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# GOOD BUSINESS JOURNEY

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**CSI INNOVATION**



**Makhegu Mabunda**

**France, Lille – 23 October 2013**

To highlight 6 key areas:

- Sustainable farming
- Water
- Energy/Climate Change
- Waste
- **Social development**
- **Transformation (Corporate Social Initiative, Enterprise Development)**

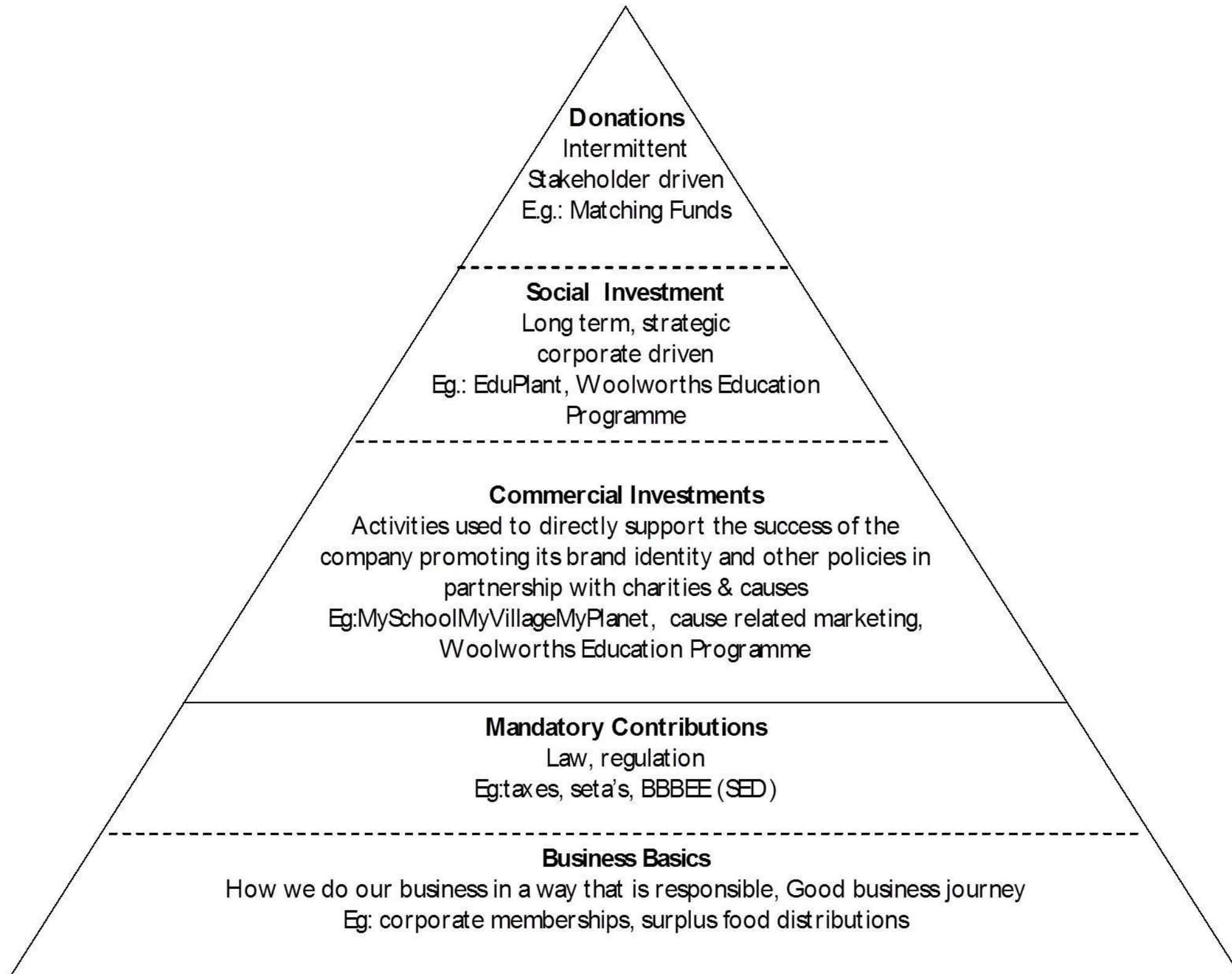
We have set over 200 targets, with milestones, across the business, which are part of individual business unit scorecards to assist us in accomplishing the objectives for the 6 key focus areas.

Our Corporate Social Investment (CSI) strategy is aligned both to our core business strategy and to national development priorities of South Africa.

We strive to make a meaningful difference in the lives of vulnerable children by supporting programmes that:

- address food security mainly through schools as hubs of community development;
- reduce child vulnerability by supporting child safety.
- Contribute towards education by providing educators with much needed resources





# How we contribute

Why do we contribute	How do we contribute	Where do we contribute
<p><b>Business Basics</b> Responsible corporate citizen.</p> <p><b>Commercially Driven</b> Lead our customer, loyalty, attract and retain.</p> <p><b>Social Investment</b> making a meaningful and sustainable difference to social development; to position and reinforce Woolworths reputation, amongst all stakeholders, as a good corporate citizen.</p> <p><b>Donations</b> Supporting local communities through store driven initiatives and also to provide disaster relief when necessary.</p>	<p>Financial, product donations, facilitation of fund raising:</p> <p><u>Woolworths Trust</u> Flagship projects Minor Grants Matching Funds Disaster Relief Supporting Group Wide fundraising initiatives</p> <p><u>Fundraising Initiatives</u> Charity Triathlon Charity Ball MySchool/Village/Planet Staff Giving</p> <p><u>Product Donations</u> Surplus Foods Charitable clothing</p>	<p><b>National Focus</b></p> <p><u>Education</u>  <ul style="list-style-type: none"> <li>• Fundraising for Schools (MySchool)</li> <li>• Woolworths Education Programme (MTD – Education in nutrition, healthy living, design and sustainability)</li> <li>• EduPlant</li> </ul> </p> <p><u>Food Security</u>  <ul style="list-style-type: none"> <li>• Education in nutrition (EduPlant)</li> <li>• Community Gardens (Siyakhana)</li> <li>• Surplus food donations</li> </ul> </p> <p><u>Social and community development</u>  <ul style="list-style-type: none"> <li>• Orphans and Vulnerable children</li> <li>• MyVillage</li> <li>• Child safety (Child Safe)</li> </ul> </p> <p><u>Environmental</u>  <ul style="list-style-type: none"> <li>• Fundraising for organisations that focus on the environment and animals (MyPlanet)</li> <li>• Selling of products linked to a cause (WWF)</li> <li>• Waste (hanger recycling)</li> </ul> </p> <p><b>Local Focus</b></p> <p><u>Staff Giving</u>  <ul style="list-style-type: none"> <li>• Not prescriptive in terms of focus</li> <li>• Any NGO or under resourced School</li> <li>• Building/Renovating Houses</li> </ul> </p>



# Corporate Social Initiatives – Aid/Donations

- **Food security in schools –**  
Eduplant
- The contributions have supported more than **10 951** schools
- **Donations to charity –** during our 2012/13 financial year, some **R500.1 million** worth of goods (food, clothes etc) was donated to needy charities.



# Corporate Social Initiatives - Loyalty

In 2012/13 alone we contributed **R41m** to the **MySchool** programme through over **739 900** active MySchoolMyVillageMyPlanet supporters. **R2.6m** of the total was given to our 90 MyPlanet charities over the past year (charities that care for animals and the environment).



MySchool MyVillage MyPlanet won the 'Best Corporate Social Responsibility Initiative Linked to Loyalty' award for their 'Doing Good Is Good Business' campaign at The International Loyalty Awards.



# Corporate Social Initiatives – Staff involvement





# Enterprise Development - Partnerships

## Our Woolworths staff transport project creates jobs and boosts morale

Wed, 2 Oct 2013



Reflecting the group's commitment to empowerment and enterprise development, Imperial Logistics group companies Resolve and Imperial Fast 'n Fresh have assisted client Woolworths to establish a new business for entrepreneur Jabulani Hlophe, and provide a cost-effective and sustainable transport solution for store employees.

Imperial Logistics chief integration officer Cobus Rossouw outlines the initiative: *"As part of its Enterprise Development Programme, Woolworths began working with former taxi driver Jabulani Hlophe to develop an alternative, centralised staff transportation system which would decrease the distance and time travelled by each employee when they go home late at night. Jabulani was one of the exceptional taxi drivers transporting store employees in KwaZulu-Natal home each night after dark. It was his excellent and reliable service that made Jabulani the obvious choice when a Woolworths procurement manager came to rethink the transport available to store staff and identify a service provider to pilot a more efficient system,"* Rossouw reveals.

A loan of R3,3 million, financed through the Woolworths Enterprise Development programme, with further support from Mercedes-Benz, helped Jabulani purchase his fleet of vehicles. *"This fleet regularly loops 15 collection points (14 stores and the distribution centre), collecting staff and dropping them off at a central point, where they hop onto another taxi to take them home,"* he explains.



# Enterprise Development - Empowerment

Our reusable bag suppliers are a great example of how we ensure that our initiatives address issues in a holistic manner.

Through our reusable bags, we address issues of unemployment, recycling and also, raise awareness via the cause-related marketing linked to the bags.





De Fynne is part of Woolworths' pioneering Farming for the Future initiative and is proud to have achieved over 70% in audits over the past two years. Today the nursery employs some 25 people and produces about 600 000 plants per year on just 1.5 rented hectares. This year De Fynne won first prize in the Plant Stand Exhibition organised by the Cape Green Forum in Stellenbosch.

DeFynne Nursery video – less than 3min.

For more information please visit our sustainability page via:  
[www.woolworths.co.za/goodbusinessjourney](http://www.woolworths.co.za/goodbusinessjourney)

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