



Press Release

METRO and UN World Food Programme join forces to fight global hunger

- METRO and WFP team up to help create a world of zero hunger.
- WFP Italia – the Italian non-profit organisation supporting the World Food Programme – and METRO Cash & Carry Italy have been collaborating successfully since 2012.
- METRO to enter into a globally planned, locally implemented partnership following the example set in Italy.

Düsseldorf/Munich, 11 July 2016 – METRO Cash & Carry has entered into a global partnership with the World Food Programme (WFP), the United Nations agency mandated to combat hunger around the world. This is an opportunity for METRO to help WFP advance towards the second of the UN’s Sustainable Development Goals: to “end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030”.

The global partnership between METRO and WFP relies on three pillars: empowering customers to donate, engaging employees in fundraising, and sharing expertise between the two organisations. Specific activities and campaigns will be developed for METRO Horeca customers (restaurant and catering professionals).

The partnership grew out of a successful four-year-old collaboration between WFP Italia – the Italian non-profit organisation supporting the World Food Programme – and METRO Cash & Carry Italy. Following this example, METRO and WFP will now enter into a globally planned, locally implemented partnership. It will be gradually implemented in selected countries and allow for country-specific fundraising activities.

“We are proud to be partnering with WFP. This cooperation will enhance our strategy for corporate social responsibility and our commitment to corporate citizenship issues,” said Heiko Hutmacher, Member of the Management Board and responsible for sustainability at METRO AG.

Mr Hutmacher was speaking in Munich at the launch of WFP’s Innovation Accelerator, which harnesses ideas and solutions and scales them up to achieve zero hunger.



World Food Programme

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“The partnership also highlights the need for innovation in the field of sustainability,” Mr Hutmacher added. With its Innovation Accelerator, WFP is demonstrating how it will use new ideas and technologies to achieve its goal of ending hunger. We feel that this message complements our own corporate strategy and are eager to support WFP in their initiative.”

“The partnership between WFP and METRO Cash & Carry shows us how business and the UN family can team up to pursue vital global goals,” said Jay Aldous, Director of Private Partnerships at WFP. “With its global market reach and deep consumer insights, METRO Cash and Carry can contribute to achieving a world where food is accessible and affordable for all. We are excited by this opportunity to join forces on a global level and explore common solutions to achieving a world with zero hunger.”

METRO Cash & Carry is represented in 25 countries with over 750 self-service wholesale stores. With a headcount of about 110,000 employees worldwide, the wholesale company achieved sales of around €30 billion in financial year 2014/15. METRO Cash & Carry is a sales line of METRO GROUP. METRO GROUP is one of the largest and most important international retail companies. In financial year 2014/15, it generated sales of around €59 billion. The company operates over 2,000 stores in 29 countries and has a headcount of more than 220,000 employees. The performance of METRO GROUP is based on the strength of its sales brands that operate independently in their respective market segments: METRO/MAKRO Cash & Carry – the international leader in self-service wholesale; Media Markt and Saturn – the European market leader in consumer electronics retailing; and Real hypermarkets. For more information, visit www.metrogroup.de

WFP is the world's largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in around 80 countries. For more information, visit: www.wfp.org

Contact

METRO AG

Corporate Communications

phone +49 (0) 211 68 86-42 52

presse@metro.de