



Futureproofing Retail

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The crisis

In the darkest hour we see the light



What is changing within Gebr. Heinemann?

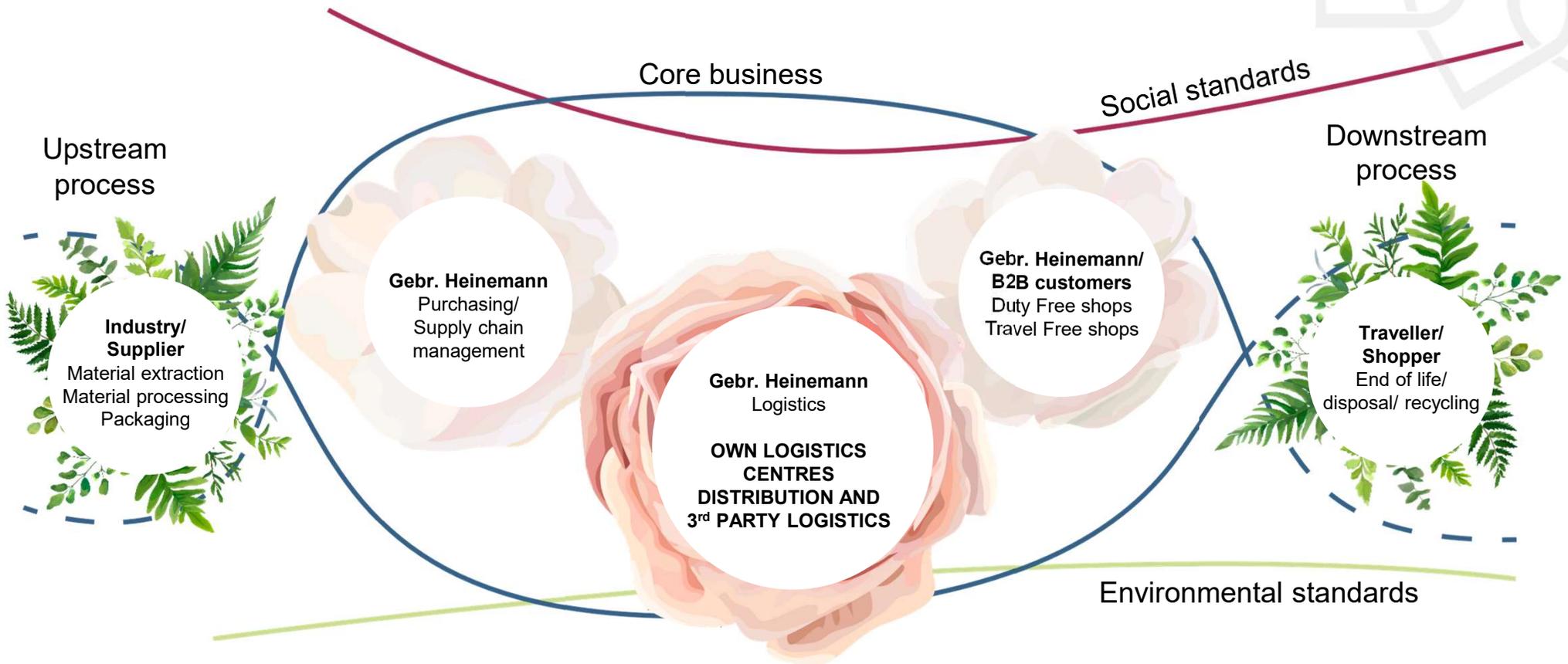
Sustainability and digitalisation



What needs to change in Travel Retail?

As a retailer

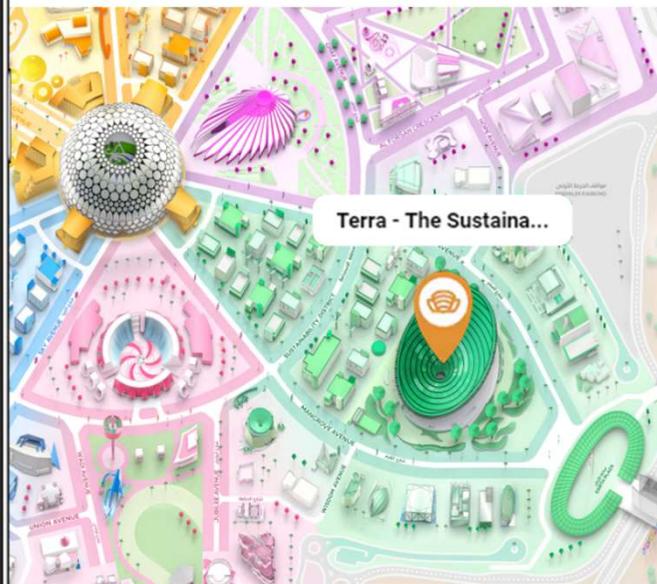
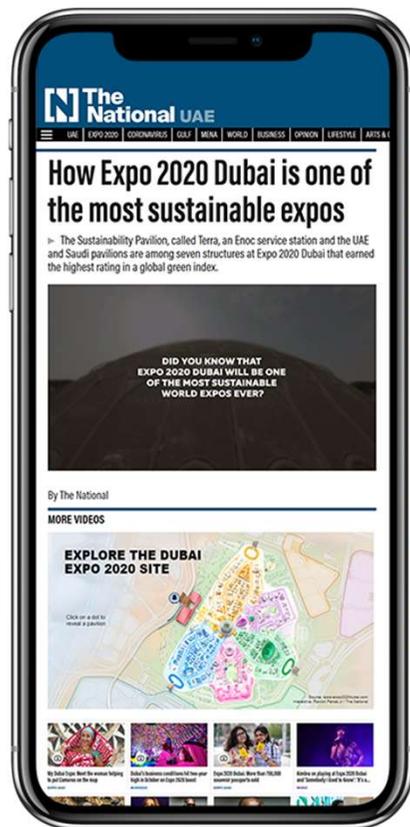
Face the facts about your area of influence and acknowledge that every action is beautiful.



What needs to change in Travel Retail?

As a brand

Thinking out of the national box – Travel Retail first; Travel Retail demand is future demand.



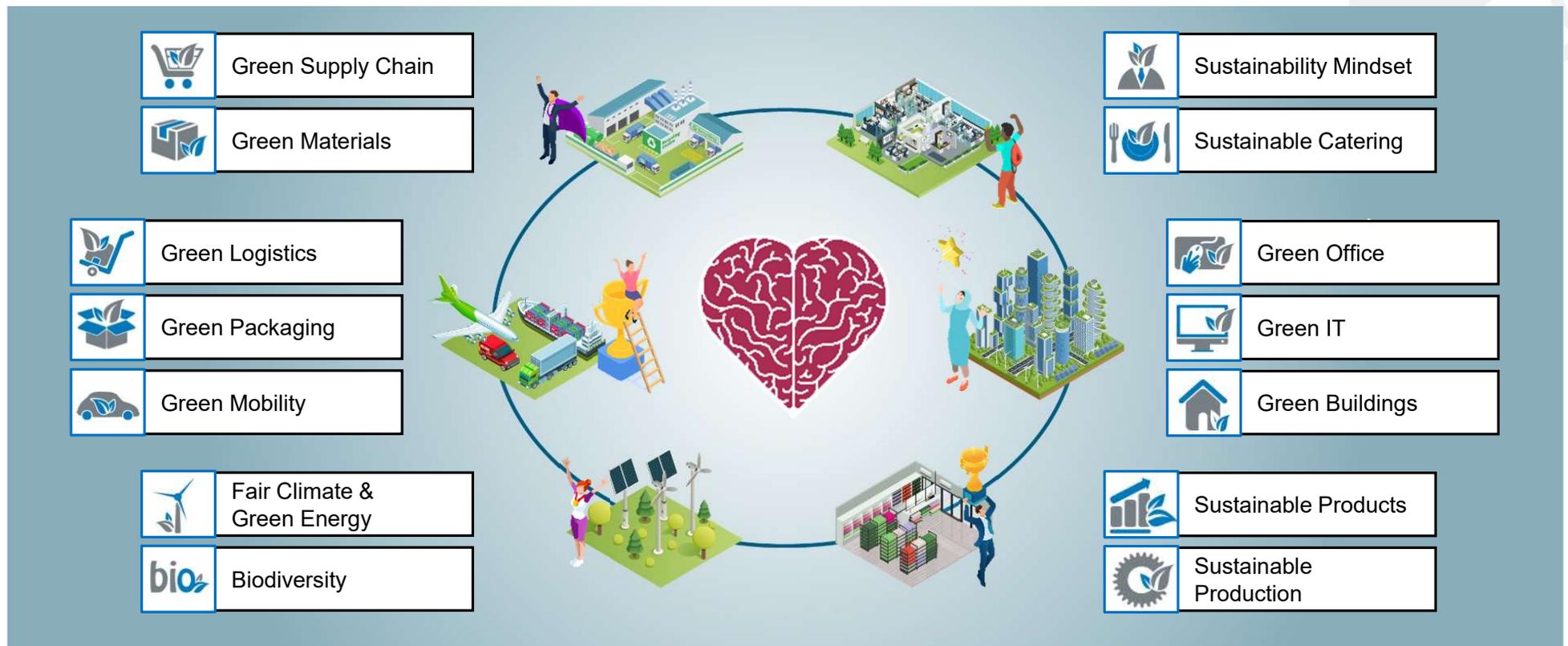
Sustainability is one of the key three themes, alongside **mobility and opportunity**, at Expo 2020 in Dubai. As 192 countries come together for the world fair they will collectively collaborate to battle climate change.

Global warming is no new topic on government agendas: Earlier this year, at the G7 summit in Cornwall, world leaders pledged to reach net-zero carbon emissions by 2050.

What needs to change in Travel Retail?

As retailer/brand/airport

Use resource of amazing brainpool collaboration and mindset. Find hidden champions in your departments.



Long-term change starts now

Everything you can measure, can be changed for the better

This is key to sustainable development. You must know your partners, your customers, your products, your sustainability performance. Everything you can measure, can be changed for the better.



What if...?

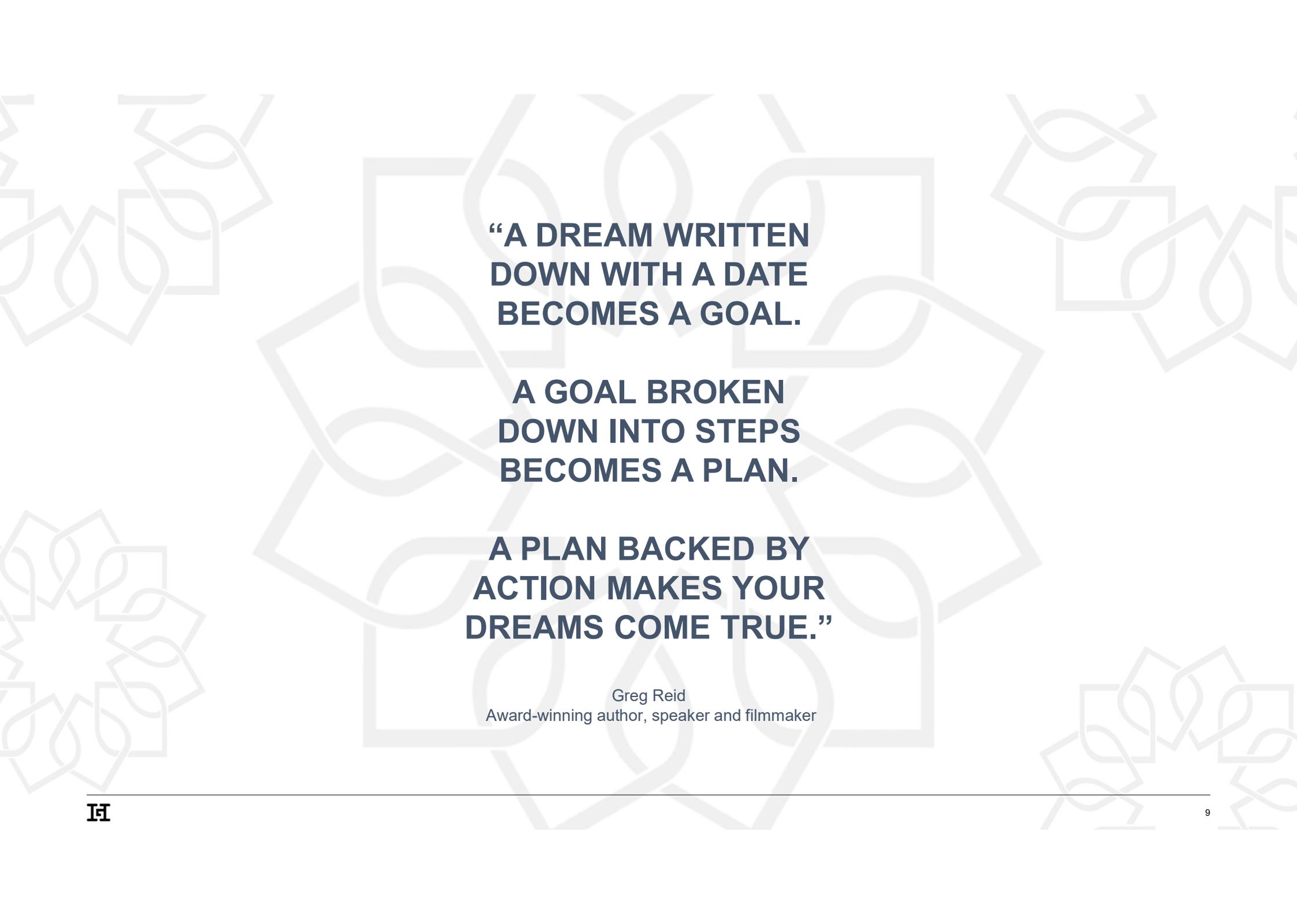
... future proof companies only work with other future proof companies?

...voluntary actions on side A become a requirement for side B?

... there are only beautiful, honest, sustainable and responsible actions, arising out of intrinsic motivation, because it simply makes sense?

...stakeholders say "Imagine" instead of "How dare you" when it comes to sustainability?

...competition is the best ever, most wanted competition when it comes to sustainability?



**“A DREAM WRITTEN
DOWN WITH A DATE
BECOMES A GOAL.**

**A GOAL BROKEN
DOWN INTO STEPS
BECOMES A PLAN.**

**A PLAN BACKED BY
ACTION MAKES YOUR
DREAMS COME TRUE.”**

Greg Reid
Award-winning author, speaker and filmmaker



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