



# Edenred Italy

Food Waste and Sustainability - case history

5/22/15

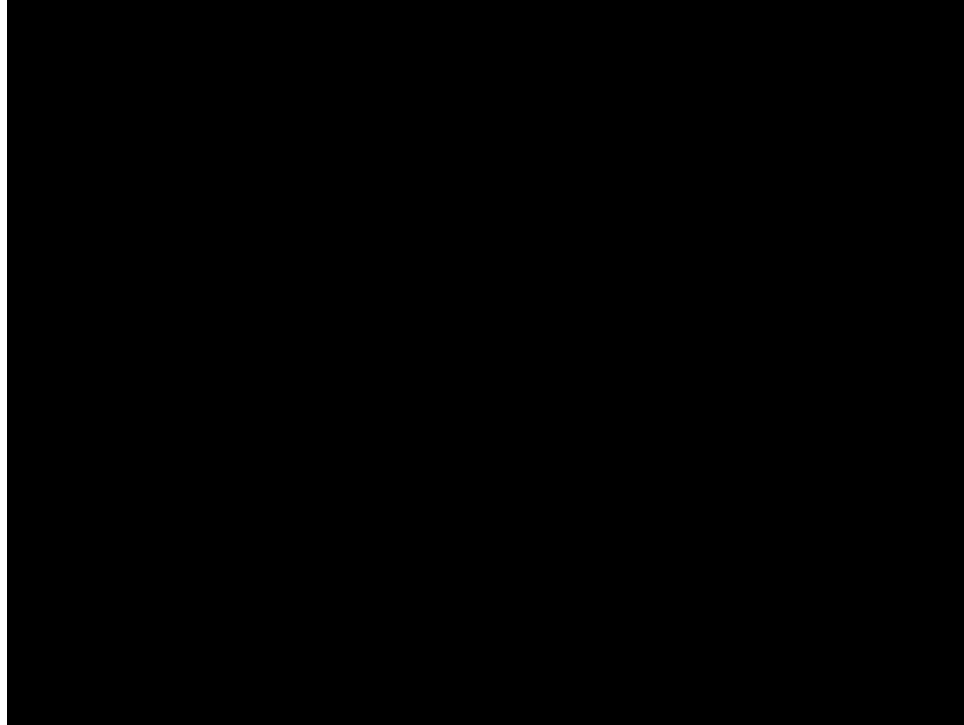
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# 1

## COMPANY PROFILE

Give a look!



# 1

## COMPANY PROFILE

Summing UP!

### Edenred,

Inventor of the Ticket Restaurant® meal voucher and the world leader in prepaid corporate services, designs and delivers solutions that improve the efficiency of organizations and enhance the purchasing power of individuals.



# 2

## CORPORATE SOCIAL RESPONSIBILITY



### A MISSION THAT NATURALLY ENGAGES EDENRED

Launched in 2012, our Ideal social responsibility process acts as a driver of growth, performance and employee engagement. Today, in recognition of this powerful commitment, Edenred is included in the world's two most widely acclaimed socially responsible investing (SRI) indices.

An integral part of our corporate strategy, the Ideal process is being deployed in three key areas: **Healthy eating**, **Environment** and **Community outreach**.

# 3

## CORPORATE SOCIAL RESPONSIBILITY

### Main Commitments



is designed to promote healthy eating by improving the eating habits of beneficiaries and facilitating access to a balanced diet at affordable prices for everyone.



covers the process' environmental aspects, in a commitment to reducing the impact of our office activities and production operations.



is helping to forge closer ties with local communities through funding for non-profits and employee participation in skills-sharing outreach projects (education, re-employment, etc.).

**Ticket Restaurant® plays a key role in facilitating employees' access to a proper food offer at lunchtime. This is why the main Corporate Social Responsibility commitment undertaken by Edenred is the promotion of HEALTHY and SUSTAINABLE eating habits at lunchtime.**

# 4

## FOCUS ON HEALTHY AND SUSTAINABLE NUTRITION

Ideal Meal is a commitment that started with the “Nutrition & Balance” project, and led in 2009 to the FOOD (*Fighting Obesity through Offer and Demand*) international program, promoted and jointly financed by the European Community, and to the realization of the Pausa Mediterranea by FOOD project in 2012.



Pausa Mediterranea by FOOD is the very first project in Italy to promote the culture of **healthy, correct and sustainable nutrition** at lunchtime in keeping with the principles of the Mediterranean Diet.



The Mediterranean Diet is an Intangible Heritage of Mankind (UNESCO) and a **sustainable model** of nutrition which helps contribute to the well-being and **health of the environment**.

Fondazione Banco Alimentare Onlus with its program **Siticibo** has been collecting the production surplus of the food supply chain, and has been redistributing it to over 8.898 charitable organizations that assist the poor and the needy all over Italy.

## **Edenred and Siticibo by Banco Alimentare to raise awareness on food waste.**

Edenred Italy and local food bank Banco Alimentare entered a partnership to raise awareness on food waste among Edenred's Stakeholders: affiliated restaurants, end users and companies.

- More than 150,000 affiliates of the Ticket Restaurant® network have been invited to donate their surplus food to charity by taking part to the program Siticibo.
- Edenred also carried out a fund raising campaign addressed to 50.000 customers and 1.5 millions end users
- Edenred involves Banco Alimentare in strategic communication initiatives as non-profit partner, to communicate against food waste, to collect funds and to promote responsible networking.



# 6 HEALTHY AND SUSTAINABLE NUTRITION

Edenred – Siticibo KEY DATA – target reached:



**150.000 AFFILIATED MERCHANTS**



**1,5 MILLIONS PEOPLE HAVING LUNCH with Ticket Restaurant® on daily basis**



**More than 50.000 CUSTOMERS**



## **Edenred and Cena dell'Amicizia Onlus : Il buono che avanza – Doggy Bags at lunchtime**

Buono in Italian means both: "Voucher" and "Good" that's why "il Buono che avanza" means: "the good (but also the voucher)...that is left" and is the name of the first network of restaurants "zero surplus": a project to prevent the waste created by a non-profit organization called Cena dell'Amicizia and supported by Edenred Italy.

**Restaurants affiliated to Ticket Restaurant® network can offer to customers the possibility of collecting leftovers in a "doggy bag", thus making them aware of the social value of this choice also by means of dedicated leaflets and poster campaigns.**

The initiative is being conveyed to affiliates through our newsletters TicketXTe and press office activities. Furthermore by arranging a dedicated corner at each Regional Office of Edenred, affiliates can pick up the equipment and communications kit (posters, leaflets and doggy bags - strictly on recycled paper!- ) to carry out the initiative in their restaurants.

# 8 HEALTHY AND SUSTAINABLE NUTRITION

## Edenred – Cena dell'amicizia



**150.000 AFFILIATED MERCHANTS : abt 1000 restaurants taking part to the initiative on a national scale so far.**



**1,5 MILLIONS PEOPLE HAVING LUNCH with Ticket Restaurant® on daily basis = more than 2500 doggy bags distributed so far.**



**More than 50.000 CUSTOMERS reached by communication campaign against food waste.**

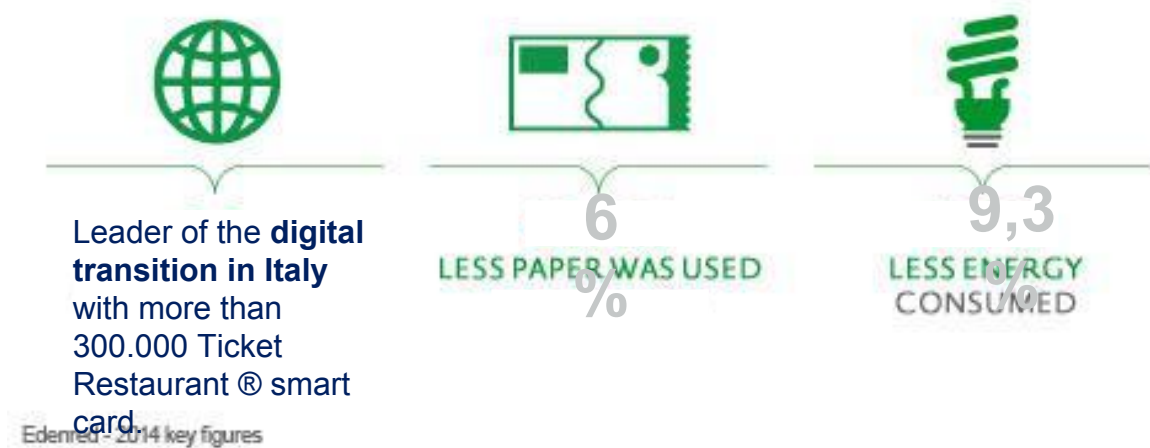


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## SUSTAINABILITY

Added value-partnerships: Last Minute Market

Edenred and Last Minute Market do cooperate within campaign “Un anno contro lo spreco” to enhance and share best practices against food waste and also related to SUSTAINABILITY:



# 10 SUSTAINABILITY

The eco-design of our solutions is an approach that takes environmental impacts into account in all stages of a product's life cycle, from the extraction of raw materials to end-of-life handling.

Edenred is continuously developing services in conjunction with its programs that have environmental added value to:

- respond to growing consumer demand
- take their CSR commitment further by incorporating the environment into their solutions

Some examples in Italy: Ticket Trasporto Smart® (Smart Mobility), Ticket Restaurant Smart® (digital support rather than paper's), Ticket Restaurant® Mobile.



# 11

## .. AND FINALLY ..

I would like to quote a colleague from England:

“ Our business approach, which consists of providing solutions for society's preoccupations, is perfectly in line with our environmental approach, which is based on universal considerations. They are both long-term perspectives ”



Thank you for your  
attention.

Any question?



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