

CIRCULAR ECONOMY TO #REVITALISERETAIL

REWE Group / 3. November 2020



REWE GROUP AT A GLANCE

RETAIL GERMANY



RETAIL INTERNATIONAL



CONVENIENCE



DIY STORE



TRAVEL AND TOURISM



OTHER



**“SUSTAINABILITY IS NOT A FLEETING TREND AT REWE GROUP. RATHER,
IT IS A FUNDAMENTAL ELEMENT OF ITS BUSINESS STRATEGY.”**

4 PILLARS OF SUSTAINABILITY

**Energy, Climate and
the Environment**



**Goal: active contribution
to climate and resource
protection**

Employees



**Goal: fostering
satisfaction, performance
and productivity**

Social Commitment



**Goal: active
engagement for a
better future**

Green Products



**Goal: offer more
sustainable product
ranges**



**We want to
increase the use of
secondary plastic.**

**For this, we work
towards the use of
recyclates in
packaging.**

**We want to save
packaging material.**

**We are continuously
testing new reusable
systems.**





Respekt, wer's selber macht.

Mietgeräteservice



Product as a service
is business as usual
in DIY...

**We are organised as
a cooperative.**

**Our independent
retailers and our
branches are firmly
rooted in their
communities and
regions.**



Regionalität bei REWE: Die REWE Lokal-Partnerschaft

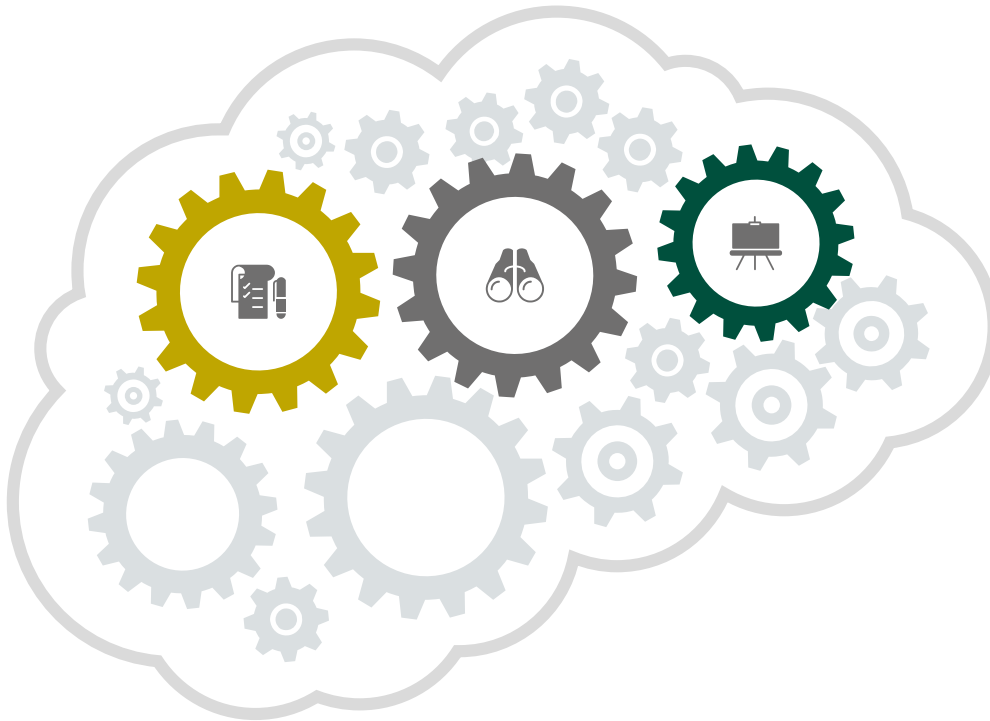
PENNY.

**We are supportive
partners in times
of crisis.**

**When difficulties
arise, we aim to
find solutions
together on a
case-by-case
basis.**



SINGLE MARKET COMPLETION



Strategic Foresight



Investment Security &
Scalability



Legal Certainty

CIRCULARITY CHALLENGES AT EU LEVEL



Missing uniform and recognised standard that indicates recyclability



Need for EU sustainability criteria for bioplastics



Existing barriers and challenges for using recyclates