



## Local Communities Progress Review

NOVEMBER 2011

[www.sodexo.com](http://www.sodexo.com)



The Better Tomorrow Plan is Sodexo's plan for a better future

### THE BETTER TOMORROW PLAN:

- 3 priorities
- 14 commitments
- 1 journey forward covering
- 80 countries
- 33,400 sites
- Engaging our 391,000 employees

**sodexo**

Quality of Daily Life Solutions

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## The Better Tomorrow Plan



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- Our rankings and awards



# ABOUT SODEXO

## PROFILE

### QUALITY OF LIFE IN THE SERVICE OF PERFORMANCE

Quality of Life services play an important role in the progress of individuals and the performance of organizations. Based on this conviction, Sodexo serves as the partner for companies, institutions and local authorities who place a premium on performance and employee well-being, as it has since Pierre Bellon founded the company in 1966.

Sharing the same passion for service, Sodexo's **391,000 employees in 80 countries** around the world deliver an array of services that improve the Quality of Life.

Sodexo is the world's only company offering **on-site, motivation and personal and home services**, which contribute to the performance of its clients, the fulfillment of its employees and the economic, social and environmental development of its host communities.

### GROUP KEY FIGURES

- **16** billion euro in consolidated revenues
- **391,000** employees
- **33,400** sites
- **50** million consumers served daily
- **80** countries

### On-site Service Solutions

Sodexo provides clients with a wide array of on-site services, everything from reception services to the maintenance of scanners and laboratory equipment, foodservices to construction management, management of data centers to leisure cruises, and housekeeping to rehabilitation services at correctional facilities.

These solutions contribute to progress in eight client segments:

- **Corporate**
- **Defense**
- **Justice Services**
- **Remote Sites**
- **Health Care**
- **Seniors**
- **Education**
- **Sports and Leisure**



**Leader in On-site Service Solutions  
in most of its markets**

### KEY FIGURES

- **95.5%** of Group revenues
- **15.3** billion euro in consolidated revenues



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### Motivation Solutions

Sodexo partners with private and public organizations to design, manage and deliver customized Motivation Solutions in three service categories:

- **Employee Benefits** to attract, engage and retain employees.
- **Incentives and Recognition** to help organizations reach their qualitative and quantitative objectives.
- **Public Benefits** to manage and control the distribution of aid and public subsidies.

The Pass, designed by Sodexo to serve a variety of purposes from transport and meals to gifts and training, is accepted by a **network of more than one million retailers and service providers** throughout the world.

**A worldwide leader in Motivation Solutions**

### KEY FIGURES

- **13.7** billion euro in issue volume
- **4.5%** of Group revenues
- **717** million euro in consolidated revenues
- **385,000** clients (excluding individuals)
- **27.4** million beneficiaries
- **1.1** million affiliated partners

### Personal and Home Services

Sodexo designs and deploys Personal and Home Services that improve the Quality of Life in four main areas:

- **childcare**
- **tutoring and adult education**
- **concierge services**
- **senior care**

Through these services, Sodexo contributes to the development of children, teenagers, adults and seniors.







# THE BETTER TOMORROW PLAN

The Better Tomorrow Plan is Sodexo's plan for a better future, with three priorities, 14 commitments and one journey forward involving 80 countries, 33,400 sites and 391,000 employees.

Sodexo is the recognized global sustainability leader in its market sector.

To take our credentials to the next level of performance, in 2009 we defined a **worldwide corporate citizenship roadmap for the Sodexo Group: the Better Tomorrow Plan**. This commitment to corporate citizenship is central to Sodexo's Ambition 2015 strategy roadmap.

Applicable in our 80 countries, at our 33,400 clients' sites and engaging our 391,000 employees, the Better Tomorrow Plan is a journey with **milestones in 2012, 2015 and 2020**, built on a solid base of initiatives already undertaken in our host countries.

Each of our commitments figures in a detailed planning schedule where all phases of the roll-out will be subject to regular evaluation, with the baseline situation benchmarked to specific targets. Thus, progress milestones have been set for 2012, 2015 and 2020. **We are now taking our credentials to the next level of performance by rolling out this plan internationally.**



This plan therefore seeks to address the issues that we have identified as being significant to our market and stakeholders. It comprises **three core pillars**:



## WE ARE

The fundamentals that serve as the cornerstone of a responsible company.



## WE DO

Three priorities with 14 commitments to action:

- Actively promote Nutrition, Health and Wellness
- Commit to Local Communities
- Protect the Environment



## WE ENGAGE

In dialogue and joint actions with our stakeholders.

# PERFORMANCE

In accordance with the commitment that we made when we published the Better Tomorrow Plan, we have defined, implemented and consolidated a range of indicators in order to monitor and manage the achievement of our Plan.

**Progress indicators** to monitor our progress on the activities defined for the implementation of the Better Tomorrow Plan starting with baseline for Fiscal 2009.

**Impact indicators** to measure the impact of implementing the Better Tomorrow Plan activities

These Indicators have been designed to ensure that Sodexo will have the necessary data to be able to accurately monitor its progress for internal reporting and management needs as well as to promptly respond to an ever increasing level of mandatory and voluntary sustainability reporting that is emerging in countries throughout the world.

## ► In Fiscal 2010

We carried out a **comprehensive inventory of our business in order to establish the Fiscal 2009 baseline** for all of our Better Tomorrow Plan commitments. The country inventory was repeated at the end of the fiscal year in order to establish our indicators for Fiscal 2010.

## ► During Fiscal 2011

Each country defined its priorities and objectives from now until 2020. This process has given every country a roadmap with priorities which will be reviewed annually following the inventory process. We have also carried out our **annual inventory** to assess our progress on the Better Tomorrow Plan commitments two years into its deployment. We have updated our country inventory in order to reflect the evolution in our commitments and new internal and external requirements.

## ► What's next in Fiscal 2012?

We will continue to refine and develop our performance indicators, in particular with a view to being able to accurately report the impact of our activities at site level. In accordance with the plan that we had defined at the launch of the Better Tomorrow Plan and in accordance with Article 225 of the Grenelle Law II, **we are also preparing for the external verification of our indicators.**

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## LOCAL COMMUNITIES

	Fiscal 2009	Fiscal 2010	Fiscal 2011	Basis for consolidation Fiscal 2011
<b>FIGHT AGAINST HUNGER AND MALNUTRITION</b>				
Number of countries having implemented the STOP Hunger initiative	32	39	<b>42</b>	Group
Number of major STOP Hunger programs	368	422	<b>469</b>	Group
Number of partnerships with NGOs and associations	240	272	<b>385</b>	Group
<b>LOCAL COMMUNITY DEVELOPMENT</b>				
% of countries having local community development championing initiatives	85.4%	94.4%	<b>96.0%</b>	95% of Group revenues
% of local recruitment (country level)	97%	97%	<b>97%</b>	Group
<b>FAIRLY TRADED CERTIFIED PRODUCTS</b>				
% in kg of certified fairly traded coffee	8.5%	12.5%	<b>15.5%</b>	93% of On Site Services Revenues
Number of countries implementing the Aspretto offer	5	6	<b>12</b>	73% of On Site Services Revenues
Number of sites implementing the Aspretto offer	45	496	<b>753</b>	





# WE DO

## THREE PRIORITIES AND 14 COMMITMENTS





## Through a process of stakeholder consultation, we have defined three key sustainability priorities and 14 commitments:

We will increase the level of performance in our sustainable development journey by engaging with our clients and our 391,000 employees to embed our commitments into 33,400 sites in 80 countries.

3 PRIORITIES	14 WE DO COMMITMENTS
<b>NUTRITION HEALTH AND WELLNESS</b>	<ul style="list-style-type: none"> <li>We will develop and promote <b>health and wellness solutions</b> for our clients, consumers and employees in all the countries where we operate by 2015.</li> <li>We will provide and promote <b>varied and balanced food options</b> at all our clients' sites by 2012.</li> <li>We will provide and promote choices with a <b>reduced intake of sugar, salt and fats</b> at all our clients' sites by 2015.</li> </ul>
<b>LOCAL COMMUNITIES</b>	<ul style="list-style-type: none"> <li>We will <b>fight hunger and malnutrition through our STOP Hunger Initiative</b> in all the countries where we operate by 2020.</li> <li>We will support <b>local community development</b> in all the countries where we operate by 2015.</li> <li>We will increase the purchase of <b>products sourced from fairly traded certified sources</b> by 2015.</li> </ul>
<b>ENVIRONMENT</b>	<ul style="list-style-type: none"> <li> <b>SUSTAINABLE SUPPLIES</b> <ul style="list-style-type: none"> <li>We will ensure compliance with a <b>Global Sustainable Supply Chain Code of Conduct</b> in all the countries where we operate by 2015.</li> <li>We will source <b>local, seasonal or sustainably grown or raised products</b> in all the countries where we operate by 2015.</li> <li>We will source <b>sustainable fish and seafood</b> in all the countries where we operate by 2015.</li> <li>We will source and promote <b>sustainable equipment and supplies</b> in all the countries where we operate by 2020.</li> </ul> </li> <li> <b>ENERGY AND EMISSIONS</b> <ul style="list-style-type: none"> <li>We will reduce our <b>carbon footprint</b> in all the countries where we operate and at clients' sites by 2020.</li> </ul> </li> <li> <b>WATER AND EFFLUENTS</b> <ul style="list-style-type: none"> <li>We will reduce our <b>water footprint</b> in all the countries where we operate and at clients' sites by 2020.</li> </ul> </li> <li> <b>MATERIALS AND WASTE</b> <ul style="list-style-type: none"> <li>We will reduce <b>organic waste</b> in all the countries where we operate and at clients' sites by 2015. We will support initiatives to recover organic waste.</li> <li>We will reduce <b>non-organic waste</b> in all the countries where we operate and at clients' sites by 2015. We will support initiatives to recover non organic waste.</li> </ul> </li> </ul>

Sodexo will strive to report the progress of its commitments regularly and accurately in order to ensure that the objectives set are achieved.



COMMIT TO LOCAL COMMUNITIES

# STOP HUNGER INITIATIVE

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## CONTACT



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## Sodexo's commitment:

We will fight hunger and malnutrition through our STOP Hunger initiative in all the countries where we operate by 2020.

Almost one billion people worldwide are undernourished, which translates into an astonishing one in seven people who do not get enough food to be healthy and lead an active life.

## KEY FACT



In just more than a decade the STOP Hunger initiative has been recognized

**58 times** by external organizations and governments.





## COMMIT TO LOCAL COMMUNITIES STOP HUNGER INITIATIVE

# STRATEGY

### Why Sodexo is engaged

There are more hungry people in the world than the combined populations of USA, Canada, and the European Union. Of those in need, **90% live in developing countries**; over half of them are in Asia and the Pacific and a quarter are in Sub-Saharan Africa.

**25% of all hungry people are children**; one out of four children in developing countries is underweight.

**Hunger is the world's number one health risk**; it kills more people every year than AIDS, malaria, and tuberculosis combined.

Hunger and malnutrition can lead to disease and reduced physical and mental development during childhood. They also cause women to give birth to low birth-weight babies, and have been shown to affect income potential in the adult years. Three main groups are most at risk of hunger: the rural poor, the urban poor, and victims of catastrophes.

The **Millennium Development Goal to "Eradicate extreme poverty and hunger"** has three targets, two of which will not be achieved by 2015.

In October 2011 the world population has reached seven billion people and will continue to grow to nine billion by 2050, placing considerable pressure on food supplies.

"With more than 391,000 employees working in 80 countries around the world, our global reach puts us in a position to have a huge impact on hunger relief. Combined with our expertise in nutrition and food safety and our mission and values, fighting hunger is a logical choice for Sodexo. Our company is permanently engaged in many actions at sites with local partners: our clients and consumers, our suppliers, NGOs, local authorities, and community members."

Statement from Michel LANDEL, Sodexo Chief Executive Officer  
President of the STOP Hunger Association (France)  
President of the STOP Hunger Foundation (United States)

### How we get there

Through the **STOP Hunger initiative**, employees join forces to fight hunger and malnutrition in their communities and work to engage their clients, customers, vendors, and community members in efforts. Currently, 42 Sodexo host countries are involved in STOP Hunger. Our goal is to have all 80 host countries engaged in STOP Hunger efforts by 2020.

#### Sodexo's STOP Hunger Initiative

As part of our commitment to the communities where we do business, Sodexo launched the STOP Hunger initiative in 1996 to fight hunger and malnutrition.

The three major objectives of the STOP Hunger initiative are to:

- **Raise awareness on the problem of hunger,**
- **Increase the number of countries with STOP Hunger programs,**
- **Increase the number of employees engaged in the initiative.**



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#### STOP Hunger key facts and figures

- Launched in 1996 in the United States
- STOP Hunger Global Initiative launched in 2003
- "STOP" stands for Sodexo Teams Our People — it truly is a company-wide team effort
- 42 countries currently participating, with all client segments involved

#### Sodexo's STOP Hunger initiative has four main components:

- **Volunteering**
- **Sharing Sodexo Expertise**
- **Food Donations**
- **Financial Donations**



## COMMIT TO LOCAL COMMUNITIES STOP HUNGER INITIATIVE

### DEPLOYMENT

#### ► How we implement our strategy

##### ● Developing the Management System

The **Global Director of STOP Hunger** is responsible for providing strategic leadership to all 80 host countries as they launch, sustain and grow programs in accordance with the initiative's mission and goals. Progress reports and regular communication between the countries and the director, as well as country-to-country interaction, help to optimize all assets, including resources, best practices and partnerships. Senior leadership support for STOP Hunger efforts, coupled with individual employee interest in helping their communities, works to sustain programs.

##### ● Developing global programs: example with the Sodexo Servathon

Special global programs, like the Sodexo Servathon held each April, help to engage more and more employees in efforts each year. During the Servathon, employees join forces to fight hunger in their local communities. Created by Sodexo in 1997, the Sodexo Servathon is the **largest global STOP Hunger program** held each year.



The Servathon idea is simple: spend a few hours volunteering or participating in a hunger relief activity.

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#### ► What's next

**2020**

Hunger relief initiatives established in all 80 of Sodexo's host countries.



### TESTIMONIAL



"Sodexo has done a remarkable job of making the fight against hunger part of their corporate culture. Thousands of Sodexo employees around the world are giving their time, talent, and resources to help hungry people. Sodexo understands that we all have a role to play in ending hunger. If we are to truly make a difference in the lives of hungry people, we need more companies to follow Sodexo's example."

Ambassador Tony Hall,  
Executive Director of the Alliance to End Hunger.

### GOOD PRACTICES

#### WORLDWIDE: SODEXO SERVATHON

As part of Sodexo's STOP Hunger initiative, employees around the world join forces each April to fight hunger in their local communities during the Sodexo Servathon. Among the 2011 activities were:

##### HUNGARY

Teams participated in a baking contest that raised 1,500 euro for their local NGO, sold 800 meals over a three day period to raise funds, and donated more than 800 kilos of food for a cooking competition for children in need.



##### CANADA

More than 60 accounts across the country took part in Servathon, including one site that collected and donated 600 kilos of food, and one account that raised the equivalent of almost 3,000 euro for their hunger relief partner.

##### BRAZIL

40 NGOs were the recipients of 4,700 kilos of food and more than 600 fruit trees, a result of food drives and fundraising efforts among employees and suppliers.



## COMMIT TO LOCAL COMMUNITIES STOP HUNGER INITIATIVE

### PERFORMANCE

The actions of our 391,000 employees on 33,400 sites go well beyond financial donations. Our contribution cannot be uniquely calculated in a monetary figure; the time and resources, "in-kind donations", given by our teams must be considered as part of our overall contribution.

#### KPIs

KEY PERFORMANCE INDICATORS	FISCAL 2009	FISCAL 2010	FISCAL 2011	Basis for consolidation Fiscal 2011
Number of countries having implemented the STOP Hunger initiative	32	39	42	Group
Number of major STOP Hunger programs	368	422	469	Group
Number of partnerships with NGOs and associations	240	272	385	Group

### GOOD PRACTICES

#### WORLDWIDE: SODEXO SERVATHON

Among the 2011 activities:

##### SINGAPORE

Employees, including staff from the Sodexo Asia-Pacific head office, put on a carnival for children in need, helping to organize games, design and set up carnival booths, and serve food to the children. Food, clothes, and toys were also donated to the NGO.

##### GROUP HEADQUARTERS FRANCE

A fundraiser was held and 723 kg of food and hygiene products were collected from employees, and eight pallets of food from suppliers. These generous donations were distributed to three partner organizations.



#### CONTENTS



#### Recognitions

##### United States

The Alliance to End Hunger and Bread for the World presented Sodexo with its first annual "President's Award."

##### Mexico

For the sixth consecutive year, Sodexo was awarded with the **Empresa Socialmente Responsable (ESR) Distinctive certification** from Centro Mexicano para la Filantropía (CEMEFI).

##### Russia

Sodexo won "The Heart to the Children" award organized by the Government of Yuzhno-Sakhalinsk.



 Read more at [www.sodexo.com](http://www.sodexo.com)

- "Local Communities" Section
- STOP Hunger website
- STOP Hunger awards
- STOP Hunger brochure
- Servathon video
- Servathon 2011 poster
- Case Study Servathon
- "Hands On" newsletter - 2011 editions:
  - March
  - October
- Press releases
  - Stop Hunger
  - Servathon







COMMIT TO LOCAL COMMUNITIES

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# ECONOMIC AND SOCIAL DEVELOPMENT OF COMMUNITIES

## CONTACT



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Subject Matter Leader for Local  
Community Development

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## Sodexo's commitment:

We will support local community development in all the countries where we operate by 2015.



## KEY FACT



Sodexo operates in

**80 countries** and  
97% of our 391,000 employees  
worldwide are hired locally.

Over **80%** of our products are  
sourced locally.

## LOCAL COMMUNITY DEVELOPMENT

**It's about people.**

- Making progress equitable.
- Enabling people to be active participants in change.
- Ensuring the Quality of Life of future generations.
- Sustaining the livelihoods.







## COMMIT TO LOCAL COMMUNITIES ECONOMIC AND SOCIAL DEVELOPMENT OF COMMUNITIES

### STRATEGY

#### Why Sodexo is engaged

Today, there is **INEQUALITY, VULNERABILITY and POVERTY** throughout the world.

##### ● **INEQUALITY:** the inequitable distribution of income or consumption.

- World GDP amounted to 61,399 billion. Based on a global population of seven billion, the average GDP per capita is about \$9,000 with many inequalities among countries.

##### ● **VULNERABILITY:** the risk of falling into poverty.

- 1.3 billion people live on \$1.25 a day or less
- 95% of developing country populations live on less than \$10 a day.
- World population has reached seven billion during 2011 and should reach 10 billion in 2100.
- World population is ageing, but by 2100 the population of high-fertility countries will be multiplied by three.

##### ● **POVERTY:** the deprivation of wellbeing. The inability to obtain Nutrition, Consumption, Health and Education.

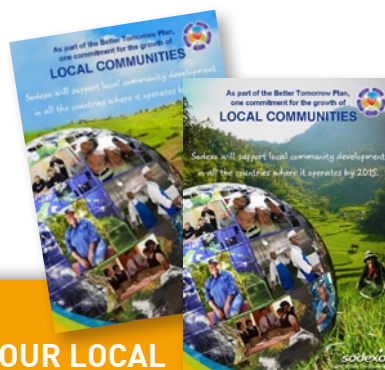
- 925 million people do not have enough to eat and 90% of them live in developing countries, mainly in Asia and the Pacific and in Sub-Saharan Africa.
- One billion children in the world are in poverty.
- People lack access to: clean water one billion, electricity 1.7 billion, Internet 5.5 billion, Bank services 2.5 billion.
- Millions of women spend several hours a day collecting water.

The mobilization of local communities in combating inequality, vulnerability and poverty, to help them develop and grow, is crucial in both developing and developed countries.

The services we provide within the scope of our clients' projects lead us to operate in host countries where it is critical for all stakeholders to maximize a project's positive impact to the benefit of local communities.

#### How we get there

Sodexo's goal of supporting local communities is aimed at improving its **Social and Economic Footprint** within host countries.



#### WHO ARE OUR LOCAL COMMUNITIES?

**They are the Socially and Economically Impacted populations** who live in the vicinity of our clients' sites and who are impacted daily by our activities. These include aboriginal or indigenous populations, ethnic minority communities, poor local groups or communities, and especially women, disadvantaged youths and small and/or local entrepreneurs and producers.



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We have based our commitment and action plan on various initiatives already underway within the company.

Our target is to implement globally Sodexo's program for **LOCAL COMMUNITY DEVELOPMENT**:

#### IMPROVE EMPLOYABILITY

**01**

Build Strategic relationships and partnerships

**02**

Recruit heavily locally

**03**

Design Job-Training programs

**04**

Support Education, Health, Culture and Employment

#### SUSTAIN ECONOMIC DEVELOPMENT

**05**

Build Strategic analysis of local supply chain and market needs

**06**

Help create new local enterprises

**07**

Train local existing and new suppliers and get business accreditation

**08**

Reduce the impact of humanitarian crises





## COMMIT TO LOCAL COMMUNITIES ECONOMIC AND SOCIAL DEVELOPMENT OF COMMUNITIES

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## DEPLOYMENT

### ► How we implement our strategy

A **Subject Matter Leader** has been appointed to pilot the local community development commitment and to lead a group of eight experts from various Sodexo geographies. A Group inventory was drawn up in March-May 2010 to establish country and Group baselines. Inventory information is used to define a Group action plan and numerical targets. The working group has made progress on the identification of key drivers and processes through analysis of the key success factors involved in our current initiatives.

### 2011

Sodexo established a **baseline for the definition and formalization of a worldwide program for the Local Community Development**, and set targets for the future.

- In addition to the monthly virtual meetings held during Fiscal 2011, our experts from the Global Local Community Development working group held their first physical meeting in January 2011.

- We reached an internal agreement on **Group Local Community Development guidelines** and have built a worldwide program.
- We created a **toolkit** to accompany the deployment of our program.
- We piloted an initiative for a **Super Vegetable Garden** in Algeria.
- We published a practical **"What Can I Do? Guide"** to facilitate the implementation of Super Vegetable Gardens at the sites where we operate.
- We defined the **Key Performance Indicators** of the program.
- We conducted a **stakeholder consultation** on the program with a selection of clients and NGOs.
- We defined a **commercial framework** for clients and presented it to them.
- On July 11, 2011: Communication campaign to **acknowledge World Population Day**.
- On October 17, 2011 (World Day for the Eradication of Poverty): launch of an awareness campaign to communicate on our program and **acknowledge the mark of seven billion people on Earth**.

### ► What's next

### 2012

- Rolling out of the Local Community Development program in our host countries.
- Monitor the progress with our International Large Accounts on the implementation of the Local Community Development program.
- Replicate the Super Vegetable Gardens initiative in Tanzania and pilot the project in other countries.
- Help edit Country Reports presenting Local Community Development initiatives.
- Create a standard offer for Remote Sites.
- Define an accreditation system for our local business partners.
- Define impact indicators to measure the progress achieved through the program.

### 2013

- Deploy an accreditation system for local business partners.
- Deploy impact indicators to measure the progress achieved through the program.

### 2015

- All countries to have developed Local Community Development championing initiatives.

## GOOD PRACTICES

### BELGIUM

Sodexo is one of the founders of Be.Face, the Belgian branch of the Foundation Against Exclusion Act, a network of clubs and businesses participating in the economic and social development of the northern district of Brussels. Be.Face aims to bring out, implement, develop, and to spin off innovative and practical action based on an active business.



### PERU

Allin Kusay strategy, or Living Well, is part of the training program for entrepreneurs of Fuerabamba. This program was founded in 2009 by Las Bambas Xstrata Copper and is located in Apurimac. The objective of the project is the development of occupational skills for local people, but this is not possible when the participants' health and living conditions are precarious.

### TANZANIA

Sodexo is working very closely with its clients who have the obligation to recruit from the villages that surround the mine. One of our objectives is to hire from the local communities and cities where we operate. 94% of our staff comes from our local villages.





## COMMIT TO LOCAL COMMUNITIES ECONOMIC AND SOCIAL DEVELOPMENT OF COMMUNITIES

# PERFORMANCE

### KPIs

KEY PERFORMANCE INDICATORS	FISCAL 2009	FISCAL 2010	FISCAL 2011	Basis for consolidation Fiscal 2011
% of countries having local community development championing initiatives	85.4%	94.4%	<b>96%</b>	95% of Group revenues
% of local recruitment (country level)	97%	97%	<b>97%</b>	Group



### GOOD PRACTICES

#### INDONESIA

In accordance with our Quality Health and Safety requirements, fishermen from Saengga village have been supplying Sodexo for the last three years for all our locations within Tangguh project. Six tons of fish and prawns per month that participate to the local economy by developing permanent activities for five boats with a crew of six people. Saengga represents 91% of our fresh fish supplies.

#### ALGERIA

Launched in 2010, the Super Vegetable Garden Project aims to develop local businesses in desert zones for the local populations. In two arid areas near Hassi Messaoud, agrarian techniques have been implemented in partnership with Sodexo and partners.

#### CHILI

On August 5, 2010, in Chile, an accident blocked 33 miners 700 feet underground. Sodexo devoted its time and provided over 50,000 meals to the rescue teams. Employees served breakfasts, lunches, dinners and midnight snacks daily to 300 people, including the rescue team, authorities, armed forces, police, and all those who worked 24 hours a day during the rescue mission. The team succeeded in bringing the 33 trapped miners to the surface.



### Recognitions

#### Canada

For the fourth time, in July 2010, Sodexo received a **gold medal for Progressive Aboriginal Relations (PAR)** from the Canadian Council for Aboriginal Business.

#### Peru

Minera Antamina gave Sodexo **special recognition for its outstanding leadership, commitment and involvement** in sustainable development activities carried out in 2010.

#### Hong Kong

The **Caring Company Scheme** was launched by the Hong Kong Council of Social Service to recognize private companies that demonstrate good corporate citizenship.

### TESTIMONIAL

Manuel is an ex-offender from the Pas-de-Calais detention centre in France. Upon his release from prison at the end of 2010, Emilie Duquesne from Sodexo introduced him to a temporary work agency. 15 days later he was employed as a warehouseman. At the beginning he worked at several short-term jobs, but now his assignments are much longer and frequent as his employers are satisfied with his work. "I took part in a training session during my imprisonment and I earned my CAP (Professional Aptitude Certificate) as a painter," explains Manuel. "There are few jobs in building work at the moment, but I hope to work again in this field. Thanks to Sodexo, I already have work and housing. I have a real life again."

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Read more at  
[www.sodexo.com](http://www.sodexo.com)

- "Local Communities" Section
- Case studies
  - Working with aboriginal communities - Canada
  - Super Vegetable Gardens - Algeria
  - Celebrating the Aborigines and Islanders culture - Australia
  - INSERXO - France
  - Setting up local businesses in North Mara - Tanzania
  - Fostering local employability - Tanzania
- What Can I Do Guide - Create a Super Vegetable Garden
- "Hands On" newsletter - 2011 editions:
  - April
  - June
  - July
  - August
  - September
  - October
- Video - Local Community Development
- Quiz - Local Community Development



# FAIRLY TRADED CERTIFIED PRODUCTS



## CONTACT



**Dolores LARROQUE**

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Community Development

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## Sodexo's commitment:

We will increase the purchase of products obtained  
from fairly traded certified sources by 2015.

In emerging countries, farmers' livelihoods are at  
the mercy of fluctuating crop prices. The fair trade  
movement is about better prices, decent working  
conditions, local sustainability, and fair terms of trade  
for farmers and workers in the developing world.

## KEY FACT



Our offer for hot beverages  
**Aspretto** has been deployed on

**3 continents and  
in 12 countries**





## COMMIT TO LOCAL COMMUNITIES FAIRLY TRADED CERTIFIED PRODUCTS

### STRATEGY

#### ► Why Sodexo is engaged

**Fair trade is an organized social movement** and market-based approach that aims to help producers in developing countries create better trading conditions and promote sustainability. The movement advocates the **payment of a higher price to producers as well as higher social and environmental standards**. It focuses in particular on exports from developing countries to developed countries, most notably coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit and chocolate.

By requiring companies to pay sustainable prices that must never fall lower than the market price, **it addresses the injustices of conventional trade**, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

Most fair trade import organizations are members of, or certified by one of several national or international federations. These federations coordinate, promote, and facilitate the work of fair trade organizations.

**Sodexo is actively supporting the fair trade market**, thereby helping local producers and contributing to communities' economic and social development.



### GOOD PRACTICES

#### LUXEMBOURG

Sodexo partnered with Max Havelaar on the initiative of TransFair Minka to promote fair-trade bananas in Luxembourg in 2009. In 2010, Sodexo offered 5,000 fair-trade coffee cups, thus contributing to the 50,000 fair-trade cups of coffee drunk. In 2011, Sodexo participated in the TransFair-Minka national action to promote fair-trade of breakfast products.



#### UNITED KINGDOM

Sodexo supported the 2011 Fairtrade fortnight by incorporating it into their bi-monthly promotional packs for the sites. The theme was «Show off your label» to promote the use of the Fairtrade logo. Sodexo sites contributed by highlighting on their menus which products that they were buying were from certified sources.

#### FRANCE

In partnership with Triballat, Sodexo has established an organic yogurt chain named VRAI (true): yogurt of semi-skimmed milk 100g, sweetened with fairly traded certified sugar. During Fiscal 2011, 2,580,000 yogurts were served at 360 sites managed by Sodexo.

#### NETHERLANDS

In over one thousand restaurants, Sodexo's consumers can benefit from a Fairtrade menu every day. The usual packet of coffee has been changed to Fairtrade coffee. The restaurant Culinary Workshop, named the best vegetarian restaurant in the Benelux, organized a Fairtrade lunch especially for the trainees.

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#### ► How we get there

We have based our commitment on a **Global Strategy** and our action plan will continue to have both short- and long-term impacts:

- Participate and sustain **fair-trade events**.
- Work with recognized **international and local organizations** to identify potential fair-trade product listings.
- Establish **strategic partnerships** with associations and certification organisms.
- Develop **permanent offers** and promotional activities that include fair-trade products.
- Source **fairly traded certified products**.
- Promote actions to inform and raise **consumer awareness**.
- Help suppliers whose development we support in countries where we operate to achieve **accreditation**.



## COMMIT TO LOCAL COMMUNITIES FAIRLY TRADED CERTIFIED PRODUCTS

### DEPLOYMENT

#### ► How we implement our strategy

As part of the Better Tomorrow Plan's implementation process, a **Subject Matter Leader was appointed in 2010** to pilot the fairly traded certified sources commitment and to lead a group of experts from various Sodexo geographies. The objective is to define worldwide principles and implement processes to achieve our ultimate commitment in all our host countries by 2015 at the latest. The Group has worked to **define a list of products** that must be bought locally and seasonally as well as those out-of-season products that can be obtained via fair trade sources.

##### In Fiscal 2011:

Some initiatives are being developed around the world:

- **LUXEMBOURG** - Sodexo has partnered with Max Havelaar on the initiative of TransFair Minka to create «Fairtrade Zones» at the sites where we operate. Special displays have been created to promote fair-trade certified products.
- **SWEDEN** - Since 2007, Sodexo has made an agreement with its supplier Kraft Foods to offer consumers certified coffee by Rainforest Alliance and the Swedish organization Krav. Our purchase of certified coffee is increasing rapidly: certified coffee represented 60% in value and 58% in volume in 2011.
- **DOMINICAN REPUBLIC** - Sodexo now buys 100% of the goods from local wholesalers and 80% of the food comes from the Dominican Republic. Sodexo is committed to supporting small local farmers and fair-trade organizations.
- **FINLAND** - At all our sites we have made Rainforest Alliance certified Lipton tea available for consumers. As of January 2011, all tea purchases are sustainably produced.
- **NORWAY** - At Sodexo, at our hot beverages machines at sites, we only offer hot chocolate certified by Rainforest Alliance.
- **CZECH REPUBLIC** - In March 2010, Sodexo started the "Fair Trade Support" program to extend its deli items

list and launch products with fair-trade certification. The program has been deployed at six pilot sites, with six items available at each site.

- **SLOVENIA** - In November 2010, Sodexo started offering ten different certified Fairtrade products (chocolates, tea, etc.) at three locations in Ljubljana. We have established a partnership with the HUMANITAS and EZA NGOs, which supports producers in Burkina Faso, Nepal.
- **FRANCE** - We are committed to providing sugar cane labelled Eco Fair at our restaurants, which represents a total of three tons of sugar. This sugar cane is produced by Alter-Trade, a cooperative comprising 856 Philippine smallholders. This program includes an investment capacity to acquire trucks, water tanks, aquaculture farms, and, most importantly, a grinding mill for sugar. 27% of the selling price is given back to the cooperative to finance the purchase of the mill within four years.
- **BELGIUM** - As of March 2010, in its restaurants in Belgium, 95% of the bananas served come from organic farming and are certified by Rainforest Alliance. Fair-trade banana consumption represents 200 tons a year, equivalent to about 5% of the total annual volume of fair-trade bananas sold in Belgium in all sectors.
- **NETHERLANDS** - 98% of the bananas we served at our restaurants come from Rainforest Alliance and the remaining 2% of the bananas are both fair trade and bio. By Fiscal 2012, the objective is to reach 100% fair trade and organic.
- **UNITED KINGDOM** - All coffee at Sodexo Prestige is either Rainforest Alliance or Fairtrade certified, as we have a strong belief in the ethical credentials of both organizations.

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### In 2011: ASPRETTO

#### Sodexo's ethical and sustainable drinks solution

Since 2006, Sodexo has been implementing the "Aspretto" offer of 100% natural tea and coffee, both sourced from local markets which are 100% ethically sourced. In addition to the quality of the coffees and teas, the Aspretto offer rests on four core principles: diversity, health and wellbeing, environmental protection, and social responsibility. Aspretto delivers a service which goes beyond the cup and provides a flexible service solution that is tailored to the needs of clients and consumers.

##### Aspretto Ethical Commitments:

- Ensuring full traceability of all products sold as part of Aspretto.
- Using products which are ethically sourced from local markets; the majority of our coffee and tea is certified by the internationally recognized Fairtrade authorities, the Rainforest Alliance, and Organic.
- Reducing the amount of materials used.
- Ensuring that all of our Point of Sale materials are printed on recycled paper.
- Using recyclable packaging materials and serving utensils (cups, stirrers, napkins, etc.)
- Ensuring that all tea and coffee sold include a contribution back to STOP Hunger.

##### Today there are:

- More than **750 units** providing Aspretto to their consumers.
- Aspretto has been deployed in **three continents and twelve countries**, the United States, the United Kingdom, Ireland, France, Austria, China, Belgium, The Netherlands, Spain, the Czech Republic, Finland and Germany...
- Approximately **35,000 Aspretto drinks** are sold daily.
- In total, Sodexo serves 8,000 tons of coffee and one billion cups of coffee per annum, including Aspretto offer.
- In 2011 we refreshed the Aspretto offer to bring it in line with what we stand for and what consumers want from us.
- A give back of €31,000 to STOP Hunger by the end of Fiscal 2011.



## COMMIT TO LOCAL COMMUNITIES FAIRLY TRADED CERTIFIED PRODUCTS

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### What's next

#### 2012

##### Next steps for Aspretto:

- Aspretto to be in 1,200 locations by the end of 2012.
- The number of countries in which the Aspretto offer is deployed will increase to 15, with Canada, Sweden and Brazil working towards implementation.
- Give back over €50,000 to STOP Hunger in this current fiscal year.
- Implement the kiosk and cart solutions in 20 locations.
- Introduce Iced Frappés and Iced Teas into Europe.
- Launch of packaging for Numi Teas on Quarter two and introduction of a new tea.

#### 2015

All countries to have promotions and offers that include fair-trade products.

## PERFORMANCE

### KPIs

KEY PERFORMANCE INDICATORS	FISCAL 2009	FISCAL 2010	FISCAL 2011	Basis for consolidation Fiscal 2011
% in kg of certified fairly traded coffee	8.5%	12.5%	<b>15.5%</b>	93% of On Site Services Revenues
Number of countries implementing the Aspretto offer	5	6	<b>12</b>	73% of On Site Services Revenues
Number of sites implementing the Aspretto offer	45	496	<b>753</b>	

### Recognitions

#### Belgium

Sodexo received the **Fairtrade@Work** award for the second consecutive year. This recognition salutes the organic and fair trade "Banana Day" initiative, which was organized in 2010 at 600 sites around the country. Since March 2010, Sodexo has only used organic and fair-trade bananas from Max Havelaar at its locations.

#### Netherlands

In October 2010 the Max Havelaar Foundation awarded Sodexo with the **Fairtrade@work** award. The goal of this award is to stimulate fair-trade products in the workplace.



### FAIRLY TRADED COFFEE STORY @ SODEXO IN NORTH AMERICA

The United States consumes one-fifth of all the world's coffee, making it the largest consumer in the world. But few Americans think about the people who work to grow their coffee. Fair trade awareness is rising, and fair trade certified coffee is now the fastest-growing segment of the United States specialty coffee market.

**7% of the coffee Sodexo purchases (in weight) is fairly and responsibly traded.**

The 2011 World Fair Trade Day theme was "Wake up the World." Again using our morning beverages as the point of reference, Sodexo first introduced its Fair-Trade certified Aspretto teas and coffees in 2009. In June 2010 it further expanded its purchases of Fair Trade products through partnerships with United Coffee and Numi Tea.

Today, we estimate that 75% of the coffees and teas offered at the college are fair trade.



Read more at [www.sodexo.com](http://www.sodexo.com)

- "Local communities" Section
- Case study on Aspretto
- "Hands On" newsletter - 2011 editions:
  - February
  - May
- Press Release - Aspretto
- Aspretto website



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## ■ A GESTURE IN FAVOR OF THE ENVIRONNEMENT

Sodexo is committed to managing its communication in a responsible manner. For our 2011 Corporate Citizenship Progress Review, we have promoted the use of electronic version and reduced our printing needs. Using less paper and switching to sustainable paper conserves wood, water and energy and help reduce pollution and waste.

## ■ ABOUT THIS REPORT

Our Corporate Citizenship Progress Review is in its seventh consecutive year of publication (since 2005). In this report, we seek to provide stakeholders with an insight into how we are addressing our corporate responsibility challenges. This report relates to Sodexo's operations all over the world and covers the period from September 1, 2010 to August 31, 2011 (fiscal 2011). All references to "Sodexo" and "we" relate to the Sodexo Group.

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