McCombs Knowledge To Go

August 10, 2010
Walmart Challenges & Successes
Sustainability Marketing

Tony Rogers
Marketing- Senior Vice President
Walmart
Walmart’s three broad sustainability goals

- To be supplied 100% by renewable energy
- To create zero waste
- To sell products that sustain people and the environment
Making Sustainability part of the company’s DNA

- Operation
- Associates
- Suppliers
- Sustainability
- Customers
- Communities

360°
At Walmart, strategy starts with the customer
The way she thinks about sustainability is multifaceted.
Customer Insights

Hearing about sustainability efforts increases Mom’s opinion of Walmart

<table>
<thead>
<tr>
<th>Much/A Little More Positive:</th>
<th>77%</th>
<th>75%</th>
<th>74%</th>
<th>74%</th>
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<tbody>
<tr>
<td>100% Renewable Energy</td>
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<td>Zero Waste</td>
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<tr>
<td>1/3 less plastic bag use</td>
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<tr>
<td>Environmentally friendly products</td>
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</tbody>
</table>

But that does not directly affect her likelihood to shop...

| Consider Purchasing at Walmart: | 78.3% |
| Consider Shopping at Walmart:   | 77.1% |

...until she sees that Walmart’s sustainability efforts are tied to a customer benefit.
Leveraging the business productivity loop to tell the story

http://walmart.com/green
Seventh Generation Partnership: Aug 7th

Strategic Vision

- Improved Access & Affordability of safe, healthy, sustainable products
- Advance Sustainability within and beyond our categories
- Drive Growth & Profitability For Wal-Mart & Seventh Generation

Walmart
Save money. Live better.

Protecting Planet Home™
Future: Sustainability Index

Government
NGOs
Universities
Retailers
Manufacturers

Consortium

Innovation
Quality
Costs

Sustainability
Index

raw materials
manufacturing
distribution/sales

product

end of life

consumer

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