

#### What is #YouNeedToKnow?

- a United Nations initiative launched in 2016
  - to inform the public about the Sustainable Development Goals (SDGs)
  - offer a starting point for a conversation that will inspire people to contribute towards achievement of the goals
- Global challenge to reach 2 billion people
- In 2018, the campaign is evolving to move people to take simple individual actions towards changing the world

## What are the SDGs?

## THE GLOBAL GOALS

For Sustainable Development





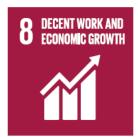
































## Why is Dufry supporting the UN?

"People around the world need to know...how each and every one of us can do something to be part of the solution in creating a safer, friendlier planet for all its inhabitants.....

This is our only home."

**UN (Geneva) Director General Michael Moller** 

## Why is Dufry supporting the UN?

"With over 29,000 colleagues and a footprint in 63 countries, we have a responsibility to ensure that we contribute to a better and more sustainable world for future generations."

Julian Diaz, CEO – Dufry (July 2017)

## The opportunity:

## **Footprint**

- Dufry is present in 370 locations across 64 countries
- Reach goes beyond the store through support of many airport partners

### Reach

- 2.5 billion passengers per year use the airports where Dufry operates
- 31,000 employees
- A wide audience of all ages, cultures, nationalities

## **Implementation**

Using a variety of mechanisms from print to digital, Dufry designed creative advertising campaigns and engagement opportunities



## 2017 Campaign roll-out

#### 32 Locations rolled out the campaign in 2017\*

Amman - Astana – Athens – Belgrade – Burgas – Cancun – Chania – Corfu – Heraklion - Hong Kong – Krasnodar – Kuwait – Lisbon – Macau – Madeira – Madrid - Malaga – Marrakech – Mexico City – Milan Bergamo – Milan Malpensa – Moscow - Palma de Mallorca – Phnom-Penh – Porto – Rhodes – Siem Reap – Sochi - St. Petersburg – Thessaloniki – Varna – Zvartnots

- Digital displays (where available) have been chosen to show the campaign
- Spain rolled-out a comprehensive marketing campaign on top of in-store roll out with excellent results in terms of engagement
- Media campaigns (global & local releases) have driven further interest and generated excellent results (especially in Spain and Mexico with active social media activity)

\*54 million passengers reached\*\* with the campaign so far















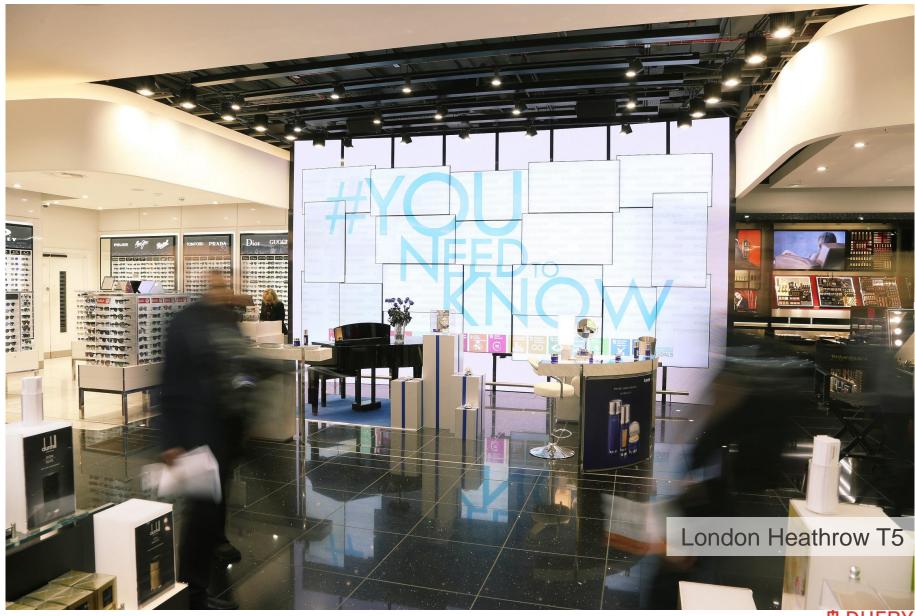








## Prime locations

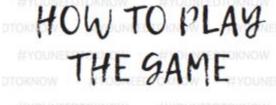


## **Prime locations**



## Engaging with passengers

#### **Zurich** – Wheel of Fortune





LEARN MORE ABOUT THE #GLOBALGOALS



TELL YOUR FRIENDS & MAKE IT WORK!















## Engaging with passengers

#### Madrid, Malaga & Palma de Mallorca — Go Digital

Target: 1 million impressions

Result: over 6.2 million!







GEOTARGETED & RETARGETING CAMPAIGN

IN-STORE & HOSTESSES TEAM



TILLS SCREENS



IN-STORE CHROMA ACTION Users take photos

Customize their pictures

Share on their social profiles

Receive a Thank you email

#### **DIGITAL**



ONLINE CAMPAIGN WEBSITE https://correlavoz.org

Users' proposals of sustainable projects

Social generated content

Social share



## Engaging with colleagues



#### Dufry Gate 19 July 2017



Dufry World #21 (Dec 2016). Article Dufry Gate 10 November 2016



#### Every (Little) Contribution Helps

Dufry has partnered with the United Nations to promote #YouNeed-Tellines, an awareness campaign that seeks to raise public under-standing of 17 Bustainable Development Goals. Using space in the stores, and with the support of airport partners in some locations, the campaign is to be run in our stores in over 100 airports. And you can also play your part, either by helping to spread the word or by making small changes in your daily life.

From look back in bissory and mand some time course of history, you will resilies that, reuch as there: could be great teaders belief them, it was the enail. objective that testly made the champes resulting

(UN) essablished I7 goals to asherve, which are native the IF Sustainable Development Goals (SDSs) - a clear and defined readmap to follow for a renewed, Inclusive and safe planer. From enadicating hunger and poverty to the preservation of the scours or ensuring gender equality or access to clear water, this objective set. the apenda for courtries, mesturiors, corresponds and

The United Hatisms has set the objective of making the and of TDD? - that is almost a third of the global in 2016 collect #YouNeedTellmow, which sime to make people awars of the objectives and, more importantly. Traw sel-carr contribute, as individuals, towards a more auxolitable and fainer world, by just making smallchanges in our dear to day lives.

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Dufry World #24 (Sept 2017). Editorial & article



New UN Campaign with Geneva Airport and Dufry

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Travelers arriving at the Garana arrives in November are living granted by a validate promotion of

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have joined forces to raise everywhere of the 27 Surprise(to Development Spets (SDOs), also brown as the Global Spets with a new compalge nailed #YouHeadToKnew.

Deposits from Board for

## Engaging with media

Global and local releases (where the campaign was rolled-out)

Good results (in terms of volume and quality) both in national and trade media.











## What's next?

60+ Locations in the pipeline to implement the campaign

Zurich is the first Dufry location to run the campaign in 2018 (coinciding with Davos Forum) and introducing the evolution of the campaign

2018 campaign, focused on interaction and urging individuals to take action



### What's next?



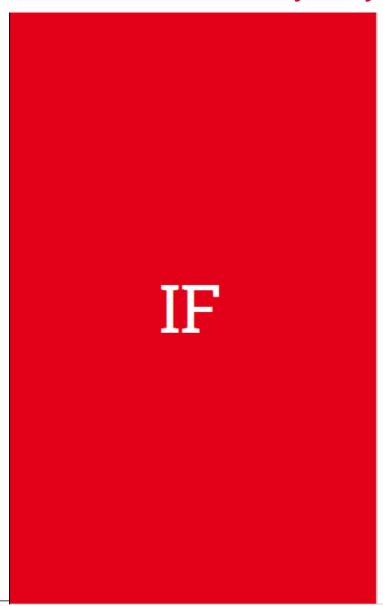
# TRANSFORM OUR WORLD. INTEGRATE THE GLOBAL GOALS IN YOUR DAILY LIFE, MAKE SUSTAINABLE CHOICES AND SHARE THEM!

Every time you see a big banner with the global goals icons,

- 1. Take a **SELFIE** WITH THE BANNER
- 2. Choose ONE of the 170 ACTIONS
- SHARE the selfie and mention YOUR ACTION on INSTAGRAM using

## #YouNeedToKnow

## Simple actions for every day



Get everyone involved. Have a classroom do regular outreach day trips to areas in need.

Buy fair-trade products to support the sustainable trade system, meaning employees are rewarded fairly for their work. 3

Buy clothing or other products from stores that donate a portion of their money to charities.

Generate discussion around poverty. Write a blog, or write an article in a local newspaper.

Teach a skill or short course at a community centre (computer skills, building a resume, preparing for job interviews, etc.) 4

Sponsor a child so they can have access to food, education, and health.

Volunteer in homeless shelters. Your time can be more valuable than money. At birthday parties offer the option to donate money to your chosen charity in replacement of a birthday gift. 2



Clean out your pantry. Fill a box with non-perishable foods and donate it to a food bank.

7

If possible, give to every beggar on the street. An apple, a bottle of water, small change or even just a smile are better than not giving at all.

10

3

## Simple actions for every day



Spread the word. The more ideas are spread to combat hunger, the more people act.

Donate non-perishable foods to charities.

2

Support food assistance programs. They provide over 20 times more food than food banks, food pantries and soup kitchens.

Provide food for schools in developing countries. When there is lunch available, attendance increases.

4

2 ZERO HUNGER

Many hungry people hesitate to ask for help because of the stigma and shame of it. Speak up about misconceptions and educate others about the realities of hungry persons. Many emergency food providers need specialized skills such as accounting, social media or writing skills. Volunteer your expertise once a week.

Keep a bag of apples or tinned foods in the car for

street beggars.

If you employ

workers on minimum wage, help support their needs like

education for

their children, or

housing supplies. 5

Read a book on hunger. A greater understanding of its causes will better prepare you to make a difference.

6

Support local farmers by buying your food at farmer's markets.

10

## What action will you choose?

