

We welcome your questions!

Do you have any questions or suggestions? We look forward to hearing them!
To contact us, simply send an email or give us a call.

Corporate Responsibility

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For information on Tchibo and sustainability, visit:

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Our Responsibility

Sustainability at Tchibo

Tchibo – On the way towards a 100 % sustainable business

Tchibo has been synonymous with freshness and quality in the coffee market for over 60 years. Founded in 1949 by Max Herz and originally a coffee shipper, Tchibo has developed into a company with international operations throughout eight countries, including over 1,000 branches, around 26,000 retail outlets and national online stores. In addition to coffee and its Cafissimo capsule system, Tchibo also markets weekly changing collections of non-food products and a range of services including travel, mobile telephony and green energy.

In the tradition of the “honourable merchant”, Tchibo assumes corporate responsibility for its operations. Sustainability has been an integral part of its corporate strategy since 2006. Tchibo continuously optimises its products and processes on the way towards a 100% sustainable business. The following pages present a summary of how we are approaching this goal step by step.



FSC® C022597

May 2014

Find it only at Tchibo

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Dr. Markus Conrad,
Chief Executive Officer
Tchibo

Dear Readers,

For over 60 years, the business operations of our family-run Hamburg-based company have focused on long-term success and taken the "Honourable Merchant" as a model. The Tchibo brand deservedly enjoys a high level of trust from consumers, and stands for quality and fair prices.

Sustainability has been an integral part of our long-term corporate strategy since 2006. On the one hand because Tchibo's business model, expertise and scale allow it to work towards achieving changes - for example, in growing and processing operations for coffee, cotton or wood. And on the other, because we are convinced that our future business success will substantially benefit from sustainable business policies.

For the future, we need high-quality products, collaboration with business partners who take a long-term view, passionate staff that identify with the business policies of their company, and - first and foremost - the trust and confidence of our customers.

The progress we have made in recent years and the awards we have received encourage us to continue our pursuit of sustainability in our business operations.

I hope you enjoy reading this brochure!
Yours

Markus Conrad



Sustainably grown coffee

We love coffee. And we have supplied our customers with great coffee quality for over 60 years. To ensure we can continue to meet these standards in the future, we focus on more than flavour and taste. We are also engaged in protecting the environment and improving the living conditions of the coffee farmers and their families in the equatorial "bean belt".

Future viability of coffee farmers

On our way to achieving 100% sustainability in our business operations, our medium-term goal is to supply only coffee that are grown in equal compliance with ecological, social and economic standards, thus providing the coffee farmers and

their families with a permanent livelihood. For us, this is the only way to guarantee the availability of the raw coffee quality we need over the long term.

Qualifying coffee farmers

But the challenges faced by the coffee industry cannot be solved by certification of coffee farms alone. We therefore aim to work with agricultural scientists, trainers, exporters and dealers, standards organisations and governmental as well as non-governmental organisations to bring our Tchibo Joint Forces!® to smallholders, empowering them to take entrepreneurial action and boost their efficiency. Coffee-growing must be perceived as an attractive source of income

Facts & Figures

- In 2013, over 30 % of our coffee was sustainably grown.
- In our Tchibo Coffee Bars we serve only certified sustainable coffee.
- A 2013 sales campaign raised over one million EUR for our children's project in Guatemala. During the 2013 harvest season, over 650 attended our six day care centers.



in order for farmers to pursue it, develop awareness of sustainable growing methods, be willing to adopt them and remain in business as our partners.

Collaboration with standards organisations

We work with all internationally recognised standards organisations; these currently comprise Rainforest Alliance, Fairtrade, UTZ Certified and the organisations behind the organic food label under EU legislation. We adopt the base-line standards of the 4C Association Code of Conduct to organise coffee growers and raise their awareness of the benefits of sustainable coffee farming.

Environmental protection for maximum quality

Coffee is a valuable raw material. Fertile soils, clean water and appropriate climatic conditions are all critical for its quality and quantity. But knowledge of eco-friendly growing methods is often lacking. We are therefore co-founders of the Coffee & Climate Initiative, which primarily addresses climate change and seeks to help coffee growers to adjust to local climate impact.

Educational projects in countries of origin

Coffee farmers and their families often face difficult social conditions. In order to improve their conditions, Tchibo works with selected partners that operate their own projects in Kenya and Guatemala.

Sustainable coffee products



Rainforest Alliance

The internationally recognised non-profit organisation Rainforest Alliance supports the sustainable improvement of conditions for people and nature in the countries where the coffee originates.



Fairtrade

Products with the FAIRTRADE seal assure our customers that the livelihoods and working conditions of farmers and employees have been improved by Fairtrade prices and premiums.



UTZ Certified

UTZ certified farmers have been trained to implement better farming practices with respect for people and planet.



Organic

Only products that are produced and certified in accordance with the strict requirements of EU statutory regulations on organic farming are allowed to carry the eco-label.



The cartoon "Mr. Coffee Bean in the Land of Coffee" is a delightful and fascinating explanation of sustainability in the coffee-growing industry.



Social and environmental responsibility

Every week, we surprise our customers with a new collection of products corresponding to a special theme. When producing our consumer goods, we not only focus on the highest quality, but also strive to ensure compliance with social and environmental standards along the supply chain - from the raw material to the finished product.

Social and environmental responsibility

We are convinced that business success should not come at the expense of people and nature. Therefore, we pursue the goal of permanently improving working conditions at the factories that produce goods for Tchibo. Our Social Code of Conduct (SCoC) is the foundation of all our business relationships and has been an integral

element of all purchasing contracts since 2006. In 2011, we extended the Code to encompass environmental issues such as energy efficiency.

Supplier qualification

We support our producers in implementing requirements and standards. To achieve lasting improvements in working conditions at production facilities, we have relied on the WE qualification programme (Worldwide Enhancement of Social Quality) since 2007. This programme brings together managers and employees with our buyers to jointly develop and implement action plans for improving working conditions in production facilities. To date, 284 producers have taken part in qualification measures or completed the WE programme.

Facts & Figures

- In 2013, we sold over 24 million textile products (40%) made from or with sustainable cotton.
- As part of our commitment to Cotton made in Africa (CmiA) in Benin, West Africa, we have funded five schools and provided 10,000 school books and 20,000 school uniforms to date.



Fire protection action

Tackling the challenge of lack of fire protection in Bangladesh, Tchibo was the second company worldwide to sign an agreement for fire protection and building safety initiated in 2012 by leading unions and non-governmental organisations. Around 150 international clothing companies have joined the "Accord for Fire and Building Safety" since May 2013.

Wood and cotton from sustainable sources

Textiles, garden chairs and tables - many of our products are made from cotton or wood. The products we offer must fulfil a wide range of requirements; they must be well-made, fashionable and durable. But for our customers, quality also involves responsible sourcing of raw materials.

For our garden furniture from tropical and boreal hardwoods, we only use FSC®-certified timber from forests from responsibly cultivated forests.

We aim to continuously increase the share of responsibly farmed cotton used for our textiles; in 2014, responsibly farmed cotton accounts for around 70% of our textiles made from or with cotton. Hence, we collaborate with partners that work globally to achieve the transition from conventionally to responsibly farmed cotton.

Educational projects in countries of origin

Many of our textiles are made from or with cotton of African origin. We are therefore a member of the Cotton made in Africa (CmiA)

Initiative and support African cotton farmers by purchasing their cotton and by sponsoring educational projects.

Sustainable consumer goods



Organic cotton

The use of organically grown cotton is certified by independent institutions according to the Textile Exchange Organic Content Standard.



Cotton made in Africa

is an initiative that aims to improve living conditions for African smallholders and support cotton farming which is in line with social and environmental aspects.



FSC®

The FSC® trademark distinguishes timber products from responsibly cultivated forests. They are independently certified under the strict regulations of the Forest Stewardship Council®. Stewardship Council®.



Environmental and resource conservation

An intact environment is essential if our business is to be fit for the future. A top priority for Tchibo is therefore to continue expanding our protection of the climate and conservation of resources in our supply chains, at our locations, as well as in the transport and shipping of our products.

Conserving resources, protecting the climate

In Germany and the vast majority of our international business units, magazines and all advertising material have been printed exclusively on FSC®-certified paper since 2013.

By changing to more economical models in our field service vehicle fleet, we have succeeded in cutting average emission levels to 120 g CO₂/km.

Saving energy, reducing emissions

We review all our business processes and apply our environmental management strategies. Tchibo has changed to sustainable energy at all its sites in Germany, and has also supplied customers with its own green power product - Tchibo Green Energy, certified under the ok Power label - since 2010.

Transport and shipping

Our Logistics Towards Sustainability (LOTOS) project, launched in 2006, has reduced transport-related carbon emissions by over 30 % by streamlining the efficiency of our transport processes. All post and packages have been shipped using Deutsche Post DHL's Go-Green scheme since 2012.



Facts & Figures

Kids' Energy Transition has begun!

The KINDERGIEWENDE (Kids' Energy Transition) aims to create a platform for children's ideas about responsible energy use and climate protection, and motivate others to join in. The project is a partnership with the S.O.F. Save Our Future environmental foundation. 10 euros are donated to the foundation for every new Tchibo Energy customer.

Passionate employees

Tchibo is full of surprises, with a constant stream of new ideas that are brought to the shops by the passion and dedication of our employees. Linked to this is a working environment which could not be more diverse and interesting.

Work-family balance

Tchibo is among the most family-friendly companies in Germany. We unceasingly work on aligning family and career needs - including the care of children and dependent relatives as well as flexible regulations concerning working hours and places.

Corporate health management

Tchibo invests in comprehensive corporate health

management with the aim of maintaining both the physical and mental well-being of our employees. This includes ergonomic workplaces, balanced nutrition in our employees' restaurants and a sports and fitness programme.

Appreciation and respect -

the foundations of our corporate culture

Qualified and dedicated employees are the basis of our success. Thus, the Tchibo Campus provides our employees with opportunities for professional and personal advancement. Our employees receive attractive performance-based pay and numerous social benefits provided voluntarily by the company - a further expression of the appreciation and respect-based culture of our family enterprise.

Facts & Figures

Tchibo - a family-conscious employer

Tchibo has cooperated with the "Elbkinder" day care centres for children in Hamburg since 2006. At present, 43 children of Tchibo employees are looked after at "Elbkinder" by trained kindergarten nurses. In 2010, Tchibo was the first retailer in Germany to be certified as a "Family-Conscious Employer" by berufundfamilie gGmbH.

