

# The Functioning Model of the Corporate Responsibility



# The short look into the history of Tesco



Made in London  
by Jack Cohen



We have come a long way since a market stall in 1919.

And today we are one of the world's largest retailer serving million of customers a week in 11 countries.



# **SERVING SHOPPERS A LITTLE BETTER EVERY DAY.**

- No one tries harder for customers.
- We treat people how they want to be treated.
- Every little help makes a big difference.

## TESCO Milestones in Slovakia

**1996** Entering the Slovak market.

**1999** Opening of the 1st hypermarket in Nitra.

**2009** Launch of Tesco Mobile.

**2012** Launch of Tesco Groceries - online shopping.

**2014** Opening of the 150th shop in Slovakia.

**2015** Merging of headquarters of 4 countries in CE.

With **10 000 employees** Tesco is one of the three largest private employers in Slovakia.

## operations

154 shops



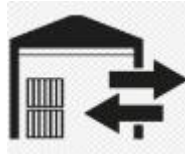
4 malls + 4 department stores



18 fuel stations



2 food DCs



## services

Clubcard



Tesco Mobile



Home Shopping



Financial Service



Pharmacy

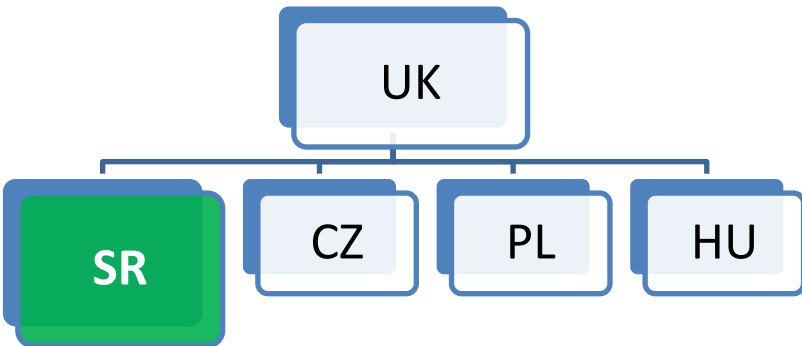


Opticians

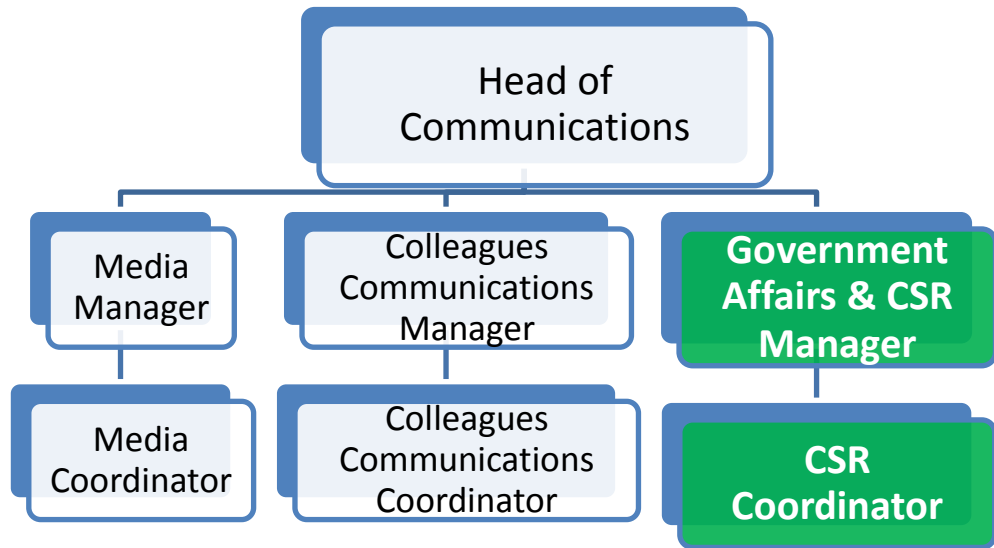


# CSR Management in **TESCO**

## ONE Europe



## Local (Slovakia)

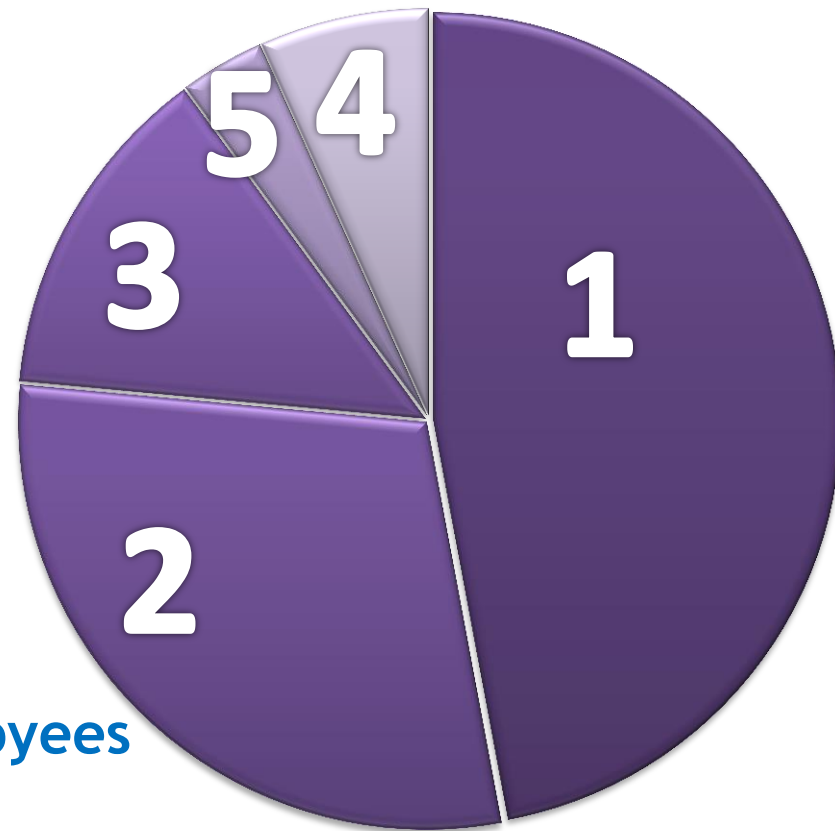


## The Economy of our CSR

- Tesco Foundation
- Member of ASFIN
- Annual reporting & Publication

### Resources

1. Corporate CSR budget
2. Local CSR budget & 2%
3. Social marketing
4. Social marketing with partners
5. Public collections amongst employees



*Every little helps*

- it's the value we live by to ensure we serve our customers, colleagues and their communities a little better every day.

This value really captures how, Tesco can make a big difference to the issues customers, colleagues, communities and wider society care about.







**2016**  
**438** applications  
**229** nominated  
projects  
**3,2 mil.** votes

**2017**  
**405** applications  
**224** nominated  
projects  
**3,9 mil.** votes

**77** winners rewarded by grant of **1300 €**

**100 100 €**

Voting takes place in Tesco stores.

## We put our trust in the hands of our customers.



- We want them to decide, which project they want to support and actively contribute to their community improvement.
- After every shopping customer receives a token to vote for their favourite project.
- The project with the highest number of votes receives a grant of 1300 €.



# Food Waste



- Food Bank Slovakia
- 35 shops
- All shops in CE by 2020

We have no time for waste!



# Food Collection



- 83 shops in Slovakia in 2016

## 2014

- 48 tonnes of food
- the amount of 67 800 €
- Tesco top up - 16 235 €

## 2015

- 77 tonnes of food
- the amount of 109 000 €
- = 192 500 meals
- Tesco top up - 21 800 €

## 2016

- 88 tonnes of food
- the amount of 123 400 €
- = 210 000 meals
- Tesco top up - 24 680 €
- 15 000 € for a new van for the Food Bank





- introduce 4-11-year-old children to Athletics at a basic level and thus promote a balanced and healthy lifestyle
- attract and sustain the potential sporting stars of tomorrow
- **80 000 €** to purchase athletics kits for **103 schools and kindergardens**





- Only in Slovakia since 2013
- Financial help for colleagues in difficult life situations, e.g.:
- Serious health problems
- Natural disaster - loss of property
- Death of family member
- By the birth of triplets, quadruplets...
- **Summer Camp Tesco Angel since 2014**



# Farmers Grant



- organised under the auspices of the **Minister of Agriculture**
- financial contribution of **80 000 €** made by the Tesco Foundation
- more than **250 educated farmers** as a result of trainings and workshops
- support for small, young and domestic farmers through education in innovation, quality and product safety
- make better terms and conditions for farmers in Slovakia
- support Slovak countryside
- increase farmers' employment
- inspire them to make innovative and attractive products with additional value

CEEV Živica a Kancelária programu Zelená škola Vám ponúkajú možnosť stať sa súčasťou projektu

## JEDLÁ ZMENA



How far does your food travel to get to your plate?



How does our food choices impact people on the other continent??



What is the meaning of responsible consumption?

We want to help our students to change their view on the food.

- an international initiative
- school educational programme about responsible consumption
- 252 engaged schools
- educational trainings and courses for participants



2015  
Európsky  
rook rozvoja

Projekt Jedlá zmena  
je financovaný  
Európskou Úniou





- Helping colleagues when needed.
- Easter / Christmas edition
- Volunteering / Store experience
- Showing support from management.



# CSR strategic priorities

*Every little helps*

You Choose, We Help

Food Waste

Local sourcing



Projects at CE level



INTERN

WANTED



**I WANT YOU**

# Thank you!

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**TESCO**