



**METRO**

YOUR SUCCESS IS OUR BUSINESS

# **ПРОГРАММА ПОДДЕРЖКИ HORECA METRO MY SUSTAINABLE RESTAURANT**

**Устойчивое развитие как средство  
поддержки малого бизнеса**



**26**

**МЕТРО Cash&Carry стран и  
34 стран присутствия**



**100k**

**Сотрудников  
по всему миру**



**16 млн**

**Профессиональных  
клиентов по всему  
миру**



**25,6млрд**

**Евро - оборот МЕТРО В 2019/20  
финансовом году**



**7**

**Лет подряд МЕТРО входит в  
рейтинг устойчивости  
Доу-Джонса**



**МИССИЯ МЕТРО –**

**БЫТЬ ПОМОЩНИКОМ И  
ЗАЩИТНИКОМ  
МАЛОГО И СРЕДНЕГО  
БИЗНЕСА**



# ЦЕННОСТИ METRO



# СТРАТЕГИЯ В ОБЛАСТИ УСТОЙЧИВОГО РАЗВИТИЯ

# Видение

Мы обеспечиваем устойчивость во всем, что мы делаем

Мы считаем, что наше общество сталкивается с беспрецедентными экономическими, экологическими, социальными и культурными проблемами. Но мы также убеждены, что устойчивое развитие – это ключ к превращению этих проблем в возможности. У METRO есть четкое видение: «**Мы обеспечиваем устойчивость во всем, что мы делаем**». В то же время мы видим ответственность и возможность построить наш бизнес таким образом, чтобы он соответствовал социальным требованиям, а также требованиям наших клиентов, сотрудников, инвесторов и партнеров.



# ПОДХОД К УСТОЙЧИВОМУ РАЗВИТИЮ

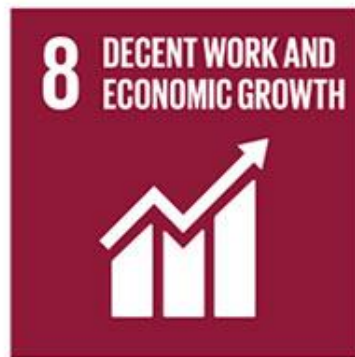
METRO считает себя частью общества.

Мы стремимся гармонизировать экономические, экологические и социальные цели.  
Мы действуем сегодня ради лучшего завтра.

Ради будущего, достойного жизни.

Цели устойчивого развития Организации Объединенных Наций (ЦУР) и Глобальный договор ООН предлагают нам глобальную основу для этого.

# SUSTAINABLE DEVELOPMENT GOALS





Corporate Responsibility Report 2017/18



METRO Sustainable

Responsibility @ METRO

Responsibility @ Real

Key Performance Indicators

GRI and UN GC

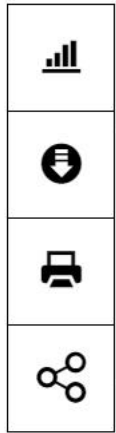
About this report

DE

Home > METRO Sustainable > Our framework

In the following video we show how our employees contribute to the SDGs.

The video player shows a man speaking with the subtitle: "We will help to unfold prosperity and secure our planet." The video progress bar indicates 4:04 / 4:12.





## Цель

Наша цель - делать больше для увлеченных бизнесом людей - со всей ответственностью

## Безопасная планета

Мы заботимся о будущем нашей планеты

## Все для процветания

Мы строим устойчивое и процветающее будущее

## Расширение возможностей людей

Мы даем людям возможность жить лучше

## Расширение партнерства

Мы используем силу сообществ и партнерства



**MY**  
SUSTAINABLE  
RESTAURANT

**METRO**

YOUR SUCCESS IS OUR BUSINESS

# MY SUSTAINABLE RESTAURANT

- НАБОР ИНСТРУМЕНТОВ ДЛЯ NORECA
- ВОЗМОЖНОСТЬ СДЕЛАТЬ БИЗНЕС БОЛЕЕ УСТОЙЧИВЫМ В НОВОЙ СРЕДЕ, СРЕДСТВО ВЫЖИВАНИЯ
- ОХВАТЫВАЕТ ОСНОВНЫЕ АСПЕКТЫ УСТОЙЧИВОГО БИЗНЕС, КОТОРЫЙ ЯВЛЯЕТСЯ ЭКОНОМИЧЕСКИ, СОЦИАЛЬНО И ЭКОЛОГИЧЕСКИ БЕЗОПАСНЫМ
- ПРАКТИЧЕСКОЕ РУКОВОДСТВО ПО УПРАВЛЕНИЮ ЭКОЛОГИЧЕСКИ ЧИСТЫМ РЕСТОРАНОМ
- ФОРМУЛИРОВКИ И ПРЕИМУЩЕСТВА АДАПТИРОВАНЫ ДЛЯ КЛИЕНТОВ NORECA

# УСТОЙЧИВОЕ РАЗВИТИЕ КАСАЕТСЯ ВСЕХ

## ОПРОШЕННЫЕ РЕСТОРАТОРЫ СОГЛАСНЫ:

57% из них чувствуют себя «полностью» ответственными за устойчивое развитие

34% – немного

но для многих из них охрана окружающей среды и социальная активность также означают больше времени и денег, а это означает, что они не могут работать так устойчиво, как им хотелось бы.

\*Опрос METRO 2019: 6723 клиента из 23 стран: HORECA, ритейл, офисы

# ПРЕИМУЩЕСТВА УСТОЙЧИВОСТИ В ГАСТРОНОМИИ

- Экономия денег за счет снижения затрат, например, пищевые и общие отходы, энергия, управление водными ресурсами.
- Привлечение клиентов, которые заботятся о своем здоровье, планете и силе сообщества.
- Повышение способности соблюдать новые законы и постановления.
- Повышение эффективности и производительности за счет улучшения практики общественного питания.
- Обеспечение будущего бизнеса за счет адаптации к тенденциям и изменениям рынка.
- Привлечение сотрудников и инвесторов.
- Повышение удержания сотрудников с положительным влиянием на их моральный дух и производительность.
- Положительное влияние на окружающую среду и поддержка местных сообществ.

# 10 ПРОСТЫХ ШАГОВ К ТОМУ, ЧТОБЫ СТАТЬ «УСТОЙЧИВЫМ» РЕСТОРАНОМ

1. Минимизируйте пищевые отходы
2. Оптимизируйте количество используемой воды и не тратьте ее зря
3. Оптимизируйте расход энергии и не тратьте ее зря
4. Утилизируйте свои отходы
5. Перейти на зеленую энергию
6. Инвестируйте в энергоэффективные приборы
7. Посмотрите, как вы покупаете еду - увеличивайте объем местных сезонных продуктов и заказывайте еду оптом
8. Используйте экологически чистые одноразовые изделия
9. Выбирайте экологически чистые чистящие средства
10. Привлекайте своих сотрудников к поиску и принятию решения о том, какие шаги предпринять

# РЕШЕНИЯ МЕТРО

- Выбор органических и местных продуктов
- Выбор экологически чистой рыбы
- Сервисы
- Партнерство
- Цифровые услуги

Dish – клиенты могут бесплатно, быстро и легко создать индивидуальный веб-сайт с помощью этой онлайн-платформы.

TooGoodToGo – перераспределение излишков еды

MenuKit – планирование и расчет меню

PROTRACE – прослеживаемость и прозрачность продуктов питания от METRO



Consumers' are even more aware of environmental and societal issues following the worldwide shutdown. This awareness plays out in their eating and dining habits. In recovery mode, restaurants can use sustainable principles to guide their reopening and adapt to a very different business future. We can help them to be profitable while having a positive impact on their communities and the environment.

## 7 REASONS why sustainable gastronomy pays off

- Save money** by reducing costs that come through food waste, general waste, energy, water
- Win customers** with socially and environmentally positive practices
- Be ready to comply** with new regulations
- Increase efficiency and productivity** with streamlined practices like good hygiene and menu management
- Secure the restaurant's future** by embracing a major long term movement
- Attract and retain productive employees** with a high morale
- Revive the local economy**

## 10 WAYS to be sustainable

- Shorten and simplify the menu**
- Offer a balanced menu** with more plants, less and better meat, sustainable fish
- Source ingredients responsibly** with more local, seasonal, less processed, ethically traded
- Eliminate food waste**
- Make no waste and reduce, reuse, recycle everything**
- Replace single use plastic disposables** with compostable and returnable containers
- Conserve energy and water**
- Use eco-friendly cleaning products**
- Treat staff well** with fair pay, personal safety and inclusiveness
- Be active in the community** with donations, free space in quiet times, inclusiveness





# THE SUSTAINABLE DEVELOPMENT GOALS (SDG'S)

In 2015, the United Nations General Assembly adopted the new development agenda: Transforming our world – the “2030 agenda for sustainable development”. Following on from the Millennium Development Goals (MDGs), this comprised a set of 17 goals to end poverty, protect the planet, and ensure prosperity for all. These goals integrate all three dimensions of sustainable development (economic, social and environmental) and have specific targets (169) to be achieved by 2030.

The SDG's provide for METRO's global framework when it comes to sustainable action. The SDG's not only stand for the call for action for a more sustainable world but actually also constitute that these 17 goals can only be achieved together.

[METRO Video](#)

**SUSTAINABLE MENU**

7 AFFORDABLE AND CLEAN ENERGY, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 13 CLIMATE ACTION, 14 LIFE BELOW WATER, 15 LIFE ON LAND

**WASTE**

2 ZERO HUNGER, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 14 LIFE BELOW WATER, 15 LIFE ON LAND, 17 PARTNERSHIPS FOR THE GOALS

**FOOD WASTE**

2 ZERO HUNGER, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 17 PARTNERSHIPS FOR THE GOALS

**PLASTIC WASTE**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 14 LIFE BELOW WATER, 15 LIFE ON LAND



**ENERGY**

7 AFFORDABLE AND CLEAN ENERGY, 11 SUSTAINABLE CITIES AND COMMUNITIES, 13 CLIMATE ACTION, 17 PARTNERSHIPS FOR THE GOALS

**WATER**

11 SUSTAINABLE CITIES AND COMMUNITIES, 13 CLIMATE ACTION, 14 LIFE BELOW WATER, 17 PARTNERSHIPS FOR THE GOALS

**RESPONSIBLE SOURCING**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 13 CLIMATE ACTION, 14 LIFE BELOW WATER, 15 LIFE ON LAND

**SOCIAL**

1 NO POVERTY, 5 GENDER EQUALITY, 8 DECENT WORK AND ECONOMIC GROWTH, 10 REDUCED INEQUALITIES, 17 PARTNERSHIPS FOR THE GOALS

**SAFE FOOD**

2 ZERO HUNGER, 3 GOOD HEALTH AND WELL-BEING, 6 CLEAN WATER AND SANITATION

MY SUSTAINABLE RESTAURANT, SUSTAINABLE MENU, WASTE, FOOD WASTE, PLASTIC WASTE, ENERGY, WATER, RESPONSIBLE SOURCING, SOCIAL, SAFE FOOD, METRO SUSTAINABLE, RESOURCES

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## LENA'S KITCHEN

"As local as we can be, as far as we need to go"

### COOL

#### Summer salad

Day old bread, ripe organic tomatoes, capers, anchovies, onion, basil, extra virgin olive oil (optional: Italian buffalo mozzarella)

#### Oceans forever salad

Wild rice, tofu, nori seaweed, lemon, ginger, soy and honey vinaigrette, shallots, pecan nuts, coriander

### SIDES

French fries

Wild rice

Herby peas

Steamed baby potatoes

### HOT

#### Lena's house special burger

100% Local beef patty, organic cheese, salad, bread bun

#### Umami forest burger

Patty of local beef, local mushrooms and organic lentils, organic cheese, salad, bread bun

#### Spicy fish cake

Patty of sustainable cod, local potatoes, house breadcrumbs, herbs, free range egg mayo

#### Smokey BBQ bean pot

Slow cooked beans and pulses, organic tomatoes, herbs, smoked pimenton, garlic (optional: organic bacon strips, parmesan)

### SWEET

#### Chocolate mousse pots

Dark chocolate, cream, free range eggs, sugar, vanilla,

#### Zesty lemon tart

Almond and date pastry, lemon, coconut, cashew, sugar

#### About our ingredients

Salads and herbs are grown in our indoor garden. Most of our vegetables are from local farms. When we need to we use source further away.

Beef is from cattle pastured locally at Valley farm. Chicken and eggs are from certified sustainable free range farms via Mrs Wholesale. Fish is responsibly sourced via Mr Fish Market. Milk and

cream are certified organic from Mrs Wholesale. Spices, chocolate, coffee and tea are ethically traded from Mrs Wholesale. Soya ingredients come from certified non-deforested land via Mrs Wholesale. Bread is from Mrs Baker in town. We transform our unused bread into breadcrumbs and ingredients for our dishes. Frying oil is certified sustainable palm from Mrs Wholesale.

Please tell us if you have an allergy and we will do our best to help you choose a suitable meal. All our dishes are available in "hungry" and "very hungry" sizes. Please tell us which you prefer. If it turns out you have a little too much on your plate, we will give you the rest to take home with you. If you can't make it to Lena's kitchen yourself or are in a rush to go elsewhere we have

a delivery and takeaway service. Our containers are compostable at home. Soon we will offer a container deposit scheme so you can save even more food packaging going to the rubbish bin! Watch this space...

A sustainable menu means making conscious choices about all of the foods you place on it. It offers dishes that reflect what is optimal for our health and the health of our planet. As individual communities have different ideas of what constitutes a sustainable plate, you can tailor the following steps according to your location and customers.

### Engage your staff

- Involve staff at the beginning and explain explain what you want to do and why.
- Your serving staff will be essential in communicating your philosophy and will be more convincing if included in your decisions.
- Examples of sustainable menus can help their understanding and encourage them to contribute ideas.

## MY SUSTAINABLE RESTAURANT



"Do well by doing good"

(Benjamin Franklin)

## Actions Steps to follow when creating a sustainable menu

### Reduce the size of your menu

Generally this is an indication of good quality, well controlled stock and is the opportunity to use more seasonal product, be closer to the producer and to reduce food waste.

- Try to keep single ingredients to a minimum.
- Keep the classics that your customers love. If you make 80% revenue from 20% of your dishes be sure to keep these.
- Consider a dish that changes with the day / month / season.
- A smaller menu is easier to manage and to write on a slate or board. This also saves paper and printing costs.

### Introduce smaller portion sizes as an option

Many consumers are looking to reduce their consumption. This is helpful for them and reduces food waste. This can be an attractive element for diners with children and you don't necessarily need a separate children's menu. Increasingly restaurateurs recognise that children are best served with the same food as adults, albeit in a smaller portion.

### Make an impact with responsible sourcing and choose:

- |   |  |
|---|--|
|  <a href="#">Local and regional food</a>                     |  <a href="#">Seasonal food</a>                      |
|  <a href="#">Organic</a>                                     |  <a href="#">Ethically traded</a>                   |
|  <a href="#">Animal welfare assured meat, dairy and eggs</a> |  <a href="#">Fish sourced responsibly</a>           |
|  <a href="#">Nutritious</a>                                  |  <a href="#">Food that does not involve waste</a>   |
|  <a href="#">Food that encourages biodiversity</a>           |  <a href="#">Food that does not destroy forests</a> |

### Source locally, regionally and in season

- Whenever available prioritise local or regional ingredients that are in season.
- Side dishes are a good way to reflect the season and introduce variety.

### Use less and better meat

- Where meat is the main feature of most dishes in many restaurants, you can reduce the portion of meat, poultry and fish.
- Choose sustainably sourced meat, poultry, pork and so on.
- Include different parts of meat that are usually not used, in other words "nose to tail" eating.

### Use sustainable fish

- Introduce uncommon species including those that are usually wasted or 'by-catch'.
- Feature fish that is caught responsibly i.e. certified, fully traceable.

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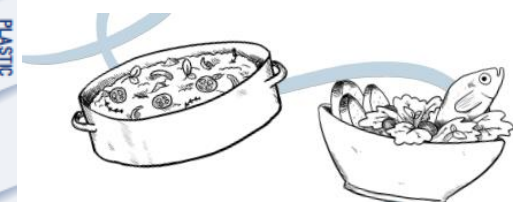
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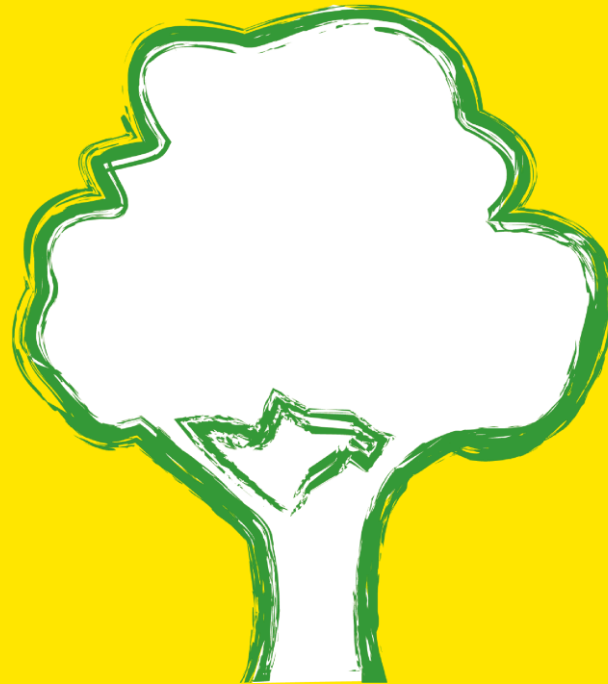
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# ОДНА КОМПАНИЯ



**ОДНА КОМПАНИЯ. 750 ТЦ.**



**ОДНА КОМПАНИЯ. 750 ТЦ. 16 МИЛЛИОН КЛИЕНТОВ.**



**ОДНА КОМПАНИЯ. 750 ТЦ. 21 МИЛЛИОН КЛИЕНТОВ.  
1 МЛРД. ПОТРЕБИТЕЛЕЙ.**



**СПАСИБО!**

**METRO**

YOUR SUCCESS IS OUR BUSINESS