



**DIGITIZATION +
SUSTAINABILITY
= IMPACT AND
EMPOWERMENT**





TRANS- PARENT SUPPLY CHAIN



TRANSPARENCY HAS A **PURPOSE**



LEGITIMATION
TO OPERATE



FULFILMENT
OF EXTERNAL
REQUIREMENTS:
INFORMATION AND
COMPLIANCE



DIGITIZATION
OF PURCHASING
ACTIVITIES
AND SUPPLIER
MANAGEMENT



IMPACT
INCREASE AND
EMPOWERMENT
BY SUSTAINABILITY
ACTIVITIES



PROACTIVE
BRANDING AND
STORYTELLING
TO BE CREDIBLE
TO CUSTOMERS



THE TRANSPARENCY **BLACK BOX**

?

MILL



EXPORTER



AGENT/TRADE



ROASTER

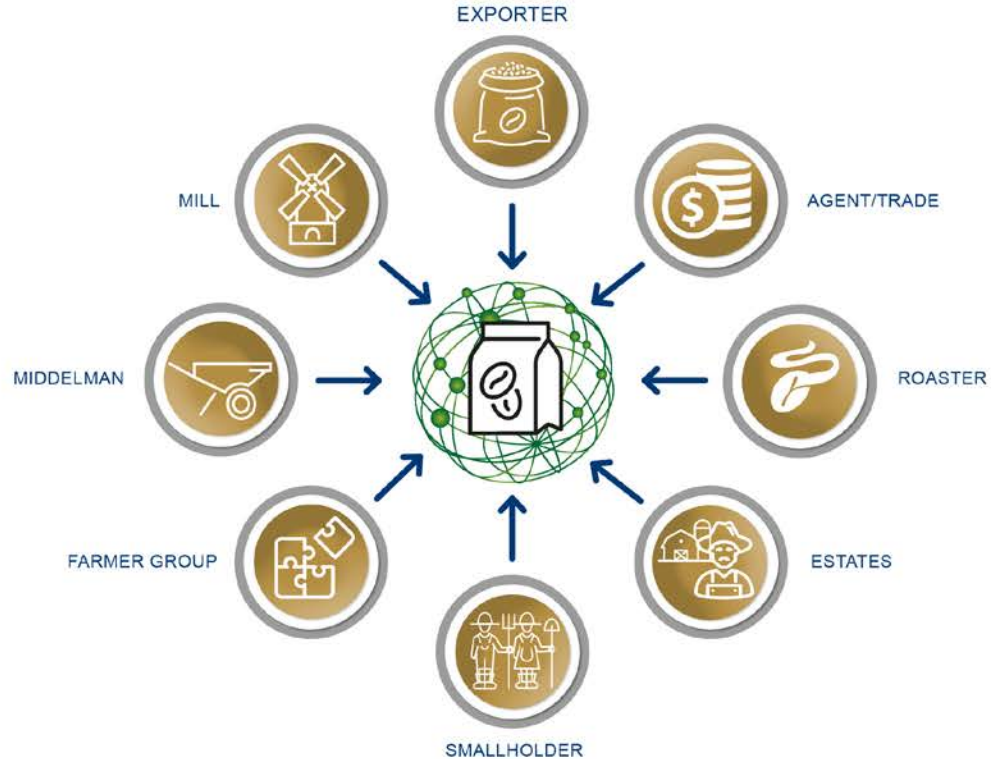


PRODUCT





THE FUTURE WILL BE BASED ON NETWORKS





IMPACT FOR PEOPLE, PLANET AND TCHIBO



FARMER

FAIRNESS
PARTICIPATION
QUALITY



TCHIBO

FAIR TRADING
PRACTICES
SCALING IMPACT



CUSTOMER

INVOLVEMENT
ENABLEMENT
PARTICIPATION



SUPPLIER

LONGTERM
PARTNERSHIPS
QUALITY



THE DIGITAL PRODUCT



THE SUSTAINABLE IMPACT OF **DIGITAL PRODUCTS**





DIGITAL PRODUCTS FOSTER THE SHARING ECONOMY





THE SUSTAINABLE ALTERNATIVE FOR FAMILIES

90 %

REUSABILITY

30 %

2nd HAND SHARE

> 30.000

RENTED ITEMS

2,1 kg CO_{2eq}

PER RENTED SHIRT



3500L H₂O

PER RENTED SHIRT

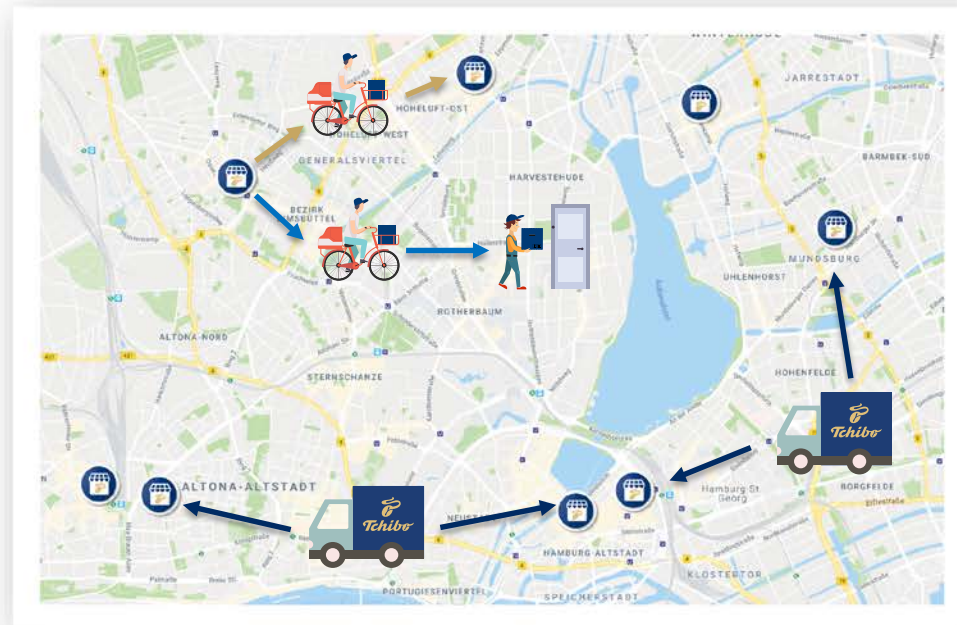




THE DIGITAL LAST MILE



ENVIRONMENTAL SAVINGS BY DIGITAL LAST MILES





WHAT DOES IT TAKE?

1. Strong partnerships and industry networks
2. Digital products and transparent supply chains
3. New service-oriented business models

Effect: more fairness to people and planet
throug environmental savings and social program
designs while **empowering the customer**
to live a more sustainable life.





IS THAT
ENOUGH?



LET'S TALK



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New Business

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