



Our commitments to sustainable growth

Corporate Social Responsibility Report
2020-2021



picard

Pour le bon et le meilleur

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Cathy Collart Geiger,
Chief Executive Officer

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Interview with
Cathy Collart Geiger,
Chief Executive Officer, Picard

“We want Picard to be
an essential brand in every
aspect, in terms of products,
employer brand and
community engagement.”

Picard's Proxima plan involves large-scale transformation and ambitious growth, in France and internationally, a strategy that goes hand in hand with sustainable development and community engagement.

Explanations.

You're nurturing new ambitions for Picard. What are the reasons for this?

Picard is a leading company, unparalleled in its market. It's a heritage brand with many assets: exceptional know-how and very strong relationships with its customers. But the context has changed and the health crisis has been a driving force for these disruptive developments. This unprecedented period has not only highlighted the advantages of Picard frozen products, which are free of artificial colourings and palm oil, but has also accelerated consumer trends, particularly online shopping. We need to be better equipped to face these future challenges, which is the reason for our Proxima project.

What are the objectives of this growth plan?

Beyond the figures – a target of 2 billion euros in Sales by 2026, opening 25 new stores per year – we want Picard to be an essential brand in every aspect, in terms of consumer products and experiences, as an employer brand and in community engagement. This ambition reflects our reason for existence: continually nurturing our passion for good quality, tasty products that are good for people and less harmful to the environment.

What about sustainable growth?

These days, corporate social responsibility is a growth driver, an indisputable condition of a company's success. One of my main concerns when planning the Proxima project was to focus on an inclusive, people-centred project, involving the teams in an approach that represents a genuine cultural shift. This is why, as well as accelerating on all levels to reduce our carbon footprint and meet consumers' societal demands

in a range of areas – reducing packaging, product eco-design, quality and animal wellbeing – we pay specific attention to the human aspect and the employer brand.

How is this ambition expressed?

We implement practical measures relating to quality of life at work and inclusion, as demonstrated by our ambitious work-study policy and our disability agreement for 2020-2022. As well as many charity initiatives, we've also signed a partnership with Jobaviz, the CROUS recruitment platform, to support young people. Plus there are our campaigns with microDON to promote the National Federation of Students' Associations and its community groceries, AGORAé.

What are you most proud of?

In November 2021, Picard was named favourite French brand by OC&C Strategy Consultants, proving that we're on the right track! We'll continue on this path, ensuring we minimise our environmental footprint and maximise our positive, people-focused contribution to our ecosystem. For example, at the end of 2021, Picard took part for the first time in the economic inclusion summit initiated by the Mozaïk Foundation. This was an opportunity to discuss matters and take action with other stakeholders on equal employment opportunities.



Accelerating on all fronts

Proxima is Picard’s ambitious growth plan that confirms our mission: continually nurturing our passion for good quality, tasty products while embodying a respected community brand.



THE 4 AREAS OF FOCUS OF THE PROXIMA STRATEGIC PLAN



Customers
Optimise sales performance by putting customers at the heart of our strategy



Conquest
Expand our regional networks and accelerate growth in France and internationally



Services
Re-establish and expand the Picard digital experience



Brand
Develop a powerful platform in every aspect: brand, community, employer

2026 TARGETS

€2bn
in Sales

200
new stores

Develop
Click & Collect home delivery in all stores by the end of 2021

PICARD IN A FEW FIGURES (2020)



In parallel with the growth plan, our Corporate Social Responsibility (CSR) strategy is being accelerated at all levels. Our aim is to focus on sustainable growth and develop a community brand. Several key facts demonstrate this acceleration:

- **An expanded Sustainable Development team**
The team has increased from two to four people with a new employee recruited to work on product eco-design.
- **Picard awarded the Responsible Brand label**
This label, obtained in 2020, assesses companies’ CSR performance and encourages them to develop their practices according to a reference standard structured around 49 themes. Our strengths identified in 2021 include environmental actions and working conditions.
- **Specific commitments in each CSR pillar.**

OUR PRINCIPAL COMMITMENTS FOR THE 3 CSR PILLARS BY 2026



Environment

- A range containing 20% eco-label products
- 20% CO₂ emissions (compared to 2019) for transport
- 20% CO₂ footprint (compared to 2019) for products



Society

- A or B rating according to the SMETA/BSCI reference standards (business ethics, employment, health and safety, environment) for all our strategic suppliers
- Raise over €2m for the social and charity sector
- Support 10 sponsorship projects



Social

- 6% of employees with a disability
- 20% mentoring rate
- 100% of managers trained in diversity

Enriching our consumer relationship

OUR COMMITMENTS BY 2026

Named as the preferred French brand* in November 2021, we attach great importance to satisfying consumer expectations by offering good, safe, healthy food. We share our love for good products, guided by a need to eat better food - organic, local, vegetarian, with an emphasis on animal wellbeing. Every day, these issues drive us to improve our products for our customers, who are informed consumers, seeking new meaning.

20%
of products labelled MSC, ASC, organic and PRF**

.....
100%
free range eggs

.....
Compliance with the Better Chicken Commitment
for all products containing at least 30% chicken

*OC&C Rating 2021
**Pesticide Residue Free (limited to 0.01 mg / kg for each molecule identified)

OUR ACTIONS

• **Sustainable products: always more!**
Our range of organic products has been continually expanding since 2015 and now numbers 131 references, 10% of our total offer. This increasingly varied range is sourced mainly from our historical suppliers and has been developed as part of a multi-layered approach: support for farmers converting to organic, participation in experimental products and the creation of new labels that highlight regional products (see pages 10 and 11). We also offer 11 vegetable products that are guaranteed Pesticide Residue Free**. In the seafood segment, over half of our products come from responsible fishing and/or aquaculture. We have also recently drawn up an animal wellbeing charter to formalise Picard's policy in this area.



Enrich

• **Promoting healthy eating**
Less salt, less fat, less sugar! We promote healthy eating and constantly strive to improve the nutritional profile of our recipes. Every year, we make around 250 improvements, without altering the delicious flavours of our products. Artificial colourings, flavour enhancers and sweeteners are banned from our products.

• **Quality: unfailing commitment**
Picard makes the most of the intrinsic advantages of frozen products: flavour quality, nutrition, freshness, etc. These advantages are guaranteed by our expertise in the cold chain and our rigorous quality policy: we carry out 60,000 analyses every year. All the products are tested before they are delivered to the stores. Composition, texture and taste are inspected to

ensure food safety and product compliance. At the same time, our annual audit of producers ensures strict compliance with specifications, product traceability and the cold chain.

• **A varied, accessible, co-built range**
Our focus is on making our customers' everyday lives easier, in terms of price, availability and dietary trends. We offer a complete price range, with 450 products priced at less than €3, and diverse ways to purchase: our products are available in around 50 of our connected snackbars. These automatic vending machines, accessible 24/7, are installed in companies, hospitals and universities. Lastly, we offer our customers the chance to work on new recipes with us before selling them in our stores.

OUR RESULTS

250
recipe improvements per year

80%
of our cooked meals rated A or B on Nutriscore

131
organic products, 10% of the range is organic

70%
of our products made in France

75
products labelled ASC or MSC, i.e. over half our seafood products

Improving our environmental footprint

OUR COMMITMENTS BY 2026

Certified ISO 50001 since 2015, Picard made a commitment to reduce energy consumption in its stores by 10% between 2012 and 2020. Target achieved! This result is the fruit of various improvements: better quality equipment, eco-friendly actions (dust removal, defrosting, etc.) We have decided to go even further in the future by acting on all fronts: products, transport, energy consumption and packaging. This wish is shared by our customers, as 82% of French people are keen to see rapid environmental protection measures*.

-10%
energy consumption
(compared to 2020)
in stores

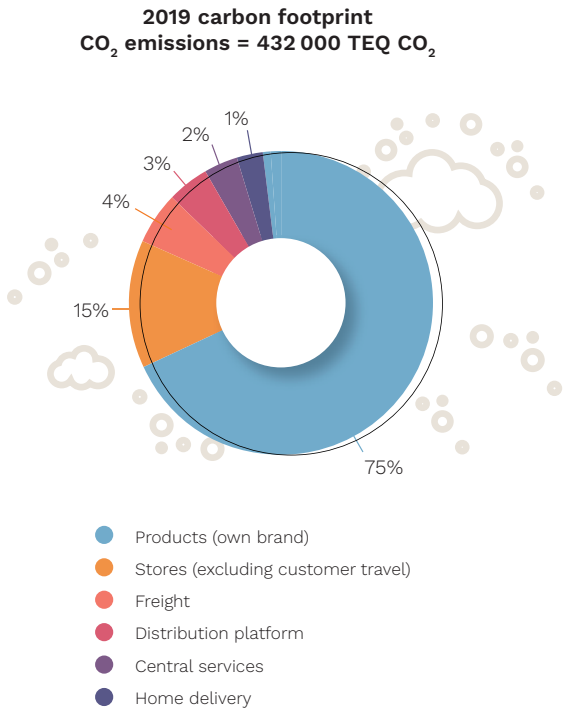
-20%
CO₂ emissions
(compared to 2019)
for transport

-20%
CO₂ footprint
(compared to 2019)
for products

*Source: Ipsos Sopra Steria survey - Le Monde, August 2021

OUR ACTIONS

• Act on products
Putting in place effective action means accurately identifying its impact. We have therefore fine-tuned our carbon footprint. Given that 75% of our CO₂ emissions come from products, we have focused on several areas for improvement: raising awareness among our teams and identifying the relative weighting of the product families that emit the most greenhouse gases, working with suppliers to improve our greenhouse gas emissions, and continuing our actions to promote organic farming and agroecology (see pages 10 and 11). With this in mind, a new position dedicated to product eco-design has been created within the Sustainable Development department.



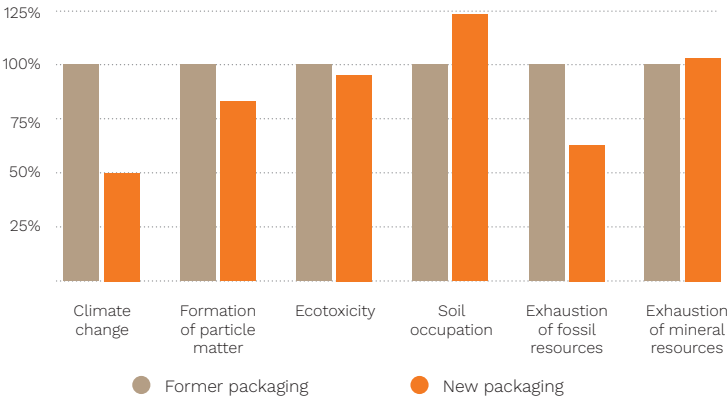
• A pioneering approach to transport
Picard is a trailblazer. It was the second food distributor to commit to the Freight 21 approach, a system created by the ecological transition agency ADEME to help companies reduce their transport-related carbon emissions. Despite our emissions increasing in the first year, 2020, due to the health crisis, we are aiming for a decrease of 10% by the end of 2022 and are continuing our efforts with other major projects. The creation of a bioNGV platform (a biofuel produced from the methanisation of waste), with our transport partner STFV and the community of Grand Villeneuve, forms part of this. Opened in late 2020 in Villeneuve-sur-Lot (47), it has enabled STFV to invest in a fleet of lower polluting trucks - offering 75% lower carbon intensity in comparison to diesel - to supply Picard stores in the region. In the month of December 2020 alone, the STFV biogas trucks saved us the equivalent of around 100 tonnes of CO₂.

• Increasingly virtuous stores
As their carbon footprint is closely linked to the energy efficiency of the chilled units, the stores have been provided with better quality equipment, such as propane freezers and refrigeration units operating on CO₂ etc. Night time regulation tests conducted on several product families also

Improve



Yuzu lemon dessert packaging:
85% reduction in plastic materials
for less impact on the key indicators



Ecoinvent 3 database - allocation, cut-off by classification - unit / Method EF 3.0

open up promising prospects: lowering freezer temperatures by 2° at night can generate energy savings of up to 15% without damaging the cold chain.

• Innovative packaging
Picard is keen to present its products in suitable containers to reduce its environmental impact, such as paper wraps and cane pulp bowls. Our aim is to limit the use of plastic as much as possible, replacing it with materials that can be recycled or that come from renewable resources. Life cycle analyses are periodically carried out on the most common packaging categories, to guarantee the virtuous nature of this solution.

OUR RESULTS

1,068
tonnes
of plastic avoided
in 2018-2020

70%
of our packaging
is recyclable

-10%
energy consumption
in stores since 2012

90%
of our carriers have signed
the CO₂ Target charter,
which supports carriers
who want to reduce
their greenhouse gas emissions

Creating shared value

OUR COMMITMENTS BY 2026

Our life cycle analysis approach, conducted on our products for nearly ten years, helps us determine the most significant impact. It reinforces our belief that we need to act at the source, upstream of the value chain. For this reason, we support our stakeholders - suppliers, farmers and manufacturers - in developing an environmentally friendly agricultural model, which has a positive impact on our partner ecosystem. This is the purpose of our actions, from support for farmers who want to convert to organic, to the creation of a brand new label.

20%
of products labelled
MSC, ASC, organic and PRF
(Pesticide Residue Free)

.....

100%
of our strategic suppliers
rated A or B
(according to SMETA/BSCI
reference standards)



OUR ACTIONS

• New “Fair Local Organic” product ranges
Together with the National Organic Agriculture Federation (FNAB), we have made a commitment to an organic procurement relocation strategy. In 2020, Picard launched the “Fair Local Organic” range in the South-West of France. These products are also the first to receive the “Fair French Organic” label created by the FNAB. Based on a three-way commitment between Picard, producer organisations (Loc’Halle Bio, Terres du Sud and Agri Carottes) and the processing company (Antarctic Foods), this range offers products that are grown, processed and distributed locally, thus contributing to the economic and social revitalisation of the region. Picard guarantees a fair price for farmers and pays them 1% from the sales of these products, which they can then

reinvest in the sector. This approach was expanded to the South-East of France in 2021, with the producer organisations (P.L.B. and Force Sud) and the processing company (Boiron Surgélation). Next steps: the West and North of France.

• Relevant agroecological practices
The APILeg project, initiated by Picard with the vegetable supplier Ardo, the National Institute of Agronomic Research (INRA) and recently joined by the Brittany Regional Chamber of Agriculture, aims to set up innovative cultivation models in the vegetable sector. Following three years of experiments, APILeg has demonstrated its relevance: the treatment frequency index (fertilisers, phytosanitary products, etc.) fell by 11% in 2020 among the 19 Brittany-based farmers involved in the scheme. Twenty-six farmers, supported by a dedicated manager, have now adopted the agroecological practices validated by the experiments on their farms. The target for 2022 is to involve around 30 farmers in more virtuous agricultural practices, on a wide variety of crops.

• Promote responsible purchasing
To strengthen its responsible purchasing policy, Picard has put in place a supplier code and produced an initial mapping of its product suppliers. Around 300 companies have been assessed according to five criteria (CSR governance, relative Sales, etc.), to identify the potential CSR risks associated with their activity. Regular audits will then enable the assessment to be refined and action plans will be launched to help our strategic partners make progress.

OUR INITIAL RESULTS

26
farmers involved
in an agroecology
approach
APILeg

-11%
treatment frequency
index in 2020
for APILeg farmers

9
products in the
“Fair Local Organic range”,
6 “Fair French Organic”
label vegetables
produced and sold
in the South-West,
3 in the South-East

5
products in the Organic
Conversion range

Committed to a more inclusive society

OUR COMMITMENTS BY 2026

Picard's commitments go much further than our economic responsibility. We fully intend to become an inclusive, community brand, in tune with the needs of society. The Picard Foundation is evidence of this. Founded in 2014 under the aegis of the Fondation de France, since 2020 it has covered a wider field than its initial mission - the promotion of better agricultural models - and now includes a social aspect. Picard also carries out multiple charitable actions to help the most vulnerable people in society, in particular the student population.

+€2m
raised for charities
in 5 years

.....
10
new associations
supported



OUR ACTIONS

• **Multiple sponsorship actions**
The Picard Foundation's sponsorship activity now focuses on two major areas: promoting food that is better for people and the planet, by supporting agroecological and educational projects, and advocating better social and vocational integration of vulnerable people (people with disabilities, young people, students, etc.). For example, the Foundation supports initiatives to improve agroforestry techniques for vegetable crop production, to help people with mental disabilities find employment in the catering sector, and to train vulnerable young people in growing organic vegetables. After supporting three associations in 2020 (Arbratatouille, Cafés Joyeux, L'École des Semeurs), in 2021 it selected four new organisations with a social (Sport dans la ville) or environmental focus (LiFoFer, Les Rondes potagères, Association Française d'Agroforesterie).

• **Rounding up for charity: campaigns that gain support**
Letting customers round up their bills by a few cents to be donated to charity gives meaning to the act of purchasing. This is the aim behind the microDON charity partnership established two years ago. Following an initial campaign for the "Tous unis contre le virus" (United against the virus) alliance in May 2020, Picard joined forces with the National Federation of Students' Associations (FAGE) which provide a practical solution to food shortages among young people, a situation that was exacerbated by the pandemic. The two "rounding up" campaigns organised in 2021 raised nearly €500,000, all of which was donated to the FAGE to fund its student community groceries, the "AGORAé". At the same time, Picard installed freezers filled with products in 10 community groceries.

OUR INITIAL RESULTS

Nearly €500,000
raised in 2021
for the AGORAé student
community groceries

34,000
students supported

and 77,000
food boxes
distributed

**230,000
to 300,000**
meals distributed
every year by Food Banks
thanks to Picard donations

3,500
meals donated
to healthcare personnel

in 57
organisations
(hospitals, nursing homes, etc.)
during the first lockdown

7 associations supported in their social or
environmental projects by the Picard Foundation



Promoting diversity within the company

OUR COMMITMENTS BY 2026

In 2020, Capital magazine awarded Picard the title of best employer in the food distribution sector. This is demonstrated by our staff turnover, which is much lower than other companies in the sector, the result of a proactive human resources policy open to everyone, promoting skills development, team involvement and quality of life at work. Picard has also created a project manager position for Quality of Life at Work and HR Development.

100%
of managers trained
in diversity

.....

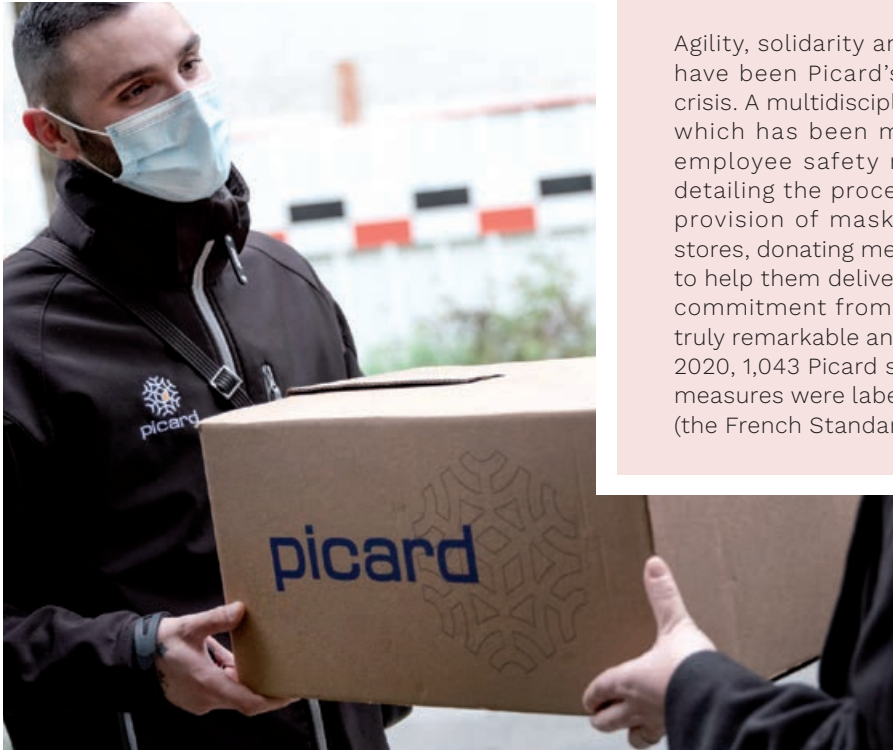
6%
of employees with
a disability

.....

Aiming for a mentoring
rate of over
20%

OUR ACTIONS

- A different view of disability**
After signing an initial agreement for the period 2020-2022, the company put in place a Disability Mission and appointed internal advisers. Their role is to provide information and guidance to employees with recognised disabled worker status. Several initiatives have been launched as part of the agreement: participation in trade fairs and jobdating (HelloHandicap, Mardis du handicap, etc.), organisation of a hearing awareness campaign in 2021, rollout of training for managers, support actions (job adaptations, financial assistance for hearing aids, etc.).
- Promoting generational diversity**
Picard is committed to improving access to employment for 18-25 year olds, via an ambitious work-study policy. This is essential to meet the recruitment needs of the future and train up new store managers. 120 work-study interns joined us in autumn 2021: 90 in stores and 30 in support roles. The new arrivals have received special induction sessions and are supported by a mentor. The specially trained mentors are key to the successful integration of new employees and the transfer of skills. In 2020, one-third of employees recruited on full-time permanent contracts and over 65% of employees hired as back-up during the Christmas period were under 25.
- Managers trained in diversity**
Picard is keen to raise awareness and train all its store managers - around one thousand people - in diversity and inclusion. A recruitment guide has been produced to help them achieve this.



On the frontline during the pandemic

Agility, solidarity and protecting our employees: these have been Picard's key principles during the health crisis. A multidisciplinary crisis unit was set up urgently, which has been making decisions every day on all employee safety matters and sending out memos detailing the procedures to follow, the purchase and provision of masks and hand sanitiser, supplies to stores, donating meals for carers, supporting producers to help them deliver their products, and so on. The real commitment from all front line employees has been truly remarkable and has been recognised: in November 2020, 1,043 Picard stores were audited and our hygiene measures were labelled "Covid-19 compliant" by AFNOR (the French Standards Organisation).

OUR INITIAL RESULTS

66
people with disabilities
within the company
(at the end of December 2020)

including
14
recruited in 2020

2/3
of store managers have been
promoted internally

94%
Gender
Equality Index

120
work-study interns recruited
for autumn 2021

25% of Picard employees
have been at the company for
12 years

Continual dialogue with our stakeholders

As the health crisis has led to a more changeable, uncertain environment, we are focusing more than ever on long-lasting relationships with all our stakeholders, to gain a better understanding of the world around us: our employees, partners, suppliers and customers. Here are their stories.

“ We have shared Picard Surgelés' key values for over 35 years, building partnerships that have enabled us to carry out various eco-friendly projects. Having put in place innovative compressed natural gas (CNG) solutions in 2015, we have continued to share our good corporate social responsibility practices as part of our general environmental approach. Our strategy was recognised and awarded the LUCIE label in 2021.”

Sophia Faramia
Quality, Health and Safety,
Environment and Transport Manager,
NJS Faramia



“ I launched the École des Semeurs because I was convinced that the land has a lot to give to people who treat it with respect. Located in Beaumesnil, in the Eure region, this market gardening college is designed for young people who are experiencing difficulties in the traditional school system. The support of the Picard Foundation has been a genuine asset in recruiting a vegetable gardening expert. This meant we were able to begin cultivating crops and provide educational support to the first young people welcomed to the school in September 2020.”

Marie-Cécile Pennequin
Director of the École des Semeurs,
a project supported by the Picard Foundation



“ The new “Fair French Organic” label appealed to us straight away, as the approach matches our values: organic and local is the DNA of our cooperative! Another advantage was the implementation of fair trade principles: you start with a cost price that includes production costs, farmers' wages and climate hazards, in order to reach a fair price.”

Marc Faugeron
Organic vegetable gardener, President of the Loc'Halle Bio cooperative, supplier of Fair Local Organic vegetables for Picard

“ I speak from the viewpoint of a mum of two adult children! We absolutely need to support young people during this difficult period and give them the opportunity to pursue their studies, as they are the future. I've encouraged my team to raise funds for the National Federation of Students' Associations (FAGE) community groceries - the AGORAé -, and customers have been very receptive. I'm very proud to belong to a company like Picard, which uses its reputation to support people and provide assistance.”

Nathalie Monnet
Châtellerault Store Manager,
the No. 1 “rounding up for charity” store
during the January 2021 campaign



“ I support 26 farmers involved in the APILeg agroecology project. I organise group workshops to jointly design systems and roll out agroecological practices (flower beds, installing nests and perches for birds of prey, etc.), validated during the experimental phase. I discuss things individually with each farmer during the growing seasons, and then produce an end of year report. The approach has been very successful with these farmers, who feel valued and supported. We give them the means to do more.”

Floriane Bouard
Leader of the APILeg project

CSR indicators

at 31 December 2020

GLOBAL ACTIVITY

PICARD INDICATORS	2018	2019	2020
Sales (in €m incl. VAT)	1,437	1,455	1,708
Sales (in €m excl. VAT)	1,360	1,377	1,616
Number of stores (at 31/12)	985	997	1,007
Number of employees (at 31/12)	4,767	4,882	5,023

SOCIAL

GRENELLE INDICATORS	PICARD INDICATORS	2018	2019	2020
Total number and spread of employees by gender, age and geographical area	Proportion of men	30.5%	30.7%	32.5%
	Proportion of women	69.5%	69.3%	67.5%
	Proportion of fixed-term contracts (at 31/12)	7.0%	1.7%	8.2%
	Proportion of 16-25 year olds	19.3%	19.9%	20.8%
	Proportion of 25-35 year olds	35.5%	33.3%	31.9%
	Proportion of 35-55 year olds	40.7%	42.2%	42.5%
	Proportion of 56 year olds and over	4.4%	4.6%	4.8%
Hiring and dismissal	Total hires on permanent contracts	847	1,003	816
	Conversions from fixed-term to permanent contracts	131	111	113
	Total dismissals	255	263	238
Wages and their development	Number of internal promotions	220	249	213
	Average annual salary (payroll in € / average monthly workforce in full-time equivalent)	28,003	27,313	28,412
Organisation of working hours	Number of part-time employees (employees on fixed-term contracts)	1,145	1,385	1,112
Organisation of social dialogue	Participation in elections of employee representatives	not applicable	NA	NA
	Number of meetings with employee representatives	165	123	119
Results of collective agreements	Agreements signed within the company during the year	2	3	5
Health and safety conditions at work	Frequency rate of workplace accidents (number of accidents / number of working hours x 1,000,000)	38	40	34
	Employees trained in safety during the year	1,008	1,074	263*
	Company safety expenditure (in €k)	4,389	4,549	6,206
Policies implemented for training	Payroll devoted to training	3.0%	2.4%	1.84% *
	Total number of training hours	29,972	28,474	7,104 *
Measures in favour of gender equality	Percentage of women on the Management Committee	44.4%	40.0%	53.8%
	Percentage of women among employees	69.5%	69.3%	67.4%
Measures taken in favour of employment and inclusion of people with disabilities	Employment rate of disabled workers at 31/12	3.99%	3.55%	2.31% **
Anti-discrimination policy	Total number of managers trained in diversity management / Total number of managers	NA	NA	0.08% *
Generational diversity policy (mentoring rate)	Number of managers trained in mentoring / Number of managers hosting work-study interns	NA	NA	0

ENVIRONMENT

GRENELLE INDICATORS	PICARD INDICATORS	2018	2019	2020
Preventative measures for recycling and elimination of waste	Proportion of freezers given a second life	92%	95%	94%
	(donations to charities and reduced-price sales)			
	Recycling rate of cardboard boxes used in stores	100%	100%	100%
	Picard food waste rate (warehouses + stores) [= destructions, not re-used as food donations]	0.31%	0.43%	0.39%
Water consumption and water supply according to local constraints	Percentage of (T8) lighting tubes recycled after use	100%	100%	100%
	Water consumption per store (m³)	57.71	71.98	85.46
Consumption of raw materials and measures to improve efficiency in their use	Annual weight of sales publications (tonnes)	4,729	4,475	3,645
	Percentage of PEFC certified paper in sales publications	98.6%	97.8%	99.6%
	Packaging rate (grams of packaging per kg of products sold)	87.5	76.6	71.1
	Weight of packaging prevented by eco-design (tonnes)	30	51.3	24
Energy consumption, measures to improve energy efficiency and use of renewable energy	Energy consumption of stores (100 % electricity) in Mwh	175,617	169,025	168,341
	Energy consumption per store (in Mwh)	178	170	167
	Percentage of renewable energy used	100% (origin guaranteed)	100% (origin guaranteed)	100% (origin guaranteed)
Greenhouse gas emissions	Sites Carbon Footprint*** (T.eq CO ₂)	229,567	232,383	233,177
	Sites Carbon Footprint*** per store (T.eq CO ₂ / store)	111	108	103
	Carbon footprint per € revenue (g.eq CO ₂ /€ excl. VAT)	81	78	64
	Transport (g CO ₂ e / t.km)	NA	123.39	140.57
	Products Carbon Footprint - Raw Materials (g CO ₂ e / UVC)	NA	914	943
	Number of items of organic products	80	104	131
Measures taken to protect or develop biodiversity	Number of MSC + ASC products (from 2018)	59	70	75
	Number of “Pesticide Residue Free” product references	0	4	7

GRENELLE INDICATORS	PICARD INDICATORS	2018	2019	2020
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SOCIETAL COMMITMENTS

Support for CSR progress by our product suppliers	Percentage of strategic suppliers rated A or B vs SMETA or BSCI standards	NA	NA	50%
Support for the social and charity sector by the Picard Foundation	Annual number of social and charity sector sponsorships	NA	NA	3
Support for the social and charity sector by the Rounding Up systems	Annual sum of money given to the social and charity sector (in €)	NA	NA	163,100.46
Regional employment and development measures	Percentage of revenue generated with local French suppliers	70%	70%	70%
Partnerships and sponsorships	Food donations to charities (Restos du Cœur, food bank network, etc.) (Tonnes)	154.61	115.85	130.77

● Strategic KPI

● New Strategic KPI

* The pandemic has significantly limited training sessions.

** New calculation method as a result of changes in legislation, taking into account direct employment over the whole of our population.

*** Sites: means stores, excluding products and customer travel

Find us on
picard.fr



Sustainable Development Department

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picard
Pour le bon et le meilleur

