

19.05.2021 Green Deal - wie sieht eine effiziente und klimaneutrale Infrastruktur für Wirtschaftsverkehre aus?

HESSEN



Hessisches Ministerium  
für Wirtschaft, Energie,  
Verkehr und Wohnen



HESSEN  
TRADE & INVEST

Wirtschaftsförderer für Hessen



Migros decarbonisation of goods traffic, a holistic approach

Rainer Deutschmann, Director Corporate Security / Traffic

**MIGROS**



CHF 29.8 billion  
106,000 employees

- With sales of CHF 28.7 billion (2019), the Migros Group is Switzerland's largest retailer and, with over 106,000 employees, it also Switzerland's largest private employer.
- Migros also owns several industrial companies, various commercial, travel and logistics enterprises and Migros Bank.

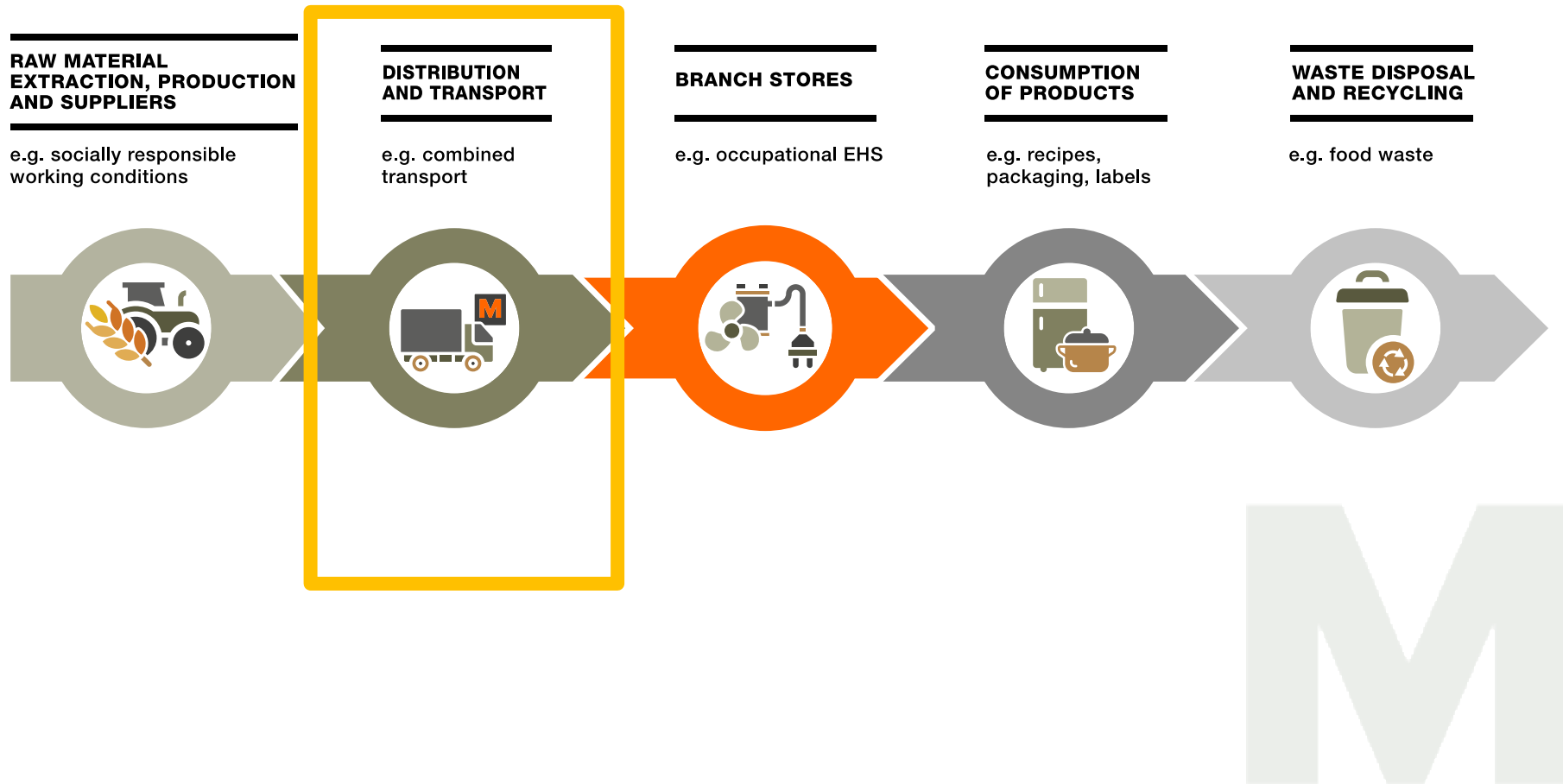
1,100 branch stores  
2 million members

- Migros is fully committed to and voluntarily involved in social and cultural programmes.
- Its primary goal is to improve the quality of life of all of its customers.
- Migros is owned by its more than 2 million cooperative members, organised into ten regional cooperatives. These cooperatives operate the core business of Migros, namely retail which comprises over 1,100 branch stores.



# Sustainability

Vision: Migros' goal is to remain the undisputed market leader in the Swiss retail sector





# Multi Tech Approach of Migros

Bio gas (Swiss bio gas)



Electro battery



H2









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# Association pro H2 Mobility Switzerland



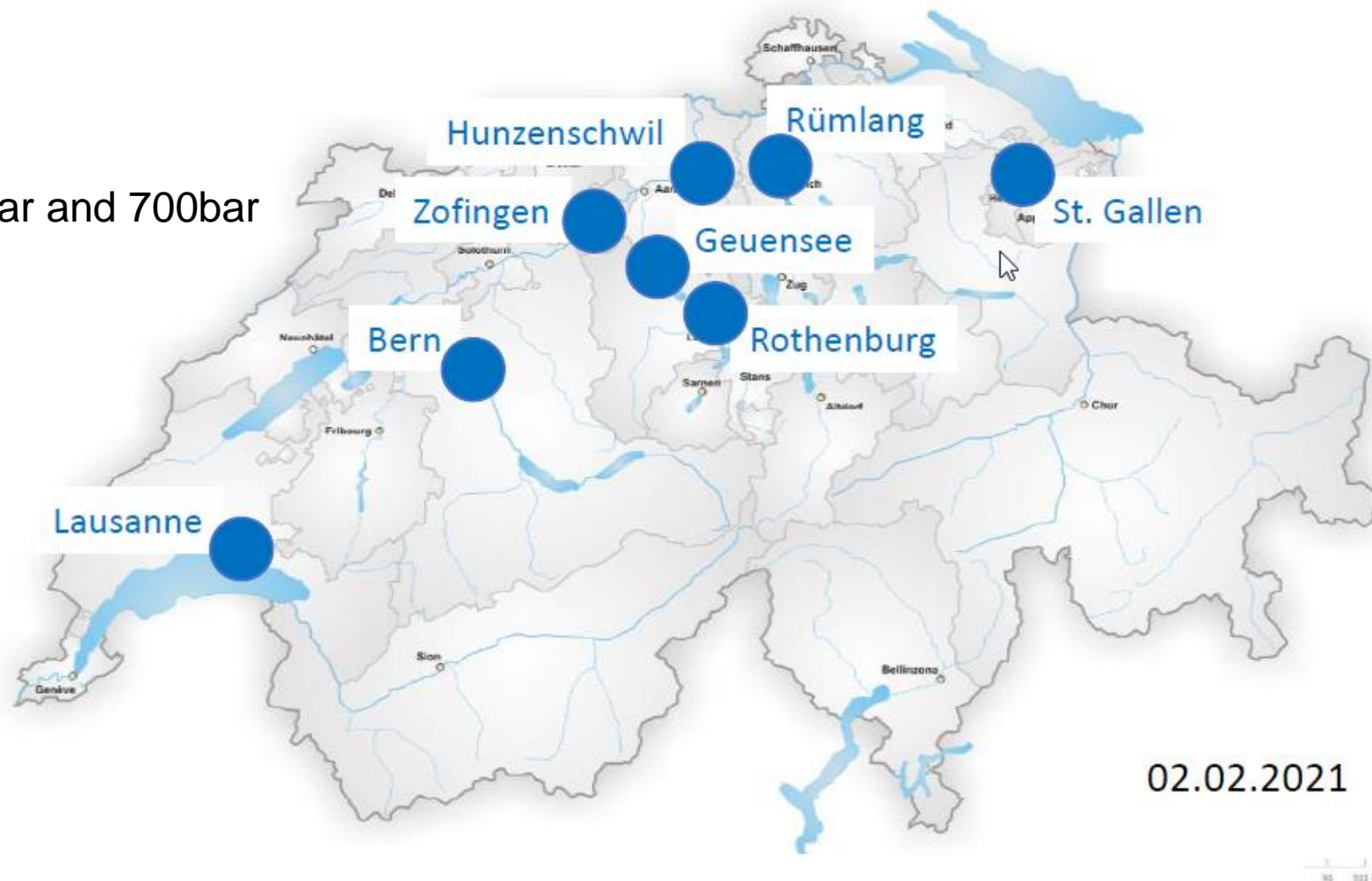


# Cooperation and Competition = Co-opetition



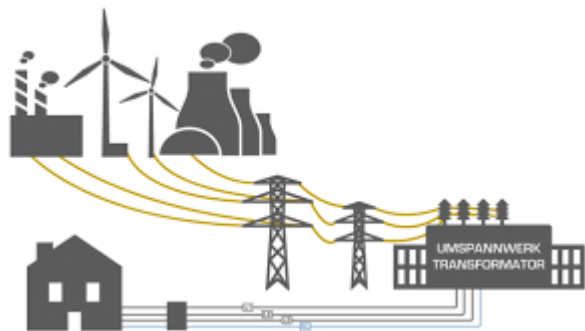
# Station network is growing

350bar and 700bar





# Elements of the H2 eco system



# Multi Tech Approach of Migros

Bio gas (Swiss bio gas)



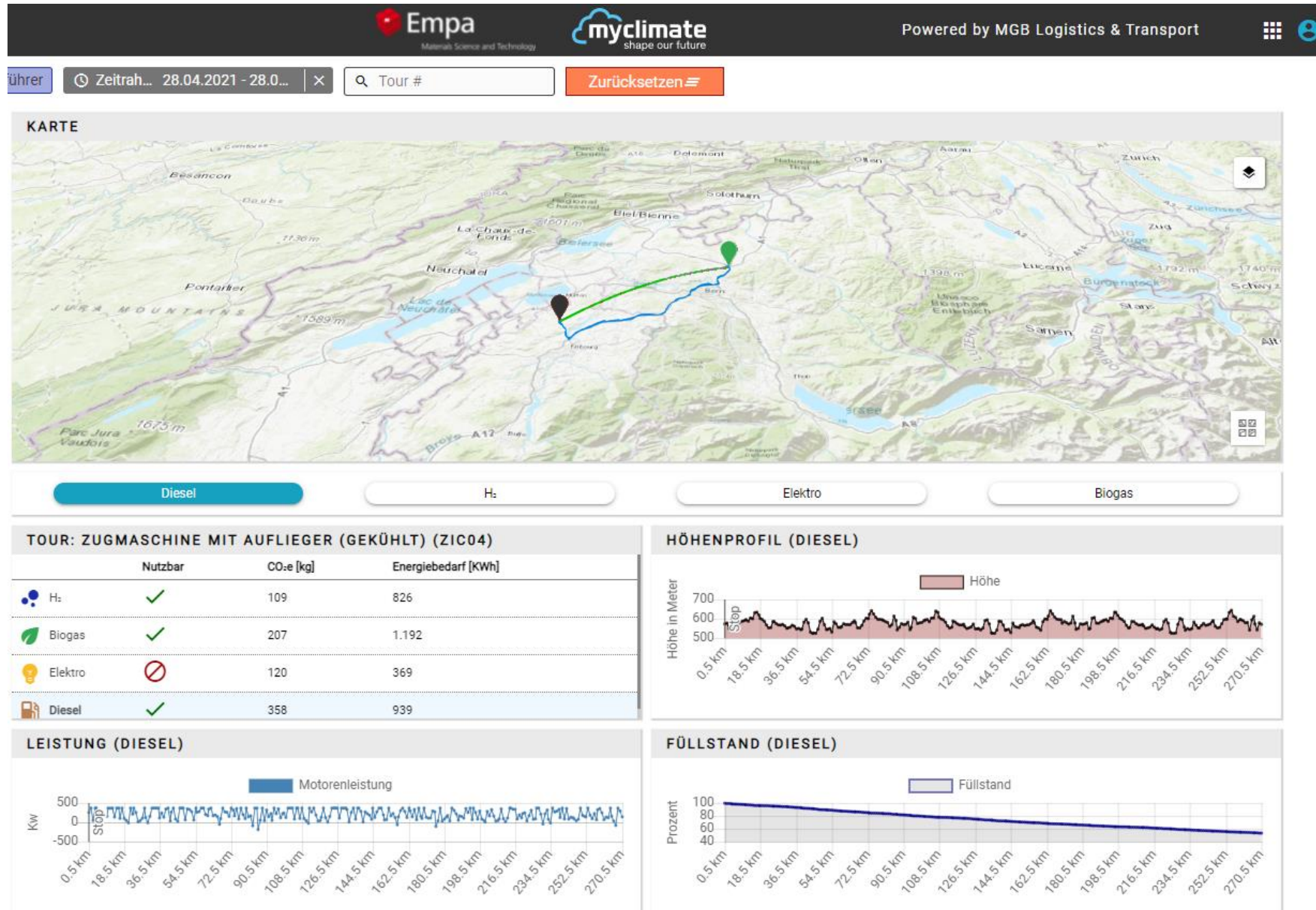
Electro battery



H2



# Decarbonisation requires Digitalisation: Opex Tower CO2-Module







**MIGROS**

100% grüner  
Wasserstoff  
keine Emissionen

GENERATION M

**MIGROS**

HYDROGEN

Xcient Fuel Cell