

VIP

Business lounges  
Salas VIP



*#YouNeedToKnow*

# WHY?

#YOU  
NEED TO  
KNOW

Gates  
Puertas  
5 min  
A1 : A9



 DUFRY

# 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**





Madrid



Milan Malpensa



Athens



Lisbon



Phnom-Penh



Marrakech



St. Petersburg



Macau



Hong Kong



Kuwait

# Prime locations



London Heathrow T5

# Prime locations



London Heathrow T5

# Engaging with passengers

Zurich – *Wheel of Fortune*



## HOW TO PLAY THE GAME

- 1 SPIN THE WHEEL
- 2 LEARN MORE ABOUT THE #GLOBALGOALS
- 3 WIN A PRIZE - EVERY TURN IS A WINNER!
- 4 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!



## AIRPORT & IN-STORE



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 supports UN's Sustainable Development Goals awareness campaign

Dufry to promote the #YouNeedToKnow awareness campaign through more than 80 airports in the next year.

Categories: Global 1, Global 2, Global 3, Global 4, Global 5, Communications, Corporate Social Responsibility, Retail Operations

Following successful trials at Geneva, Zurich and London airports last year, Dufry has entered into a new agreement with the United Nations in Geneva to continue to raise awareness of the 17 Sustainable Development Goals (SDGs) as part of a campaign called #YouNeedToKnow. This

Dufry Gate 19 July 2017



## Every (Little) Contribution Helps

Dufry has partnered with the United Nations to promote #YouNeedToKnow, an awareness campaign that seeks to raise public understanding of 17 Sustainable 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.

By Anja Halla

If you look back in history and spend some time going through the main events that changed the course of history, you will realize that, much as there could be great leaders behind them, it was the small contribution of millions of individuals with the same objectives that really made the changes possible.

population. And to achieve this they started a campaign in 2015 called #YouNeedToKnow, which aims to make people aware of the objectives and, more importantly, how we can contribute, as individuals, towards a more sustainable and fairer world, by just making small changes in our day-to-day lives.

Race in 2015, world leaders met to discuss the future of our planet and set the agenda of what we needed to do between then and the year 2030 in order to preserve it. As a result of that consensus, the United Nations (UN) established 17 goals to achieve, which are called the 17 Sustainable Development Goals (SDGs) – a clear and defined roadmap to follow for a renewed, inclusive and safe planet. From eradicating hunger and poverty to the preservation of the oceans or ensuring gender equality or access to clean water, this objective set the agenda for countries, institutions, companies and individuals worldwide.

In order to support the UN in this enormous challenge, and following successful trials that took place between November and January last year in Geneva, Zurich and London flagship airports, Dufry has reached an agreement to support the #YouNeedToKnow campaign to raise awareness of the 17 SDGs.

Supported in many locations by our airport partners, Dufry has put its global network of stores at the disposal of the campaign, devoting prominent and visible space to it. At the time this article was written, Dufry colleagues from over 100 airports in the five continents had raised their hands to give a hand in spreading the word, either by leaving space in light boxes and old screens or by decorating the points of sale with banners of the campaign, everyone is

## D2 New UN Campaign with Geneva Airport and Dufry

The United Nations, the Geneva International Airport and Dufry, represented by the duty free shop at Geneva Airport, have joined forces to raise awareness of the 17 Sustainable Development Goals (SDGs), also known as the Global Goals, with a new campaign called #YouNeedToKnow.

Travelers arriving at the Geneva Airport in November are being greeted by a well-timed promotion of the Global Goals, and an appeal to do their part to help achieve them by 2030.

Installed just outside the duty free boutique, the campaign visuals remind visitors there won't be a second chance to save the planet for future generations. It urges them to rally around the Global Goals, and think about how to end the world of poverty, provide quality education, guarantee gender equality and foster economic growth, among the many challenges the world must tackle swiftly.

According to the United Nations, informing two billion people about the Global Goals by the end of 2017 will be key to their successful achievement over the next remaining 14 years. The campaign encourages people to spread the message on social media using the #YouNeedToKnow hashtag.

"As the leading retailer in airports across the world, Dufry stands at the heart of global connectivity," says Julien Duc, Chief Executive Officer. "We are delighted

to collaborate with the UN and the international Geneva community in their ambition to bring the 17 objectives to two billion people in the quest to ensure a sustainable future for all."

For his part, Geneva Airport Director-General André Schneider says, "Geneva Airport, as the entry point of the international Geneva and the UN, has a special role to lead and showcase sustainable development in the context of airport and air traffic."

The #YouNeedToKnow campaign will be visible until the end of November at the airport. Travelers can also pick up free promotional stickers at the duty free shop that carry the phrases "It all starts with you. What can you do to help achieve the #GlobalGoals?" and "The clock is ticking. Only one chance to save our planet."



New UN Campaign with Geneva Airport and Dufry

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Impresso, Global 1, Global 2, Global 3, Global 4, Global 5, Communications, Corporate Social Responsibility

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

Dufry World #21 (Dec 2016). Article

Dufry Gate 10 November 2016

# 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.

The screenshot shows a news article on the Moodie Davitt website. The headline is "#YouNeedToKnow: Dufry rolls out global campaign to support UN's Sustainable Development Goals awareness campaign". The article features a sub-headline "Dufry joins partners like United Nations and PwC to launch the #YouNeedToKnow awareness campaign across 100 countries in the coming year." and includes a photograph of a man in a suit, likely a Dufry executive, speaking at a podium. The article text discusses the campaign's goal to raise awareness of the 17 Sustainable Development Goals (SDGs) and mentions that Dufry is joining partners like United Nations and PwC. It also states that the campaign will be rolled out across 100 countries in the coming year.

The screenshot shows a news article on 'THE BUSINESS' website. The headline is "UN and Dufry highlight 'global goals' at Davos Conference". The article features a sub-headline "The United Nations and Dufry have joined the PwC/United Nations educational awareness campaign to launch support for the World Economic Forum in Davos, to highlight the 17 Sustainable Development Goals (SDGs) set-out in the Global Goals". The article text discusses the campaign's goal to raise awareness of the 17 Sustainable Development Goals (SDGs) and mentions that Dufry is joining partners like United Nations and PwC. It also states that the campaign will be rolled out across 100 countries in the coming year.

The screenshot shows a news article on 'WOMEN' website. The headline is "Usa el hashtag #Youneedtoknow y ayuda a crear un mundo más sostenible". The article features a sub-headline "Se trata de una iniciativa de Naciones Unidas en colaboración con el grupo Dufry cuyo objetivo es llegar a 2.000 millones de personas antes de finalizar 2017." and includes a photograph of three women wearing hats and holding signs. The article text discusses the campaign's goal to raise awareness of the 17 Sustainable Development Goals (SDGs) and mentions that Dufry is joining partners like United Nations and PwC. It also states that the campaign will be rolled out across 100 countries in the coming year.

The screenshot shows a news article on the Dufry website. The headline is "Dufry y Naciones Unidas lanzan el hashtag #YouNeedToKnow y donarán 10.000 euros si se comparte un millón de veces". The article features a sub-headline "El Grupo Dufry y el mundo de retail se unen a la iniciativa de Naciones Unidas y Naciones Unidas para lanzar el hashtag #YouNeedToKnow y donarán 10.000 euros si se comparte un millón de veces." and includes a photograph of a woman sitting on the ground. The article text discusses the campaign's goal to raise awareness of the 17 Sustainable Development Goals (SDGs) and mentions that Dufry is joining partners like United Nations and PwC. It also states that the campaign will be rolled out across 100 countries in the coming year.



# 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



Lisbon

# 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**
3. **SHARE** the selfie and mention **YOUR ACTION** on **INSTAGRAM** using

## #YouNeedToKnow

# Simple actions for every day

IF

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

1

At birthday parties offer the option to donate money to your chosen charity in replacement of a birthday gift.

2

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

3

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

4



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

5

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

6

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

7

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

8

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

Volunteer in homeless shelters. Your time can be more valuable than money.

9

3

# Simple actions for every day

YOU

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

1

Donate  
non-perishable  
foods to charities.

2

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

4

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

3

2  
ZERO  
HUNGER



Many emergency  
food providers  
need specialized  
skills such as  
accounting, social  
media or writing  
skills. Volunteer  
your expertise once  
a week.

6

If you employ  
workers on minimum  
wage, help support  
their needs like  
education for  
their children, or  
housing supplies.

5

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.

8

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

9

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

7

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

10

5

# What action will you choose?

The image displays a grid of 24 panels, each representing a Sustainable Development Goal (SDG). Each panel consists of a colored header with the goal's name and a grid of smaller text boxes containing details. The goals are arranged in three rows of eight. The first row includes: 'IF YOU CARE ABOUT THE FUTURE,'; the second row includes: 'BE THE CHANGE. HELP TO END POVERTY TO REDUCE INEQUALITIES'; and the third row includes: 'AND TO TACKLE CLIMATE CHANGE. TOGETHER WE CAN TRANSFORM THE WORLD.' The final panel on the right is a summary graphic for the 17 goals, stating '170 daily actions' and 'To transform our world'.