

**7-ELEVEN**



# Creating a Sustainable Future Together



2021  
sustainability  
snapshot



## 2021 sustainability snapshot



### What a year!

Rankin Gasaway, 7-Eleven EVP, Chief Administrative Officer and Executive Sponsor of Environmental, Social and Governance (ESG), reflects on the company's impact and shares highlights of the team's incredible work for our communities, for our planet and for each other in 2021.

### Meet Joby Carlson

7-Eleven's new Vice President | Chief ESG Officer

[Click here to read the interview.](#)



As part of 7-Eleven's commitment to sustainability, we are thrilled to welcome Joby Carlson as our new Chief ESG Officer. Coming to 7-Eleven after more than nine years with Walmart, where he was most recently Global Director of Omnichannel Retail Sustainability, Joby brings tremendous passion and deep expertise in the areas of corporate responsibility and sustainability.

We recently sat down with Joby to get his thoughts on a number of important topics including his vision for leading 7-Eleven's ESG program, what it will take to lead the industry in sustainability, and why the social component of ESG is so important.



# In Our Communities

Throughout 2021, 7-Eleven's commitment to our communities grew in new ways to become stronger than ever. Through signature programs such as Operation Chill and Project-A-Game, as well as charitable donations and events, volunteer efforts and in-store fundraising, the 7-Eleven family of brands provided support to thousands of communities across the country.



In 2021, 7-Eleven Inc., collected and donated more than **\$22 million** to **1,500+** organizations.

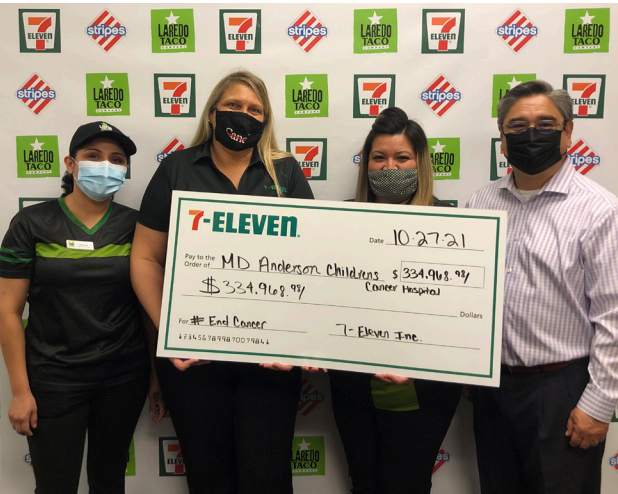
## Children's Miracle Network Hospitals

In May 2021, 7-Eleven, Inc. finalized the acquisition of Speedway, a leading convenience store chain with a long-standing history of community support, including a 30-year relationship with Children's Miracle Network Hospitals. In 2021, through a combination of customer donations and a charitable Miracle Tournament and Celebration Dinner, **Speedway raised more than \$19 million to support 80+ member hospitals located throughout its operating area.**



View golf tournament highlights and learn more about the relationship between Speedway and Children's Miracle Network Hospitals.





## MD Anderson Children's Cancer Hospital

In September, Stripes® and 7-Eleven® stores held their annual in-store fundraising campaign benefiting The University of Texas MD Anderson Cancer Center. Throughout more than 570 Stripes and 7-Eleven stores across Texas and Louisiana as part of Pediatric Cancer Awareness Month, passionate associates and generous customers **raised \$343,000 in 2021 – bringing the total amount donated to more than \$6.1 million over the past seven years.**



## Operation Mend

7-Eleven is proud to support Operation Mend, a program established by the U.S. military and UCLA Medical Center that provides care for wounded, post 9/11-era veterans. Over the last four years, the company has provided a **\$400,000 grant to fund things like advanced surgical and medical treatment, as well as comprehensive psychological healthcare and social support for both wounded warriors and their family members.** The program is available at no cost to veterans / service members, and is available to eligible warriors injured during combat operations or while training for service.



More details here: [www.uclahealth.org/operationmend/about](http://www.uclahealth.org/operationmend/about)

## Salvation Army Angel Tree Program

With the hope of making the season brighter, associates at the Enon Store Support Center adopted 451 Angels during the holidays. Associates from every department participated — collecting a full truckload of toys, bikes and clothing with an estimated value of more than \$25,000 for children in need.





7-Eleven continued its long-standing support of hunger relief by holding multiple events for organizations working to address food insecurity.



## North Texas Food Bank

Through two separate outdoor food drive events at the Irving Store Support Center — the first in April and the second in November — the team donated more than **6,500 pounds of food**. When combined with the company's \$20,000 cash contribution, as well as the additional funds many associates donated directly to North Texas Food Bank online, the total impact was **79,430 meals** for local families.



## Minnie's Food Pantry

Associates from the Irving Store Support Center kicked off the holiday season by spending a day at Minnie's Food Pantry, packing up 1,000 boxes of food and making a \$25,000 cash contribution to assist North Texas families struggling with food insecurity this year.





7-Eleven's signature community engagement and giving programs — Operation Chill and Project A-Game — play a vital role in strengthening neighborhoods and improving the wellbeing of youth across the country.

## Operation Chill

After 25 years, the Operation Chill program was completely reimagined into an all-new digital experience, complete with the launch of [www.7-elevenoperationchill.com](http://www.7-elevenoperationchill.com), where law enforcement agencies could easily register online, request Slurpee® drink coupons, and access best practices, tools and tips for making Operation Chill a success in their local communities. The Operation Chill branding also received an updated logo and new social media assets, ensuring that the program continues to remain fresh, fun and engaging for the next generation of youth. As a result, participation from law enforcement agencies has **increased (with almost 300 more agencies participating in 2021 than in previous years) and coupon redemption is up 70% over 2020.**



## Project-A-Game (PAG)

For many years, PAG grants have helped 7-Eleven® (and now Stripes®) stores cultivate positive relationships within neighborhoods and provide youth development opportunities in education, fitness, safety and hunger relief. PAG grants are also instrumental in supporting the opening of new stores as they seek to foster community connections. In 2021, **434 grants** were awarded to community organizations, totaling more than **\$390,000**. From the Uniondale Little League in Uniondale, N.Y., to the Reeves Elementary School STEM program in Woburn, Mass., to many more programs across the country, PAG grants help to keep kids learning, growing and having fun all year long.



# Our Commitment to Diversity, Equity and Inclusion

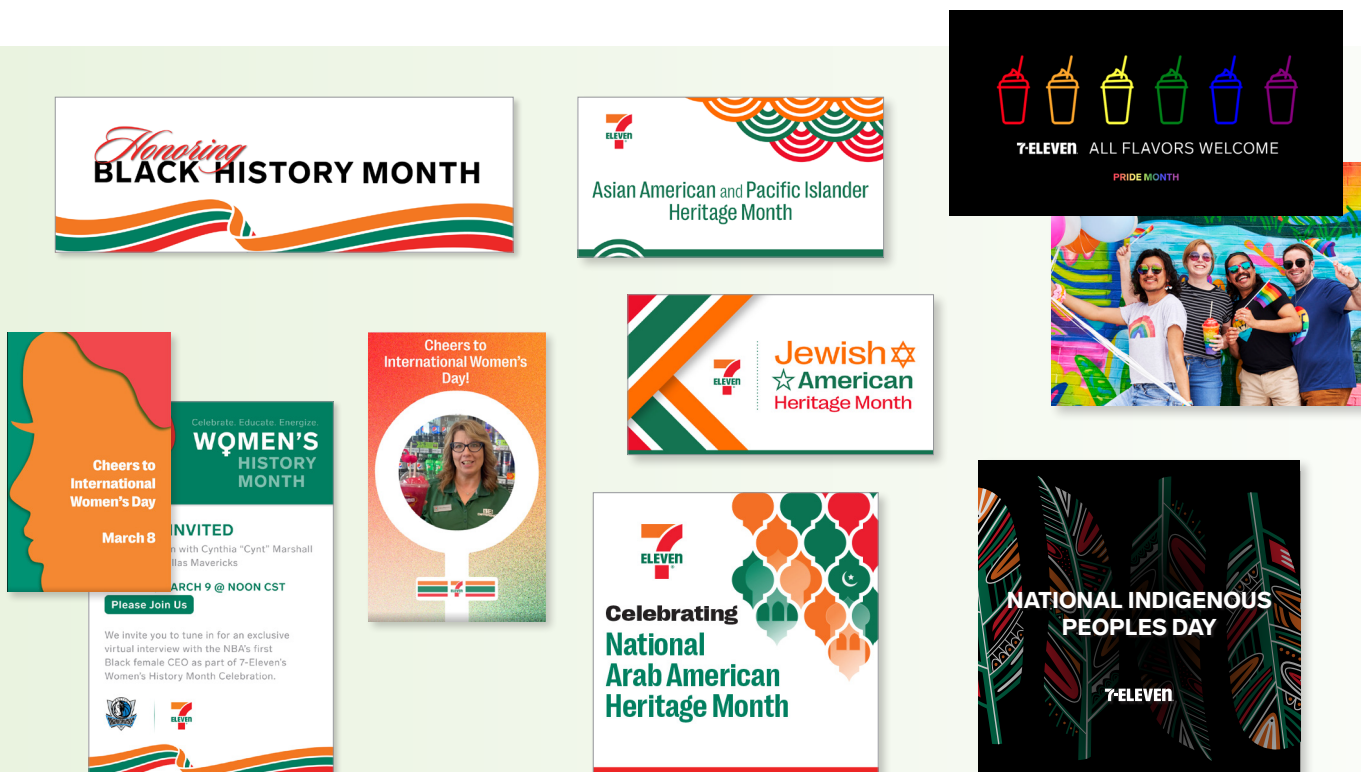


As the recognized industry leader, we have an obligation to lead the way in diversity, equity and inclusion. It's not only the right thing to do, it's a business imperative. After all, customers and the neighborhoods we serve are highly diverse — and getting more so every day. As a customer-obsessed organization that challenges the status quo and recognizes that people drive our success, the 7-Eleven family of brands is committed to taking bold action to build an inclusive culture that champions diversity.



**In that spirit, we celebrated and recognized diverse groups and individuals within 7-Eleven through a variety of programming:**

- Monthly awareness and engagement campaigns highlighting multicultural commemoration months such as [Black History](#), [Women's History](#), Pride, Asian American and Pacific Islander, Jewish American, National Arab American, [Hispanic Heritage](#) and [Native American Heritage](#) — just to name a few.



**Celebrating Hispanic Heritage Month**

The Hispanic and Latino American population continues to grow rapidly

- 60 million in 2019, growing rapidly
- 18% of the total U.S. population
- 60% of the growth in the Hispanic population is from people of Mexican origin

Hispanic and Latino Americans have a major presence in America

- 5 states are home to the majority of all Latino Americans in 2018: California, Texas, Florida, New York, and Arizona
- 90% of U.S. Latinos live in the United States
- \$15 trillion in economic activity
- 4 in 5 Latinos are U.S. citizens

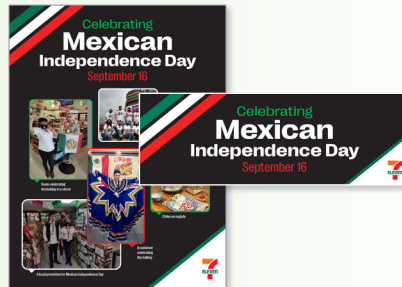
Hispanic and Latino Americans make history

- ITA MORENO**: First ever Hispanic member of the U.S. Supreme Court
- CEASAR CHAVEZ**: Founder of the United Farm Workers
- ROBERTO CLEMENTE**: First Latin American and Caribbean singer to be inducted into the Rock and Roll Hall of Fame
- JULIA ALVAREZ**: Dominican American author who became one of the most widely translated Latin American authors
- JENNIFER LOPEZ**: One of the most active Hispanic actresses in Hollywood
- ELLEN OCHOa**: First Hispanic woman to be named to the U.S. Supreme Court
- SOMIA SOTOMAYOR**: The first Hispanic woman to be named to the U.S. Supreme Court
- LIN-MANUEL MIRANDA**: Director of musicals and creator of the hit Broadway musical Hamilton
- DOLORES HUERTAS**: A giant in the fight for Hispanic American civil rights

Understanding Hispanic, Latino and Latinx terminology

The terms "Hispanic" and "Latino" refer to ethnicity and culture. They are groups based on shared culture rather than skin color, race, or other physical features. However, the groups are also broader than ethnicity.

- HISPANIC**: Hispanicity spans beyond an individual's ethnicity and includes anyone who speaks Spanish as a primary language that is a common thread.
- LATINO**: People from Latin America including Central America, South America, and the Caribbean belong to geographic groups.
- LATINX**: A more gender-inclusive, pan-ethnic label referring to all people who identify as being from the Latin American population.



**Janey Camacho Appia**  
Customer Service Manager | 7-Eleven



As part of 7-Eleven's celebration of Hispanic Heritage Month, longtime customer service manager and community advocate **Janey Appia** shared her career journey, lessons learned and some of the rich company history of which she's been an integral part for nearly 40 years.

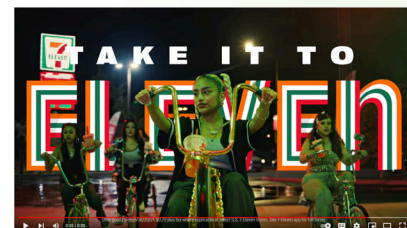
- Demonstrating the company's commitment to veteran-friendly organizations with events and content to honor the service and sacrifice of military heroes and their families. Developed in partnership with the 7-Eleven Veterans Outreach Organization, highlights included **Military Appreciation Month**, Memorial Day, Rolling Remembrance and **Veterans Day**.
- The latest **"Take it to Eleven"** integrated marketing campaign featured all-female low rider enthusiasts in Los Angeles biking to a 7-Eleven for Big Gulps. Designed to showcase the spirit of taking things up a notch, the campaign shined a light on our customers' ability to take things one step further with ad spots featuring different cultures expressing themselves.



Meet some of our military heroes who now call 7-Eleven home.

**7-ELEVEN**

- 6,580+ Veterans and military spouses hired since 2018
- \$6.9M+ in nonprofit military aid organizations to date (mandatory + voluntary)
- 8 consecutive years named a Top Military Friendly Employer by WUOLive (2016-2023)
- 110+ Veteran-owned 7-Eleven stores in the U.S. through Special Franchise Incentives and programs for military



I think it's important for our customers to see themselves in an authentic way in our marketing efforts. In terms of Hispanic heritage specifically, we were both bold and thoughtful in how we celebrated Hispanic and Latinx culture this past year.

**Marissa Jarratt** | Chief Marketing Officer, 7-Eleven





# Caring for the Planet

At 7-Eleven Inc., our push to reduce the impact on the planet without compromising customer needs, quality or safety is a key driver of our innovation. The company's programs to help make electric vehicle (EV) charging more convenient, reduce plastic usage and packaging material waste, reduce CO2 emissions from stores and ensure the procurement of sustainably sourced food ingredients make it easier for customers to do good simply by shopping with us. Specifically, the 7-Eleven brand portfolio has:



## In the summer of 2021, 7-Eleven set out to make EV charging more convenient to accelerate broader adoption of EVs and alternative fuels.

The company announced its ambition to install at least 500 EV charging ports at 250 select U.S. and Canada stores by the end of 2022. With more than 31 ports installed at 17 stores thus far, there have been **2,800 customer charging sessions** in 2021 with **~160,000 electric miles charged**. While the industry-wide supply chain issues of 2021 added additional headwinds, new and expanded teams are now in place to accelerate installation plans and progress is expected to pick up in 2022 across Texas, Florida and the Pacific Northwest.



## Earlier this year, 7-Eleven shared that it would increase its commitment to reduce CO2 emissions from stores by 50% by 2030.

Through a variety of programs, such as energy usage reduction activities and an increase in solar and wind energy investments, the company is almost halfway to its goal. There has been a 24% decrease in greenhouse gas (GHG) emissions from 7-Eleven® stores since 2013 — which is the equivalent to GHG emissions from more than 52,000 passenger vehicles driven for one year. We plan to be able to report on the combined company progress on this and other goals in 2022 after we complete the integration of Speedway banner stores data.



## Sustainable procurement is another key component of 7-Eleven's strategy to reduce its environmental footprint across the entire store network and supply chain.

In November, 7-Eleven released its latest variety of **7-Reserve™ premium coffee**. The new brew comes from the Huehuetenango region, is Rainforest Alliance Certified™, and is made from single-origin, sustainably sourced, 100% Arabica beans. The beans are fully cultivated and processed on small farms, which means that with every cup, customers are supporting farms and sustainable farming methods with their purchases.



Over the last several years, 7-Eleven Inc., has introduced multiple innovations aimed at reducing the use of plastic and packaging waste across its family of brands.

## In the U.S.

- 7-Eleven introduced a new, plant-based fountain straw, **for cold dispensed beverages**. The new straw material is derived from raw materials such as corn and may avoid up to **1 million pounds of petroleum-based plastic per year**.
- The team also created a new, **lighter-weight fountain cup** that uses less plastic. The change may avoid up to **1.1 million pounds of virgin plastic annually**.



## In Canada

- **All sandwich packaging now uses recycled Canadian plastic in place of virgin plastic.**
- Multiple food packaging replacements (hot dog, pizza, chicken burger & cookie boxes) have prevented **more than 8 million hard-to-recycle black plastic boxes from the waste stream each year.**
- All markets in **British Columbia have transitioned to paper carryout bags** and eliminated single-use plastic bags.



## At the Global Level

In addition to the sustainability initiatives already taking place at the local level, **7-Eleven collaborated with Plastic Bank to extract 140 metric tons of ocean-bound plastic from the environment in December 2021** — that's **equivalent to 7 million single-use plastic bottles**. Founded in 2013, Plastic Bank builds recycling ecosystems in under-developed communities to fight both plastic pollution in oceans and high poverty levels in developing countries. People who gather ocean-bound plastics receive bonuses which help them purchase basic family necessities such as groceries, cooking fuel, school tuition and health insurance.



# Our Future



The 7-Eleven family of brands will continue to seek opportunities that will enhance our commitment to operate as a purpose-driven, socially responsible brand that makes a difference both locally and globally.

In that spirit, in November 2021, 7-Eleven hosted its second annual Environmental, Social and Governance (ESG) forum — a global, virtual event that convened licensees, master franchisees, and joint-venture partners from around the world. The purpose of the forum was to:

- share best practices
- identify common opportunities and challenges
- gain a better understanding of successful local initiatives in other countries.

More than 150 cross-functional leaders representing 17 countries and territories participated, with a number of speakers covering key developments and progress in the areas of plastic reduction and stakeholder engagement.

## North American Sustainability Ambassadors

7-Eleven's North American Sustainability Ambassadors provide critical leadership in driving its sustainability goals forward. Their expertise and passion are essential as we shape the future of ESG within the 7-Eleven brand portfolio. During each Sustainability Snapshot we release, we're highlighting our ambassadors with a brief interview.

In this Snapshot, we're introducing:



**Jacob Barnes**

Senior Director of Merchandising/Proprietary Beverages, 7-Eleven

[Click here to learn more about how Jacob and his team are innovating to build a better future.](#)

