





SUSTAINABILITY REPORT

ROYAL DUTCH SHELL PLC SUSTAINABILITY REPORT 2011













Yesterday



Today



Key consumer interests

Health



Social



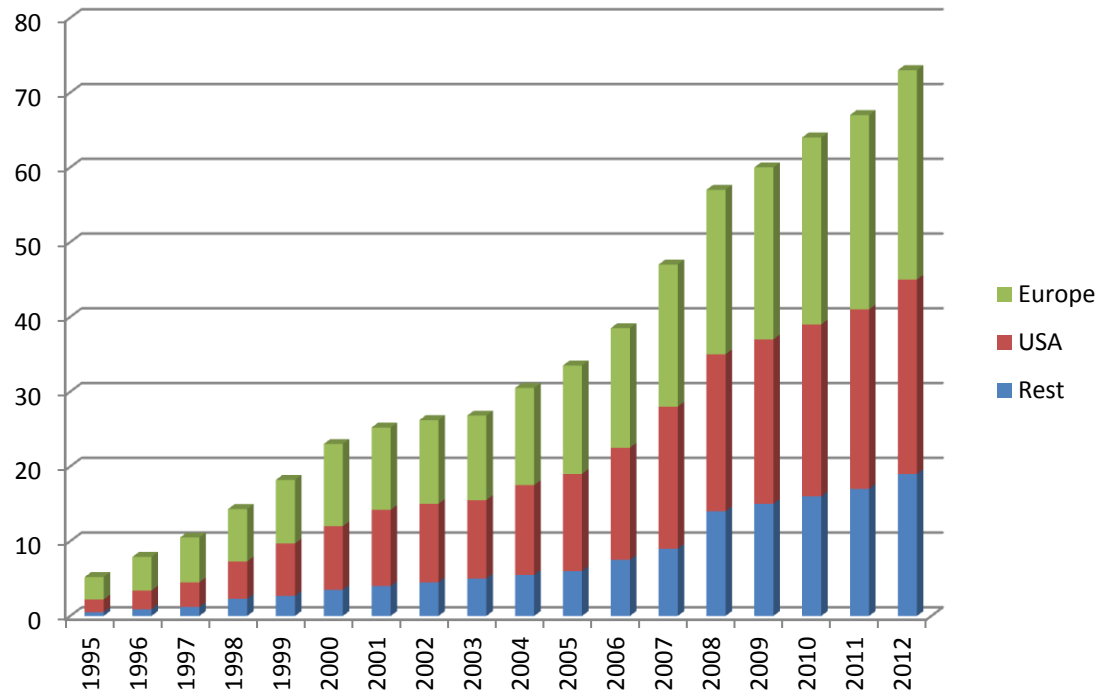
Environmental



New key consumer interests

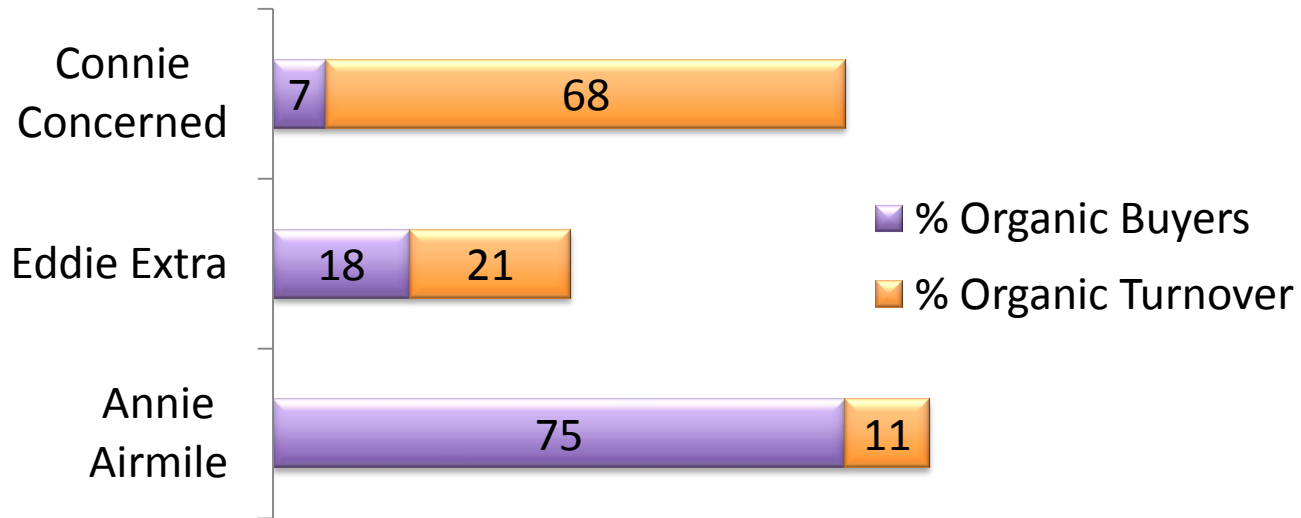


Global organic market in US\$ billion



Source: IFOAM Market Data

Who is driving the trend



Source: TNS 52 w/e May 2012. Segmentation based on CMA data

Carbon footprinting



UK: Tesco asks suppliers to reduce carbon footprint

Byl Papat Marlan | 13 October 2010



Tesco has sent a letter to its major suppliers asking them to reduce their carbon footprint by 30% before 2020.

Speaking at the [BBC's annual convention](#) yesterday (12 October), Tesco's commercial and marketing director Richard Brasher said that the retailer would not enforce the reductions. However, he added: "Those who produce green products will be rewarded".



Tesco has urged suppliers to mitigate impact on environment

Water footprinting

The screenshot shows the M&S website's 'Plan A' section. At the top, there's a navigation bar with 'Help', 'Wish List', and 'Quick order'. Below that, the 'Plan A' logo is prominent, along with links for 'Online Shopping' and 'Store Finder'. The main banner features a woman in a pink and white dress holding a green bucket on her head, with the text 'How wet is your water footprint?' and a sub-headline 'We're working to reduce our water footprint. Find out how what you can do to reduce yours.' Below the banner is a green navigation bar with links for 'Home', 'About Plan A', 'What we're doing', 'What you can do', 'Register', and 'Login'. The main content area has a breadcrumb trail 'Home > About Plan A > Partnerships > WWF'. On the left, there's a sidebar menu with 'The Plan' and 'Partnerships' (sub-items: Breakthrough, Closed Loop Recycling, Groundwork). The main content area has the heading 'How wet is your water footprint?' followed by a paragraph: 'Your water footprint is the amount of water you use each day. But it's not as simple working out the water you drink or use to wash with. Most of your water footprint is hidden in the processes used to make our clothes, grow our food and live'. To the right, there's a 'Play our game' section with the text 'Try our Love Food Hate Waste game and discover how you could start saving...' and a 'Read more' button.

1 kg beef



= 15.500 ltr water



Soil footprinting



saveoursoils.com

Thank you for buying organic

Organic = Saving our soils

- » Every minute mankind destroys the equivalent of 30 soccer fields, mostly due to irresponsible Farming
- » As a result, we are losing 10 million ha of farmland every year
- » ¼ of the earth's soils are highly degraded

Together with FAO (the Food and Agricultural Organisation of the United Nations) Nature & More recommends sustainable Farming practices, efficient use of water and soil health management as a way to turn the tide.

Soil & More 







Organic = the solution

In organic agriculture, productivity and resilience depend strongly on the quality of the soil. The organic farmer considers soil a living organism. By using crop rotation and compost, organic farmers feed the soil and the soil in turn feeds the plants. Healthy soils means healthy food.

Organic agriculture ensures

- » Long-term fertility & productivity
- » Enhanced water holding capacity, erosion, drought- & flood resistance
- » Carbon sequestration
- » Pest & disease resistance



SOILS FOR LIFE

To feed the world in 2050 we will need an extra 120 mln hectares of farmland. The only option we have is to take care of our current farmland and to restore the degraded land. The First Global Soil Week (18 -22 November in Berlin), will provide a platform where experts will come together to share their experience and develop action plans for sustainable soil management. www.globalsoilweek.org

Other events organised by the FAO (at the FAO headquarters in Rome) include:

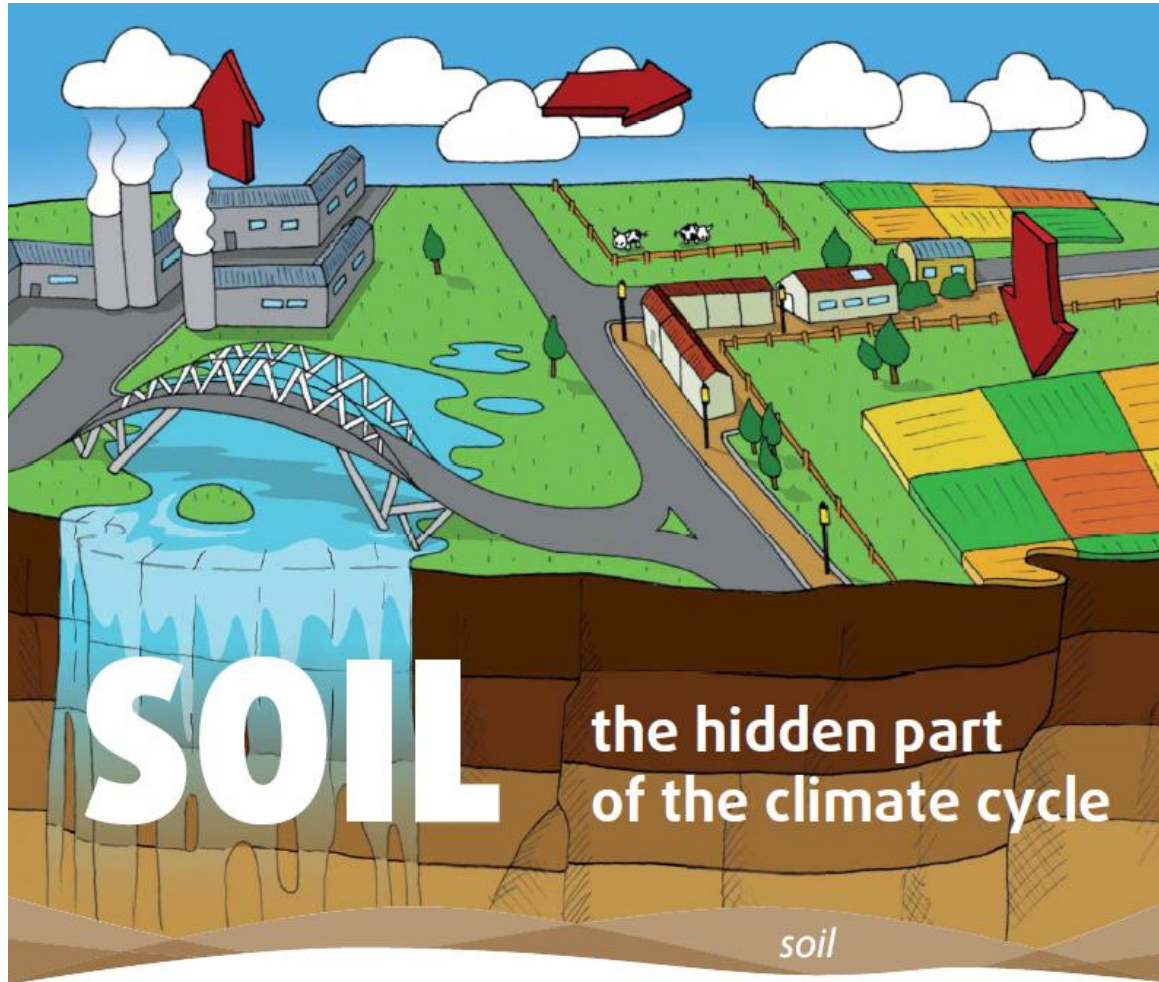
- » World Soil Day 2012 – "Securing healthy soils for a food secure world" (5th December, 2012)
- » Workshop: Managing Living Soils (5 – 7 December, 2012)

For more information about these and all other upcoming Soil events visit the FAO or Save our Soils websites: www.fao.org; www.saveoursoils.com

First
GLOBAL SOIL WEEK | **SOILS FOR LIFE**







Multi Value footprinting



Multi Value footprinting



Multi Value footprinting

Our 14 Commitments for a Better Tomorrow



We will reduce our carbon intensity across all our operations and clients' sites



We will promote choices with reduced sugar, salt and fats



We will reduce organic waste generated at our sites and in our operations



We will support local community development



We will fight hunger and malnutrition by engaging the entire Sodexo community including employees, customers, clients and suppliers



We will reduce our water intensity across all our operations and clients' sites



We will increase the purchase of products sourced from fairly and responsibly certified sources



We will reduce non organic waste generated at our sites and in our operations



We will source local, seasonal or sustainably grown and raised products



We will develop and promote health and wellness solutions for our employees, clients and customers



We will source sustainable fish and seafood



We will ensure compliance with a Global Sustainable Supply Chain Code of Conduct



We will provide and promote varied and balanced food options



We will source and promote sustainable equipment and supplies

sodexo*



Multi Value footprinting

PRO PLANET Produkte Märkte Aktuelles Suche... **REWE GROUP**

Kennziffer eingeben

PRO PLANET – Die Orientierungshilfe für einen nachhaltigeren Einkauf

Unser neuer TV-Spot

REWE

PENNY.

Was ist PRO PLANET?

PRO PLANET ist ein Label für nachhaltigere Produkte der REWE Group. Es kennzeichnet Produkte, die Umwelt und Gesellschaft während der Herstellung, Verarbeitung oder Verwendung weniger belasten.

Über die Eingabe der Kennziffer können Sie auf dieser Webseite alle relevanten Informationen zum Produkt abrufen.

Der Nachhaltigkeitsaspekt gibt Auskunft über den spezifischen ökologischen oder sozialen Mehrwert des jeweiligen Produktes.

PRO PLANET
1631 001
Artenvielfalt schützend

mehr ▶

Defining Sustainability

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."



Power Flower



natureandmore.com



natureandmore.com



OVERVIEW MAP



Hi, I'm Kwame from BioExotica



'Click to see my personal sustainability flower in action!'



HOME

LANGUAGE



SITE SEARCH

enter keywords

CONNECT WITH US



NEWSLETTER

email address



Solidarity

The company also plays an active social role in the lakeside community. Recently another local school was completely renovated and...

About my farm



Video and interview

Tweet 9

Hi, I'm Kwame Yeboah-Afari and I grow organic & fairtrade pineapples for Nature & More in Ghana. Thank you for buying our fruit, I hope you'll enjoy it!

Our farm, operating under the trademark name BioExotica, is located on a peninsula on the southern shore of Lake Volta in Ghana. Lakeside Farm was started in 2005. The soils had been fallow for many years and proved to be very fertile. Together with ample water for irrigation from the nearby lake, the conditions for organic pineapple production are excellent. Although there was no electricity, no schools and only very primitive roads, the management felt confident that the lack of infrastructure could be overcome to successfully export organic pineapples, since the international port of Tema was only 95 km away.

The farm comprises 200 hectares of which about 100 are cultivated with the majority planted with pineapples. Non-productive areas are planted with green manure crops to continually regenerate the soil. Fields were created by leaving old established trees in place. Other native



Soil

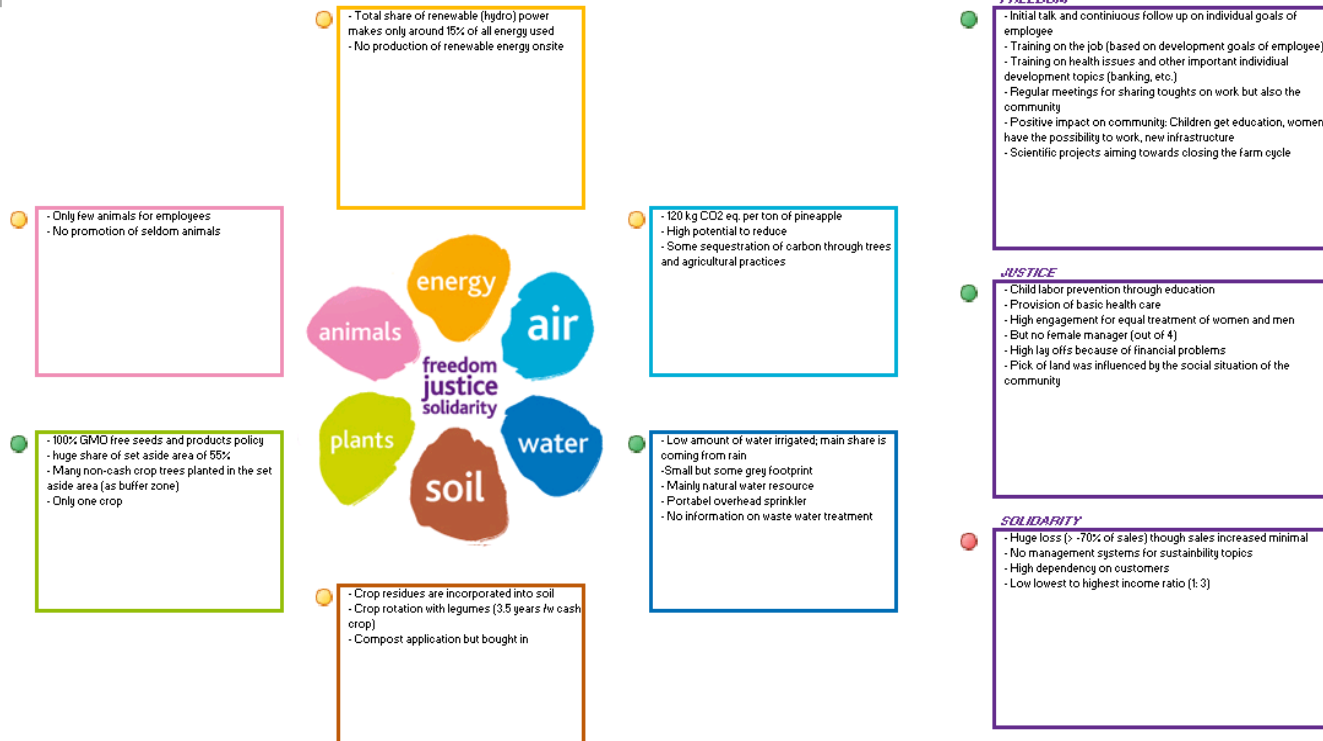
Bio Exotica is serious about composting. The unique composting technoloov available today truly helos

Measuring & Managing Sustainability

Click on the sustainability flower dimensions to get details

Pick Grower Year <-- Select from the filter
 (only one selection at once possible)

- No action towards more sustainable practice
- On a good way but still significant improvement potential
- Good practice in place while developing continuously



Measuring & Managing Sustainability

Contents

A. Preface
 B. Executive
 C. Company
 1. Soil
 1.1. Soil
 1.2. Soil
 2. Plants
 2.1. Cult
 2.2. Wild
 3. Animals
 3.1. Anir
 3.2. Nat
 4. Energy
 4.1. Ene
 4.2. Ene
 Air (Emiss

B. Executive
 Since the 1960s t
 years later prodi
 Converting almo
 problems at once

The Sustainabi
 Plants, Animals, l
 of a tea garden c
 findings of the qu

Soil Darjeeling t
 improve soil stru
 land slide that o
 prevent frequent
 crops should be f

Water "Seed Se
 agricultural pract
 ves, hedges and
 Despite
 lack of
 s to l

7. Economic
 Darjeeling than
 impact perspect
 DOTEPL is awn
 to replace the
 performance. Er

7. Economic
 Status quo
 Out of 11 esta
 (Indian organic
 conversion an
 certified, a nin
 10, the produc
 one of the bio
 purchased as
 preparations a
 supplied by an

9. Cultural Life
 A farsighted company does not only treat its employees in a good manner but aims to enable the individual to perceive and judge the world with savvy and an open mind.

Status quo
 All employees are trained in several fields: work related issues (training on the job, especially biodynamic methods), health and safety, the Ambootia Group Standard (see 8.5. Corporate Governance) and environmental issues; in average 200 hours per employee in 2011. Additionally, DOTEPL gives extra education to apprentices at the plantations who make 5% of all employees.

Engagement for education does not stop with the employees, the community especially the employees' families benefit from educational programmes, too. DOTEPL assures that every employee's child receives an adequate education of at least seven years, either in a governmental school or where it was necessary in a school built by the company. In line with the Right of Children to Free and Compulsory Education Act of 2009 the schools does not cost any fees. Furthermore, books and clothing are provided. Skilled children can apply for a scholarship for higher education. In 2011 six scholarships (funded via Fairtrade premium) for the complete duration of higher education were given. In total DOTEPL built five schools with space for 360 students and offers in total 800 children access to education at a time. The students learn maths, English, Nepali, science, history, arts and sports.

Figure 20: Share of employees in different training fields

Training Field	Percentage
Work related training	91.3%
Health and safety training	2.6%
Non-work related training	2.6%
Training on ATG Standards	1.7%
Other working time	1.7%

Figure 21: Apprentices as % of total employees

Category	Percentage
Other employees	95%
Apprentices	5%

Figure 10: Crop residue management

Category	Percentage
Fertiliser production	100%
Direct and indirect field H ₂ O	0%
Paddy methan	0%
Pesticides	0%
Crop residue management	0%
Field energy use	0%
Carbon stock changes	0%
Livestock enteric emissions	0%
Livestock manure management	0%
Livestock feed	0%
Primary processing	0%
Wastewater	0%
Off-farm transport	0%
Totals	0%

Figure 7: Summary

Figure 22: Ag
 More than 509 of disabled pec and/or minorit

Figure 13: Learning maths in the first grade

Figure 14: Discussing science in the upper class

Figure 15: Planting trees during an activity day in Ambootia tea garden

Compatability



SAFA

Sustainability Assessment of Food & Agriculture



International
Labour
Organization



World Business Council for
Sustainable Development



Ethical Trading Initiative
Respect for workers worldwide



SaveOurSoils.com



SaveOurSoils.com



SaveOurSoils.com



SaveOurSoils.com



Soil & More

International

