

Manifesto on sustainable entrepreneurship

2011

Within the Group Colruyt, together, we create sustainable added value: based on our **economic** impetus, we create a positive and ecological spiral. We believe that, in this way, our entrepreneurship drives sustainable change.

- **Socially connected**

Our employees are the ones who make the Group Colruyt what it is today. What we do also has an impact on our customers, suppliers, partners and society at large. Based on this sense of strong **commitment and permanent interaction**, we want meaningful interaction with anyone involved with our company, regardless of the level of involvement.

- **Environmentally conscious**

As a company, we rely on the raw materials and energy resources that come from our ecosystem. We do this with **maximum respect for the planet** by only taking what we need. This is our way of contributing to a healthy environment, that will also be there for future generations.

- **Striving for maximum efficiency**

Sustainable entrepreneurship means ensuring the continuing survival of our business. That is why we strive for maximum efficiency, using a **minimum** of raw materials, energy and human effort to provide **maximum** meaningful economic added value.

- **Entrepreneurship = taking responsibility**

As a learning organisation, we actively assume our responsibility by making conscious **choices** and taking **the initiative**. In this way, we work towards a virtuous circle, step by step, with the hope of inspiring those around us to make a difference together with us.