

# SUSTAINABILITY VISION



Eu faço a diferença.  
Uso Sacola Retornável.

WAL-MART *Real*  
SUSTENTABILIDADE



**CONSUMO CONSCIENTE**  
Sacola retornável ajuda a cuidar da natureza

WAL-MART *Real*  
SUSTENTABILIDADE



# 21

— NEW APPROACHES  
— AGENT OF CHANGE  
— EMPHASIS IN RELATIONSHIPS  
— DEVELOPMENT OF COMMUNITIES

## SUSTAINABILITY VISION

A resident in the region of the Amapá Forest, a preservation area supported by Wal-Mart and Conservation International

# Sustainability vision

**Activities overcome the business itself and involve the entire productive chain**

At Wal-Mart, sustainability is an integral part of the company's corporate guidelines, by potentializing the economic performance through socially- and environmentally-correct behavior. This concept guides the search for alternatives and new business approaches, aligning the focus on productivity, cost reduction, engagement and improvement of relationship with different stakeholders, in an effort to reduce the environmental impact of operations, and to promote social and economic development in the communities. Aimed at behaving according to its global sustainability commitment, the company annually adjusts and perfects its strategies in a process based on continuous learning and attentive to market transformations.

In the retail, the company's activities represent about 8% of the direct impact on the environment, with the remaining distributed among other agents in the value chain, such as suppliers. Through the relationship with stakeholders, Wal-Mart seeks to motivate, positively stimulate the entire chain toward the adoption of sustainability principles,

and promotes opportunities for everyone to do their own part.

Regarding suppliers, the company fosters practices which are compatible with their commitment. Internally, it raises employees' awareness and qualifies them to effectively cooperate with the adopted policy. At the same time, it articulates engagement projects with customers and local communities, as well as maintains active dialogue and partnership actions with authorities and non-governmental organizations.

### ECONOMIC AND SOCIAL IMPACT

The company endeavors to contribute to the economic development in the regions where it operates, with job generation - there are almost 75 thousand employees - and development of its network of suppliers. For nearby communities, a new unit means also quality products at lower prices, representing real savings at the end of the month.

In the social scope, in addition to stimulating volunteering among employees, the



company uses store spaces and its contact with consumers to promote actions for the benefit of the communities where it operates. Currently, campaigns are in progress for donations and engagement at stores, according to regional demands. The company's private social investment concentrates in the Wal-Mart Institute, whose mission is to foster sustainable development. The Institute works in partnership with non-governmental organizations, social entities, government agencies, and other companies, and finances projects for income gen-

eration, professional qualification of young people, local development and incentive to education through culture. They are labor cooperatives, productive groups, professional qualification programs, and activities for social and cultural development.

**ENVIRONMENT**

Since 2005 the company is guided by global environmental goals upheld in three cornerstones: Climate and Energy, Residues, and Products. The first has actions concentrated

on the reduction of power consumption and the use of more efficient, less impacting technologies and practices when logistics and buildings are concerned. The Residues cornerstone is focused on perfecting management, with the reduction of raw-material consumption, material recycling and reuse, and the correct disposal of useless material. In Products, the company has been working with suppliers to consider environmental characteristics in the production of goods, throughout the productive chain. ★

**COMMITMENTS AND RESULTS**

	CORPORATE TARGETS	RESULTS BRAZIL
Products	<ul style="list-style-type: none"> <li>• To have the supply chain aligned with the Wal-Mart's sustainability goals</li> <li>• To increase the number of more sustainable products sold at Wal-Mart stores</li> <li>• To reduce by 70% the presence of phosphate in detergents and soap powders by 2011</li> </ul>	<ul style="list-style-type: none"> <li>• Producers' Club in six states</li> <li>• Announcement of own-branded PET material blankets</li> <li>• Ariel Ecomax soap powder, in partnership with Procter &amp; Gamble</li> <li>• TopMax soap, made of oil collected at stores</li> <li>• Increase in certified organic products Wal-Mart currently offers over 1,500 organic items</li> </ul>
Climate and Energy	<ul style="list-style-type: none"> <li>• To be 100% supplied by renewable energy</li> <li>• To reduce greenhouse gas emissions by 20% in existing stores by 2012</li> <li>• To inaugurate prototype stores 25%-30% more energy efficient, and reduce greenhouse gas emissions in 30%</li> </ul>	<ul style="list-style-type: none"> <li>• Inauguration of the first eco-efficient hypermarket in 2008 (Wal-Mart Supercenter Campinho - RJ)</li> <li>• Use of more efficient model T5 fluorescent lamps, in all new and remodeled stores, offices and distribution centers</li> <li>• Increased use of natural lighting in new and remodeled stores, and in distribution centers, with skylight</li> </ul>
Residues	<ul style="list-style-type: none"> <li>• To implement the Zero Impact Program</li> <li>• To reduce packages in 5% throughout the supply chain by 2013</li> <li>• To reduce in 50% the use of plastic bags</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment and implementation of Zero Impact Program</li> <li>• Implementation of 236 recycling centers operated by cooperatives of collectors</li> <li>• Announcement of the Program to Encourage the Use of Reusable Bags</li> <li>• Announcement of the program of credit for non-use of plastic bags by customers</li> <li>• Reduction of own-branded product packages without reducing product volume</li> </ul>