

## Sainsburys

<p><b>Company:</b> Sainsbury's Supermarkets Ltd is the UK's longest standing major food retailer with a brand that is built on a heritage of providing customers with safe, healthy, fresh food.</p>	<p><b>Location:</b> UK wide</p>
<p><b>Employees:</b> 150,000</p>	<p><b>Sector:</b> Retail</p>
<p><b>Summary of activities</b></p> <p>One example of how we engage customers and colleagues is through our "Make the Difference" days, which began in 2007. These days highlight our commitment to empowering our consumers and colleagues to tackle climate change. We've used this approach to convey simple key environmental messages in an innovative way, showing both our customers and colleagues that through simple changes we can all "Make a Difference" and reduce our impact on the environment.</p> <p>For example, during 2007 we had a number of Bag for Life "Make the Difference" days which involved giving away to customers our 100% recycled Bags for Life in place of standard disposable bags. The aim was to help customers reduce the number of standard carrier bags they needed for future shopping trips. Our second 'Make the difference' day on Tuesday 29 May was a huge success. We gave away over 3 million re-usable 'Bags for Life' and have since seen a significant increase in the use of reusable bags since the event which shows how customers are really getting behind the idea of re-usable bags. Alongside this we have increased the number of in store plastic bag recycling points.</p> <p>Another day focused on energy saving in the home environment. During energy saving week in October 2007 we gave away around 1 million low energy light bulbs in return for customers and colleagues making pledges to try a save energy in their homes.</p> <p>Our most recent example of empowering staff to "Make a Difference" was issuing every colleague the Change the World for a Fiver: We Are What We Do book. By giving our colleagues this book it emphasised that even the smallest changes in their everyday lives can take to make a difference. The book highlights 50 simple actions from turning of the tap whilst brushing your teeth to recycling your mobile phone.</p>	
<p><b>Impacts and benefits</b></p> <p>The primary business benefit is engagement of our colleagues and staff, who gain a heightened awareness of the simple changes, which can reduce our impact on the environment. We estimated our light bulb give away saved around 40,000 tonnes CO2. Through our carrier bag recycling points over 100 million plastic bags are recycled ever year.</p>	
<p><b>Plans for the future</b></p> <p>We will continue to implement technological and engagement projects are part of a long-term strategy designed to minimise our impact to climate change and improve resource efficiency. And continue to embrace the "Think Global Act Local" concept in engaging our colleagues and customers to "Make a Difference".</p>	