



Sector: *General retailers*

Employees: 396,662

Criteria 9: The COP describes robust commitments, strategies or policies in the area of environmental stewardship.

Description and implementation process:

According to the FAO, around 80% of fish stocks for which data is available have been declared fully or overexploited and require prudent and effective management.

Carrefour changes its supplies based on the classification of different species (priorities, consume from time to time, avoid). By discontinuing the sale of certain products due to species vulnerability and/or the techniques employed, Carrefour can help ease the pressure on species and their ecosystems to improve stock.

Between 2007 and 2013, Carrefour stopped selling blue ling cod and emperor fish and reduced its sales of sabre fish, grenadier and tusk by 75%. Carrefour is stepping up its commitment to sustainable fishing by discontinuing all sales of these fish by June 2014, as its commitments to its suppliers expire.

This initiative is at the heart of a partnership between Carrefour and WWF-France. It also forms part of a dialogue Carrefour has established with its stakeholders. A panel bringing together various NGOs, scientists, investors, customers, suppliers and management representatives was organized in June 2014 to comment on and enhance the action plan currently underway.



Challenges encountered and response(s) provided:

There are various obstacles which can be listed:

- Access to scientific information: Scientific information is not always readily available or easy to understand. Distributors are not necessarily authorized to access it either. Carrefour is working with WWF France, Seaweb and other NGOs and marine product professionals to analyze various supplies and classify different species according to their vulnerability.
- Carrefour's sustainable supply policy should help maintain resources and safeguard fishermen's economic activities for the future.
- Economic impact on suppliers: When it ceased selling deep-sea fish, Carrefour opted to reduce volumes gradually until its commitments to its suppliers expired and all sales were discontinued. An announcement was made beforehand.

Impact and results:

- The sale of 10 wild species (or families of species) was discontinued: bluefin tuna, blue ling, shark species (except dogfish), red seabream, eel, sturgeon, sabre fish, grenadier, tusk and forkbeard.
- Carrefour is also implementing various measures to maintain species' ability to reproduce and generate stocks:
- Promotion of the most sustainable supplies by developing MSC (Marine Stewardship Council) product certification with 50 key products on the market.
- The development of more responsible aquaculture across Carrefour's Premium Supplier products, monitored and controlled from hatcheries to our stores.
- Customer solutions to encourage more sustainable consumption of natural resources: lists of species (prioritize, consume in moderation, avoid), recipes, websites, in-store activities, newsletters and brochures.



Sector: General Industrials

Employees: 30,000

Criteria 9: The COP describes robust commitments, strategies or policies in the area of environmental stewardship.

Description and implementation process:

Environmental calculator to reduce the environmental impact induced by work activities on clients' sites

The environmental calculator is a GSF device resulting out of a focus on client's needs. The environmental calculator aims at answering those prospects' concerns regarding the choice of their suppliers. Indeed, it enables prospects to compare products or processes used during a similar work activity in terms of environmental performance. Furthermore, the environmental calculator complies with French regulation regarding greenhouse gas balance and can be used within the implementation of an international environmental standard such as ISO 14001 for instance.

The environmental calculator enables GSF, via the quotations, to inform clients about the quantity of CO₂ produced during the whole work activity and, more specifically, about the quantity of CO₂ produced by the transportation used in order to perform this work activity.

In order to generate results regarding greenhouse gas emissions, water and product consumptions as well as waste production during work activities(determining elements), the program has to be filled in with information regarding the type of work executed, the material used, and the organization planned (calculation elements). It is also to be noted that modification of these different parameters enables GSF to adapt the calculation to different work situations.

Challenges encountered and response(s) provided:

GSF acknowledges the necessity of conducting this change and to explain it to individuals who are in charge of the quotations (managers). In order to do so, an e-learning module has been designed and set up.



Impact and results:

100% of the managers and marketers are now trained and use the environmental calculator.

Links to reference documents / Links for more information:

Link to GSF annual report 2014: [Click here](#).



Sector: *Media*

Employees: 15

Criteria 9: The COP describes robust commitments, strategies or policies in the area of environmental stewardship.

Description and implementation process:

Acutely aware that every activity has an impact on the environment and especially that the environment is the only genuine source of innovation today, ICOM agency has decided to take action and adopt a globally responsible attitude and approach. ICOM has committed itself to reducing its environmental impact significantly, via different projects. Its action involves integrating environmental issues and criteria into its strategy. Hence, the head office was built with wood in 2006 in compliance with high quality environmental standards (its energy performance assessment done in 2008 was 89 kWh ep/m²/year and 5 kg equivalent CO₂/m²/year). ICOM is the first communications agency to have both the FEC and PEFC certification and has renewed the latter since 2008 for monitoring traceability of papers. It was also the first communication agency to have performed a carbon assessment in 2007. The latter led the company to implement a PDIE (inter-company movement plan for some 3000 people in the area concerned) in the region which it ran till 2013 before handing the project management over to another firm.. Waste management (in particular paper, cardboard and DEEE) has been handled since 2006 by a socially responsible company. The firm is also committed to reducing energy usage (5% a year till 2020 relative to the reference year of 2015) to facilitate adaption to climate change and reduce GES emissions.

Challenges encountered and response(s) provided:

We have a system of Corporate Social Responsibility indicators including environmental indicators from which we have extracted the key elements to communicate in our COP. Our customers and suppliers are invited to consult this information on our website including our CSR report. Sources of reductions are increasingly more difficult to be found. Since 2008, we have implemented an eco-design policy for our communication documents, as well as an environmentally responsible purchasing policy that shall be shored up in 2015. A new carbon assessment shall be done in 2015 or 2016 (integrating three scopes) to identify new objectives.

Impact and results:

We reduced our electricity consumption from 2012 to 2013 by 16%. The volume of paper waste has also begun to decrease: a 4% reduction over the same period.

Links to reference documents / Links for more information:

Link to the CSR approach: [Click here](#).