

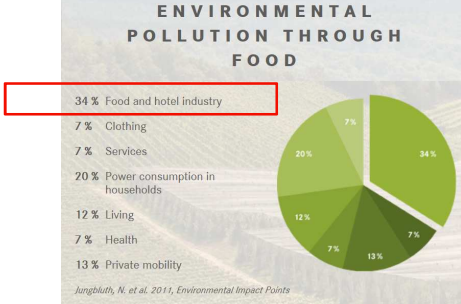
**Responsible Management Education**  
**HTW Chur**  
 Peter Lutz, CMO SV Group

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### How does Lifestyle impact Restaurant Business ?

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 Passion for quality. Since 1914.

**ENVIRONMENTAL POLLUTION THROUGH FOOD**




34 %	Food and hotel industry
7 %	Clothing
7 %	Services
20 %	Power consumption in households
12 %	Living
7 %	Health
13 %	Private mobility

Jungbluth, N. et al. 2011, Environmental Impact Points

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### Facts & Figures SV Group

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**Key figures 2013**

Numbers of Restaurants	306
Total net sales (in million CHF)	437
Number of employees	5 066

← Siemens, Zug

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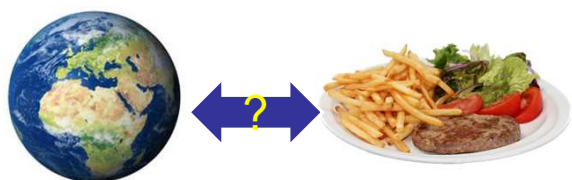
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**LOHAS**  
 Lifestyles Of Health And Sustainability

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### Is there any link ?

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### Reasons for integrating sustainability into our business

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2012: Launch of climate protection programme



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Success Rate @ tenders for canteens

Year	Volumen (mio CHF)	Success SV Group (%)	Success Competitors 2 - 5 (%)
2011 / 2012	65	46.7%	33.3%
2013 / 2014	160	65.7%	33.3%

Quelle: CDP Global 500 Climate change report

### Future Managers education / qualification

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#### International Analysis of Sustainability Reports

Green washing ?

Quelle: CDP Global 500 Climate change report

### Reasons for integrating sustainability into our business

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Relevant ecological proposition

### Future Managers Education in sustainability

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- «Market orientation vs internal orientation»
- «Sustainability as part of the marketing mix»
- «CSR Manager as Marketing Manager»
- «a CO<sub>2</sub> Target as Brand-attribute»

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Relevant ecological proposition

Attractive product proposition