

# A GREENER APPROACH

J SAINSBURY PLC USES THE eTREE PROGRAMME TO HELP MINIMISE ENVIRONMENTAL IMPACT

## CASE STUDY

### FACTS

J Sainsbury plc (Sainsbury's) serves 17 million customers each week in 509 supermarkets and 276 convenience stores across the country.

Respect for the environment is one of Sainsbury's five corporate responsibility values and provides the framework for the way they do business.

### CRITICAL ACTION

In 2006, Sainsbury's joined a host of other companies and signed up to eTree, Computershare's global environmental incentive programme. Partnered with the Woodland Trust, the scheme encouraged Sainsbury's shareholders to sign up to receive electronic rather than paper based communications, reducing the company's carbon footprint through reductions in energy and paper consumption. This in turn reduces print and postage cost.

Shareholders are now sent a communication encouraging them to sign up to the programme by registering their email address at the eTree website. As well as the convenience of getting email notification when communications are available online, a key incentive is a £1 donation per sign up from Sainsbury's to the Woodland Trust's Tree for All campaign, which aims to give every child in the UK the chance to plant a tree.

### RESULTS

To date, over 8,500 shareholders have signed up to eTree, providing enough saplings to enable the Woodland Trust to create 12 acres of new woodland throughout the UK. Sainsbury's has also made savings in print and mail costs.



**"Computershare's eTree programme demonstrates our commitment to minimising our environmental impact. The scheme couldn't have been easier to implement and shareholder feedback has been consistently positive."**

Hazel Jarvis, Deputy Secretary, J Sainsbury plc

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