



## OUR SUSTAINABLE APPROACH

*“Our sustainable approach is integral to our strategy of being the best for clients, the best for consumers and the best at operations. It is not a standalone set of actions - it is part of the way we work.”*

Justin Tydeman, CEO, Selecta

## OUR SUSTAINABLE APPROACH

As Europe's leading vending company we embrace and promote ethical business practices setting sustainable development goals which are integral to the way we do business. To this end we believe in...

### Environment

#### ...respecting our environment

We are committed to reducing our carbon footprint, handling our waste efficiently and increasing our ecological product offer.



### Community

#### ...supporting our community

We are supportive of community initiatives, both locally and globally, and also support activity undertaken by our supply chain.



### Product

#### ...offering quality and choice

We are focused, together with our partners and suppliers, on offering a wide choice of quality products, including healthy and certified alternatives.



### Workplace

#### ...providing a safe and enjoyable workplace

We are dedicated to working on health and safety, as well as running a company which our employees enjoy working for.



On the following pages, you can read about all activities we do on the European level, and in *italics*, you will find information on additional activities in Finland.

## Environment



### ...respecting our environment

We are committed to reducing our carbon footprint, handling our waste efficiently and increasing our ecological product offer.

### Tour Optimisation Planning (TOP)

#### Goal

To reduce the 50 million miles per annum travelled by our merchandisers across the Group, by at least 10% over the next two years, therefore leading to a reduction in our carbon footprint.

#### Activity

We have invested over 1.5m euros in developing an automated route planning system which creates more efficient routes for our merchandisers to follow. This will lead to a reduction in the total miles travelled between sites whilst optimising machine visits, leading to greater consumer satisfaction. The new system is being piloted in early 2009 before being rolled out across all the major countries in Europe thereafter.

### Environmental Standards

#### Goal

To reduce the carbon emissions and waste we produce by developing minimum environmental standards across different areas of our business including recycling and waste, transport and machine development.

#### Activity

We dispose of all equipment in accordance with WEEE standards. In addition, where it makes sense environmentally, we extend the lifecycle of machines via refurbishment and ensure that the majority of parts from end of life machines are recycled and reused. We are also investing in new machines which are designed to make recycling at the end of the life cycle easier, eg, all cold drinks and snacks machine launched during 2009 contain foam insulation blocks.

*Selecta FI works according to ISO 14001 and we are in the process of getting the accreditation, which is planned for October 2010. Through route planning and other initiatives, we focus on reducing our carbon footprint.*

### Machine Development

#### Goal

To supply vending machines which use modern production methods and technology in order to increase their energy efficiency. All new models must have, as a minimum, a 20% reduction in energy consumption versus the previous model. In addition, new machines must have a minimum of 10% recycled materials. We also aim to purchase over 90% of our machines from production companies with ISO 14001 accreditation.

#### Activity

Over the last 12 months we have launched a number of new machines which both meet and exceed our machine development goals including a new glass fronted cold drinks machine, the St Tropez which uses 50% less energy in stand by mode than the previous machine and a new generation of snack machines, launching in the 2<sup>nd</sup> quarter of 2009, which will use 28% less energy in stand by mode than the previous model.

We will also be running a field test with our Public Vending machines, using LED lights which should reduce energy usage by 15% versus the current models already in the field.



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### ...supporting our community

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## Global Compact

### Goal

To adoption sustainable and socially responsible policies based around a universally recognised framework.

### Activity

All of Selecta Group's policies and business activities are in line with the United Nations Global Compact, the world's largest voluntary corporate responsibility initiative.

## UNICEF

### Goal

Support UNICEF's WASH project (Water, Sanitation and Hygiene) over the next three years in Gambia.

### Activity

Every time a new Seattle water cooler is sold Selecta Group donates €20 to UNICEF's WASH project.

The WASH project provides safe drinking water in Gambia's Upper River Region which is considered to be one of the poorest areas within the country.

Local schools, basic health centres and public spaces will be provided with access to clean water which will mean more than 25,000 people will benefit from safe drinking water and basic sanitation.



## Product

### ...offering quality and choice

We are focused, together with our partners and suppliers, on offering a wide choice of quality products, including healthy and certified alternatives.



## Balanced Options

### Goal

To give consumers choice and the option to choose healthier snacks and drinks.

### Activity

The launch of our Balanced Options programme across Europe which contains products which meet the following strict criteria:

- Snacks: less than 200kcal, less than 6g of fat, less than 250mg of sodium and less than 5g of added sugar
- Cold Drinks: less than 5g of added sugar

### Results

Since its introduction in 2005, the programme has been implemented across Europe with over 15,000 machines offering Balanced Options products on a daily basis.

## Certified Product Offer

### Goal

To support certified products and ensure clients and consumers can purchase them via Selecta.

### Activity

As a business we are very serious about certified options. To this end, during 2009, Selecta Group is launching a certified variant of our high quality, own brand miofino coffee which will be available across Europe.

We also aim to offer certified options across all of our different product categories.

*Selecta FI will target and focus on increasing the volume of certified products by a broadened assortment.*

## Quality Control

### Goal

To get it right first time, every time and to strive to exceed customer expectation whenever possible.

### Activity

Selecta is committed to offering its consumers high quality products and in order to ensure the quality of our coffee offer, and give clearer visibility of the source of the coffee, we are launching our own coffee brand – miofino.

We also perform European quality audits at customer's sites to ensure that we meet the highest standards on all levels: hygiene, merchandising, functionality and branding. All of Selecta Group has an HACCP program for food safety control which includes a risk analysis and guidance on how to handle our products and machines.



OUR SUSTAINABLE APPROACH

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## Training and Development

### Goal

To ensure that continuous learning takes place for all employees during their career at Selecta.

### Activity

New starters receive a thorough induction into the company and continue to receive ongoing training throughout their career with us. This is reflected in the large number of employees who choose to spend a large proportion of their career with us and experience excellent progression.

## Communication

### Goal

We believe that employee engagement is an important factor in employee productivity and job satisfaction. Our internal communication goal is therefore to support employee engagement through listening to what our employees have to say to us and providing them with the information and communications support they need to:

- understand the Selecta's goal and strategy
- help us deliver our goal and strategy in their jobs, day-to-day
- find satisfaction in their jobs

### Activity

We carry-out a bi-annual, Group-wide employee opinion survey. We take time to introduce new employees to Selecta. We communicate regularly with employees in team briefings and publications on the developments within the business and achievements of their colleagues. We support change with continuing communication, explaining what is happening, why we are making the change and what it means for those involved. We also provide communications for the teams introducing and selling new products and POS concepts.

*Selecta FI have monthly meetings for all employees to ensure correct information on development and focus areas.*

## Health and Safety

### Goal

To actively ensure the business activities undertaken by Selecta don't affect the health and safety of Selecta employees, client employees and members of the public.

### Activity

We have a Group-wide Health and Safety Monitoring system which tracks all major incidents including the actions taken. All regions invest a substantial amount of time (i.e. management, information) and money to minimise the incidents which take place.

