

WE STEP IN:

Tchibo is not 100% sustainable. As a consumer goods company, we contribute to global warming, resource consumption and environmental degradation. Working conditions and respect for human rights in our supply chains also present us with significant challenges. We became aware of this over 15 years ago, when garment workers from Bangladesh gathered in front of our headquarters to protest against critical working conditions. As a result, we began to closely scrutinise our supply chains, the origins of our resources and our production processes. Now, due diligence on human rights and environmental protection is integrated into every decision we make as a company.

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There were no ready-made solutions or easy routes to take. However, one thing was important to us right from the start: our business operations must no longer come at the expense of people or nature. We are committed to protecting the environment, the climate, and our natural resources. We are working towards ensuring that everyone, throughout our supply chains, has the chance of a good life: a life with dignity and security, a living wage, and the opportunity to better themselves. This applies to coffee farmers in Guatemala and seamstresses in China, as well as to our warehouse operators and in-store colleagues in Europe.

Along the way, we have amassed a wealth of experience. We have achieved so much, but we have also faced setbacks and have often had to go it alone. We have learned that there are no simple solutions to complex challenges. We will only achieve lasting impact if we work together on an equal footing with the people in our supply chains. We need to listen to them, learn from them and clarify, together, what the best changes and solutions might be.

Yes, we are a business. Obviously, we have to pay close attention to costs and profit margins, but we do not accept generating profits on the backs of the weakest and the environment. Every day, we set a new course with our decisions on materials, manufacturing sites, prices, and quality. Every single decision taken ensures that we get closer to our sustainability goals; we are prepared to change our strategies, processes, and culture to achieve these. This is the only way we can offer our customers products they can buy with joy and a clear conscience.

We want to be a game-changer. We have pushed for the German supply chain law, not against it. We forge alliances with our competitors because we need them to implement higher minimum wages and industry-wide tariffs with greater market strength (for example, through the 'ACT on Living Wages' initiative). We see trade unions and other companies as important allies, not as opponents. Together with other roasters, we launched the coffee&climate initiative to mitigate the effects of climate change on coffee-growing. Clearly, we are not a start-up or a social enterprise but, as a responsible company, we can drive significant change, because what we do affects the lives of many people.

We face up to our responsibilities. Instead of lowering standards on working conditions and environmental protection, we are constantly raising them. Our goal of becoming a 100%-sustainable company still has a long way to go, and many challenges lie ahead. However, we will push on. Push on, because we want to help shape a future built on the foundation of respect for people and nature.

Responsible business practices need real involvement to bring about change. **We Step In: For People and Planet.**

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