



Sustainable innovation at the centre of Autogrill's Corporate Social Responsibility event
Consumers like Corporate Social Responsibility: more and more people are buying products from sustainable companies

- On 17-18 September, companies, institutions and start-ups from will meet in Milan to share best practice and innovative projects at an event celebrating tens years of sustainability reporting, entitled "Autogrill 10 – Ten Years of Sustainability Looking to the Future"

Milan, 17-18 September 2015 – The term Corporate Social Responsibility is still not widely known by the general public, especially in Italy, but the positive effects of sustainability policies on consumers and businesses are increasingly tangible. This emerged from an IPSOS survey, "Corporate Social Responsibility seen by public opinion and business", presented at an event organized by Autogrill in Milan on 17 and 18 September to celebrate the 10th anniversary's of its sustainability report: "Autogrill 10 – Ten Years of Sustainability Looking to the Future. Business and Sustainability: Opportunities and Developments".

Adopting a sustainable long-term development model is no longer a purely ethical choice but good *business sense*. Social responsibility improves an enterprise's reputation and economic and financial results. According to the IPSOS survey in fact, 43% of the sample interviewed said that CSR influenced their purchasing choices, the figure reaching 64% among those declaring knowledge of these issues. Globally speaking, 55% of consumers are willing to pay a higher price for a product or service offered by a company committed to CSR initiatives, whereas in Italy the percentage rises to 62%. Effects are tangible amongst consumers but also the other internal stakeholders, ie. employees: 46% of companies said that CSR initiatives improved the climate within their organization.

The number of companies which have launched sustainability projects, particularly environmental, has increased in recent years despite the crisis. There is a fast growing trend in emerging markets too and amongst the younger generations, who are increasingly sensitive to companies' choices in the areas of waste reduction, energy efficiency and the development of human resources.

So CSR proves to be a competitive lever for the growth and development of modern business. For Autogrill, awareness of this led to the drawing up of its first Sustainability Report in 2005. In the last ten years the Group has consolidated its leadership in the travel f&b sector through best practice and avant-garde projects in the field of sustainable innovation across its entire sphere of action: products, people and the environment.

In 2007, its commitment to developing and promoting a sustainable business model was translated into a long-term strategy - "Afuture" – to guide its business on an international level. Within the framework of this international experimentation lab, in 2011, Autogrill drew up a Sustainability Roadmap for 2012-2015, with improvement targets in three strategic areas: AProduct, APeople, APlanet.



Afuture, a model of success

“Ten years of sustainability looking to the Future”. Autogrill’s two-days of meetings and workshops look to the future whilst also bearing testimony to the results achieved with this development model. Companies, ventures and no-profit organizations are invited to share models, projects and best practice and thereby foster the development and diffusion of CSR. Autogrill is promoting this dialogue in the conviction that progress in corporate social responsibility depends on the capacity to systematically develop strategic partnerships with all its stakeholders.

In the last 10 years Autogrill has entered numerous agreements and partnerships that have speeded up this process of sustainable innovation. One of the most significant is the collaboration with the **University of Gastronomic Sciences (UNISG)** in Pollenzo. The combination of industrial production processes typical of a large multinational and deep knowledge of the territory inspired by shared long-term vision forms the base of Autogrill’s new food service model: alliance with the territory, promotion of local products and traditions, recovery of artisanal techniques and old trades and sustainable interpretation of new eating styles.

Bistrot Milano Centrale and **Il Mercato del Duomo**, both in Milan, are the most significant applications of this model. Following its huge success with travellers, the Bistrot concept was exported to other prestige locations in Italy and elsewhere. In 2016 this sustainable revolution will also be on the motorway, with the opening of the first motorway Bistrot in the long-established Fiorenzuola d’Arda service area.

The agreements with the **WWF** and **FAO** are another two examples of successful joint initiatives, here in the field of managing waste and rejects from the various phases of preparation and service in the Group’s points of sale. In 2013 Autogrill and the WWF launched an experimentation hub focusing on food waste: it involves the motorway service areas of Villorresi Est (one of the Group’s most innovative thanks to its avant-garde technologies and *Design for All* inspired architecture), Brianza Nord and Brianza Sud. Within the framework of the WWF’s One Planet Food programme, the project will develop an integrated chain in which organic waste from the three points of sale on the outskirts of Milan will be turned into compost that will be used to “feed” a market garden in the WWF’s Bosco di Vanzago Oasis.

Under the agreement with the FAO, signed in 2015 in connection with the Save Food Global Initiative, Autogrill has stepped up its commitment to reduce waste along the food chain and at the same time promote sales of products from small farms in developing nations.

Such activities are in addition to the major results achieved and numerous innovative projects launched in Italy and elsewhere, such as the Villorresi Est service areas (www.autogrillvillorresiest.it/en/) and the Delaware Welcome Center, two of 17 service areas built to the highest standards of sustainable design and construction promulgated by LEED (Leadership in Energy and Environmental Design).

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