



Because We Care

CORPORATE RESPONSIBILITY REVIEW EUROPE 2011



Contents

Foreword	4
Building a sustainable business	6
Caring for People	10
Caring for Community	14
Caring for the Planet	19

Foreword from the President

For over 50 years, Corporate Responsibility has been central to Amway's vision – helping people live better lives. This responsibility is enshrined in the Founders' Fundamentals – family, freedom, hope and reward.

Amway is a family business built on family values. Coming from a close-knit family myself, I know the important role that family plays in nurturing, supporting and inspiring people. Similarly at Amway, we take pride in taking care of our people, supporting the community and protecting the environment.

We are also committed to freedom – freedom of opportunity, freedom of people to learn, grow and develop. With our direct selling business model, we support over 500,000 distributors across Europe to achieve the freedom of self-employment. In the tough economic times that Europe and the world face today, self-employment – and the self-empowerment that comes with it – can create opportunities for many people to build a better life.

Hope and rewards are important for a happy life. Hope keeps us going through tough times and inspires us to succeed, while the rewards that come from success provide us with fulfilment and a sense of achievement.

A sustainable business means a strong and ethical business that builds long-term financial and social value. In 2011, we saw a strong year for Amway's business, with revenues of 10.9 billion dollars globally. Much of this success is due to the achievements of our employees and distributors.

During my time with Amway Europe, I have been struck by the dedication, integrity and values of our distributors and employees not only towards their work, but also to wider society. I firmly believe that only by listening to our people and wider stakeholders – the community family - will we continue to provide opportunities of freedom, hope and reward to our distributors and employees, serve our local communities and help preserve a clean, safe and pleasurable environment for all.

Amway's values and strong track record of building a truly global company with a broad footprint through a focus on people empowerment and enduring relationships has inspired me tremendously.

Corporate responsibility is a key driver of our business growth. And the more our business grows, the more we can support our local communities. For these reasons, I am committed to ensure that corporate responsibility continues to be at the heart of everything we do, stand for, and aspire to be as a company. That is my commitment - I invite everyone at Amway Europe to join me. Together, we will build a prosperous and sustainable future.



Samir Behl, Regional President
Amway Europe, India and Southern Africa

A handwritten signature in black ink, appearing to read 'Samir Behl', with a stylized flourish at the end.

Highlights in 2011

Building a sustainable business

- Amway's global revenues were 10.9 billion dollars.
 - Amway was ranked in the top ten businesses in Russia for our Corporate Social Responsibility.
 - In 2011, more people renewed their Amway business than with any other direct selling company in the world.¹
-

People

- We provided 564,000 training sessions for our distributors in Europe.
 - We announced the launch of the European Amway Business School in 2012, a new, comprehensive learning, educational and development environment for our employees.
 - 4,460 distributors and employees took part in our Corporate Responsibility consultation.
-

Community

- Amway Europe raised over 2 million dollars for community projects, making a difference to the lives of over 150,000 children.
 - Amway employees and distributors invested more than 43,000 hours in voluntary community service.
 - Our Equal in Sport initiative gave over 200 children with and without disabilities the opportunity to participate in inclusive team sports across five cities in Russia.
 - Amway Italy's Goal by Goal initiative raised 100,000 dollars to build a much needed sports centre for children in Naples.
-

Planet

- Amway Hungary teamed up with over 7,000 children to plant 1991 trees across the country to celebrate the 20th anniversary of founding Amway Hungary.
 - Amway Russia agreed a joint collaboration with the World Wide Fund for Nature on projects in Russian National Parks and Reserves.
 - Amway distributors and their families in Cherkassy, Ukraine cleaned up stretches of the Dnieper river, removing around 1.5 tonnes of rubbish.
-

¹ Source: Euromonitor International Limited, www.euromonitor.com/amway

Building a sustainable business

About this report

This mid-term Review sets out the ongoing development of Amway Europe's Corporate Responsibility strategy ahead of our 2012 Corporate Responsibility Report.

In our 2010 Sustainability Report, we committed to consult stakeholders on our Corporate Responsibility record and how we could improve in the future. This mid-term Review reports on the key findings of our 2011 stakeholder consultation and how we aim to respond so that we continue to improve and innovate as a sustainable company with responsible, family values.

We also use this Review as an opportunity to set out Amway Europe's Corporate Responsibility strategy and highlight some of the Corporate Responsibility projects in 2011.

Based on workshop results with stakeholders in 2011, we have decided to move from using the term CSR to Corporate Responsibility (CR) in order to emphasise the importance of our responsibilities in all aspects of our business including the three pillars of People, Communities and the Planet.

Why Corporate Responsibility matters

Amway believes that building a strong, sustainable business means putting People, Communities and Planet at the heart of our business.

Corporate responsibility starts with a strong business. In 2011, Amway's global revenues were 10.9 billion dollars.

At Amway Europe, our success as a direct selling business relies on the responsible work of our distributors and employees. By placing Corporate Responsibility at the centre of our business model – for our People, our Communities and our Planet – our customers can be confident that they are dealing with an ethical, trusted company.

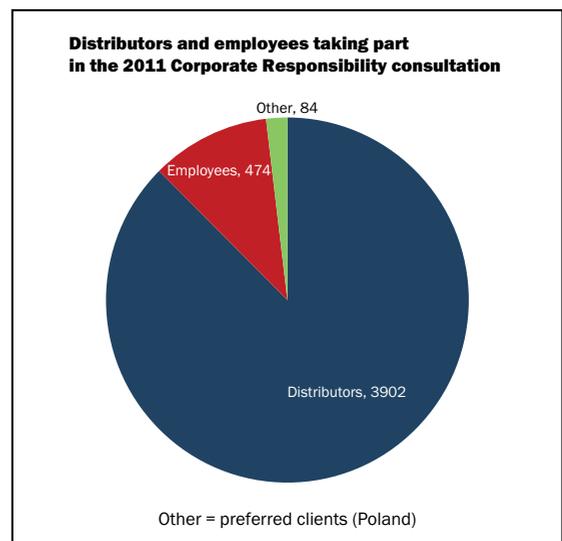
We used 2011 as an opportunity to review our Corporate Responsibility programme, consult our stakeholders and plan for the future.

Listening to our stakeholders

As part of our commitment in the 2010 Sustainability Report, an independent stakeholder consultation on Amway Europe's Corporate Responsibility was conducted in autumn 2011. The consultation involved surveys and interviews of over 4,400 distributors and employees.

Our business relies on the dedication and innovation of our people, and we consulted widely across our distributors and employees. The web survey collated 4,460 responses, including 474 employees and 3,986 Amway distributors. In addition, 27 interviews were conducted to provide additional insights.

The surveys were conducted independently by Climate Aspect¹ to allow respondents to express their views openly about Amway Europe's performance. Results of the surveys are discussed in later sections of this Review. Our aim is to use the survey to help shape the direction of Amway Europe's Corporate Responsibility strategy. We also want to move towards more comprehensive standards under the Global Reporting Initiative (GRI) – the international standard in sustainability.



¹ Climate Aspect is a partnership between The Climate Centre and Aspect Consulting that provides independent advice and consultancy on corporate sustainability.

Our Corporate Responsibility strategy: Life-long learning

Amway's global goal is to be a recognised leader in Global Citizenship by 2015. In Europe, we are contributing to that goal through our Caring for People, Community and Planet initiatives. Our Corporate Responsibility strategy in Europe is guided by the conviction that life-long learning is central to helping people living better lives.



Amway's Global Corporate Responsibility Strategy

For over 50 years, Amway has understood the importance of Corporate Responsibility. If our employees and distributors are inspired, motivated and enjoy their work, we know that our business will benefit. If our products are ever more sustainable and we respect the environment, it will help us grow sustainably. And if we can support our communities through education, sport and well-being, we can feel proud to be giving something back to society.

We have found how important life-long learning is as a driver of self-fulfilment, achievement and success. That is why going forward our Corporate Responsibility strategy will be guided by the conviction that life-long learning – the pursuit of knowledge, the willingness to learn, grow and embrace new experiences – is the key to success and fulfillment for people and communities. Furthermore, we can only conserve the environment and precious natural resources through a sound understanding of our impacts – as a company and as local and global communities – on the planet.

Under this philosophy of life-long learning, we aim to make a difference in three key areas: caring for people to help them learn the skills of entrepreneurship, caring for communities by helping children reach their full potential through learning, and caring for the planet through a better understanding of sustainable living.

KEY FACT

Amway Europe's CR Strategy



MICHAEL MEISSNER
Vice President Corporate Affairs, Amway Europe

“Corporate Responsibility means being judged on our actions: ensuring that the economic fundamentals of the Amway Europe business are strong, that our people are thriving and fulfilled, that we manage our impact on the environment wisely and that the communities can prosper through our support and understanding.”

We believe that entrepreneurship is a gateway to new opportunities and individual empowerment. Amway Europe already provides opportunities of self-employment for over half a million Amway distributors. Our aim is to use the company's own experience to help aspiring entrepreneurs more generally across Europe.

We believe that building understanding about the environments in which we live, and the positive contribution that individuals and communities can make, is the key to creating a sustainable future. We aim to contribute to Amway's global goal of reducing the company's environmental footprint. We also aim to support communities and householders reduce energy use and waste, and have a campaign to clean up parks, ponds and green spaces in cities and towns across Europe.

We are committed to helping children reach their full potential in life by ensuring they have the opportunity to learn – through play, sport and by acknowledging their achievements. We aim to build on the successful One by One Campaign for Children through a range of projects promoting learning and education, particularly for disadvantaged children.

Corporate governance

Corporate Responsibility remains central to Amway Europe and Amway's global operations.

The Corporate Social Responsibility manager continues to report directly to the Vice President Corporate Affairs in the Regional Executive Staff. With this reporting structure, the lines of responsibility and accountability for Corporate Responsibility remain clear and transparent.

Corporate Responsibility Awards

We are committed to ensuring that our track record on Corporate Responsibility improves year on year. We are proud of the fact that in 2011 Amway affiliates in various countries received recognition for their efforts. Amway Russia was ranked in the top ten businesses for its Corporate Social Responsibility.

Amway has been cited among Russia's most charitable companies over the past years, but in 2011 we received a particularly special award: Amway Russia was named as one of the top 10 businesses for Corporate Social Responsibility in the country. The ranking, published by leading Russian business newspaper Vedomosti, was conducted by Vedomosti, PwC and the NGO "Donors' Forum". It reflected Amway's corporate responsibility achievements based on company size, corporate social responsibility budget and the effectiveness of projects implemented to meet community needs.

SUSTAINABLE BUSINESS Life-Long Learning Amway believes that learning is the foundation of life and the gateway to new opportunities		
CARING FOR PEOPLE	CARING FOR COMMUNITY	CARING FOR THE PLANET
Corporate Responsibility and life-long learning at Amway Europe	Children & Learning	Sustainable Living
Providing a gateway to new opportunities and individual empowerment	Helping all children reach their full potential in life by ensuring they have the opportunity to learn – through play, sport and by acknowledging their achievements	Building understanding about the environments in which we live, and the positive contribution that individuals and communities can make, is the key to creating a sustainable future

Responsible business practice

Amway Czech Republic, Amway Croatia and Amway Hungary all received official recognition from UNICEF for their contributions through the One by One Campaign for Children. Amway Poland picked up the “Gazelle of Business” Award, which rewards businesses that grow dynamically and are reliable business partners.

Amway Russia was named “Best e-learning solution in the corporate sector” at the 2011 International eLearning Exhibition and Conference. The eLearn Expo is the major event in the field of distance education and training in Russia and the Commonwealth of Independent States (CIS). The first prize was in recognition of Amway’s “Welcome to NUTRILITE™” interactive course launched by the Amway Academy.

At Amway Europe, we are committed to maintaining a fair and ethical business practice. We are actively involved in Direct Selling Associations across Europe, contributing to ethics and legal affairs committees.

Our reputation as a trusted, reliable and ethical company is fundamental to our business. As well as sharing best practice among our own affiliates in different countries, we also play an active role in the SELDIA (the Federation of European Direct Selling Associations), WFDSA (World Federation of Direct Selling Associations) and the various national associations (DSAs) across Europe including the European Union, Russia, Ukraine and Turkey. Under these DSAs, we adhere to the Codes of Ethics for dealing with customers and distributors fairly and respectfully - and encourage others in the industry to follow best practice.



Across Europe, Amway adheres to SELDIA's ethical standards and our own rules of conduct.

Caring for People

Why our people matter

The long-term value of Amway Europe is built on our people. If our employees and distributors are thriving, our business will thrive with them.

Our whole business model revolves around the skills and dedication of our employees and distributors. The more professional our people are, the more professional will be our business. But equally importantly, if our employees and distributors enjoy their work - and feel inspired, respected and valued - we believe it will have a positive impact on the growth and long-term value of Amway Europe.

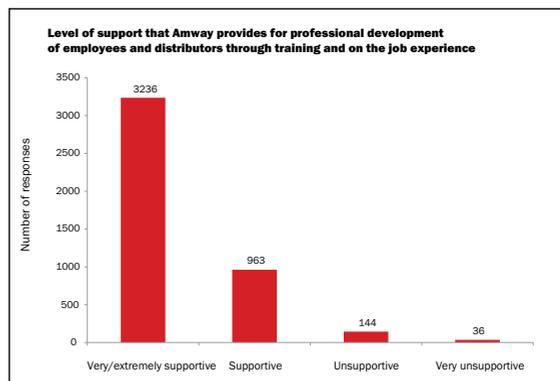
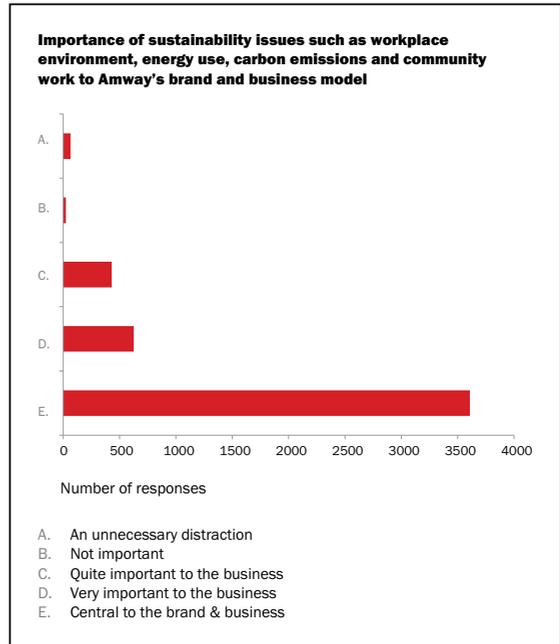
Listening to our stakeholders

In our Corporate Responsibility stakeholder consultation, 76 per cent of our independent distributors and employees told us that sustainability is central to Amway's business. For the vast majority of people questioned Amway is perceived as a very positive company.

The 2011 stakeholder surveys and interviews provided an opportunity to consult the independent distributors and employees on what worked well at Amway Europe and where we could make improvements and develop our Corporate Responsibility in a rapidly changing world.

We also consulted people on the overall importance of sustainability to Amway's business. The majority who responded to the consultation said that sustainability is central to Amway's business model.

At Amway Europe, we want our people to thrive and enjoy their work. And that means we have a responsibility to provide a supportive working environment for our employees and support for the Amway direct sellers. Overall, 74 per cent of distributors and employees who responded to the consultation said that Amway Europe is a "very supportive" or "extremely supportive" company. This rose to 86 per cent in Russia and 81 per cent in Turkey - two of our largest markets.



Supporting our employees

We value the commitment and expertise that our employees and distributors bring to their work. As a result, we are committed to offering development opportunities to help people make the most of their talent.

Amway Europe provides employment for almost 2,000 employees across 29 countries. Our management of people is founded on unchanging principles of respect and fairness, which includes treating everyone fairly, promoting diversity, making expectations clear, providing open feedback and ensuring compliance

with our values. Franz Ritter, Vice President for Human Resources, Amway Europe, explains:

“At Amway, relationships are at the heart of our business. Adhering to values such as transparency, trust and honesty are fundamental in building strong relationships - with our customers, our distributors and our employees.

I am proud to report that, despite turbulent times, we have managed to realise significant growth over the past few years, and we have done so with the utmost respect to our people, our organization and the family values that are at the core of the way we do business.

Growing our business in an effective, sustainable manner is key to the success of Amway Europe. The role of Human Resources is to act as business partner to both the management team and the affiliates to help them achieve their business objectives through optimal people management based on our values of transparency, honesty and trust. We also support our management teams with a range of change management training to help ensure stable organisations that provide a supportive environment in which our people and teams can flourish.

Strengthening our organisation was a key objective for 2011. The opening of the Amway Business Center Europe in Krakow in late 2010, where today over 250 employees provide services to 24 markets in 21 languages across Europe, was key in achieving this goal. As part of that process, we hosted workshops to strengthen the relationships between the affiliates and the new Krakow team.

The skills and motivation of our employees are fundamental to our success. In 2012 we will continue to focus on further strengthening the organization through training and development.

We are also proud to announce the launch of a unique Amway initiative in 2012: the European Amway Business School, a new and complete learning, educational and development environment for Amway employees, managers and talents that kicks-off on May 2nd, 2012. The Amway Business School initiative builds on our conviction that life-long learning is fundamental to a fulfilling life.

Based on four pillars: e-learning, classroom training, talent development and advanced programmes, the Amway Business School initiative offers our employees a full spectrum of tailor-made learning, training and development opportunities, while benefiting the organization by identifying and growing talent and ensuring effective readiness and succession planning that supports growth.

But of course life is not only about work, and as an organisation in which more than 65 per cent are women, we recognise that modern life is often a challenging juggle between work, family and friends. As a business founded on family values in which relationships stand centrally, we encourage our employees to have a balanced work-life relationship and ensure they have the support and means to fit work around the other important things in life.

People are our business. The way in which we do business will continue to reflect our firm belief in the importance of strong relationships, open communication and healthy, contented people in building sustainable businesses and communities.”



Franz Ritter
Vice President Human Resources, Amway Europe

Supporting our sales force

At Amway Europe, we believe life-long learning is the keystone to success and self-fulfilment. In 2011 we provided a range of training for distributors across Europe, including presentation skills, time management and leadership. Informal learning is also considered as important by Amway Europe distributors.

Every year, we make it a priority to invest in the professional and personal development of the independent direct sellers. The Amway Academy provides comprehensive training in how to run a successful business financially and ethically. Our aim is to provide a flexible approach using a range of learning tools. In 2011, around 60 per cent of sessions were instructor-led, with the other 40 per cent through e-learning.

Training for distributors in Europe 2011

Training	Number of distributors
Instructor led	347,000
E-learning	217,000
Total	564,000

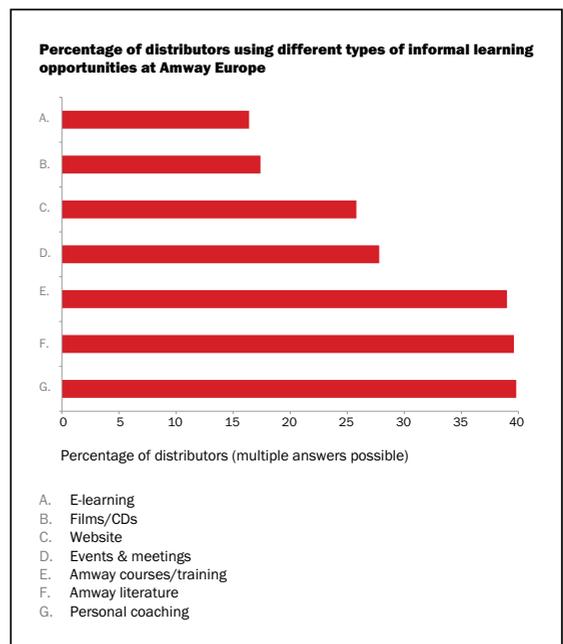
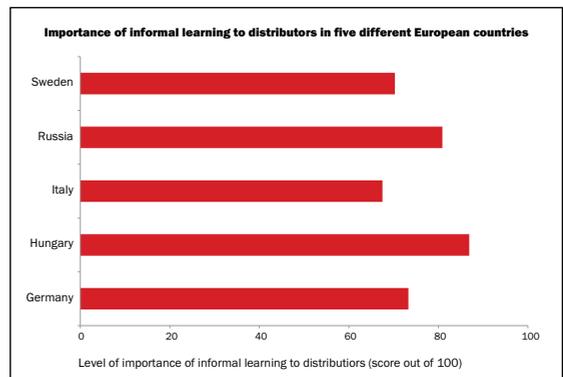
As well as formal training, we also recognise the very important role of informal learning in the development of distributors' skills and knowledge. In November 2011, Amway Europe commissioned an independent survey of 1,324 Amway distributors in Germany, Hungary, Italy, Russia and Sweden to examine the importance of informal learning in their personal business development.



Business training at Amway Europe

On average, survey respondents said that between 56 and 65 per cent of their knowledge was acquired through informal learning. Respondents also said that the importance of informal learning to their development was between 67 and 87 on a scale of 0 to 100.

According to distributors, the most useful areas of informal learning have included personal coaching, Amway information brochures, Amway training and events. Information on the website, films and CDs and e-learning also scored highly as important informal learning tools. Based on these results, Amway Europe intends to support distributors further in these areas.



Independent survey of Amway distributors conducted by Peter Hajek Public Opinion Strategies GmbH in November/December 2011.

Looking ahead – Skills and training for entrepreneurship

As part of our philosophy of life-long learning, we will be launching our Entrepreneurship Programme in 2012/13.

Amway Europe believes that entrepreneurship is the gateway to new opportunities and individual empowerment. We also believe that an increased focus on the importance of entrepreneurship and self-employment will help ensure a viable future for Europe in the 21st century. Amway is therefore committed to contributing its knowledge, expertise and resources to supporting and advancing entrepreneurship in general across Europe.

In 2011, we conducted Amway Europe's second European Entrepreneurship Study. The results show that although more than one third of respondents

can imagine starting up their own business, many are deterred because they believe they lack financial or other knowledge needed to become an entrepreneur. Consequently, almost 60 per cent of people in the survey called for more public entrepreneurial education programmes to help business starters.

Following our study, we aim to launch an Amway Europe Entrepreneurship Programme in 2012/13. We will use our experience as a company that promotes self-employment to help people learn the fundamentals for starting up, whether their dream business is a local bakery, an internet trader or a green technology company. The programme, which will be rolled out across Europe over the coming years, aims to encourage entrepreneurship among people of different ages, gender and backgrounds by increasing access to knowledge, training and informal learning opportunities to support the skills development needed by new and existing entrepreneurs.



Stakeholder consultation

Caring for Community

Why community matters

Communities and disadvantaged children are central to our Corporate Responsibility activities.

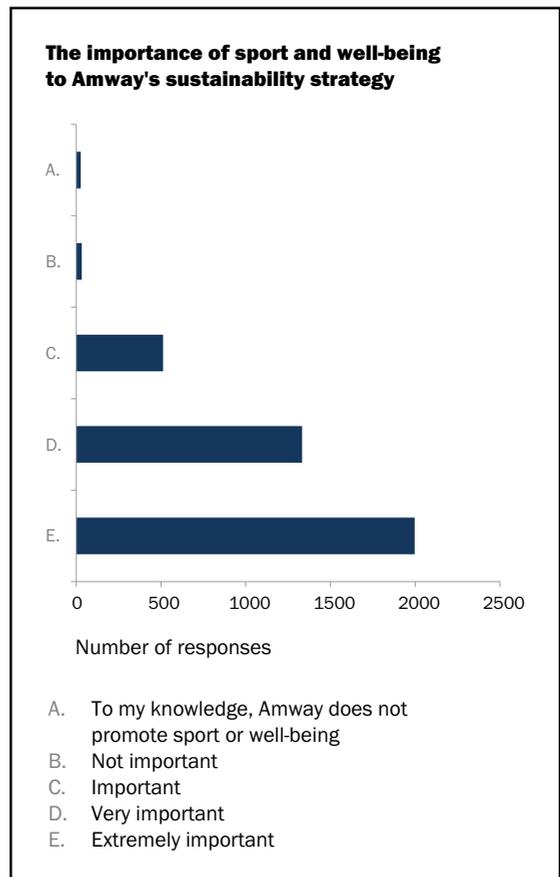
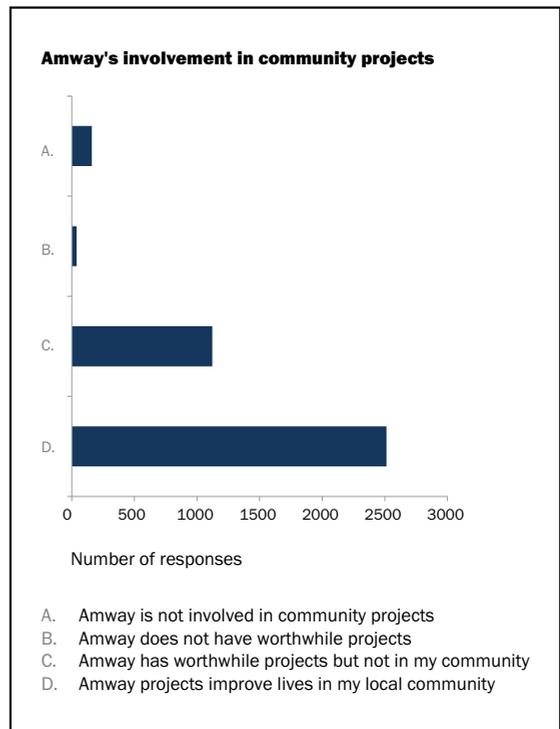
In a rapidly changing world, the Founders Fundamentals that Amway enshrined in the company 53 years ago remain constant – the importance of family, freedom, hope and reward. Strong communities can reinforce these fundamentals, with strong family support, people’s freedom to achieve their aspirations, hope for future prosperity and security, and of course the rewards that come from work and play. Corporate Responsibility means supporting local communities today and for future generations. As a result, communities – particularly disadvantaged children in communities – are central to Amway Europe’s Corporate Responsibility activities.

Listening to our stakeholders

Our employees and distributors support Amway Europe’s community projects. The promotion of sport and well-being among children is seen as particularly strong in our Corporate Responsibility activities.

In our 2011 Corporate Responsibility consultation, our employees and distributors were highly supportive of Amway Europe’s community projects. Overall, 95 per cent of our people said that Amway’s community projects improve lives in the local community or have worthwhile projects in other communities.

Furthermore, almost all employees and distributors in the consultation said that sport and well-being are very or extremely important in Amway’s Corporate Responsibility strategy, reflecting the importance we place on health and fitness.



Amway One by One Campaign for Children

Amway Europe is committed to help foster healthy, prosperous communities. Amway believes that learning is the foundation for life and is committed to helping all children fulfil their potential by providing real opportunities for learning and self-development.

Through its One by One Campaign, Amway Europe and our distributors help fund projects that promote development and learning amongst children. Projects funded include nursery schools, play and sensory rooms, campaigns promoting a healthier lifestyle and increased self-confidence as well as mentoring and job training. In 2011 Amway Europe raised over 2 million dollars, we invested more than 43,000 hours in community service and helped to make a difference to the lives of over 150,000 children.

As well as local projects supported by Amway teams throughout Europe, UNICEF remains one of Amway's biggest beneficiaries. In 2011, Amway helped UNICEF fund projects such as Schools for Africa and the Global Parent Program. Through the Child's Smile project, Amway and UNICEF equipped 20 play and sensory rooms in hospitals and social institutions in 14 cities. The project also passed a symbolic milestone on 15th December 2011 in Krasnoyarsk - celebrating the 100th sensory room opened since the project began in 2008.

The year also witnessed one of the most devastating natural disasters in living memory – the earthquake and tsunami in Japan. Amway Europe and our distributors responded with donations of over 280,000 US dollars to help those affected. And we helped UNICEF's East Africa disaster relief by providing a direct donating link on our homepages.



Opening of a hospital playground in the Ukraine



Examples of community projects supported by Amway Europe in 2011 through the One by One Campaign for Children.

Country	Project	Community
Austria	Österreichische Kinderkrebshilfe	Funds raised for children's cancer relief e.g. as part of the Vienna Business Run.
	School for Life	Support for slow learners by special acting lessons.
Belgium	Clean water for Africa	Support in providing children and their families with clean drinking water in a Mali community through the Hans Geveling Foundation.
Croatia	Chronic children's diseases	Support for the Hospital of chronic children's diseases which treats more than 100 abandoned children.
Czech Republic	Kolecko charity fund for traumatised children	Donated medical surgery equipment to the Children's Traumatological Clinic of Prague Hospital.
Denmark	Julemaerkefondens	Support for the Danish foundation that helps children get a better life through a healthier lifestyle and increased self-confidence. 650 children were offered a 10-week stay at Julemaerkefondens homes.
	Walk your way into a healthy heart	Donations to the Danish Heart foundation.
Finland	Naisten Kymppi	Support for the education of girls in Nepal through UNICEF Finland.
France	Theodora	Supporting clown doctors to help children in hospital have fun.
Germany	Hunger in Germany	Providing 3,000 children across Germany with free lunches through "Children for a better world".
		Support of "Puchheim food bank" with Amway products.
Greece	The Smile of the Child	Support for shelter, protection, food and medical treatment to orphans, abandoned and abused children in Greece.
Hungary	Tree planting	Together with 7,000 children, planted 1991 trees across the country to mark the 20 th anniversary of Amway Hungary.
Italy	Goal by Goal	Financial support to help build a sports centre Naples, an area without recreational or sports facilities.
Netherlands	Children's Farm	Support for building a water playground at the Children's Farm in Venlo through the Wel.Kom Foundation in 2012.
Norway	Schools for Africa	Support to the Schools for Africa project through UNICEF.
Poland	AKOGO Foundation	Support for building the Alarm Clock Clinic to provide long-term rehabilitation for children suffering from neurological disorders.
	Beyond Horizons	Donations for the Jas Mela's Foundation to support young people who need prostheses.

Portugal	Terra dos Sonhos	Support to the organisation that makes dreams come true for children with chronic illness.
Romania	ANSCH-R for disabled children	Educational and medical support for disabled children and their families.
Russia	A Child's Smile	Support for play and sensory rooms in Russian social and medical institutions across 14 cities.
	Circus Mini Tour	Organization of circus mini-tours in orphanages, especially for disabled children.
	Equal in sport	Inclusion of children with disabilities into their communities through all inclusive football teams.
Slovakia	Arabeska	Supporting gymnastics, dance and education activities for children with mental health problems.
Slovenia	Foundation to Help Children	Support for chronically ill children or those that suffer the consequences of accidents to live better lives.
South Africa	African Lap Desk Project	Amway South Africa support for lap desk project which provides portable desks with educational information for children in need.
Spain	Theodora	Supporting clown therapy to help children in hospital have fun.
Sweden	Swedish Red Cross	Support to the Swedish Red Cross through the Bellmanstafetten run.
Switzerland	Schweizer Kinderkrebshilfe	Support for children's cancer relief in Switzerland.
Turkey	Enhancing Preschool Education (UNICEF and Ministry of Health)	Support for the "Enhancing Preschool Education" project that aims to increase registration and attendance of children living in disadvantaged conditions to institutions offering nursery education.
Ukraine	Building Children's Playgrounds at regional hospitals	This project helped to build playgrounds at regional hospitals in 7 Ukraine cities in 2011.
	Road to success	Programme of social adaptation for orphans.
United Kingdom and Ireland	Education in South Africa	Amway UK supports the South African project providing portable desks with educational information for children in need.

RUSSIA

Equal in Sport: Inclusive football teams for children with disabilities



RICHARD STEVENS
Managing Director Amway Russia

“Equal in Sport has exceeded our expectations. Children who play together on inclusive teams, learn to interact, form friendships and support each other. It’s a great example of social inclusion in action.”

Equal in Sport aims to help children with disabilities assimilate into the wider community through football. In 2011, inclusive football teams made up of children with and without disabilities were organised in four partner cities - Moscow, St. Petersburg, Nizhny Novgorod and Samara. Children attended football practice twice a week and played in inter-school tournaments. The final football tournament took place in Moscow in November 2011.

Highlights of the project:

- More than 200 children with and without disabilities participated in football practice in five Russian cities.
- The teams participated in workshops held by professional football players from the clubs CSKA in Moscow, Krylya Sovetov in Samara, and Volga in Nizhny.
- The children attended one of CSKA's matches and 11 of them went out onto the field at the start of the match.
- Football camps were held in each city, which proved an unforgettable experience for the children.
- More than 3,500 people participated in project activities in five communities.
- The teams of disabled and non-disabled children demonstrated to other people in their communities that perceived barriers can be broken down through participation in inclusive sports activities.
- Children improved their ability to play football; they learned about team spirit, became more confident in their abilities, and made new friends.
- The winning team from Samara goes to AC Milan in 2012.



The winning team from Samara

Caring for the Planet

Why our planet matters

From environmental health and green urban spaces to tackling climate change and maintaining biodiversity, our planet matters to all of us today and for future generations.

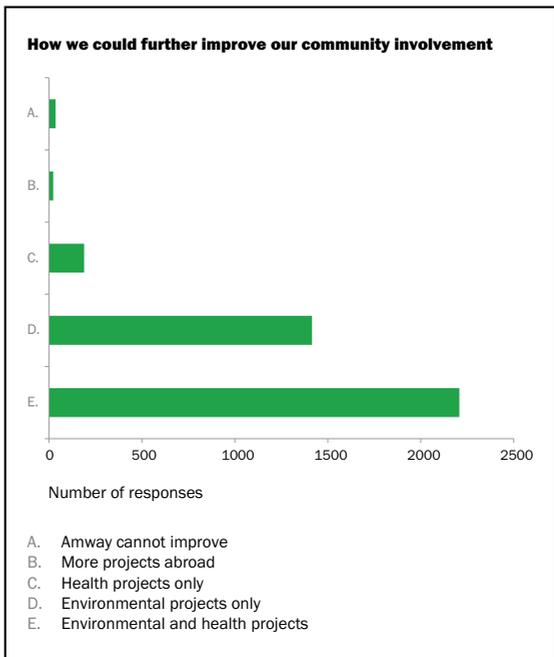
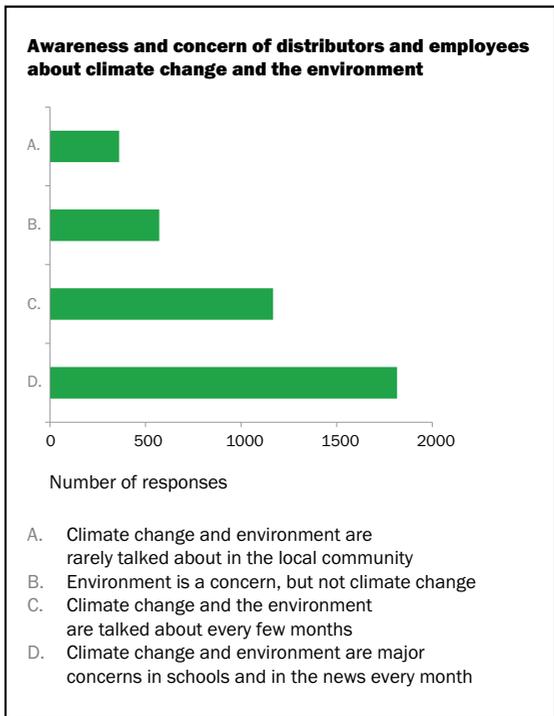
Our planet matters for the well-being of society, from local communities to the global population. At Amway, we recognise our responsibility to manage our environmental impact as a company. That is why we have a global target to reduce our overall environmental footprint by 2015.

Listening to our stakeholders

Our employees and distributors show a high interest and awareness of environmental and climate change issues in their local communities. Our people also say they would like to get involved more in local environmental projects together with Amway Europe.

Our 2011 Corporate Responsibility consultation found a high level of awareness among distributors and employees around environmental and climate change issues. A total of 91 per cent said that the environment and/or climate change are talked about in their communities on a regular basis. This high level of awareness was consistent across all Amway Europe markets, including Russia (89 per cent), Ukraine (87 per cent) and Turkey (91 per cent).

When asked how Amway's community work could be developed, 94 per cent of respondents said that we could increase our support for local environmental projects.



Environmental projects

Amway Europe supported a range of environmental projects in 2011. Our employees spent a week learning about recycling at work and suggesting ideas of their own. Our distributors helped to plant trees and clean up river stretches. We aim to expand our environmental projects in 2012.



This year, Amway Russia is beginning a collaboration with the World Wide Fund for Nature to help preserve wildlife across the country. The Russian National Parks and Reserves Programme was set up by the WWF in 1997 to support a range of projects including:

- protection of habitats;
- greater protection of wildlife areas;
- development of ecotourism;
- development of eco-education;
- protection and conservation of rare species of birds and animals.

Amway Russia employees and distributors will have the opportunity to do volunteer work in the reserves.

In Germany, we held our recycling week. Under the title “More life after the bin” Amway rolled out a week of daily initiatives on recycling and environmental protection at our European headquarters in Puchheim. Initiatives included general information on recycling, presentations of eco-friendly and recycling office equipment and creative recycling ideas, eco-tips on how to use printers, a leaflet on how to lead a green working life, quizzes with eco-friendly prizes and an organic meal offer.

For the third year in a row, Amway distributors and their families in Cherkassy, Ukraine cleaned up stretches of the Dnieper river with support from professional divers who collected rubbish from the bottom of the river. In 2011, around 1.5 tonnes of rubbish was removed, including old tires, grills, plastic bottles, pipes and broken glass.

On its 20th anniversary, Amway Hungary planted 1991 trees at schools, nurseries and local community institutions across the country. Apart from creating a greener environment, the events were an opportunity for everyone to learn about the importance of conservation, clean air and a healthy environment.



Helping clean the river Dnieper in Cherkassy, Ukraine



One of 1991 trees planted in Hungary

Managing Amway's environmental footprint

Protecting the environment begins at home. And for Amway Europe that means reducing the environmental footprint of our offices and operations.

At Amway, our global manufacturing commitments to environmental management include:

- reducing the environmental impact of our operations – conserving resources through reuse and recycling, the prevention of pollution, the elimination of hazards and the responsible use of energy;
- moving production – when possible closer to the markets;
- training our employees – motivating them to take personal accountability for protecting the environment and creating a safe, healthy workplace;
- measuring our environmental health and safety – assessing and auditing our programmes;
- seeking renewable energy sources – replacing fossil

fuels that power our facilities and improving our current systems to maximize their output; and

- experimenting with new ideas and technologies on our 6,400 acres of sustainable farmland in the United States, Mexico and Brazil.

At Amway Europe, we are expanding the range of our environmental management programme. Examples include reducing transport carbon emissions through the local production of the four top sellers of Amway Home Care products in Europe; greening our distributor events with the aim of meeting international standards BS 8901 and ISO 20121; measures for energy conservation in our offices such as the Class A environmental rating of our new Krakow office; and increased recycling of raw materials. Further progress will be reported in our comprehensive 2012 Corporate Responsibility Report.



Amway sustainable farmland in North America

Looking ahead – Green neighbourhoods and sustainable living

We will be launching two campaigns in 2013/14 on fostering better understanding of our impact on the planet and acting to make a difference. Our Green Neighbourhoods campaign aims to clean up green spaces in European cities and towns. Our Sustainable Living Campaign aims to provide householders with guides on how to reduce energy and household waste.

Amway Europe believes that we should all contribute to caring for the planet – a view shared by our employees and distributors in the 2011 Corporate Responsibility stakeholder consultation. As part of our philosophy of life-long learning, we also believe that environmental education and understanding are crucial if society is to act collectively to tackle local challenges such as pollution and global challenges such as climate change.

Starting in 2012, we will be supporting our offices and distributors across Europe to take part in our Green Neighbourhoods campaign. Equipped with educational information on the importance of clean, green urban spaces, we will be supporting our people, their families and local communities to clean up parks, streams, ponds and other green spaces to make them cleaner and safer for the whole community. We will follow this with a Sustainable Living campaign to provide householders with information on how to save energy, reduce waste and make the household income go further.

ACKNOWLEDGEMENTS

Contact

We welcome your views about our efforts to be a more sustainable company.

You can contact us at: corporate.affairs.europe@amway.com

Credits

This report has been prepared by
Amway Europe
Corporate Social Responsibility
Benzstrasse 11b-c
82178 Puchheim / Munich
Germany

Consultancy, editing and design:
Climate Aspect – info@climateaspect.eu
Stipontwerpt – stipontwerpt@stipontwerpt.be

Copyright © 2012 Amway
Photographs in this report are copyright Amway GmbH
unless otherwise stated.
The paper used for this report is certified by the Forest
Stewardship Council.

