



 **Cactus**



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# Our Commitments

**“For us sustainable development is more than a strategic concept: it is a state of mind that drives our efforts on a daily basis.”**

Whether in our supermarkets, our production units or our restaurants, we have always been motivated by the same passion to provide a top quality offer.

As one of the leading players in the Luxembourg market, we are very aware that our work is not just about trade and commerce, but that it must also be conducted responsibly with those who shop with us, those who work with us and also with the environment.

Closely involved in the Greater Region's everyday life, we are mindful of the issues which affect the citizen in general and the consumer in particular, and this is why we have long been committed to working in many areas which aim to improve quality of life for everyone.

## **In practical terms we are committed to:**

- Reducing our energy consumption to fight global warming.
- Supporting regional production by expanding our offer of products that are farmed or manufactured in the Greater Region. To our mind, the best way of lowering CO<sub>2</sub> emissions is to shorten the distances between producer and consumer.
- Nurturing a special partnership with our regional producers based on respect and understanding in order to maintain employment in the region.
- Expanding our range of fair trade and organic products and promoting these items to consumers.
- Encouraging the purchase of products which are more environmentally friendly by signposting them clearly in those departments where they are on display (e.g. Clever Akafen logo), while also providing relevant information about them.
- Giving preference to eco-friendly materials for any new building projects or whenever older Cactus stores are refurbished to encourage environmental protection and sustainable management of resources.
- Significantly reducing in-store waste which cannot be recycled. This is not just about economising, it's also about the environment; our in-house waste sorting system is becoming increasingly rigorous.
- Training our employees to make them aware of environmental issues and recycling.
- Maintaining and developing partnerships with social and charitable bodies.
- Supporting training and employment for young people by

offering them apprenticeship positions that may result in a permanent job.

- Encouraging professional development for everyone who works for and with us, in particular through appropriate training courses.

Spurred on by society's demands, companies must increasingly find sustainable management solutions themselves and apply them.

Global warming, overfishing, deforestation, bee mortality, exposure to chemicals, factory working conditions, litter, etc. A whole array of global challenges which for some years has prompted public opinion to take a keener interest in the way in which economic players use natural resources.

For at least 48 years, sustainable development has been an integral part of all that we do and is deeply embedded in our company culture. Our work here is focused on three main strands: developing product ranges which encourage sustainable consumption, rational use of resources and energy, and lastly promoting our employees and supporting projects that address social issues.

**It is by searching for solutions with our partners and making these solutions part of how we do our business that we are assuming our corporate social responsibility.**





# 1. Environmental Commitments

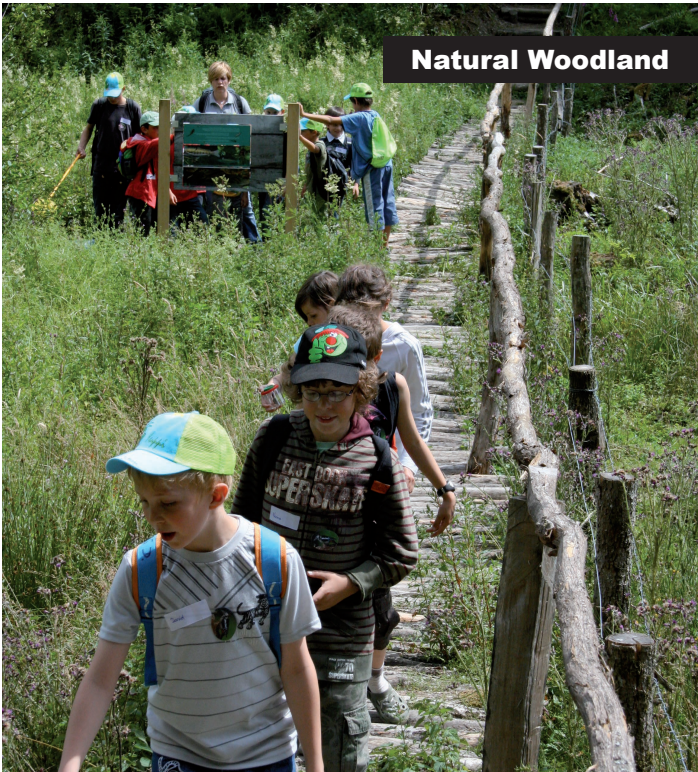
## 1.1 The Environment

### Cactus Bësch - Natural Woodland

“Cactus Bësch” covering approximately 50 hectares is the largest woodland site run by natur&ëmwelt - Fondation Hëllef fir d’Natur and is located in the north of the Grand Duchy of Luxembourg at Lieler (municipality of Clervaux). Our financial support has made it possible to manage the site so that it develops into a natural and indigenous woodland area. Managing the site in this environmentally friendly way will help preserve the site’s biodiversity and develop “Cactus Bësch” into a woodland reserve made up of natural and semi-natural managed woodland. An educational trail with learning stations for children, the “Yuppi Léierpad”, has also been created here.

### Cactus Bongert - A Traditional Orchard Preserving Traditional Varieties

The “Cactus Bongert” orchard at Ettelbruck, on the Ditgesbaach estate, is part of a national action plan which natur&ëmwelt – Fondation Hëllef fir d’Natur has developed to prevent the disappearance of high-stem orchards. In this traditional orchard, an area of 25 hectares has been planted with traditional varieties. Later on, stems from these trees will be grafted and used to preserve and propagate these ancient varieties. Apart from planting and maintaining these fruit trees, “Cactus Bongert” is also home to beehives. Lastly, to raise awareness among children, both partners are planning to build a nature trail here and to organise fruit picking and fruit juicing workshops, etc.



### Cactus Beiestäck - Beehives

It goes without saying that bees play an absolutely vital role in maintaining biodiversity and in the survival of our crops. Unfortunately, there is no way of avoiding the fact that in recent years their numbers have declined dramatically worldwide. As a way of promoting biodiversity, we have worked with Luxembourg beekeepers to set up beehives at some of our premises, in particular at Bascharage, Redange, La Belle Etoile and Windhof. To date we have 32 hives and we are also committed to selling the honey they produce in our supermarkets.



### Cactus and FSC

As much as possible Cactus offices use recycled paper for everyday work. Furthermore, Cactus News and any other publications are printed on FSC paper. Whenever we can, we also encourage our customers to buy recycled paper.



# 1. Environmental Commitments

## 1.2 Renewable Energies

### Cactus and Electric Vehicle Charging Stations

In October 2011, working with Enovos, Luxembourg's main energy provider, we installed charging stations for electric bikes and vehicles on the car parks at some of our supermarkets: La Belle Etoile, Mersch, Bascharage, Remich, Redange and Ingeldorf. These charging points allow customers visiting our supermarkets to recharge their electric bicycles, motor bikes and vehicles while they do their shopping. They can also use the spaces reserved for this which are ideally located by the store entrance.



### Cactus and Green Electricity

Since January 1st 2012, we have been using only green electricity provided by our partner Enovos, Luxembourg's main energy supplier. This sends out a strong signal in line with our ideological values.

All this green energy is produced from a mix of environmentally friendly renewable energy sources: hydroelectricity, wind and photovoltaic power. And of course there are guarantees of origin to certify their source.

What is more, we have opted for a responsible mix, primarily comprised of recent production units which promote investment in new renewable energy production facilities. A choice for the future which for us is quite definitely the obvious way forward.

### Ways that energy use is optimised at our points of sale

Examples of innovative technological solutions we are using:

#### Cogeneration: residual heat is recovered and converted into energy

We try to install cogeneration systems in buildings where this is technically possible. So for example, at both La Belle Etoile shopping centre and Cactus Windhof, 485 kW cogeneration plants are in operation which produce a total of over 3,000,000 kWh of energy per year, not to mention the heat generated which is used to heat the group's buildings.

#### Cactus Redange - Using Renewable Energies

This supermarket is not heated with gas or oil, but with a heat pump which uses the residual heat produced from

refrigeration. Whenever Cactus Redange store requires extra heat, this is provided by Redange's biogas plant which supplies the village. Using renewable energies saves around 135 tonnes of CO<sub>2</sub> annually.

#### Cactus Bascharage, Mersch, Schiffflange, Windhof - Using Heat Pumps

These supermarkets have heat pumps which manage to provide between 45% and 50% of their annual heat requirements by using the residual heat produced from cooling refrigeration appliances. The remainder is provided by gas operated systems.

#### Cactus Bascharage, Redange and Ingeldorf - Photovoltaic Installations

These three supermarkets have photovoltaic installations which produce more or less 1,600,000 kWh/year, equivalent to 290 single-family homes (a four-person household; source: RWE). This means that using solar energy saves around 960 tonnes of CO<sub>2</sub> per year (1 kWh +/- 0.6 kg CO<sub>2</sub>; source: German Federal Environment Agency 2011).



#### Cactus La Belle Etoile - South Extension - Energy Optimisation

LED (Light Emitting Diode) systems are used to light most of the communal areas in the new extension; the large glass windows in the dome ensure that as much daylight as possible gets into the store. A CTM system (Centralised Technical Management) has been installed for efficient energy use. The ventilation systems are equipped with the best-performing heat recovery ventilators currently available.



# 1. Environmental Commitments

## Commercial Refrigeration (refrigerators at points of sale)

For our new commercial refrigeration equipment, we select the very best technology currently available. All new appliances have doors, which makes it possible to reduce energy consumption by approximately 25%. Furthermore, all new equipment comes with LED lighting, which cuts down on electric energy consumption and heat dissipation in the appliances.



## Harvesting and using rainwater

Depending on the site, we have installed either a tank to collect rainwater or separate networks with one solely for rainwater and another one to collect wastewater.

Here are a couple of specific examples of what we have done:

**Cactus Ingeldorf:** after going through a hydrocarbon separator, water that falls onto the car park is routed to a tank and then channelled into the river Sûre. This ensures that no “clean” water gets into the wastewater collection network which means that dilution of pollution and blockage of the water purification plant can be avoided.

**Cactus Brill:** rainwater is routed to a tank and is then used to flush the store’s urinals and toilets.

## 1.3 Waste Recovery and Responsible Recycling

### Cactus certified by the “SuperDrecksKëscht fir Betriber” label

We were given the “SuperDrecksKëscht fir Betriber” quality label for our waste management. An acknowledged mark of quality, this label is awarded by the Luxembourg Environment Agency and the Chamber of Trades to companies whose waste management is environmentally friendly.

We have drawn up rules that stipulate an increasingly rigorous system for sorting our waste. Also at each point of sale, a recycling manager has been appointed who is in charge of training employees and ensuring that the sorting system is adhered to. By doing this, we have managed to considerably reduce the amount of “household waste” over the years. It’s about saving the environment, but about saving money too.



## Valorlux Bags

Back in 1998, we were the first company in the retail sector to provide 100% recyclable, re-usable bags alongside traditional plastic and paper bags at our supermarket checkouts. The second phase was when Valorlux “eco-bags” were sold exclusively at Cactus. Free plastic bags have now been completely withdrawn at our tills so that customers are encouraged to use their Valorlux bags: in 2012 we managed to achieve a reduction in equivalent CO<sub>2</sub> emissions of 1,896,365.65 kg.



# 1. Environmental Commitments

## 1.4 “Love food - Hate waste”

### Organic Waste

For over 10 years, organic waste from our supermarkets has been sent to the Mangen biomethanation plant at Flaxweiler. Leftover food from our restaurants, meat, fish and flowers are treated here and make up 22% of all the categories of waste that is sorted. Processing this waste generates green energy in the form of gas – and it is used as such or to produce electricity – while the sediment becomes agricultural fertiliser. Over the years, Cactus has significantly reduced the amount of “household waste” by sorting waste ever more rigorously. If we did not sort our waste, the company would pay precisely double the amount it pays today.

### Red Cross, Caritas and Cent Buttek Social Grocery Stores

As part of their common objective to fight poverty and against a background where the risk of becoming impoverished in Luxembourg is continually increasing, the Red Cross and Caritas Luxembourg have together set up the “social grocery stores” concept. Social grocery stores provide people who have fallen on hard times with foodstuffs and everyday products which they can buy for a third of their market price. We support them by supplying them with products at preferential prices.

To guarantee our customers maximum freshness, we systematically remove items from the dairy section two days before the use-by date. These products are donated to Cent Buttek customers.

The Cent Buttek and social grocery stores help people in Luxembourg who have been hit by financial insecurity. These people also are given bread, pasteries, fruits and vegetables that fail to meet our quality criteria but which are nevertheless still fresh. Fish and meat cannot be donated as they are ultra-fresh, fragile products (they go to the biomethanation programme as organic waste). Cent Buttek volunteers come every day to collect goods from our stores which they then hand out to needy families through their network.

### Parc Merveilleux in Bettembourg

The animals at Parc Merveilleux in Bettembourg also enjoy fruits and vegetables we have not sold. At La Belle Etoile, employees of this section gradually fill containers with unsold products which are given to A.P.E.M.H. (Parents Association for Mentally Disabled Children) which runs the Parc Merveilleux operation, as a training and work structure. The charity’s workers then sort the fruits and vegetables, preparing them as appropriate for the different animals.





## 2. Social and Human Commitments

### 2.1 Logistical, Human and Financial Support

#### Cactus Charity

Since our company was founded, we have been committed to helping the most disadvantaged in the community by making contributions through funding and publicizing and also by drawing on our human and organisational resources.

Since October 2012, all our philanthropic work has been brought together and is run under the name Cactus Charity, which is a commitment by the group as well as a service to its customers.

Indeed, customers may convert the points on their loyalty card into donations to six charities which we have supported for many years and which are well-known for their serious commitment in the field: Luxembourg Alzheimer's Association, Food Bank, Red Cross, Cancer Foundation, Fondatioun Kriibskrank Kanner and Unicef-Luxembourg.

#### UNICEF-LUXEMBOURG

Partners for over 10 years, the Luxembourg Committee for UNICEF and Cactus organise every year the Kannerlicht action weeks for children's rights. Over the past 13 years, a total of more than €1,500,000 has been raised for children worldwide. This money is used for different projects, for example to protect, educate and keep children healthy across the world. Furthermore, since 2014 the Cactus group's Director-Manager Mr Laurent Schonckert, has been vice-chairman of UNICEF-Luxembourg.

#### Food Bank

For over ten years, Lions Club members and a few schools have organised in our supermarkets collections of food to go to the Food Bank. Run by volunteers, the Food Bank hands out the foodstuffs it gets free of charge to families in need in Luxembourg. At the moment, 15 to 17 collections are organised annually. In 2013, over 50 tonnes of goods were collected. Cactus prints all the publicity material – flyers, posters – and makes sure that the dates are publicised in its publications as well as in its stores. Logistics is another area of crucial support. Cactus packs the food onto pallets and transports it to the Food Bank warehouse in Bertrange.

Since June 2012, the Roude Léiw Lions Club and Cactus have set up another charity initiative: collecting old mobile phones. Altogether, twelve Cactus points of sale have a mobile phone collection box. For each mobile donated, the Roude Léiw Lions Club gives at least €5 to the Food Bank.

#### Commerce équitable

##### Fair Trade

Our support for fair trade is long-standing. Fairtrade coffee first appeared in Cactus stores in 1993.

Nowadays, our supermarket ranges include over a hundred fair trade products.

What's more, fair trade is not just about food products – we also offer our customers Fairtrade fabrics and flowers. Almost one third of our roses have been Fairtrade since 2008.

The coffee we serve exclusively in all our restaurants is certified organic and fair trade. In 2008, Bruno Bio Fairtrade coffee,

which comes from the Oro Verde cooperative, was added to our range and became the only coffee served in our restaurants and canteens. We estimate that we consume 65 tonnes per year, the equivalent of farming around sixty hectares which provides 93 families with work.

#### Because of this support, many projects have been set up:

In 2005, we helped fund the building of two new sugar cane production units in Peru.

In 2007, we helped with the construction of a cooperative for staple foods in Nicaragua, thereby giving 58 young people the opportunity of integrating into the labour market and enabling 300 families to obtain low-cost staple foods.

In 2010, we gave a donation to the Oro Verde cooperative which produces Bruno Bio Fairtrade coffee, jointly supporting the funding of a warehouse for Oro Verde with Fairtrade Lëtzebuerg and the Ministry of Foreign Affairs. The warehouse was opened on 28th May 2012 and has a drying area, a training centre and a quality control centre.





# 2. Social and Human Commitments

## 2.2 Social Responsibilities as an Employer

### Training young people

For the 2013/2014 academic year, we took on sixteen young people on a three-year apprenticeship contract.

Traditionally we are very open to taking on apprentices being mindful of the energy and enthusiasm these young people can offer our points of sale and departments. Likewise, completing an apprenticeship with a company like Cactus, which offers real career development prospects, is a golden opportunity for these young people who demonstrate the right combination of required skills, motivation and the virtues of being reliable and hard-working.



Claudia Mallardi and Jerry Scharfe, Cactus Windhof Direction



Sandy Lommel discovered the world of logistics.

### Helping with employment

For the 2013/2014 academic year, we signed a partnership contract with Education Différenciée (an inclusive education programme) which meant we were able to offer four pupils a three-week placement in our stores in February and in May. They were totally integrated into our teams and helped with all daily work tasks. Pupils were supervised throughout the placement by one person who was assigned to them by Cactus.

These initiatives have many aims. First and foremost the aim is to make pupils aware of the importance of the theoretical knowledge learnt at school: becoming aware of this motivates them to work as hard as possible in class. In addition, they learn to work in a team and become aware of the social skills that are needed to work together as a group. Finally, young people are able to evolve on a personal level as they are forced to acquire new knowledge in an unfamiliar environment.

### Helping with integration

Employees from over 40 different nationalities work at Cactus. So that everyone is totally integrated into the existing teams, Luxembourgish lessons are available during work hours at no cost. It seems clear to us that in a Luxembourg company people should be greeted in their mother tongue. This means we are committed to helping our employees learn to speak Luxembourgish, so they can at least use conventional expressions of politeness.





# 2. Social and Human Commitments

## 2.3 Cactus and Education

### Cactus is a partner of the “Jonk Entrepreneuren Luxembourg” non-profit organisation

Since 2013, we have been a Golden Partner of the Jonk Entrepreneuren Luxembourg non-profit organisation which introduces young people to the world of entrepreneurship by inspiring them to innovate, be creative and use their own initiative.

We take part in various activities that the association organises. We look after young students on a regular basis, for example for the Shadow Day, when young people are able to find out more about different types of work and get an introduction to the world of work. We also support Mini-Enterprise, when as part of a school project young people get to manage a project from start to finish as if it were a proper company. Throughout the year, different departments also take in many placement students.

Marc Hoffmann, the Cactus group’s Marketing Director, also sits on the Jonk Entrepreneuren Luxembourg’s management board.



### Cactus supports sport in Luxembourg

Being aware that taking regular exercise is an important part of a balanced lifestyle, we sponsor many sports events in Luxembourg. Whether these events are for children or adults, for professionals or amateurs, the Cactus group’s work to support sport is aimed at every section of the population. Football, athletics and swimming too, we are active in many areas of sport because we are committed to promoting a healthy lifestyle.



Laurent Carnol, elected best sportsman Luxembourg of the year 2013 and sponsored by Cactus since 2011.

### Wanderguide: D'ESLEK NEI ENTDECKEN

Les “Mini-entrepreneurs” ont du talent!

“Apprendre à Entreprendre” est la devise de l’association JEL, “Jonk Entrepreneuren Luxembourg asbl”, qui a pour objectif d’enseigner et de sensibiliser les étudiants luxembourgeois à tous les niveaux de leur formation scolaire (de 6 à 25 ans), au monde de l’économie et de l’entrepreneuriat!

**Le principe du projet**  
Durant une année scolaire, un groupe d’étudiants d’une classe de lycée constituent une Mini-Entreprise qu’ils vont créer, structurer, développer et gérer; ce qui les amènera à prendre eux-mêmes les décisions stratégiques et à en assurer la responsabilité. Ils sont soutenus par un professeur qui intervient en tant que coach. D’autre part, des partenaires externes, dont Cactus, parviennent l’association, avec pour principal objectif de mettre en situation réelle ces étudiants qui ont choisi une approche dynamique de l’entreprise.

**Le challenge!**  
Le 4 juin 2014, l’association JEL a désigné la Mini-Entreprise lauréate et attribué neuf prix spéciaux qui ont récompensé les meilleurs travaux.  
Le projet CHICKEN & ME du Lycée Technique Agricole d’Ettelbruck a remporté le prix de “Mini-Entreprise” de l’année. Le prix du meilleur produit/service a été attribué au projet Wanderguide – “D’ESLEK NEI ENTDECKEN”, des élèves de 3ème du Lycée Classique de Diekirch.

**Wanderguide – “D’ESLEK NEI ENTDECKEN”**  
Il s’agit d’un guide touristique à la découverte de l’Oesling, qui a l’originalité d’associer la randonnée pédestre à la gastronomie. Une manière ludique pour les amateurs d’excursions pédestres d’apprécier chacune des trente destinations que compte le guide. Très clairement décrites, les randonnées détaillées et commentées, proposent une pause gourmande pour terminer en beauté les parcours d’environ 10 km. Le restaurant associé y délivre une recette maison qui est également illustrée!  
Ensemble, les neuf élèves de la classe de 3ème du Lycée Classique de Diekirch ont conçu et testé chacune des randonnées, photographié chaque endroit, chaque plant! Ils vous proposent un guide structuré, abondamment illustré, riche de leur expérience, vous invitant à partager leur passion (plus d’info sur [seisenagen@gmail.com](mailto:seisenagen@gmail.com)). Ensemble, soutenons les jeunes entrepreneurs!

**Cactus** qui soutient l’association JEL depuis de nombreuses années, a souhaité encourager les jeunes concepteurs de ce guide en le proposant à la vente, dans son rayon librairie à la Belle Étolie, durant 2 semaines à partir du 15 juillet. L’occasion rêvée pour de belles balades en famille durant ces vacances d’été!



# 3. Commercial Commitments

## 3.1 Socially Responsible Products

### Bio Naturbrout for natur&ëmwelt

We have been selling Naturbrout, a healthy and balanced multi-grain bread, since 2010. For each Naturbrout sold, we promise to donate 10 centimes to natur&ëmwelt – Fondation Hëllef fir d’Natur. The money raised is used to support different projects, for example to save reed beds or protect the otter.

In 2014, to celebrate the 20th anniversary of Cactus Bio, Cactus decided to now make organic bread, Bio Naturbrout bread.



### Cactus orange juice for UNICEF

As a UNICEF-Luxembourg partner for over 10 years, in July 2012, we decided to step up our support for this organisation which campaigns for children’s rights.

In practical terms, we support UNICEF-Luxembourg’s multi-annual “Schools for Africa” campaign by selling a socially responsible product: for each litre of Cactus own-brand orange juice sold, 10 cents are donated to the organisation towards an educational project in Madagascar. Since the Schools for Africa campaign was launched in 2004, over 21 million children in eleven countries in Sub-Saharan Africa have already benefitted from better access to education, thousands of new schools have been built and the quality of teaching has improved considerably.





# 3. Commercial Commitments

## 3.2 Responsible Fishing

### Our commitment to responsible and qualitative fishing

We no longer sell endangered species such as the orange roughly, shark, grenadier and so on, and we respect minimum fish size!

We no longer sell “Skrei”, cod from the Barents Sea, which migrates for the season to spawn in the North of Norway, because intensive fishing during the reproduction period may lead to the species becoming extinct.

We refuse to sell living species such as carp and eels; we condemn any suffering inflicted on animals!

### “Small boat” and line fishing

We actively encourage “small boat” fishing, which is inshore fishing over short periods, which guarantees the freshest fish!

We actively support Icelandic fishermen who use line fishing, a method of fishing which ensures sustainability of the species as well as fish of exceptional quality!





# 3. Commercial Commitments

## 3.3 Local Producers

### Eist Uebst, Us Uebscht



In 2002, a dozen fruit farmers in Luxembourg and the Moselle formed a group under a single label “Eist Uebst – Us Uebscht”.

Together they grow apples, pears, plums, strawberries, raspberries and now also vegetables, and in particular salad produce. The great taste of all these high-quality fruits and vegetables is down to the “terroir”, the climate and the expertise of these producers. We are the exclusive supplier for these top-quality fruits and vegetables, much appreciated by our clientele, increasingly keen to buy local produce which is always extremely fresh.

Furthermore, this label has made it possible to develop a regional economy; these producers have a real outlet and now know for sure that they can sell everything they produce in our supermarkets.



### Cactus Rëndfleesch vum Lëtzebuerger Bauer



This label, which was introduced over 15 years ago, aims to guarantee superior-quality beef for consumers and a fair income for the breeders. 76% of the cattle sold in Luxembourg go to Cactus.

By supporting regional agriculture, we are also making a commitment to protecting the environment. There is little transportation involved which has the positive effect of lowering CO2 emissions and ensuring that the meat is as fresh as possible on arrival.

The meat comes exclusively from male cattle, mostly either Limousin or Charolais bulls. They are bred only in Luxembourg and the specifications for the label demand very strict quality controls regulating where the animals come from, how they are fed and treated as well as traceability.

The well-being of the animals is controlled and inspected at several levels, with very demanding requirements covering how the herds are kept, the conditions in which they are raised and the cleanliness of barns too. The label specifies strictly balanced and controlled vegetarian feed. Officially recognised by the Ministry of Agriculture on 26th June 1998, the label has become the leading label in this field in Luxembourg.

At present, there are 153 farmers involved in this quality label.

