

Samfunnsansvar......CSR, CR, SW

Just talk, window dressing or long term values?



WHAT IS IT? WHO CARES?



VIBRANT AND PROFITABLE STRATEGIES



ARE YOUR PLANS ADEQUATELY FOUNDED WITHIN THE STRATEGY AND LEADERS OF THE BUSINESS?

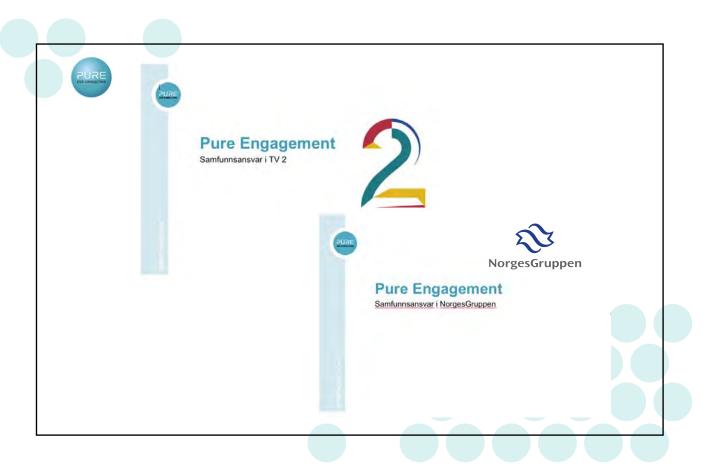


Question to ask..

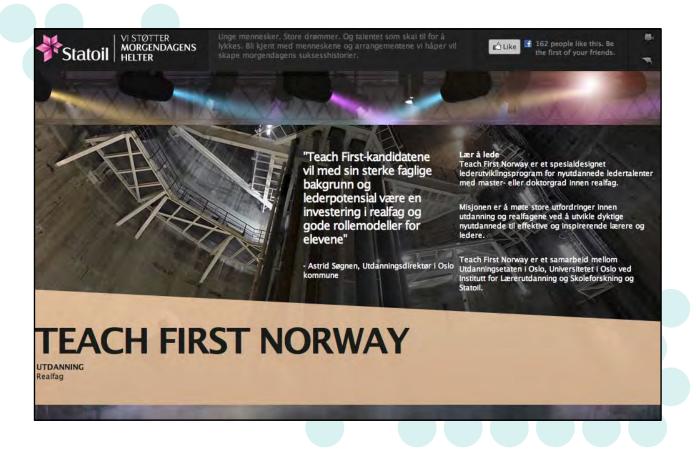
- How close related to your core business is your strategy?
- Are the entire organisation motivated by, and inspired to promote the role as a responsible business?
- How is it expected that you report on it?

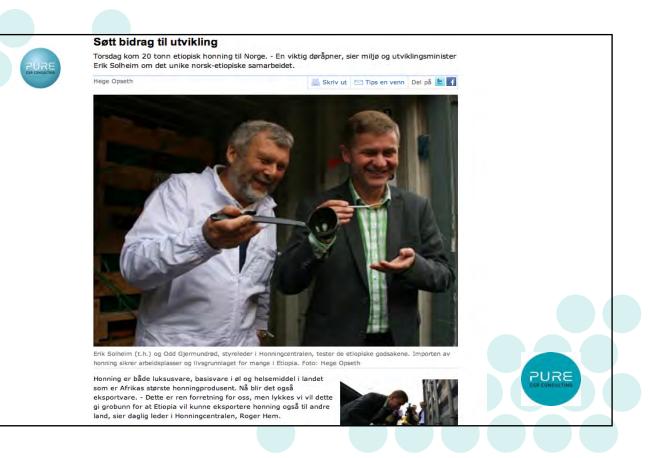


COMPETITIVE ADVANTAGE
-ONLY IF IT IS CLOSE TO CORE BUSINESS!



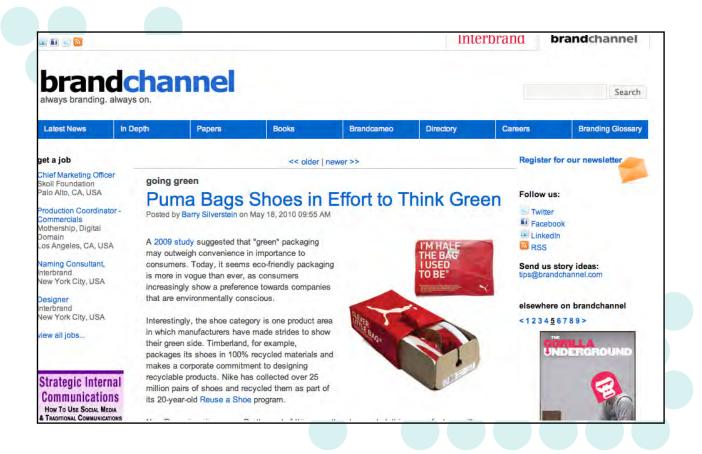
















PUMA a Winner at Innovation and Design

MAY, 2011

PUMA was a proud winner at the Conde Nast Traveller 2011 Innovation and Design Awards held at the St Pancras Renaissance Marriott Hotel in London on May 10. The awards were created to honor the best in innovative design and thinking and recognize achievements in a wide variety of categories. The winners were selected by Traveller readers based on nominations by a team of experts.



Clever Little Bag

PUMA's Clever Little Bag, a revolutionary new packaging design, was selected as the best design in the Sustainability category. Yves Béhar, founder of fuseproject, was also recognized as Designer of the Year, for his contribution to the Clever Little Bag Creation. The Clever Little Bag is PUMA's answer to the traditional shoebox. It uses 65% less paper to make and reduces water, energy, and diesel consumption during

Vil lage matsentral for vanskeligstilte Vil lage felles

NorgesGruppen og Kirkens Bymisjon vil se på muligheten for å distribuere overskuddsmat fra de store dagligvarekjedene til organisasjoner som jobber blant vanskeligstilte.

Publisert dato: 21.05.2010



Marianne Vennerød på Lønn som fortjent får mat fra Matekspressen. Kiwi og Deli de Luca har i flere år gitt overskuddsmat til Kirkens Bymisjons

matsentral



Konsernsjef Sverre Leiro i Norgesgruppen synes kjedene kaster alt for mye mat. Nå har han fått med seg landbruksminister Lars Peder Brekk for å utrede muligheten for en felles norsk matsentral for å distribuere mat til trengende.

Fra før har Kiwi en avtale med Kirkens Bymisjon om å levere mat kjeden ikke rekker å selge. Nå mener Sverre Leiro at det er på tide å utvide denne



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