

THE FUTURE IS HERE.
IT'S JUST NOT WIDELY
DISTRIBUTED YET.

- William Gibson

Our brands etc.





You mean a woman can open it ?

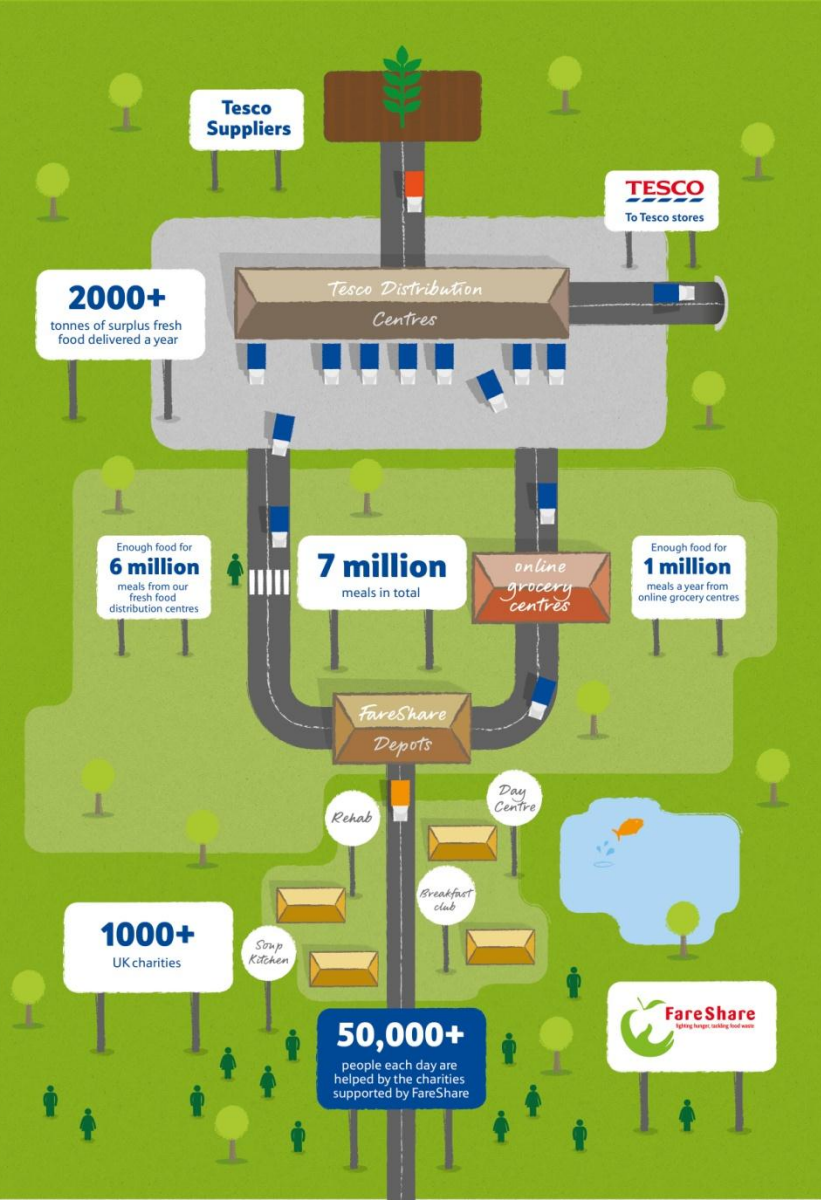








UNITED COLORS
OF BENETTON.



TESCO PLC Share price 370.15p 21 Oct 2013 at 08:19

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Tesco and Society

Our approach

Our Three Big Ambitions

- Creating opportunities
- Improving health
- Reducing food waste

Our Essentials

- Trading responsibly
- Reducing our impact on the environment
- Being a great employer
- Supporting local communities

News and Views

Using our scale for good

Media type Date Go Search

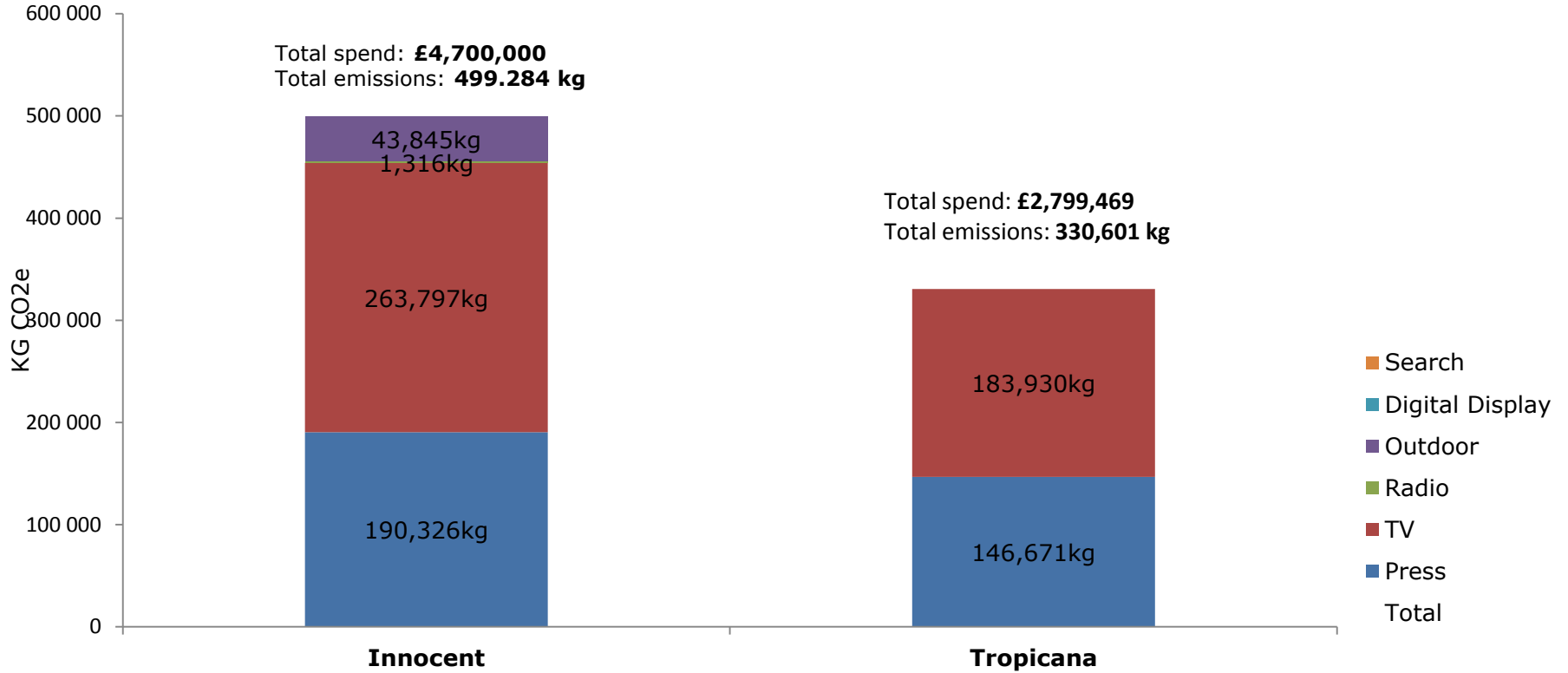
NEWS 21 Oct, 2013

Tesco tackles food waste as it reveals two-thirds of bagged salad is wasted





Benchmarking Against Tropicana OJ 2010





The six modes are...

Questioning

Challenging existing practices and structures in society, highlighting adverse effects and bringing to light hidden information which leads to subsequent changes in policy or behaviour.



Campaigning

Deliberately taking a partisan stance on an issue, topic or product with the explicit aim of selling, changing behaviour or raising money.



Inspiring

Stimulating action via changed perspectives, alternative futures or by highlighting different ways of behaving.



Silencing

Ignoring or restricting voices on certain topics, events or groups, knowingly or not with the effect of creating a particular representation of society which differs from the reality...



Amplifying

...or, conversely, giving disproportionate voice to or coverage of certain topics, events or groups, again creating a particular representation of society which differs from the reality.



Normalising

Introducing or legitimising forms of behaviour that may otherwise be unknown or marginal.



GLOBAL CAMPAIGNS THAT USE SOCIAL MEDIA TO RAISE AWARENESS



Marking Earth Hour and Earth Day, the **30 Days of Green** campaign in March and April uses social media to engage our global network to take small steps towards a greener future.



Every year in June and July our **Volunteer Challenge** engages our 200 offices in the network to engage with the local community in a race to clock up the highest number of



in September and October we share our media skills and knowledge through **Media for Good**. Sharing "what we do best" makes a huge positive contribution to the social

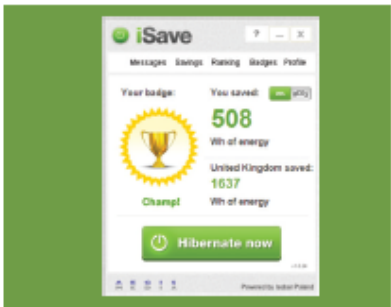


We finish the year by asking attention for those that could use a helping hand. **Care & Share** brings holiday cheer to the needy inside and outside the network.

GLOBAL PROGRAMMES THAT LEVERAGE THE POWER OF DIGITAL TO DO GOOD



GlobalGivingTIME is a digital volunteering community where our people directly help small- and medium-sized charities all around the world with issues around media and communication.



iSave is our in-house energy-saving desktop widget that allows our people to save energy at their desk. Users compete with other offices, countries and brands to claim the green trophy.



Please Cycle is our award-winning programme to encourage cycling and walking to work by our people, using mobile technology to nudge green behaviour in return for small incentives.



We encourage our people to future proof their work for clients by integrating CSR insights. **The Comms Lab** is our global initiative to upskill our people.