



Worldchefs Joins Forces with Electrolux in supporting UN Global Goals, takes action on sustainability and food

Worldchefs is proud to join forces with Electrolux and with AIESEC, the world's largest youth-led network, in Feed the Planet – a key partnership that includes commitments to driving a number of food projects over the coming years. As a first step, Electrolux is setting up the Electrolux Food Foundation, creating a long-term platform for funding initiatives in this area and engaging employees around the world. The initial investment is SEK 10 million.

“Feeding the world’s growing population in a sustainable way is one of the greatest challenges of our time. We believe Electrolux, as a world-leader in a kitchen appliances, has a responsibility and opportunity to contribute on issues related to cooking and food consumption,” said Jonas Samuelson, President and CEO. “We’ve had a global approach to the impact of our operations and products for many years. Now, we’re widening the scope of sustainability to address our role in society in a more focused way. By working together with Worldchefs and its 10 million associated chefs, we leverage our expertise, professional network and global organization to make the most of our contributions to local communities.”

The objectives are to inspire better food consumption and cooking habits among consumers and professionals, maximizing sustainable and healthy choices while contributing to a reduction of negative impacts. Other aspects are to support people in need – in putting better, more nutritious food on the table, providing advice on cooking on a tight budget, offering workplace education and supporting emergency relief efforts through Worldchefs without Borders.

The first project to be financed by the Electrolux Food Foundation will be the Feed the Planet partnership. Electrolux units can also apply for funding from the foundation to launch local projects supporting the objectives.

Given the status and role of chefs today, Worldchefs is uniquely positioned to set the agenda and convey important messages about the need for healthy food and sustainable cooking. AIESEC, which is promoting and driving youth participation in the implementation of the UN sustainable development goals, will provide volunteers to help manage projects on the ground.

Charles M. Carroll, President of Worldchefs, said:

“I believe this project is going to change global sustainability as it relates to the hospitality field. Our main focuses are sustainability education and awareness campaigns towards both consumers and professionals, and alleviating poverty



through skills development and humanitarian relief. Electrolux is considered the sustainability leader in the kitchen appliance industry and in partnering with them, I believe we can make an impact in these areas and focus in on how they affect our planet.”

Electrolux sustainability framework, For the Better, includes nine promises to work for better solutions, better operations and a better society. By implementing a Group-wide approach to social investment, Electrolux is seeking to fulfil its promise “Be a Force for Good” in a way that is also aligned with the UN Sustainable Development Goals. More specifically, Electrolux hopes to have a positive impact on the goals Zero Hunger (#2) and Responsible consumption and production (#12). Food is also a major factor in climate change, meaning this focus area ties well into Electrolux goal to halve its carbon emissions by 2020.

About the World Association of Chefs Societies (Worldchefs)

Founded in 1928 in Paris, France the World Association of Chefs Societies (www.worldchefs.org) is a global network of national chefs associations from 93 countries, representing over 10 million professional chefs worldwide. WACS is a non-political professional organisation dedicated to maintaining and improving the culinary standards of global cuisines. We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, WACS represents a global voice on all issues related to the culinary profession.

About Electrolux

Electrolux is a global leader in home appliances and appliances for professional use, based on deep consumer insight. We offer thoughtfully designed, innovative and sustainable solutions, developed in close collaboration with professional users. The products include refrigerators, ovens, cookers, hobs, dishwashers, washing machines, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 60 million products to customers in more than 150 markets every year. In 2015 Electrolux had sales of SEK 124 billion and 58,000 employees. For more information go to www.electroluxgroup.com.