

# Green is Normal

**ASDA** Sustainability Study



# Meet the Everyday Experts

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**For nearly a year we've been listening to a panel of 6,000 of our customers from across the UK.**

We call them 'Everyday Experts' because we believe our customers are the real experts on what most people are thinking, feeling and expecting around sustainability in their daily lives. These Everyday Experts are regular Asda customers and they represent every group in the UK; old and young, women and men; from young mums to busy working couples to pensioners on benefits.

We've invited our panel of Everyday Experts to participate in an online survey about sustainability for eight months, with an average of 3,300 of them responding every month. Listening to what they have to say since the beginning of 2011 has taught us a lot.

But it's not only a learning experience for us. Through comparative surveys we've found that the wider UK population mirrors our Everyday Experts panel. This means that the findings of this report are about more than Asda customers—they're a powerful barometer for the whole UK public. We believe this makes what our Everyday Experts have to say important reading for anyone who cares about sustainable development in the UK.

After thousands of answers to our Sustainability Study questions, using statistical segmentation we've found that most of the Everyday Experts broadly fall into one of the following six groups in terms of how they look at sustainability and green living:

## **Green Messengers**

are the classic, traditional 'ethical consumers'—they are passionate supporters for the natural environment and their local communities.

## **Living Greens**

would like to 'walk the talk' about sustainability. They occasionally buy green products, are good recyclers and think about being green at home. Green starts at home and they leave the big global issues to others.

## **Good Deal Greens**

are driven by value as well as values. They are the shoppers that choose sustainable products if they think it's worth it, and green their homes once they've got proof it will cut their bills.

## **Green Wheelers**

are the 'technophiles'; the people who are most likely to be inspired by exciting new innovations like electric cars. 'Warm and fuzzy' green claims bring out their sceptical side.

## **Family Greens**

are much more likely to be influenced by their friends and family to be green than they are by public figures.

## **Green Starters**

think of green behaviours like saving water as common sense, not as a uniquely 'green' approach.

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# Foreword from Andy Clarke, President and CEO

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## At Asda we believe that sustainability is good business sense.

We've been working hard to be 'green' since we first opened our doors in 1965 – and I'm not just talking about our sign. At Asda, our mission is to save our customers money everyday – and that means minimising waste wherever possible and making our business as efficient as possible. For us, sustainability isn't about reinventing the wheel – it's just what we do.

It's also part of what Walmart – our global family does. And when you are part of the biggest retailer in the world, you have an opportunity – and a responsibility – to make a difference. In 2005, in the wake of Hurricane Katrina and its terrifying impact on the United States, Walmart made a global commitment to sustainability with three clear and aspirational goals: to be supplied by sustainable energy, to create zero waste and to sell products that sustain people and the environment. We're proud to support those commitments at Asda and I'm proud of the strides forward we have made in our business in reducing waste, becoming more energy efficient and making our products more sustainable.

What's great is that through our Everyday Experts research, we have found that like Asda and Walmart, sustainability is also something our customers just do. Like us, our customers don't see living sustainably as a special add-on to their lives – it's just part of it. Ask any mum trying

to make the family budget add up, any young couple trying to save for a house, or a pensioner trying to stay warm this winter if they see minimising waste and energy costs as 'green', or just common sense. They also believe that strong communities are a key part of living sustainably.

Our customers know that minimising waste, saving money and being sustainable are all part of the same package. We couldn't agree more.

At Asda, we love to talk to our customers, the Everyday Experts. This is one of the many ways we can see how we can work together to make a difference to their lives and in their communities.

Asda is already leading the way in our commitments to energy efficiency, waste reduction and sourcing sustainable products. We also want to play a central role in the communities we operate in through our Community Life programme.

But we're committed to doing even more – and working with our customers, we believe we will continue to help save our planet for the future and save our customers money everyday.



A handwritten signature in black ink that reads "Andy" with a horizontal line underneath.

Andy Clarke  
President and CEO  
Asda Stores Ltd

# Welcome to the Asda Sustainability Study

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**For a simple idea, sustainability can often be made to sound very complicated.**

Jargon like 'carbon taxes', 'water footprinting' and 'third-party certification' seem irrelevant to everyday life and there is often a sense that in order to 'be green' you need a degree and will have to take out a second mortgage.

There are plenty of views on how people can live more sustainably, and what they need to do and buy in order to do this. At Asda, we have our own strategy as to how we think we can make our business more sustainable - based on our global parent Walmart's commitments to reducing waste, using more renewable energy, and sourcing products that sustain people and the environment.

But when it comes to our customers we think it's better to listen than to lecture. That's why we undertook our Sustainability Study - asking 6,000 Asda customers what matters to them when it comes to 'green' issues, to help us understand how we can better help them.

We asked them what green issues they are most interested in and why. What they are currently doing to be green, and what they plan to do in the future. And we asked them what they think retailers should be doing to support their green agenda.

The results are fascinating.

Sustainability isn't a bolt-on or stand alone element of people's lives - it's simply part of them. It's not something they are thinking about getting round to - it's as normal as having a cup of tea. And it's not something that falls by the wayside when times are tough - it actually becomes more important than ever. And why wouldn't it? At its heart, sustainability is about making smart choices that minimise waste and preserve resources - which is key in these tough economic times. Month after month the Everyday Experts on the lowest incomes, struggling with tight household budgets, tell us they care and act on sustainability as much as those on the most comfortable incomes.

There have been definite shifts in customers' expectations of retailers and manufacturers when it comes to their future demands. They want to know more about sustainable fish, local food and alternative transport.

We believe this study reveals a huge amount about the views of customers up and down the UK, and busts some long-standing myths about who cares about sustainability and how much. Green isn't new, it's just the norm and our customers are living it every day.



A handwritten signature in black ink that reads "Paul Kelly".

Paul Kelly  
External Affairs Director  
Asda Stores Ltd

# Summary findings

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## “Sustainability is the new normal”

**The results of our Sustainability Study prove it's time to bust long-standing myths about values, attitudes and behaviours on sustainability.**

And the biggest myth of all is who cares about these issues. Over eight months of running surveys show that the lowest income households in the UK are just as likely to say they care a lot about green issues as anyone else.

This finding may surprise some. An established myth of sustainability, especially in the media, is that when the hard times hit home, being green and caring about social issues drops down the priority list. In reality many ways of living more sustainably have become 'normal' even in the households that are struggling financially the most. The tighter your budget, the smarter you have to be about how to make a difference. 'Austerity Britain' hasn't pushed green issues off the agenda, instead it's made saving energy, cutting waste and doing recycling the new normal.

Green values don't 'belong' to a single part of the population. Our Sustainability Study shows that less than 2% of Britons claim that they don't care about being green at all. A vast majority (70%) of Everyday Experts tell us they care, no matter what their gender, age, location or income level, with more than a quarter (28%) saying that they care very much indeed.

The journey towards greener living is underway in homes across the UK. A whole host of so-called 'sustainable behaviours' are now as normal as having a cup of tea. Over the past year, 81% of Everyday Experts have switched off lights and appliances when they're not using them. Two-thirds of them have turned down the thermostat a degree or two, or only boiled enough water for what they need. To be 'greener' at home, nearly 90% of them say they're buying energy-efficient products.

Our customers have listened, are taking action, and now want to be heard on green issues. Month after month, Everyday Experts have demanded that supermarkets, the government and sustainability experts listen to what they think about sustainability. Their barriers to doing more aren't awareness or concern, but price, access and simply showing them the greenest choice. Everyday Experts tend to react strongly against being told to care about sustainability, because they already do. But they want smart solutions which make sustainability affordable, convenient and easy to find.

# Five new facts

Carefully listening to Everyday Experts has revealed a quiet green evolution is underway, one that has far-reaching implications for retailers, government and civil society organisations across the UK. We've busted five big myths about 'who cares' when it comes to sustainability:

to locally sourced options. They tell us they'd buy even more if they could find the right option easily and if 'green' claims weren't so complicated.

## Green is normal

No matter how old or young they are, how much they earn, or where they live, our Everyday Experts agree; the new weird is to do nothing.

## I expect to be greener in the future

Everyday Experts make it clear that they don't see green as just a trend or a fad. Nearly 70% of lower-income households, 90% of women and nearly 80% of men expect to do more to be greener in the future.

## I set the sustainability agenda

According to our Sustainability Study, the people retailers like Asda should listen to most on green issues are Everyday Experts—their customers.

## The green choice shouldn't cost more

Everyday Experts don't see why they should pay a premium for the green choice. Over 80% buy green products because they think it's the right thing to do, and the same amount expect those products to be priced within their means.

## Green should be easier to find

Over three quarters of Everyday Experts say they've bought a green product, from Fairtrade

# Five new customer priorities

Everyday Experts are very clear on which issues they care about, and who should be taking action. Five Customer Priorities on sustainability shine through in the research findings. Everyday Experts demand:

Here at Asda our biggest achievements on our sustainability journey already demonstrate some great synergies with these priorities set by Everyday Experts. And of course, we commit to keep working hard in the areas that our customers are passionate about. We also believe the findings of this survey can help other retailers, policy makers and even campaigners do the same.

## 100% sustainable products

## Save me money

## Cut my waste

## Support my community

## Use Everyday Experts

# Research methodology

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## Who?

A panel of 6,000 Asda shoppers aged 16 years and older, with an average of over 3,300 participating in each survey.

The margin of error associated with a sample of this size is  $\pm 1.8\%$ .

## What?

The values, attitudes and behaviours around sustainability.

The Sustainability Study has explored sustainability broadly and also in issue-specific detail.

## When?

Monthly between January and August 2011.

The research is ongoing.

## How?

An opt-in, monthly online survey of approximately 15 questions sent to the 6,000 members of the Asda Pulse of the Nation Sustainability Panel.

Results are broken down by key demographics such as age, gender, region, and socio-economic grade.

Our partners, Populus, grouped the population into six segments based on attitudes towards sustainability. This was done by a cluster analysis of the March data. A discriminant analysis then identified which questions are most indicative of a person's group. These were used to assign people to a segment.

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## Defining green

Defining a green or sustainable product isn't easy, but it's essential when undertaking research into Everyday Experts' attitudes and behaviours. To make sure the research was robust, we came up with the following definitions and shared them with the Everyday Experts panel.

### A 'green' product

is a product which is environmentally friendly i.e. it's made with minimal impact on the environment.

### A Fairtrade product

is a product which is good for people i.e. it's made by people who are paid a fair wage for their work and helps to support communities.

### A 'healthy' product

is a product which is good for you i.e. it's got fresh ingredients, or low fat or salt content.

In this report we use the terms 'sustainability' and 'green' in the way Everyday Experts understand them. Green usually refers specifically to environmental issues, whereas sustainability incorporates social issues (like Fairtrade) too. These might not be the official descriptions but they are the words Everyday Experts are becoming more comfortable with.

## A word about our partners

The survey questions are designed in partnership with key stakeholders, including Populus, Futerra Sustainability Communications and The Environment Council. These organisations ensure the research is robust and externally assured.



**Populus** verified the market research process, outcomes and analysis. Populus is an organisation that provides informed insight for clients in the worlds of business, culture and politics through the application of intelligent research.



**Futerra Sustainability Communications** provided strategic insight into consumer behaviour change and sustainable lifestyles. Futerra is a communications agency that specialises in sustainability and corporate responsibility.



**The Environment Council** provided advice to support the integrity of the survey and information on sustainability and environment topics. The Environment Council is the leading charity dedicated to the authentic engagement of people to accomplish a sustainable society.

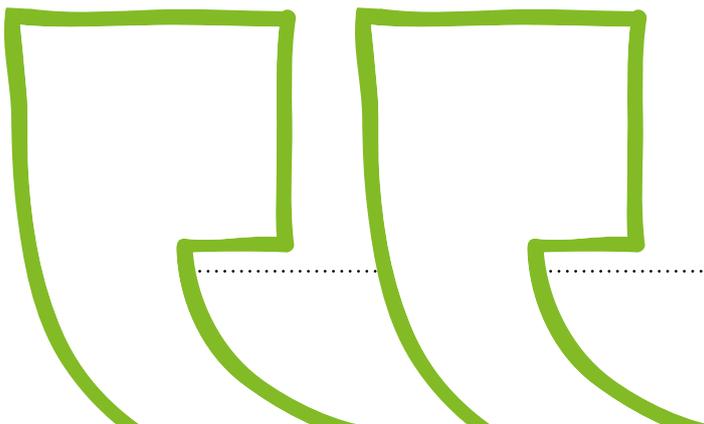
# Five new facts



Do people still care about being green when counting the pennies? Are sustainable lifestyles just for city dwellers? Does being 'green' just mean choosing greener products?

Our Sustainability Study of a panel of 6,000 Everyday Experts has some big surprises in store. Survey after survey has confirmed that caring and acting around sustainability cuts across every age group, gender, location and household income. These facts bust long-standing myths surrounding the needs, expectations and actions of people on sustainability. Together they prove that it's time to move beyond old stereotypes of who the 'greenies' are.

Out of the thousands of fascinating responses, five remarkable facts sit at the heart of this report's findings.



# Fact:

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## Green is normal



“ I try not to waste and I recycle. I think everyone tries to do a little bit these days.

Theron Kirby  
age 63  
shops at Asda every week

”

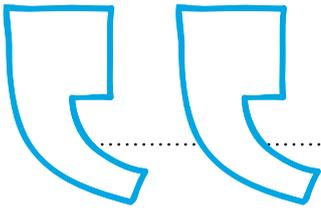
**The two words our customers use most to describe people who recycle, and use less energy and water are ‘normal’ and ‘intelligent’.**

Green values don't 'belong' to a single part of the population. Our Sustainability Study shows that less than 2% of Britons claim that they don't care about being green at all. A vast majority (70%) of Everyday Experts tell us they care, no matter what their gender, age, location or income level, with more than a quarter (28%) saying that they care very much indeed.

In the past year, 81% of Everyday Experts tell us they've switched off lights and appliances when they're not using them. Two-thirds of them claim they've turned down the thermostat a degree or two, or only boiled enough water for what they need. To be 'greener' at home, 88% of them say they're buying energy-efficient products. Small steps to becoming greener in the home are the standard now, not the exception.

The lowest income households are the most likely of any segment of the Everyday Experts to consider saving energy and to be water 'intelligent'.

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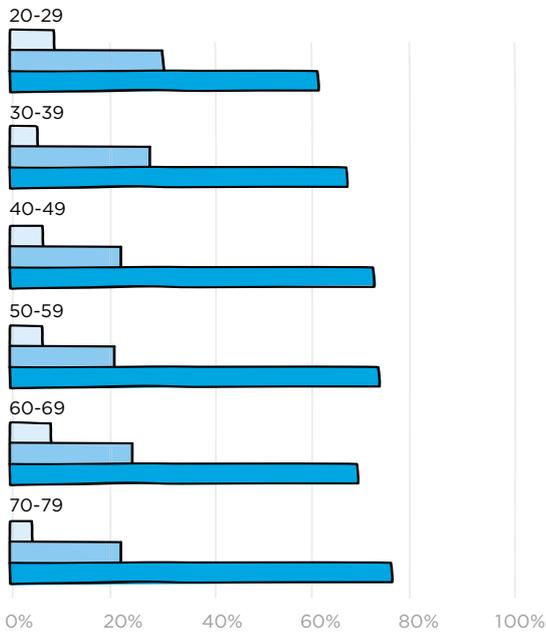


They're also the most likely to say they care very much about being green (30%)—even more likely than the higher income households (28%).

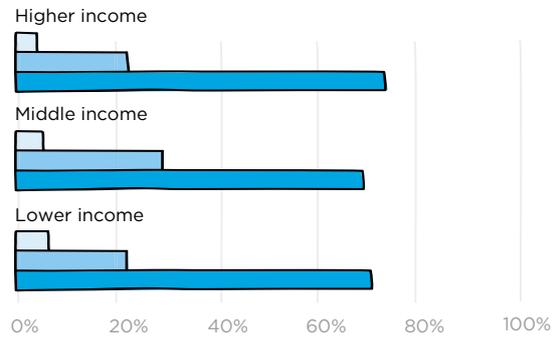
We believe this is a very important finding. So we checked it for consistency across eight months of running our Sustainability Study. Again and again our customers proved that caring about sustainability doesn't 'belong' to certain types of people. Being rich doesn't make you more likely to be green, and counting the pennies doesn't conflict with caring about the future.

Don't care much or at all
  Care a bit
  Care, or care a lot

### How much do you care about being green (by age)?



### How much do you care about being green (by income)?



### How much do you care about being green (by geography)?



# Fact:

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I set the sustainability agenda

“ I think Asda should listen to its customers. How else will they know what people really want? ”

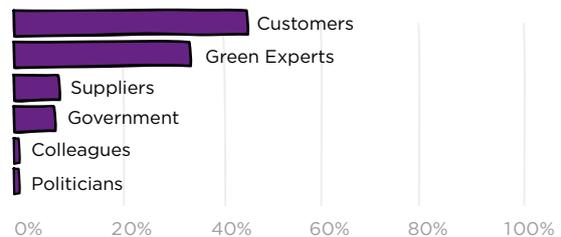
Sarah Benkel  
age 27  
Asda mum  
with India, age 8 months

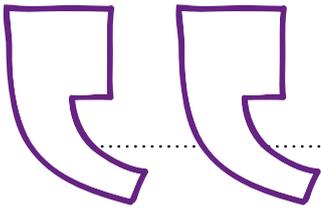


Who do you think shops should be listening to most on environmental issues?

Q14, February

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## Everyday Experts aren't just acting green; they've also got strong opinions and want to be heard.

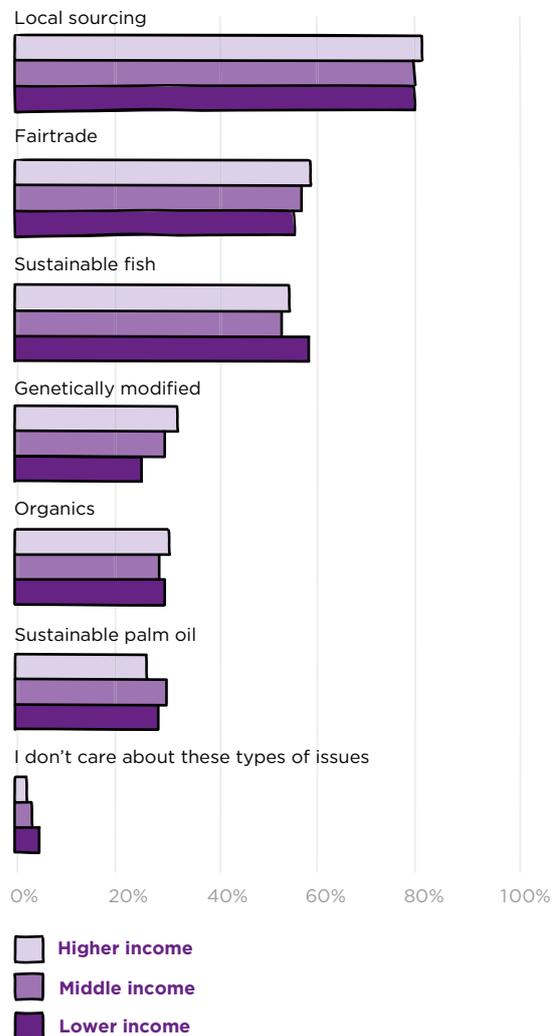
When we asked them to rank the top kinds of people 'brands like Asda' should be listening to on environmental issues, they placed themselves, the customers, at the top of the list. That puts regular people in first place, ahead of the government and green experts like NGOs. We're hearing loud and clear that Everyday Experts value the opinions of their peers and fellow customers, and want to know that the brands they trust value them too.

Here at Asda we know from experience that engaging with 'professional' stakeholders in sustainability can be incredibly helpful. But that can't come at the expense of listening to the customer. Our customers care about slightly different things to these 'so-called experts' and have their own priorities. They are the ones making the big decisions at the supermarket shelf every week, so we believe what they care about must take priority.

Everyday Experts are especially interested in issues and products that help people. Over 80% tell us they care most about local sourcing and 66% say they care most about Fairtrade. But they're not just interested in issues with a human focus. A sizeable proportion also place sustainable fish, how their food is grown and sustainable palm oil on the list of topics they want to learn more about, with lower income households especially interested in sustainable fish.

## Which of the following issues do you care most about?

Q8, February



# Fact:

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Green should be easier to find

“ I don't think products make it clear if they are green or not. Unless it's really obvious, then I don't think you know. ”

Rachel Au  
age 26  
Asda mum

## Everyday Experts don't think they buy enough green products (66%).

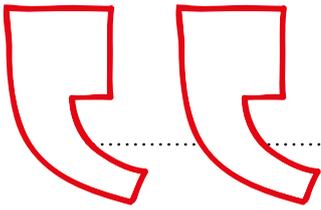
They are actively looking for more sustainable choices and they have one key demand: simplify green claims and signpost how to find them. They hate being told to care. Everyday Experts already buy green products and want to buy more—louder and stronger appeals from brands to act just annoy.

Clear signposting to the greener option and trustworthy claims will make the biggest difference. People have clearly told us that filling their shopping cart with greener, healthier products shouldn't be a treasure hunt.

Over half of Everyday Experts say they want clearer sustainability messaging and signposting on shelves and on the products themselves. And 69% rank on-pack messaging the number one way they decide on a greener option when shopping.

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It's not surprising that Everyday Experts also favour the most precise and reasonable green claims: removing harmful ingredients (59%), showing exactly where the product is sourced from (54%), and displaying proof of independent certification (39%). It's time for green to become more visible; in stores, on products and online.

When we asked them about choice editing a more delicate balance was revealed. Our Sustainability Study shows month after month that the majority of Everyday Experts clearly care about choice, but equally expect retailers to sort out the most important issues. Manufacturers and retailers should do the heavy lifting on sustainability. Rather than taking products off the shelves, this means making the basic products sustainable.

**What could a brand do to prove theirs is the greenest product you can buy?**

**Q9, June**



**Who are you most likely to ask to help you find a greener option when you're shopping?**

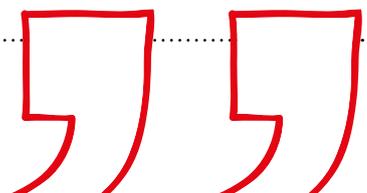
**69%**

say when they're looking for a greener option while shopping, they read the labels and information in store and make their own decision.

**Which of the following would make it easier for you to find green products?**

**Q2, June**

- 55%** Big banners in aisles
- 53%** Labelling signs on each shelf
- 48%** Clear pathways showing me where the green products are



# Fact:

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I expect to be greener in the future

## Green isn't a trend or a fad.

Nearly all the Everyday Experts expect to be more sustainable in the future and are planning a greener lifestyle next year. Nearly 80% say they plan to continue, or even increase, the green products they're already buying. That 80% includes lower-income households (86%), women (90%) and men (80%).

Green is clearly here to stay. Over 80% say they do some green things but are not doing all they could, revealing that they believe we all must do more. This marks a lasting commitment to green, even in a tough economic climate.

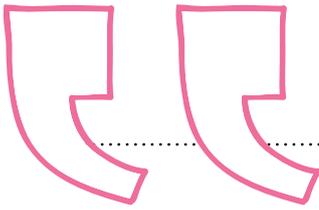
These results reveal a major shift over time. Compared with five years ago, Everyday Experts say they're buying more green products today. At the top of their shopping list are products with the clearest and most immediate impacts: energy and water-saving products (80%), products with less packaging (76%) and locally sourced options (76%).

There is clearly large underlying demand for products that help people live greener lifestyles, not just among the usual suspects, but across every segment of the UK.

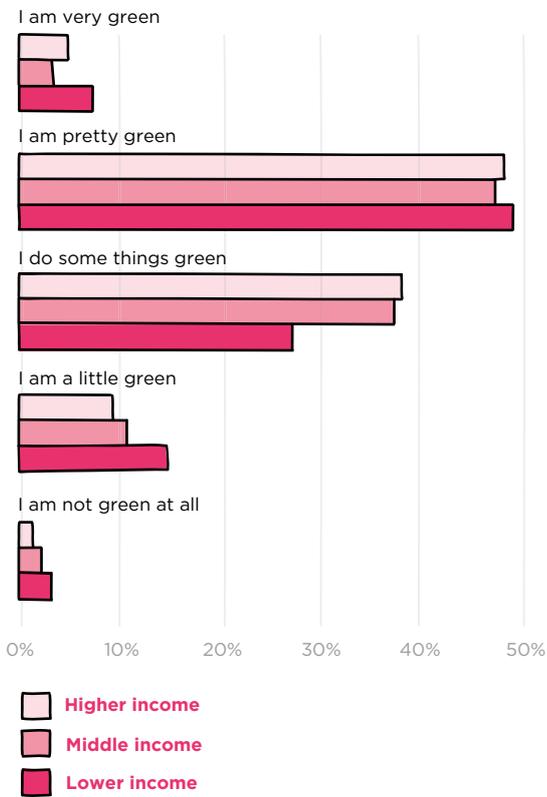
“ I will definitely buy more green products next year, because of my kids. ”

Jaine Marsh  
age 45  
Asda mum  
with son Marley, age 4

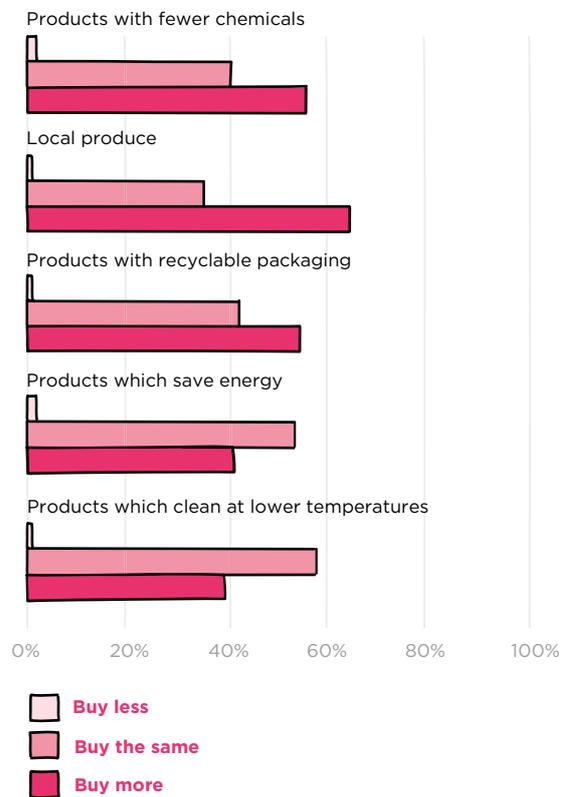




### How “green” would you say you are? Q3, January



### Thinking about the products below, which best describes how you plan to shop next year? Q5, April



# Fact:

The green choice shouldn't cost more

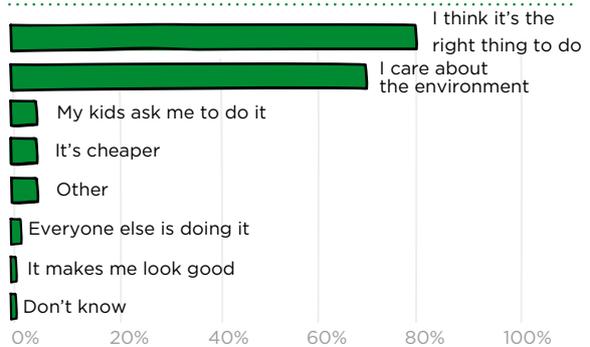
“ I don't stop caring because I can't afford it. ”

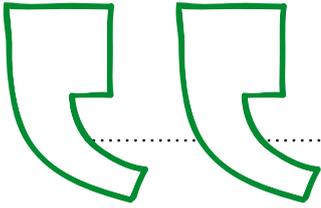
Dr. Shankar Kanumakala  
Asda dad  
with son Sanmay



You said you were encouraged to buy greener products to lead a greener lifestyle. Why is this?

Q3, March





## If green is normal then why should people have to pay a premium for it?

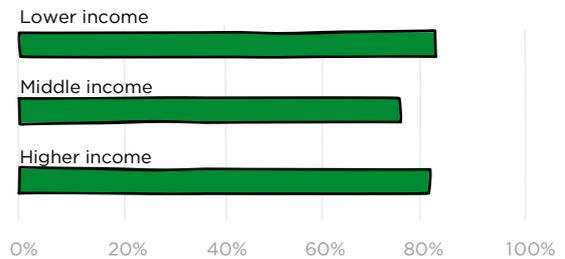
Affordable green products are a key interest for 80% of Everyday Experts. But for the same proportion of people, it's not the only interest. It's actually quite simple: doing the right thing shouldn't cost more. This is especially true for Everyday Experts who are living on low incomes. Being priced out of being green is a real frustration for them.

The biggest myth of all is that when money gets tight people stop caring. In reality, 80% say they buy green products because they think it's just the right thing to do. This feel-good factor of doing the right thing is most powerful for lower income households (83%). It's also the strongest motivation for buying green amongst 97% of the elderly (aged over 70).

It's time to end the misconception that those who are least well-off only care about costs and convenience. Everyday Experts do care about sustainability.

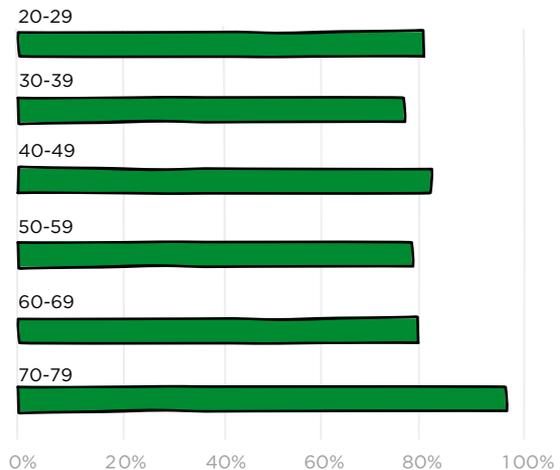
### Level of response of those who answered "It's just the right thing to do" (by socio-economic level)

Q3, March

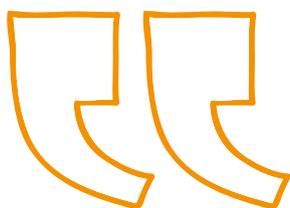
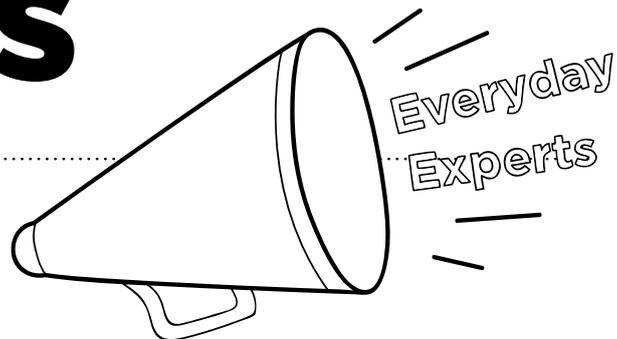


### Level of response of those who answered "It's just the right thing to do" (by age)

Q3, March



# Customer priorities



Listening to Everyday Experts month after month has given us an enormous amount of insight.

As Everyday Experts expect to be greener in the future, they'll need even more availability of green choices at an affordable price. They will also expect the support of others to learn more about what they can do.

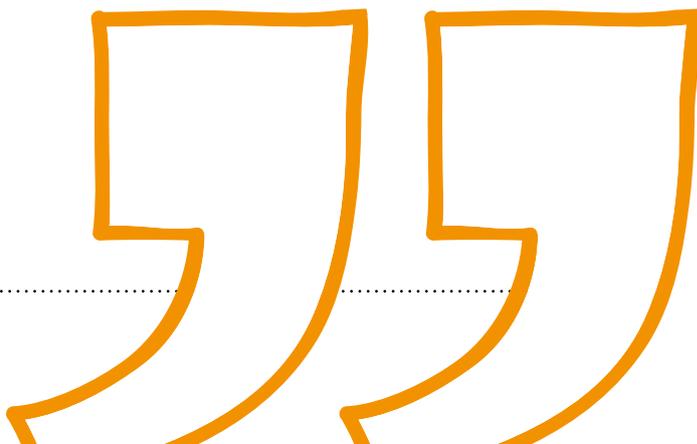
A clear set of five customer priorities shine through the Sustainability Study. Together they form an agenda everyone should pay attention to.

So how should a retailer like Asda respond to what Everyday Experts are asking for?

At Asda, listening to customers is central to the way we do business. There is already great compatibility between these customer priorities and our business strategy. In the next section we've highlighted some of the great progress we've been making on Sustainability 2.0, our current strategy, which aligns with these priorities.

We strongly believe that working with others is the only way we can continue to live up to what our customers expect. Engaging with the government, non-governmental organisations (NGOs) and charities across the UK helps us take their views and concerns into account, and to respond in ways that benefit us all. It's also another way we make sure these key stakeholders hear what our customers care about.

By always listening to our customers, and by working closely with our stakeholders, together we'll move things forward to create a more sustainable UK.



## Customer priority

## Asda's Progress

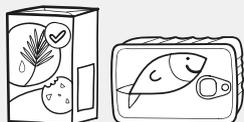
## Our Commitments

### Save me money



- 600 comparable, local, green and Fairtrade products are guaranteed 10% cheaper in all our stores
  - Over £70 million saved by reducing our impact on the environment
  - 11.9% absolute carbon footprint reduction achieved
- Increase products sourced from local suppliers to £500 million by end of 2013
  - Expand the number of products we offer under the price guarantee scheme
  - Maintain a 10% absolute carbon footprint reduction by end of 2015

### 100% sustainable products



- We source 100% sustainable fish, as checked by the Sustainable Fisheries Partnership
  - 20% of our palm oil comes from segregated sources & 80% is covered by GreenPalm certificates
  - Supported The Sustainability Consortium (TSC) and the Product Research Forum (PRF)
- Source 100% of our tuna from pole & line or FAD-free sources by end of 2014
  - Source 100% of our palm oil from segregated RSPO sources by end of 2015
  - From 2013 use TSC & PRF metrics to establish a target to reduce the environmental impact of our products

### Cut my waste



- 27% reduction in packaging by weight; additional 8% reduction in the carbon impact of our packaging
  - 100% of our operational food waste diverted from landfill
  - Asda is a partner of the Love Food Hate Waste campaign
- Achieve a 10% reduction in the carbon impact of our packaging by 2013 (Courtauld 2)
  - Reduce fresh food waste & utilise unavoidable waste using sustainable methods by 10% farm-to-fork by end of 2015
  - Invest £99 million in our perishable supply chain by end of 2015

### Support my community



- Community Life programme launched in 28 stores and 3 depots
  - £1.8 million invested in over 100 local community projects
  - £1 million invested in Mobile Youth Provision
- Extend Community Life to all stores and depots by end of 2012
  - Asda Foundation will invest a minimum of £3 million by 2013 in local projects under four pillars: Health, Local, Sustainability, and Women's Economic Empowerment

### Use Everyday Experts



- Everyday Experts research carried out through 2011
- Chosen by You range created
- Customers engaged in our charitable giving work

Here at Asda our biggest achievements on our sustainability journey already demonstrate some great synergies with these priorities set by Everyday Experts. And of course, we commit to keep working hard in the areas that our customers are passionate about. We also believe the findings of this survey can help other retailers, policy makers and even campaigners do the same.

# “Save me money”

**Everyday Experts tell us they plan to buy more green products in the future, from concentrated detergents to locally sourced options.**

But when asked what stops them buying even more, 65% said the green choice is often just too expensive.

Everyday Experts are asking that as green is now normal, why should this come at a premium?

“80% of Everyday Experts say green products should be good value or low price.”

## Asda's progress

Saving money through increased sustainability every day

### *Sustainability built into our Asda Price Guarantee*

Over 600 comparable, everyday local, green and Fairtrade products are 10% cheaper at Asda through our price guarantee.

Providing products that are better for people and the planet is part and parcel of providing the best products at the same everyday low prices.

Find out more about the green products we offer online at:

<http://your.asda.com/sustainability>

### *Cutting costs by cutting our impact on the environment*

Sustainability initiatives across our business saved Asda £70 million since 2005, savings we pass onto our customers in lower prices.

We're proud to have reduced our overall carbon footprint in absolute terms by 11.9%

against our 2005 baseline, even while opening many new stores to thousands of customers across the UK. Since 2007 we've cut carbon emissions from new stores by 42% and in existing stores by 27%, and our lorry drivers have reduced carbon emissions from our fleet of heavy goods vehicles (HGVs) by 42%. That's the equivalent of 17 million fewer road miles required to transport products. Our progress on refrigerant gas leaks is industry-leading; our new stores average leaks of only 2.6% compared to an industry average of 25%.



# “100% sustainable products”

**Everyday Experts don't want to check every label to decide what to buy. They want confidence that on the issues that matter most to them, their retailer has already done the hard work.**

We already know that the sourcing of products is very important to customers, no matter what their income is, with Everyday Experts ranking

“ Only **4%** of Everyday Experts say they don't care about sourcing issues. ”

local sourcing (80%) and Fairtrade (66%) as their top two priority issues. Only 4% say they don't care about sourcing issues.

## Asda's progress

100% sustainable sourcing on the issues you care most about

In every Asda store we offer:

### 100% sustainable fish

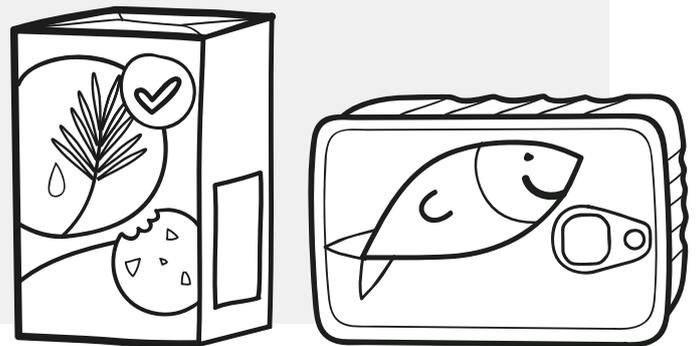
All the fish we sell comes from responsible sources. In 2007, we were the first UK retailer to stock MSC (Marine Stewardship Council) certified Atlantic Cod.

We're continuing to work with the Sustainable Fisheries Partnership who check all our stock at landing.

### 100% sustainable palm oil

We know how important it is to source palm oil sustainably. All of the 16,000 tonnes of palm oil and palm kernel oil used in Asda supports the Roundtable for Sustainable Palm Oil (RSPO) scheme. Nearly 20% (2,928 tonnes) comes directly from segregated sustainable sources. The rest is covered by GreenPalm certificates, including our palm kernel oil. GreenPalm is the interim solution to fully segregated sustainable sources.

As part of Walmart, we're also leading their global project to support the goal that all their own label products sold anywhere in the world use sustainable palm oil by the end of 2015.



# “Cut my waste”

**Everyday Experts hate waste of all kinds, especially excess packaging.**

When we asked them what part of our impact we should take care of to be greener, Everyday Experts overwhelmingly named cutting the packaging of our products (82%).

“Over 80% of Everyday Experts say brands like Asda need to cut packaging to be greener.”

## Asda's progress

Find smart packaging solutions and help customers do more with less

At Asda we hate waste of any kind, and we know our customers do too. That's why we've been making it our job to do even more to reduce it through efficiency, better products and stronger standards for our industry.

### *Slimming down on packaging*

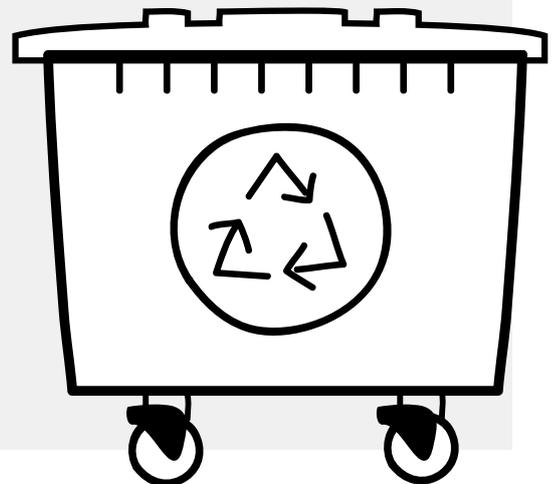
Since 2005, we've reduced the weight of our product packaging by 27%. One of several packaging success stories in 2011 was our sensory cube toy for babies. By redesigning the packaging, we cut packaging weight by a significant 69% and volume substantially, by 64%.

### *Extended shelf-life*

Through our Faster Fresh project, we've cut the time food spends in storage and transport. This gives fresh food products longer shelf and fridge life. Across chilled products the project has resulted in 14,148 days of additional shelf-life for customers.

### *Love Food Hate Waste*

We've been extending our support for customers to cut their food waste and use all they buy. This includes recipes for left overs, better portion sizes, clearer labelling and extended shelf lives.



# “Support my community”

**Healthy and fulfilling community life is a big part of how Everyday Experts see true sustainability.**

Over two-thirds of Everyday Experts think retailers like Asda are responsible for supporting their efforts to be greener. Over half of them took part in our surveys month after month because they believe shops like Asda can make a difference by improving things for their families.

“95% of Everyday Experts want to see shops like Asda doing more to play a bigger positive role in their communities.”

## Asda's progress

Putting our stores at the heart of the local community

### Launching our Community Life programme

With nearly 500 stores and over 175,000 colleagues, we're a vital part of many communities in the UK. We believe it's our responsibility to do even more to play a big role in our communities.

Through our Community Life programme, we're going to put our stores at the heart of the local community. The programme was launched in 28 stores and three depots across the UK at the end of 2011 and focuses on four key areas:

- **Healthier life.** Creating better health and wellbeing for children.
- **Working life.** Improving employment prospects for young people.
- **Greener life.** Creating cleaner and safer environments for families.
- **Local life.** Helping families get more involved in local community life.

### Investing in our communities through the Asda Foundation

The Asda Foundation is our very own charity which supports hundreds of local good causes, charities and community projects in our store neighbourhoods.

Over the past 3 years the Asda Foundation has invested over £1.8 million, supporting more than 100 local community projects across the UK, together with an investment of £1 million in Mobile Youth Provision. Through this partnership, we aim to build a national network of mobile youth services that engage young people living in deprived areas in ways that will benefit the whole community.



# “Use Everyday Experts”

**Everyday Experts want their voices heard. Customers rank firmly ahead of established experts and government as the people Asda should be listening to around sustainability.**

We asked Everyday Experts which UK supermarket they feel is most likely to respond to what they think on green issues. We're proud to say Asda came in first place. Nearly everyone (89%) thinks Asda is likely to listen to them.

That's why over half of Everyday Experts (56%) say they regularly tell Asda the things they care or are concerned about.

“89% of Everyday Experts think Asda is most likely of any supermarket to listen to what they think about on green issues.”

## Asda's progress

You set our sustainability agenda

### Listening to Everyday Experts

By listening to what Everyday Experts say, we commit to doing more to meet their expectations on these priority areas:

- **Support local suppliers**  
We already stock over 6,000 local products in our stores. By 2013 our aim is to be helping local and ethnic suppliers sell £500 million of local products through Asda each year.
- **Continue to reduce chemicals from product ingredients**  
We were the first retailer in the UK to cut all artificial colours and flavours, flavour enhancers and hydrogenated vegetable oil from our 12,000-strong range of own-brand products. We will continue to offer healthier choices.
- **Support Everyday Experts transport around stores**  
We're minimising customer journeys by extending our Home Delivery Vehicles as widely as possible to cover 99% of our stores.

- **Increase product signposting and preventing greenwash**  
Asda never greenwashes. We work hard to ensure we make the technical details straightforward and easy for everyone to understand. Our traffic light signposting on our own label products are a great example of our work to convey complex information in a clear, accurate way.

We'll continue listening to what our Everyday Experts think we should do and use their feedback to help shape our sustainability strategy moving forward.

Follow our progress at  
<http://your.asda.com/sustainability>



# About Asda

Founded in the 1960s, Asda today is one of Britain's leading retailers. It has over 175,000 dedicated Asda colleagues serving customers from 500 stores and depots, including 25 Asda Living stores, 23 depots and eight recycling centres across the UK (Great Britain and Northern Ireland). It has its main home office in Leeds, Yorkshire and its George clothing division based in Lutterworth Leicestershire. Asda serves over 18 million shoppers a week in store and its growing home shopping business serves over 98% of UK homes.

Find out more about our strategy at:  
<http://your.asda.com/sustainability>

