

Pick n Pay is one of Africa's largest retailers that stands out as a company with strong initiatives to improve children's lives. In addition they have a leadership and company culture that exhibit their belief in social action and that "doing good" is vital to be a successful retailer.

PICK N PAY'S SUSTAINABILITY STRATEGY

Since PnP was founded in the 60s, they had a strong focus on sustainability and community contribution. There is a belief in the company that to be successful as a retail business, it is vital to be doing good for your customers and society at large. This belief is an integral part of the business and company culture.

PnP has five focus areas that together form the foundation for their sustainability work. Several of these areas are closely related to their work in children's rights.

1. Promoting Healthy Living
2. Supporting Local and Ethical Suppliers
3. Being Environmentally Responsible
4. Employee Opportunity and Diversity
5. Doing Good in the Local Community

ADDRESSING CHILDREN'S RIGHTS

PnP has a holistic perspective on children's rights. The board is accountable for children's rights, they assess material risks and proactively manage its impact, and in addition they initiate long-term programs to improve children's lives in different ways.

Governance and board accountability: PnP has a clear governance structure and reporting practices for sustainability. There is board accountability for sustainability with the Social and Ethics Committee, which includes children's rights. Thereafter teams across the business give effect to the "doing good" principle through policies and practices.

Materiality assessment: PnP identifies material children's rights challenges through a structured internal process. The issues are then clustered into the five focus areas above. One example is to Promote Healthy Living, as there is a large problem in South Africa with malnutrition. PnP encourages healthy eating by educating learners in schools, who are teaching children how to eat and live healthy.

Issues beyond child labor: PnP identifies how their business operations impact children. This includes both positive impact that can be easily achieved considering PnPs resources and skills, and potential harm their products could be causing children.

PICK N PAY AT A GLANCE



COMPANY PROFILE:
Major retailer in Southern Africa

REVENUE '14:
63.1 billion ZAR

COUNTRIES W. SALES:
South Africa, Namibia, Botswana, Zambia, Mozambique, Mauritius, Swaziland and Lesotho

SELECTED SCORECARD INDICATORS WHERE PNP ARE DOING VERY WELL

- Board accountability
- Strategic programs
- Issues beyond child labor

High Fibre Grains and Carbohydrates
Helps to provide fibre and a balanced source of energy to get you fully energized and support growth. For example whole-wheat rolls and an apple or banana.

Protein
Protein supports the structure, function, growth, repair and regulation of your body. Protein and energy. Protein is an essential building block. For example, muscle, cartilage, skin and hair are made of protein. For example boiled eggs and peanut butter.

Vegetables
Vegetables provide a wealth of vitamins and minerals such as potassium, fibre, iron, calcium and C to support your immune system. For example cherry tomatoes and carrot sticks.

Fruit
Fruit is a good source of vitamins and fibre which help reduce the risk of some chronic diseases. Fruit provides nutrients that will make the good choices. For example raisins and whole fruit.

Healthy fats
Fats offer a source of fat soluble vitamins A, D, E and K and help with digestion. Healthy fats help to protect against coronary heart disease. Choose plant oils over animal fats whenever you can. For example nuts and avocados.

Water
Water is essential to many functions, including absorbing nutrients and transporting them around the body.

Presented to you by **Pick n Pay**

A healthy lunchbox helps provide the nutrients you need to get you through the long school day.

PnP is actively working to have a positive impact on children's lives in different ways – often closely linked to PnP's core competences. For example, they make healthy products more accessible by offering a weekly "Super 6" – six high-quality fruits and vegetables at competitive prices. They are also initiating major educational projects, such as the PnP School Club (see box) and Kids in Park educational programs.

PnP is running a number of initiatives to actively manage potential negative impact on children. PnP aims to offer nutritional, healthy food and is currently reducing salt and sugar content in products without compromising on quality. Other initiatives include responsible marketing communications for children and close work with the Department of Health to combat obesity.

GOING FOWARD

It is evident that the culture of "doing good" is a natural part of the entire company, not just the sustainability team. However, this is not the case in all corporations today. PnP believes that change starts from the top with a leadership that strongly believes in sustainability and social action. If there are strong leaders with authority that believe they can improve the lives of children - they can make change in the organization quite quickly.

PnP is calling for more partnerships to together work towards a better life for the children. Much larger impact can be achieved if other companies contribute with the competences they might have that complement PnP, in projects such as for example the School Club.

One reflection is that living in a region where there are pressing problems with water access, nutrition and education, it is natural that the company is focusing more on how to improve the lives for the children in the region, rather than focusing on mitigating risks (where European companies often tend to focus their efforts). When it comes to risk mitigation in for example the supply chain, PnP wants to further improve, standardize and structure their efforts.

SUPPORTING EDUCATION

STRATEGIC PROGRAMS: PnP School Club, now in its '12th year, is an innovative program designed to assist educators by providing curriculum materials. It is a public-private initiative with a number of local suppliers as partners that support with private funding.

The free educational material is specific to the children's grades, aligned to the curriculum and written by experts. In total 5.7 million educators, students, parents and guardians are included in the program. The initiative is part of PnP's 5th focus area: *Doing Good in the Local Community*

The number of schools included in the School Club initiative increased from 2'500 in 2013 to 3'025 in 2015

