Only UK supermarket to achieve and retain Gold standard accreditation from Investors in People

20 years

Over 15,000 colleagues with 20 years or more service, including 195 with 40 years or more

>£80m

shared in bonuses between our colleagues in 2013/14



To find out more about our work on a great place to work, visit j-sainsbury.co.uk/workplace

18. Commitment and engagement

- Over 15,000 colleagues with 20 years or more service, including 195 with 40 years or more
- Employ over 11,400 people over the age of 60 in stores across the country
- Continued emphasis on colleague engagement championed by our Great Place to Work groups and through our annual colleague survey
- We opened our new Convenience Training College in Brixton this year to train team leaders and store managers in a range of technical and behavioural skills.



Go online

j-sainsbury.co.uk/commitment



*Our year-long scheme
You Can Be a Team
Leader, Advanced
Apprenticeship Level 3
trains and develops
managers of the future*

19. Sharing success

- Over 10,000 colleagues shared £26 million through our Sharesave schemes and colleagues saw an average 25 per cent increase on original savings
- Colleagues shared over £80 million in bonuses in 2013/14 and £620 million paid in bonuses over the last 10 years.

20. Diversity and inclusion

- Over 21,000 people helped into work via our You Can scheme since 2008 – 3,758 in 2013/14 alone
- Diversity Champion programme trained 158 store managers and HR managers on the needs of customers and colleagues with disabilities
- Founder members of Opportunity Now and user of Government Access to Work scheme
- Ranked in *The Times* Top 50 Employers for Women 2014
- 45,000 colleagues are 25 and under and our Youth Can programme continues to promote different opportunities in retail to young people
- Supporters of Carers Week as one of few FTSE 100 companies with a carers policy.

“Having the space to focus and develop while you’re training in-store is really important, and it will be great to share experiences with peers so we can continue to drive great service.”

Karen Skipper,
store manager in training



Timeline

145 years of corporate social opportunity

Sainsbury's was founded in 1869 by John James Sainsbury and his wife Mary Ann. It began as a dairy shop, with the promise of higher quality milk and butter, at affordable prices. At that time product adulteration and contamination were commonplace, so by taking a different approach the Sainsbury's family built a business which has grown to become one of the UK's largest retailers.

Today we operate over 1,200 stores and employ around 161,000 colleagues, working with over 2,000 direct supplying sites in over 55 countries, and registering over 24 million customer transactions a week.

Our values remain integral to our business; we aim to help our customers Live Well For Less – in many ways echoing John and Mary's original promise of 'Quality Perfect, Prices Lower' and their aim to be an asset to the community.

 Go online
j-sainsbury.co.uk/history



1869

First Sainsbury's opened on London's Drury Lane



1914

Began recruiting women to work in stores during the First World War



1944

Labels on canned products were halved in size to save resources and help the war effort



1974

Colleagues first offered a stake in the Company through a Savings Related Share Option Scheme



1986

First supermarket to offer organic – today our SO organic brand offers over 250 products



2004

Began our work with the Woodland Trust – since then we have planted 2.2 million trees



2005

Introduced customer plastic bag recycling across our stores – now also available with online deliveries



2005

First retailer to introduce traffic light nutrition labelling



2006

Established the first of our Farmer and Grower Development Groups investing in British agriculture – now in place across 10 product categories with a membership of over 2,200 farmers



2011

Our Switch the Fish campaign – now in its fourth year – encouraged consumers to try new fish varieties beyond the "big five"



2012

Our 1 Million Meals Appeal became the UK's largest charity food collection with Sainsbury's matching customer donations – this result was doubled in 2012



2012

Launched our Active Kids Get Cooking scheme to promote nutrition education and skills to help establish lifelong healthy habits among children aged 3–11 years



Achieved our zero food waste to landfill target as part of our positive waste programme



1989

First ever supermarket to make carrier bags from recycled material



Introduced a range of environmentally friendly cleaning products under our own Greencare brand



1994

Founding partner of FareShare community food donation programme



1996

Began our recycling partnership with Oxfam – today through our customers we're the largest provider of donations outside their own shops



1999

Began our partnership with Comic Relief engaging customers in one of the UK's most successful campaigns



Introduced our Be Good To Yourself range – now over 150 products adhering to strict nutrition standards



2000

Introduced our first Marine Stewardship Council (MSC) certified fish – the Thames Herring – and we are now the largest retailer of MSC fish in the UK



2001

Established our Operating Board Corporate Responsibility & Sustainability Steering Group



2002

First major retailer to develop a Free From category



2007

First major supermarket to switch to selling 100% Fairtrade bananas



We collaborated with designer Anya Hindmarch to launch I'm Not A Plastic Bag' reusable shopping bags



2008

Established our You Can employment programme in partnership with Remploy, Mencap and Job Centre Plus – over 21,000 people since employed as a result



First UK retailer to introduce 1% fat milk in our own-brand range



2009

First major retailer to stop selling eggs from caged hens – today the only major retailer to use cage-free eggs as ingredients in all own-brand products



2010

First – and only – food retailer to be awarded Gold accreditation by Investors in People – retained in 2012



Opened the first of our seven Food Colleges – these have now trained 27,000 colleagues in traditional skills including baking and butchery



Our Love Your Leftovers campaign helped consumers minimise food waste and save money



World's biggest retailer user of anaerobic digestion (AD)



2013

Achieved 100% diversion from landfill for operational waste



First UK retailer to launch Aquaculture Stewardship Council (ASC) River Cobbler



Achieved 100% British across fresh pork



2014

Dow Jones Sustainability Indices: only UK company to be ranked as a Sustainability Leader in Food and Staples Retailing category



Opened the first retail outlet in the UK to come off the National Grid and be powered by food waste alone



Named as one of The Times Top 50 Employers for Women



20th year as corporate partner of The Royal British Legion

This booklet was designed to provide an overview of what's been happening across our five values. There's lots more detail and the most up-to-date information, blogs and videos on our website.



Go online
j-sainsbury.co.uk/responsibility

Factsheets
These explain our commitments and progress in more detail

Online
Our website features a broad range of content including a series of short films about our values and commitments

The image displays three devices illustrating different ways to access Sainsbury's information:

- A booklet titled "20x20" is shown at the top left.
- A smartphone in the center shows the Sainsbury's website (j-sainsbury.co.uk) with a navigation bar including Home, About us, Responsibility, Investor Centre, Media, Suppliers, Blog, and Little Stories.
- A tablet at the bottom right displays a video player interface with several video thumbnails, likely from the "Little Stories, Big Difference" series mentioned on the website.

The website content visible on the smartphone screen includes:

- The title "Sainsbury's: 20x20 Factsheet 01" and the heading "Respect for our environment".
- A text block: "At Sainsbury's, respect for the environment is about doing the right thing. We want to be the UK's greenest grocer, which means we must also help our customers make more sustainable choices. It's better for...
- A section titled "LITTLE STORIES, BIG DIFFERENCE" featuring a video thumbnail of a woman in a supermarket.
- A speech bubble: "Good news for ethical shoppers as our first Fairtrade Kind-Selected Fairtrade Apples launches today in 12 Sainsbury's locations. <http://tinyurl.com/y7y74dc>"



Forum for the Future

It isn't just me that thinks Sainsbury's continues to do sustainability well – external benchmarking within the Dow Jones Sustainability Indices (DJSI) delivered the sector's highest score for environmental performance worldwide. Sainsbury's is also a sector leader in the 2014 Carbon Disclosure Project (CDP) Forest Programme and on its A List for the first time for their work to reduce carbon emissions. There were awards aplenty, for animal welfare from the RSPCA to the Investors in People Gold accreditation. The retailer also remains the world's largest retailer of Fairtrade products by value. And, continues to reduce absolute carbon emissions, whilst adding floor space.

Most impressive against this backdrop of continuous improvement are flashes of truly pioneering practice. Sainsbury's Cannock store became the first UK retail outlet to come off the National Grid and be powered by food waste alone. Similarly, Sainsbury's commitment to its suppliers – the new agricultural graduate scheme and apprenticeship programme are the building blocks for the sustainable future of British farming. Above all, through the 'value of values' campaign, Sainsbury's has articulated that real value goes beyond simply cost and championed what it means to deliver a sustainable food system for the future.

Sally Uren

Sally Uren

Chief Executive
Forum for the Future

This Corporate Responsibility and Sustainability review acts as the companion to our website www.j-sainsbury.co.uk/responsibility where you can find out more including blogs and comments.

Email
20x20@sainsburys.co.uk

Twitter
@SainsburysNews #ValueofValues

Awards



In Collaboration with RobecoSAM

Dow Jones Sustainability Index – A Sustainability Leader 2014 (Food and Staples Retailing)



FTSE4Good



Investors in People – Gold accreditation since 2010



Carbon Disclosure Project score of 94/100, awarded 'A' performance rating



RSPCA Freedom Food – Awarded Most Outstanding Contribution to Farm Animal Welfare



Marine Stewardship Council Fish Retailer of the Year 2014

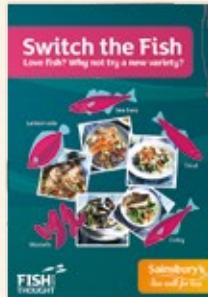


The Times Top 50 Employers for Women

J Sainsbury plc



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Sainsbury's 20

Sainsbury's 25