

THE MARKET VALUE OF REPUTATION

**„Stakeholder perception;
Risk or Untapped Asset?“**

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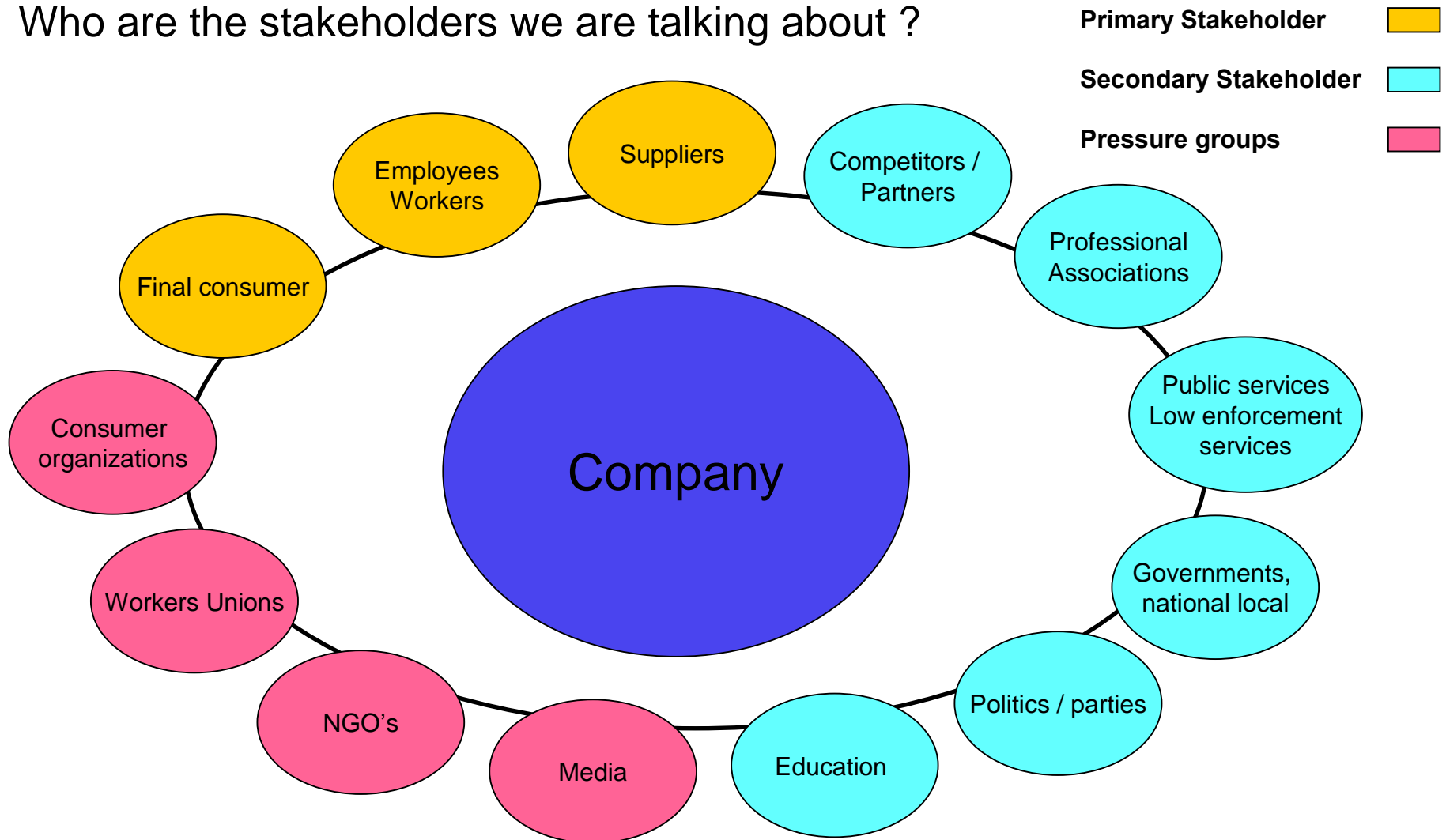
Migros: Federation of Cooperatives

- **No share holders
customers are members and owners of the company**
- **One member – One vote (2 million members)**
- **Permanent evaluation on daily performance**



Stakeholder / Pressure groups

Who are the stakeholders we are talking about ?



Pressure groups scopes

- Environment
- Fair Trade
- Human Rights
- Food Safety
- Health and Safety
- Price
- Quality
- Freshness
- Services



Guiding principle

**„Being the largest company in Switzerland,
Migros is a passionate advocate
of a better quality of life
of all its consumers“**



Company Mission

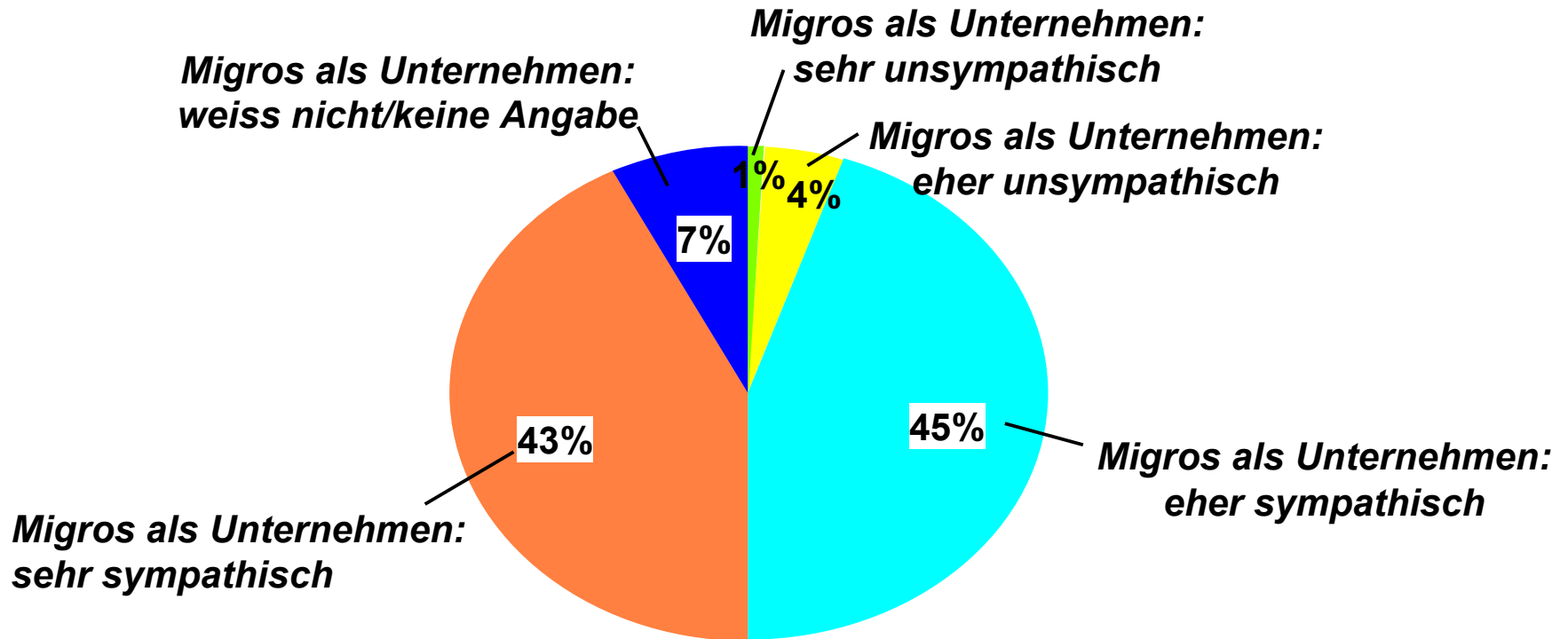
“We want to extend our market leadership by reinforcing our range of services for our customers.”

“We will continue to set an example through our cultural, social and ecological commitments.”



Perception of the company

- Migros; perception by consumers



Basierend auf 5 Objekten

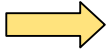
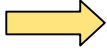
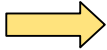
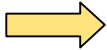
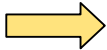
10: MIGROS IMAGE (2004) ²⁰⁰⁴ CH Fälle: 1014 Filter: Kein Filter

© Migros

Quelle: Imagemessung Engagement 2004 durch Demoscope

Cooperation with stakeholders and pressure groups

Examples of commune activities between Migros and stakeholders

- Cleaner Clothes Campaign (CCC)  BSCI – social codex
- WWF 
 FSC, MSC, Palm oil
Pandamobil
- Max Havelaar / FLO  Fair Trade
- Rain Forest Alliance  Migros / Chiquita
- etc.

Basic values: BSCI (Business Social Compliance Initiative)

- Human rights and workers conditions
- Basic social and ethical standard



Basic values: Food Safety

- Global Food Safety Initiative
- Setting standards and compliance criteria

- Sustainable production systems in agriculture



EUREPGAP

Added values: Fair Trade

- Max Havelaar



ENGAGEMENT
migros.ch

Added values: Organic / Bio



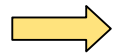
Added values: Palm Oil

- Sustainable production system

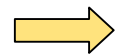


Cooperation with stakeholders and pressure groups

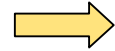
- Recognise them as valid partners
- Define common interests
- Realise projects and programs together



Transparency in the activities



Access to relevant information



Active communication

Conclusions

- ➔ In the supply chain, the retailer has the final responsibility towards the customers and this for the whole chain
- ➔ It is up to the retailer to ask for products from sustainable systems
- ➔ By the same price, over 50% of the consumers prefer companies with a sustainable behaviour