



Cycling
towards a more
sustainable
lifestyle



bcsdh

Magyarországi Üzleti Tanács a Fenntartható Fejlődésért
Business Council for Sustainable Development in Hungary



Action2020

led by the WBCSD

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Action 2020 Hungary

The Action 2020 Hungary program is an initiative from the Business Council for Sustainable Development in Hungary (BCSDH) that calls the Hungarian business sector for immediate action. The program is the Hungarian adaptation of the global program of the World Business Council for Sustainable Development – WBCSD.

Within the framework of the Action 2020 Hungary program five priority areas (**Food and Feed, Sustainable Lifestyles, Employment, Climate Change and Water**) and 20 specific macro-level goals are defined.

The exploration and dissemination of business solutions that support the attainment of Sustainable Lifestyles-related targets was the goal in 2018. With the involvement of nearly 80 experts and business leaders, we examined how the positive effect of the business sector can be increased in the area of employment in Hungary.

5 priorities

20 macro level goals until 2020

involving more than **200** scientific, NGO and corporate professionals

with more than **100** business solutions which can be adapted by others

nearly **60** companies joined

5 years

77 company leaders involved in **19** CEO-roundtable discussions



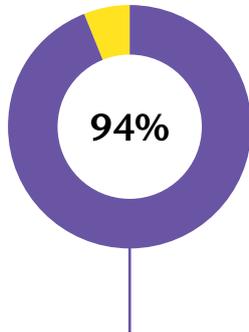


„Can business be a positive force for solving environmental and social challenges? We say: Yes”

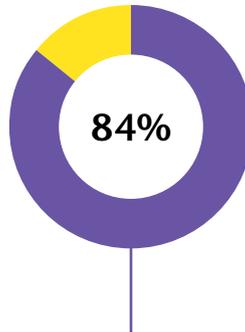


Members of the Business Council for Sustainable Development in Hungary
Status – September 15, 2018

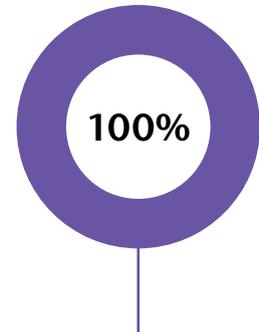
Conclusions of the 2018 BCSDH survey



94% of business leaders believe that **sustainable lifestyles** can become widespread and generally accepted.



84% believe that the primary responsibility of companies is to **provide sustainable products and services at an affordable price.**



100% believe that **raising customer awareness and responsibility** is of key importance.



“ We live in an era of great change, where survival of the organisation depends on its ability to adapt and change. However the one thing that should NOT change is the commitment to values and principles, because that would erode TRUST which is the lasting non-tangible, but very real value that a business creates. In this context, it is the ultimate responsibility of the professional manager to ensure **sustainable value creation and build trust.** ”

Doreswamy Nandkishore (Nandu),
former Executive Vice President of
Nestlé SA, Executive Fellow of London
Business School



“ The full implementation of the circular economy requires the appropriate scale. In this, **regional or corporate communities are crucial.** The inevitable first step is sharing knowledge and experiences and undertaking joint action which can accelerate the emergence of sustainable supply chains and thereby drive the expansion of the circular economy. By becoming part of such a community, we can take shared steps that we would never be able to manage on our own. ”

Prof. Dr. Jacqueline Cramer,
circular economy ambassador of the
district of Amsterdam, former Dutch
Environment Minister

Cycling towards a more sustainable lifestyle

How will 9.8 billion people be able to live and prosper on Earth in 2050 within the boundaries that nature defines? The solution lies in making our lives more sustainable. We are trying to find solutions to this daunting challenge not only on a world-wide scale, but also here at home in Hungary.

Even in Hungary there has been an upward trend in the number of consumers who are demanding sustainable products and services. Demand is increasing for healthier, greener, more sustainable goods, as it is also for the solutions offered by the sharing economy. Additionally, sustainably operating companies and brands perform better than the average. There are huge opportunities in using our resources more efficiently.

Firms cannot neglect these changes, but need a **change in perspective**: We need to cut our ties with the linear model and look at waste as an asset and restructure production processes accordingly, even at the early stages of product development. We also have to make sustainability a brand.

We at BCSDH, with the leaders of our member companies, make two proposals for businesses that are seeking to reach their goals in terms of sustainability:

1. **Change business models** to make sustainable products and services more competitive
2. Shift consumer demand towards sustainability **through brands**

Changing “back” to the circular economy will open the door towards a more flexible and sustainable future. In order to spread the use of the model, our organisation is promoting the **creation of a Circular Economy Platform**. It is our mission to support our member companies as they become not only followers but active pioneers of changes in future and global trends.



A stylized, handwritten signature in blue ink.

Attila Chikán Jr.
President



A stylized, handwritten signature in blue ink.

Irén Márta
Managing Director



A stylized, handwritten signature in blue ink.

Valentin Póka
Action 2020
Sustainable Lifestyles
Working Group Leader

International overview

According to the estimations of the UN, the current world population is expected to reach **9.8 billion** in 2050, leading to an increase in the use of energy and resources, provided that the structure of consumption remains unchanged. Moreover, we are consuming our resources **at a faster pace** that they are regenerating. Our planet's resources are finite, which poses a tremendous **future risk** to businesses.



Overshoot Day in 2018 fell on
1 August.

During the rest of the year we're using up Earth's reserves.
(GFN, 2018)



According to the calculations of the World Resource Institute,
50-75% of resources that are consumed return to nature
as waste within **a year.**



Our current lifestyle is no longer sustainable
due to **overconsumption.**



Eight key materials are responsible for **20%** of global
greenhouse gas (GHG) emissions,
95% of water use and **88%** of land use.
(Ecofys-WBCSD, 2017)

Domestic overview



Increasing consumer confidence index, but still **lagging behind the European average**
(Nielsen, 2017)



In Hungary, **40%** of the total burden caused by illnesses can be attributed to **unhealthy lifestyles**
(ELEF, 2017)



58% of communal waste **is dumped** and **only 29% is recycled** while the goal the EU set for Hungary is 50% by 2020
(OHKT, 2017)



Only a **minor part** of total advertisement spendings (240 billion – MRSZ, 2017) contain **messages related to sustainability**



“ We expect an increase in domestic demand as a result of improved standards of living. We have a significant responsibility to focus this **growing demand** on sustainable products and services. In addition, we must apply new business models that make production processes economical and have less impact on the environment. We also need to involve our partners and suppliers to make our processes more sustainable.

Valentin Póka, Country Director,
Coface Hungary Credit Management
Services Kft.

Sustainable lifestyles require **sustainable production and consumption**. Businesses have a key responsibility to influence attitudes as these significantly affect products, services and consumers.

Sustainable Lifestyles goals of the Action 2020 Hungary program

The main objective of Action 2020 Hungary program regarding **Sustainable Lifestyles is fostering sustainable consumption** through ensuring adequate **demand and supply** of sustainable goods and services and rebuilding trust among stakeholders by providing reliable information which leads to a **better quality of life** within **ecological boundaries**.

GOALS WE WORK FOR:



Life cycle development:

Measure and decrease negative environmental impacts to decrease the consumption footprint by introducing the circular economy model



Sustainable products and services

Provide an adequate variety of sustainable products and services which are affordable and available for the majority of the population



Empower consumers

to increase their demand for sustainable products and services by providing reliable, actionable, user-friendly consumer information, communication and education



Balanced lifestyles:

Promote healthy living and health-supporting choices to enhance balanced lifestyles and wellbeing



“Some of you may think that we are going against our short-term business interests when we teach customers how to be energy aware. This is not so at all. The modern energy world is defining new values and new directions for all of us, and sustainability, the use of “smart” solutions, the creation of energy communities, and new customer and technological solutions are all part of the present. **The greatest value for us is that we are shaping a sustainable lifestyle together with our clients.**”

Zsolt Jamniczky, Board Member, E.ON Hungária Zrt.

Recommendations of BCSDH for the business sector in the field of Sustainable Lifestyles

Although making our lifestyles sustainable is primarily an individual responsibility, companies can contribute to this process in several different areas. Having examined these areas and the related tools, BCSDH has put forward recommendations to help shape the activity of the business sector.

Drafting the recommendations involved a nearly one-year process of collaboration, involving the participation of the Action 2020 Specialist Forum, the BCSDH Action 2020 Sustainable Lifestyle Working Group Meetings, the CEO Roundtable Discussions, the BCSDH General Meetings, and a number of professional discussions with subject-matter experts.

RECOMMENDATIONS OF THE BCSDH FOR THE BUSINESS SECTOR IN THE FIELD OF SUSTAINABLE LIFESTYLES:



CHANGE BUSINESS MODELS to make sustainable products and services more competitive



Shift consumer demand towards sustainability **THROUGH BRANDS**

A BCSDH INITIATIVE



THE CIRCULAR ECONOMY PLATFORM

In order to exploit the business potential of the circular economy, it is necessary to unite companies, the government, and the scientific community. The first and most important step in the process that the BCSDH and its collaborating partners support through the establishment of a circular economy platform is the **sharing of knowledge and experience.**

Which UN Sustainable Development Goals does a sustainable lifestyle contribute to?



- 3.** Ensure healthy lives and promote well-being for all at all ages
- 8.** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- 9.** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- 12.** Ensure sustainable consumption and production patterns
- 15.** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss

IN BRIEF: In September 2015, 193 countries accepted the Sustainable Development Goals (SDG) that defined worldwide sustainable development priorities and endeavours until 2030.

The framework defines 17 goals and 169 sub-goals, and calls governments, the business sector and civil society to action to eliminate poverty and ensure the existence of dignified living conditions and equal opportunities for everyone, within the capacity of Earth's resources.

Recommendation 1

Change business models to make sustainable products and services more competitive

The production of sustainable products and services currently involves higher-than-average costs. This creates an obstacle to competitive pricing. Several **business models and concepts** which are conducive to improving competitiveness and which have a positive impact on the environment and society have become widespread in recent years. New models pave the way to **new business opportunities**.

Businesses can make an even greater impact if they do so through the **involvement of their value chain**, as **the environmental impact** of a product or service can be defined by assessing its **whole life-cycle**.

SHARING ECONOMY

The sharing economy might be worth 570 billion euros in Europe by 2050. (PwC, 2016)

The concept of the sharing economy is the efficient, on-demand and trust-based utilization of excess capacity and resources with a focus on sustainability. (PwC, 2015)

The **concept of the sharing economy** is spreading so rapidly in Hungary that large companies can no longer ignore it.



“ According to MOL's 2030 strategy, the company seeks to be the market leader in **mobility services** by selling miles instead of liters. MOL is offering all kinds of services that make travelling more comfortable. **Community car sharing** perfectly fits this strategy and will play a key role in the future in big cities. According to the experiences of leading European cities, **a single shared car can replace five or even ten privately owned ones**. This solution is a perfect method of relieving traffic in cities, and is also beneficial for the environment.

Péter Ratatics, Executive Vice President for Consumer Services, MOL Group

Closing the circle: using the circular economy to replace linear concepts



CIRCULAR ECONOMY

According to the current so-called **linear economic model**, technical and biological components are extracted from nature, transformed, and are then disposed of without recycling.

In contrast, in **the circular economic model** metabolic processes are involved in a closed circle, waste is almost 100% recycled, and biological and technological components are returned to the cycle with minimum loss of quality.

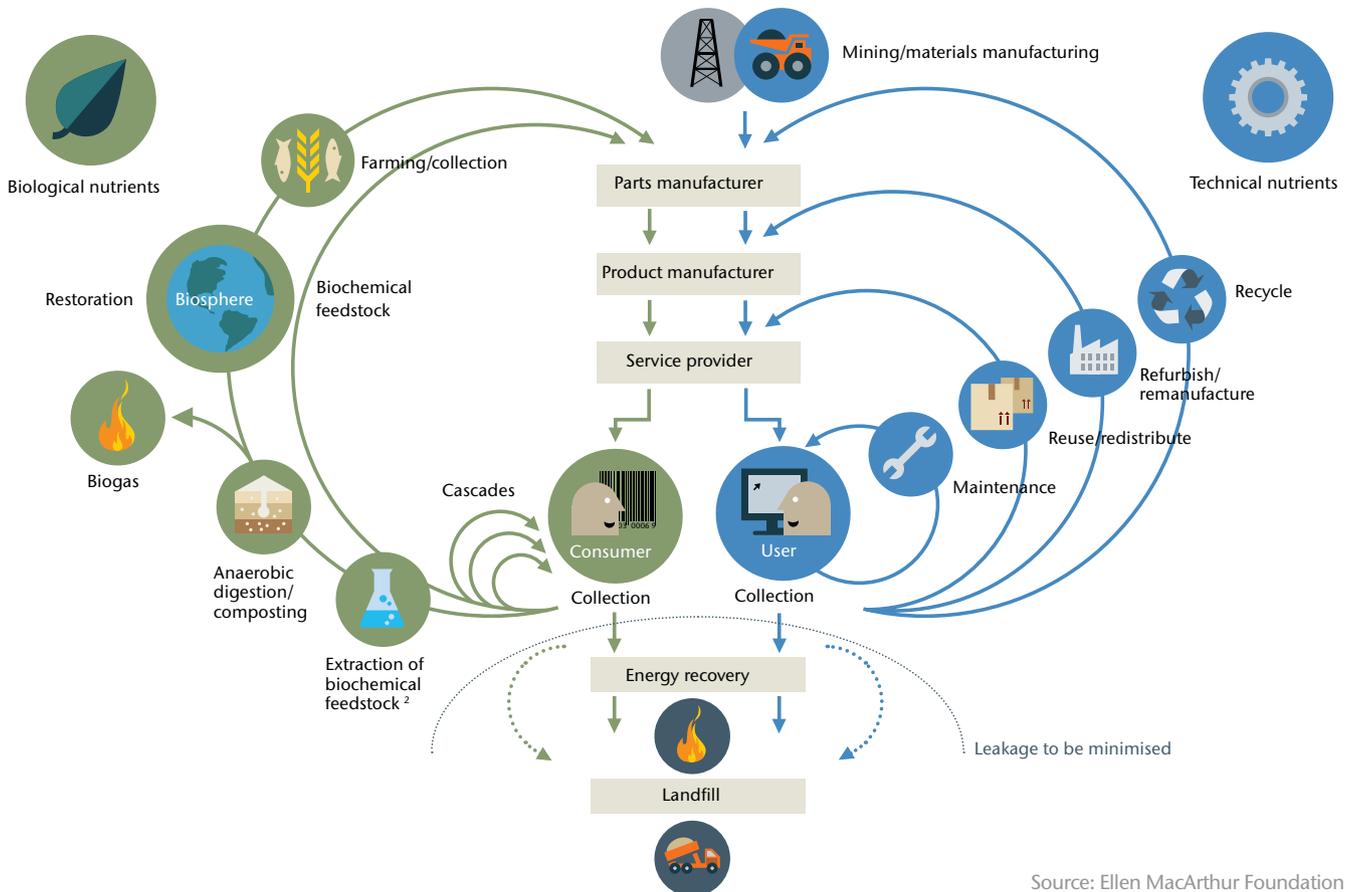
The transition to a circular economy involves a new way of looking at the relationships between markets, customers, and natural resources through the responsible management of reserves.



“ It was a conscious part of our long-term development that we tried to manage all the activities related to the entire product range of the chicken breeding within the framework of the integration. We believe in circular farming, which has practically proven at our case. We buy the wheat for the feed-mill, we produce litter from the wheat straw, which is used on poultry farms. We **ferment and sterilize the loose-litter poultry barn manure**, while the **fermented product** thus obtained (fertilizer pellets) is sold as an **organic nutrient and returned to the soil**, thereby contributing to the development of the circular economy.

László Bárány Jr., CEO, Master Good Kft.

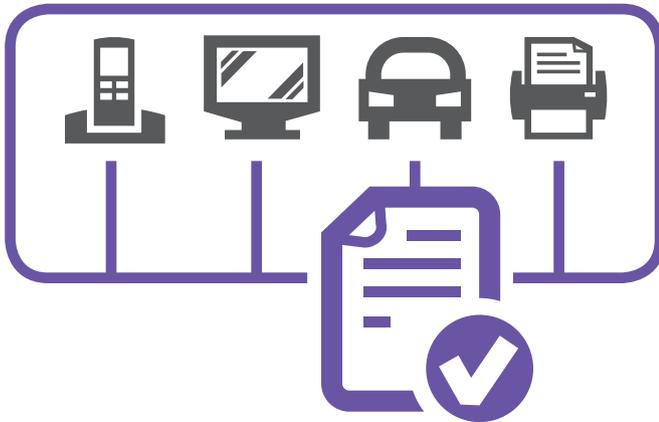
How does the circular economy work?



The model differentiates between the flow of technological and biological materials. The **biological material flow** does not produce waste but organic materials that can be recycled back into the system through various processes (e.g. composting, or anaerobic degradation). **Cascading recycling** means that biological materials can be reused at lower and lower energetic levels.

In the case of the **technological material flow** of products, components, and materials can be reclaimed and recovered by processes such as reuse, repair, reprocessing or (ultimately) recycling. The smaller the loop, the less expensive it is to recycle materials.

New perspective – new business models



PRODUCT-AS-A-SERVICE

In this business model, the ownership of a tangible product is retained by the service provider who actually sells the **functions of the product to the customer**. The manufacturer is thus interested in ensuring product longevity, which is also beneficial for the environment. Due to the regular leasing arrangements, revenues can be managed more easily.

Some companies **based their businesses on the principles of sustainability** at the time of foundation and are constantly working on their improvement and adaptation to changing circumstances.



“*Folprint's business model is based on sustainability as its core business is the production of environmentally friendly, carbon-neutral printing products. All our materials, technology and our production and business processes are designed not only to meet customer demands for the highest quality, but also to **prevent and reduce carbon dioxide emissions**. Reusing or recycling is also an **integral part of our activities**, with which we are also contributing to a circular economy.*”

Attila Szabó, CEO, Folprint Zöldnyomda Kft.



“*People need to relax, to be entertained and to be continuously recharged. In the Ladybird Farm Leisure Center (Katica Tanya), our mission is to provide visitors with the opportunity to engage in sustainable tourism, therefore the carbon footprints of their visits should be minimized. For this reason, we only **develop attractions that do not consume energy, and if they do, we produce it from renewable sources**.*”

János Handó, Owner, Ladybird Farm Leisure Center

Recommendation 2

Shift consumer demand towards sustainability through brands

In 2017, the WBCSD and Havas Worldwide global research concluded that companies have been making significant efforts to **influence consumers** for over 70 years, and the good performance of brands shows that they are doing so successfully. An increasing number of the middle class have developed a desire for the **standard of living** that advertisements promote, but this lifestyle is based on **overconsumption**, which far outweighs Earth's capacity and is **not sustainable**.

The research, however, pointed out that **consumers, Generation Y in particular, are no longer attracted by these values.**

Brands give businesses the power and the ability to shape the world as it is presented to consumers. This is the challenge of the present. It means promoting a **real "good life" and sustainability.**

These values form the foundations of the **GoodLife 2.0 concept** that places the message of **"better, not more"** into focus, and is built on studies about recent consumer behaviour.

Better, not more



More information: <https://www.wbcds.org/Programs/People/Sustainable-Lifestyles/News>

The transformation of consumer needs is already underway

We are currently witnessing the transformation of consumer needs: most people no longer desire an increase in the quantity of goods and services, but better quality. **The increasing provision of sustainable products and services seems to be a response to this growing demand in Hungary too.**



The value of conscious consumer purchasing decisions was **HUF 1014 billion** in Hungary between 2014 and 2016.
(TVE, 2017)



70% of Hungarian customers would be willing to pay more for products contained in environmentally friendly and biodegradable packaging.
(Heineken, 2018)

In order for consumers to become aware of and want to choose sustainable products and services, it is essential that they are involved in **realistic decision-making situations** and have access to appropriate, credible information.

As companies primarily communicate with their consumers through their **brands**, these channels can be used to make a real impact, to serve real needs, and to shape customer behaviour. **Sustainability must be an integral part of brands.**



“For me, sustainability starts with the individual responsibility that I, as a person, as a consumer and also as a corporate manager, integrate into my decisions. Therefore, our business philosophy is that if **we want to be a responsible, ethical, sustainable bank/company, our customers also have to be responsible and ethical.** Instead of taking an authoritarian approach, which usually characterizes the financial sector (and also Hungary), we practice empowerment. We operate more transparently than our competitors, thus **our customers receive additional information about us through which we motivate them to make responsible decisions.**”

János Salamon, CEO, MagNet Magyar Közösségi Bank Zrt.

How can customer awareness be raised?

It was apparent from the 2018 BCSDH survey that companies that are committed to sustainability consider the need to **shape consumer attitudes** to be vital, and are dedicated to creating demand for sustainable products and services.



“As an FMCG company, on the one hand we need to satisfy consumers’ needs, but on the other hand it is our responsibility to shape their lifestyle in a sustainable direction. Almost 70% of the environmental impact of our products is generated during their use. We need to go beyond sustainable product development and sustainable business operations: our aim is to **increase the environmental consciousness of our consumers**. We believe that sustainable consumption is a new, quality way of living that needs to be strengthened.

Regina Kuzmina, CEO, Unilever Hungary



“In promoting a salad-eating culture and **balanced diets, social needs and business interests point in the same direction**, but they require **creative development and innovative methods**. Our ideas are born from our collaboration with our business partners and customers: the former include the children’s FrissNass salad which was inspired by the Hungarian Dietetic Association. Moreover, from the proceeds of these efforts we support the devoted work of Bátor Tábor.

Zoltán Gazsi, CEO, Eisberg Hungary Kft.



“As a market-leading insurer, our aim is to be at the forefront of improvements implemented and applied to make our processes faster and simpler than ever before. Through our solutions and aspiration towards digitalization we also making a big step forward to **realize environmental sustainability** and at the same time with this we also **support our clients to make more conscious financial decisions**.

Péter Kisbenedek, President-CEO, Allianz Hungária Zrt.

96% of corporate leaders believe that businesses have a great or key responsibility to make customer behaviour more sustainable. (BCSDH survey, 2018)

Tools for shaping consumer behaviour and raising awareness



Circular Economy Platform

USD 4.5 thousand billion



The circular economy will be a business opportunity worth USD 4.5 thousand billion by 2030.

(Accenture, 2015)

The **shift to a circular economy** represents a **great business opportunity**. The core of the concept is not yet deeply recognised by most companies, although the use of this model can increase the resilience of the world economy and facilitate the achievement of the Paris Climate Change Agreement and the United Nations Sustainable Development Goals.

BCSDH and its partners play a prominent role in facilitating the **paradigm shift** and **joint thinking**, along with building a community of forward-thinking **change leaders** and sharing **business solutions** that make a real impact.

For the new model to develop and spread, **collaboration** and knowledge sharing are required, with the involvement of **businesses, government and science**.

BCSDH IS THEREFORE INITIATING THE ESTABLISHMENT OF A CIRCULAR ECONOMY PLATFORM.



“Global megatrends - such as resource scarcity, technological breakthroughs, and the emergence of new generations - create an environment where it is considered a loss if a product ends up in a landfill. Companies that recognize the untapped potential of extending the life cycle of products and materials can enter new markets, save on costs, and increase their customers' trust.”

Ádám Osztoivits, Partner,
PWC Magyarország Kft.



Businesses are committed to implementing the circular economy model

Currently, there are several business solutions that incorporate the principles of the **circular economy**. The spread of these examples indicates acknowledgement and understanding of the concept.



“ Heineken seeks to ensure - on a global basis - that **locally purchased raw materials are the materials used in the highest proportion** in our beers. This simultaneously **reduces the ecological footprint of production and contributes to strengthening local economies**. Therefore, in 2018 we signed a cooperation agreement promoting the revitalization of Hungarian hop production with Hungarian Interchurch Aid at the Ministry of Agriculture. Through the three-year program, we will continue to increase the proportion of domestic raw materials used in production, through which we create jobs for disadvantaged sub-regional families.

José Matthijsse, CEO, Heineken Hungária Sörgyárak Zrt.



“ Legrand is committed to protecting the environment, which includes integrating the principles of a circular economy into the company's operations. We strive to apply this **approach from the product development stage through the whole life cycle of products**. Our products also have a **PEP Eco Passport that informs consumers about their environmental impact** since 2013.

László Károlyi, CEO, Legrand Zrt.

Responsible supply chains play a key role in the circular economy as most processes cannot be implemented solely within an organization, but only in partnership with suppliers.



“ As a responsible company we seek to **operate and improve our restaurants and supply chain sustainably**. **In partnership with our suppliers**, starting as early as with raw material production, we **regulate** food safety and quality measures, as well as **promote** ethical, socially responsible operational practices that integrate environmental protection and animal welfare. Sustainable development of agriculture is also supported by our International Flagship-Farm programme, which aims to increase the use of sustainable farming practices across our entire supply chain through **professional dialogue and knowledge sharing**.

Ágnes Horváth, CEO, McDonald's Hungary Restaurant Chain LLC

Beyond business as usual



“ From the commitments of Essity we have foreseen the production of ZERO waste generation for 2030, which means that all waste generated as part of the production of our products is 100% recycled as raw material or energy. Our PaperCircle program recently just won the Interclean Innovation Visitor's Choice Award 2018.

Zoltán Venter, CEO,
Essity Hungary Kft.



“ Where water is present, Grundfos is there as well, as our products appear at every stage of the water cycle. Our sustainable solutions are supported with development and innovation processes that reduce the use of resources throughout the whole product lifecycle, and ensure the material recycling reliable storing and long lifetime.

László Török, CEO,
Grundfos Magyarország Gyártó Kft.



“ Plastic waste is currently one of the world's biggest sustainability issues. According to Nestlé's vision, no packaging material may be used in landfill or garbage, including plastics. We have defined the goal of reducing our packaging by 140,000 tonnes globally by 2020, and we will continually improve the environmental impact of our packaging.

Péter Noszek, CEO,
Nestlé Hungária Kft.



“ As a part of our environmental responsibility, I consider it our top priority to teach industrial producers to use less packaging material and acquaint them with more efficient packaging methods through our environmentally friendly and cost-effective solutions, and our conscious packaging concepts. We can achieve savings of up to 70% with our partners.

Gábor Arató, CEO,
Manuli Stretch Magyarország Kft.

SUSTAINABLE LIFESTYLES BUSINESS SOLUTIONS

e-on
The E.ON Energy Communities program

DREHER
SÖRGYÁRAK
Drink responsibly! – The rules of responsible alcohol consumption

Allianz

McDonald's
McDonald's Agricultural Assurance Programme (MAAP)

BASF
We create chemistry
Knowledge Site and Common Future Conference

eisberg
simply fresh
Introduction of FrissNass salad for children

MOL
MOL Limo

Henkel
Sustainability Ambassadors Program

BASF
Verbund (circular economy)

ING
Applying the "green lens" to every financing opportunity

bud
Budapest Airport
E-mobility at Budapest Airport

BIOFILTER
KÖRNYEZETVÉDELMI ZRT.
1990
100% food waste recycling

essity
Circular economy at Essity

Maghet
MAGYAR KÖZÖSSÉGI BANK
Collective Donor Program

Inest
Office paper circulates

TOYOTA
Hybrid cars

Master Good
www.mastergood.hu
"Sustainable poultry breeding"

GRUNDFOS
Circular economy - Aluminium waste reuse

DAIKIN
Free access to 93 Daikin patent

K&H
Start it @K&H

Unilever
Road to a sustainable lifestyle

legrand
Eco-design at Legrand

FOLPRINT
www.zoldnyomda.hu
Manufacturing and recycling circular products

hvg
Fenntartható Fejlődés Plusz

syngenta
Contivo program

Nestlé
Jó étellel teljes az élet
Used aluminum coffee capsules are not useless waste

Shell
Shell ECO-marathon

Provident
Business ethics and responsible lending program

TESCO
Tackling Food Waste

KATICA TANYA - PÁTKA
Sustainable climate-friendly tourism

SZENTKIRÁLYI KÉKKÜTI ÁSVÁNYVÍZ KFT.
Encouraging plastic bottle recycling

Search for business solutions here:

www.action2020.hu → Business solutions



YOU'VE GOT A CAR.

WITH SHARED CAR FOR OUR COMMON FUTURE

IT'S HERE! INNOVATIVE VEHICLE FOR THOSE ON ROADS, ENVIRONMENTALLY FRIENDLY SOLUTION FOR THE LIVABLE CITY. THAT'S WHAT WE CALL MOL LIMO, BUT YOU'RE FREE TO CALL: MY CAR.

www.mollimo.hu



Companies joined the program *



*Status: September 15, 2018. www.action2020.hu

JOIN THE PROGRAM! GET INFORMED: WWW.ACTION2020.HU

'For a Sustainable Future' Prize – Winners 2018



In 2018, 'For a Sustainable Future' Prize has been launched for the second time to recognise and disseminate to a wide audience the outstanding performance of companies, leaders and individuals in the field of sustainability, thereby promoting and increasing the contribution of the business sector to meeting the UN's Sustainable Development Goals.

THIS COMPLEX AWARD HAS 3 CATEGORIES:

The **CHANGE LEADERS' PRIZE** acknowledges business leaders and general managers who are innovative and who have demonstrated significant achievements in the field of sustainability.



Ferenc Molnár
Owner, CEO, Ilcsi

Photo: Ildikó Fülöp

The **BUSINESS SOLUTION PRIZE** acknowledges innovative business solutions which go beyond 'business as usual'.



Circular approach in digital switchover



Plastic-free movement in May



MOL Limo, the future of driving

The **LEADING WOMEN AWARD** recognises leading women who are prominent in the field of sustainability.



Zdravka Demeter Bubalo
HR Director, MOL Group



Anita Urbán
HR Director, Grundfos



Barbara Verő
HR Director, Nestlé

CONGRATULATIONS TO THE AWARD WINNERS OF 2018!

We are all responsible for protecting our planet for future generations

At Nestlé we will use **only recycled or reusable packaging materials** for our products, and eliminate the use of non-recyclable plastics by 2025.

Nespresso in Hungary has collected used aluminium coffee capsules in our stores since 2012, and in 2017 we introduced a service where our customers can simply and comfortably return their used coffee capsules with our courier service upon the delivery of their orders.

Aluminium capsules are recycled as raw material for a number of Hungarian products, while grounds are recycled through composting.



**We are grateful to the following experts who have personally contributed to the
Action 2020 Hungary program in 2018.**

Antal Emese	TÉT Platform	Horváth Ágnes	McDonald's Hungary Restaurant Chain LLC	Perger Júlia	PricewaterhouseCoopers
Arató Gábor	Manuli Stretch	Horváth János	MVÜK	Piskóti Marianna	Corvinus University of Budapest
Baja Sándor	Randstad Hungary	Horváth Magyary Nóra	K&H Bank	Póka Valentin	Coface Hungary
Bárány László Jr.	Master Good	Hoschek Nóra	Grundfos Gyártó Magyarország Kft.	Sáreczky Richárd	MOL Limitless Mobility
Baranyai Attila	Telenor	Högyész Anna	Nestlé Hungary	Simon Anita	ECO-FIRST
Barta Zsófia	Ministry of Foreign Affairs and Trade	Igaz Zoltán	ING Bank	Szabó Attila	Folprint Greenpress Ltd.
Bartus Gábor Dr.	National Council for Sustainable Development	Jacqueline Cramer, Prof. Dr.	Holland Circular Hotspot	Szabó Gergely	MET Hungary
Bercsi Gábor	Cofely	Jamniczky Zsolt	E.ON Hungária	Szabó István	KPMG
Bodor Tibor	ING Bank	Jancsár Gergely	MOL Group	Szarvas Gábor	Budapest Airport
Bors Kata	HEINEKEN	José Matthijsse	HEINEKEN	Szauer Péter	HVG Publisher
Brand Éva	IBERDROLA Renovables	Károlyi László	Legrand	Szederkényi Zita	BCSDH
Chikán Attila Jr.	ALTEO Energy Services Plc.	Kelemen Attila	ProSelf International Inc.	Szepessy Kornél	HungaroControl
Csépán István	UTC Overseas	Kocsány János	Graphisoft Park	Szirmai Zoltán	Prímaenergia
Csizmadia Edit	MOL Hungary	Kriza Máté	Foundation for Circular Economy	Taira-Julia Lammi	ABB
Dale A. Martin	Siemens	Lakatos Sándor	INEST	Tompa Gábor Dr.	Nestlé Hungary
Dávid Livia	MAVIR	Márta Irén	BCSDH	Ujhelyi Katalin	Hungarian Food Bank Association
Doró Viktória	ReCity/InGreen Magazin	Martin Olivér	Szentkirályi-Kékkúti	Urbán Katalin	Grundfos
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30
ÉVE VELETEK



COMMITTED TO FAMILIES AND SUSTAINABLE LIVING



During the **McDonald's BringaMánia** events participants cycled

25x



around the **Globe**

We purchase raw materials for our coffee, fish and most of the packaging from sustainable sources.



Our Hungarian supplier became the **first chicken flagship farm** of McDonald's in 2016.



We have served **1 million** portions of fruit and vegetable in Happy Meals since 2015.

We have handed out more than **500.000**



books with Happy Meals since 2014.



In our restaurants we collect waste selectively

and more than **80%** of it is recycled.

We donate **5 HUF** from the price of every Happy Meal for the **Ronald McDonald Houses**.



With our support the Ronald McDonald Houses have helped **10.000** families since 1999.



PURPOSE DRIVEN PEOPLE, PURPOSE DRIVEN ORGANISATION

Why does Unilever focus on Purpose?

Your purpose is your brand. It is what makes you distinctive, what you're driven to achieve, the magic that makes you tick. It's not what you do, it's why you do it - the strengths and passions you bring to the table no matter where you're seated.

Unilever is a business founded on a sense of purpose, and the unique heritage still shapes the way it does business today. In our complex and interconnected world, in addition to having a powerful purpose, brands must look at their impacts up and down the value chain as well.

Consumers are also becoming much more aware of the positive difference brands can make to social and environmental challenges and the difference they themselves can make through their everyday shopping choices. Globally 18 of our top brands are now sustainable living brands, including our biggest ones, like Knorr, Dove, Lipton, Rexona and Hellmann's. We are proud of our local achievements as well; for instance, in the frame of our Domestos School program we helped to renovate toilets of numerous elementary schools in the most socially disadvantaged areas of Hungary. In 2017 sustainable living brands grew almost 50% faster than the rest of the business and delivered more than 70% of our growth.

We believe that our colleagues' jobs must have a purpose too, which means doing work that makes a tangible and lasting difference to people's lives. We organize purpose workshops for our colleagues aimed to unleash trapped capacity in our organisation by creating an environment where everyone can discover their individual purpose and personal goals to be at their best.

Having a clear organisational purpose is a powerful enabler of superior performance. Unilever's results prove that we are on the right track: sustainable and purposeful brands combined with purpose driven people make the company successful.

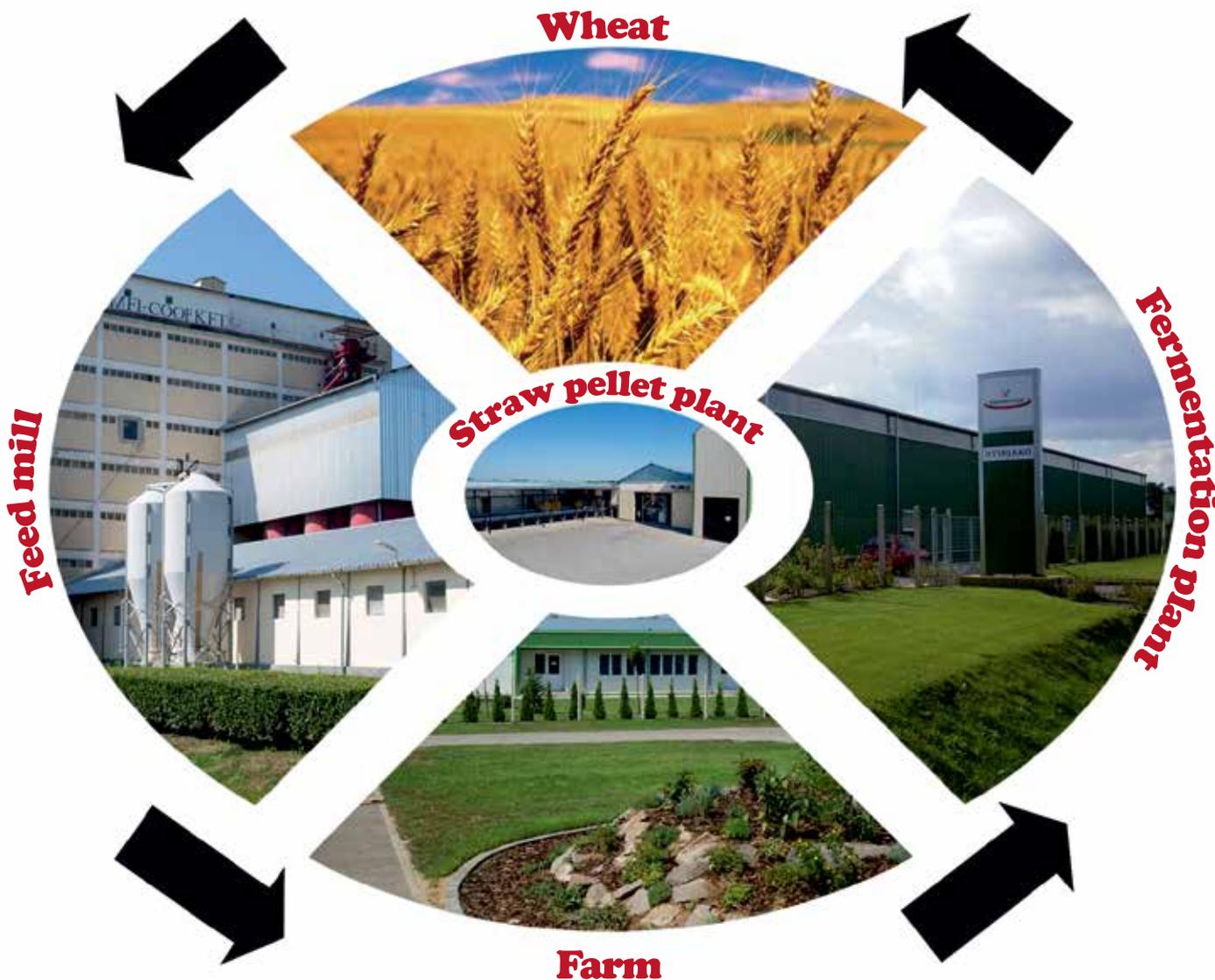


OUR SUSTAINABLE LIVING BRANDS GROW ALMOST 50% FASTER



Unilever

**The Master Good has on
award winning sustainability system.**



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10 years of renewable
dynamism



CHALLENGES TAKE US FORWARD

Since the foundation of ALTEO 10 years ago, the company has been working to provide the most efficient and complete energy services to its clients. Its activities, in addition to energy trade, include renewable and natural gas-based production and energy services for industrial companies, with special attention to the implementation, operation and maintenance of energy supply systems.

Through the sustainable operation of energy facilities, the high standards of professional service and the application of best practices, ALTEO provides its clients with long-term energy efficiency, thanking them for their loyalty.



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