



# BetterwithPets

Purina in Society Report 2018





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Front cover photo: Lajos Hanzel (Nestlé Purina PetCare Hungary) and his dog Tapi.

Lajos and Tapi were voted to be the report's cover star in an employee contest, where he shared his own pet adoption story.

The full GRI Index and assurance statement can be found at [www.purina.eu/purinareportGRI.pdf](http://www.purina.eu/purinareportGRI.pdf)

**Your Pet, Our Passion are more than just words above the door for us at Purina. It's an expression of our deeply-held belief that people and pets are better together. For me, it's a belief that stems from my childhood, when I would play in the garden with my dogs Kim and Laïka, whilst my cat Toufou would look on. They weren't just pets, they were part of the family. Pets remain part of my own family today and my dog Joy is a frequent visitor to our Purina office. So, to lead a business which shares my belief, and to work with colleagues dedicated to enriching the lives of pets and the people who love them, is an absolute privilege and pleasure.**

It was this shared passion for pets that originally inspired us to make our Purina in Society commitments and I am pleased to present the second progress report on delivering them, in accordance with the Global Reporting Initiative (GRI). For our leadership team these commitments are not only commercial but also personal.

Since our first report, I have heard from our stakeholders that they want to hear more about our work improving the lives of individuals, families and their pets – and the communities in which they live, whilst minimising our impact on the Planet. Purina is a pioneer in the science of how nutrition can play a powerful role in pet health. Building on this foundation, I am delighted that the Purina Institute has been created to share our research and continue advancing nutritional science so that pets can live better, longer lives.

#### Our Commitments to creating shared value

In 2017, we reported on our Purina in Society (PinS) Commitments, which are based on the things that matter most to our stakeholders in their relationships with us as a company. They are the focus for us to create shared value for pets, people and the planet in the following areas:

- Promoting loving and responsible pet ownership. This includes our role as a pet food and petcare business and our wider leadership role in promoting the role of pets in society
- Working with others to address scarcity of resources

- Demonstrating radical transparency, including understanding new and changing expectations – and showing leadership to meet these
- Reducing environmental inputs and outputs including responsible use of resources

Embodied within these commitments, is our belief, as Purina, that when people and pets bond, life becomes richer – for pets, the people who love them and the communities in which they live. We believe these commitments will help us achieve our ambition to be the most trusted pet care company. We also continue to contribute to our parent company Nestlé's commitments. Partnerships and collaborations also enable us to achieve a wider impact across Europe.

I was pleased to see that research conducted during 2018 highlighted that Purina is trusted by stakeholders to act in the best interests of pets and their owners. We also heard that stakeholders would like to hear more about how we work with specific stakeholders and partners such as vets. Within this report we share examples from the 40 countries where we operate and their impact in local communities.

Our Purina pet-focused initiatives include pet adoption, responsible pet ownership for children, and pets at work. I am delighted that we have now established pets at work programmes in **22** countries; we have implemented responsible pet ownership programmes in **9** countries and created collaborations with more than **43** organisations to increase and

improve pet adoption. We know that environmental sustainability is also important and like our parent company Nestlé, we seek to minimise our environmental impacts.

In the last two years Nestlé Purina Petcare Europe, Middle East and North Africa (EMENA) has also made four exciting investments for the future.

We have invested in Tails.com, which is one of the early pioneers of personalised nutrition for dogs direct to owners across the UK. In Germany we signed an agreement to acquire a majority stake in Terra Canis, a premium natural pet food company. In France, we acquired a majority share in Wamiz, the leading French pet digital media platform. We have a longstanding relationship with Wamiz, particularly through its pet adoption activities.

The latter will help us with our own digital transformation, which is important to our business strategy in the EMENA region. Together, these investments demonstrate our continued commitment to the pet-human bond as well as the opportunity to trial new business models in our category. Most recently, we have announced a partnership with Independent Vetcare Group International, Europe's largest veterinary services group, which will help us reinforce our purpose to enrich the lives of pets and the people who love them.

Whilst there are a number of exciting developments in our business, our dedication to the commitments we have made remains firm. We now embark on the next stage of our Purina in Society journey with renewed vigour, which will see us:

- Ensure the delivery of our existing commitments
- Review opportunities to enhance or supplement our existing commitments
- Accelerate our action to tackle plastic waste
- Consider the role of the petfood industry in developing sustainable food systems



I look forward to continuing to collaborate with you to help create a society that truly believes #wearebetterwithpets.

**Bernard Meunier**  
Chief Executive – Nestlé Purina PetCare Europe, Middle East and North Africa

#### BetterwithPets Prize 2018

I have witnessed how the power of the pet-human bond can bring our communities together and how that bond can help us be happier and healthier. So, a personal highlight for me and our team was the partnership we formed with Ashoka to create the inaugural Purina BetterwithPets Prize. The BetterwithPets Forum 2018, was held in Barcelona and gathered together the Prize finalists as well as other social innovators, entrepreneurs and stakeholders from across Europe. Meeting the finalists and hearing their stories at the BetterwithPets Forum has been one of the most emotionally inspiring moments of my working life.

[See Page 25 for further details](#)

# WHO WE ARE



**Nestlé Purina PetCare EMENA, referred to here as Purina, covers Europe, the Middle East and North Africa. It is a major manufacturer and supplier of cat and dog foods and has factories in France; Germany; Hungary; Italy; Poland; Russia; United Kingdom and Spain.**

Purina produces pet food and care products for cats and dogs of all ages, including a range of specialised veterinary pet food for dogs and cats. Purina is part of the Nestlé Group, using some Group facilities and does not have any joint ventures<sup>1</sup>. Across EMENA Purina has 7,988 employees. This includes factory and office-based employees. Nestlé's Petcare business represents 14.01% of total Nestlé Group sales. In 2018 this was 12.817 billion CHF. Further breakdown of Purina's direct value generated is confidential. Purina's headquarters are at Entre deux Villes 12. 1814 La Tour-de-Peilz, Switzerland<sup>2</sup>.

GRI 102-1, GRI 102-2, GRI 102-4, GRI 102-5, GRI 102-6, GRI 102-7, GRI 201-1, GRI 102-3, GRI 102-15

(1) See separate GRI Index for further details including acquisitions made during 2018

(2) New headquarters from 1st April 2019

## Purina's main impacts are:

- The positive health and wellbeing of pets from the consumption of our products
- The positive health and wellbeing benefits for pets and their owners through our promotion of the pet-human bond, loving and responsible pet ownership, and through our Purina in Society Commitments
- The potentially adverse environmental impacts relating to the manufacturing facilities and transport of our products, including raw material use, emissions, energy use, water use and waste disposal
- The positive impact of the company's core by-product business model whereby many foodstuffs that are either surplus to or not used in the human food chain are used as a primary resource for pet food products thus promoting sustainability

## From a business perspective the following are important trends that will affect us:

- **A change in pet ownership in the countries we serve**
- **An increasing scarcity of resources** affecting our raw material supplies
- **Changing human dietary patterns and food systems** including the rise of vegetarianism and veganism and how these trends may translate to dietary patterns for pet food
- **The move toward more 'natural' and less processed food** both for humans and the pets they love
- **The environmental impact of sourcing and packaging** and the need to remain within our planetary boundaries
- **New technologies which change the way we will live our lives and produce pet food**
- **Personalisation and the digital transformation of the economy**
- **New demands for corporate and value chain transparency**

## Our brands

Products sold by Purina within the EMENA region, include the following as sold under these brand labels:

PURINA® AdVENTuROS™, Purina® Dentalife®, PURINA® PRO PLAN® VETERINARY DIETS, PURINA ONE®, FELIX®(\*), GOURMET®, FRISKIES®, BENEFUL®, DARLING®, CAT CHOW®, DOG CHOW®, BEYOND®, BAKERS® and FIDO®. This portfolio of brands also comprises several sub-brands sold within individual countries.

## Purina's main supply chain includes:

- **Use of cereals and by-products** from the human food chain and seafood processor facilities
- **Supply of meat, poultry and eggs** from farm to storage to processing sites
- **Farming, storage and distribution of soya** sourced from identity preserved non-GM materials mainly from Brazil and European origins

## Our approach

### The importance of good leadership

Purina is run by a leadership board composed of six Functional Leadership members, five Regional Directors, and led by Bernard Meunier (CEO). This Board is known as the Comité de Direction (CdD) and is responsible for defining Purina's business strategy as well as our engagement with society on sustainability.

Purina's functions and markets report regularly to the CdD on general sustainability performance and in detail twice a year. The CdD is supported in these initiatives by the Purina Planet Steering Committee.

GRI 102-18, GRI 102-9, GRI 102-16, GRI 405-1, GRI 102-12

(\*) PURINA® FELIX® is not sold or marketed in the Nordics. There, it is sold and marketed as the brand LATZ®.

(3) See separate GRI Index and <https://www.nestle.com/investors/corporate-governance/businessprinciples> for further details

Of our CdD:

- **33%** are women and **67%** are men
- **67%** are over the age of 50, the remainder being between 30 and 50 years old.

Purina operates within the Nestlé Corporate Business Principles and aligns its practices and training with the Nestlé Code of Conduct<sup>3</sup>.

## Our people

At Purina, one of our most important stakeholder groups is our employees, who have helped to inspire and shape our commitments. It is because of their dedication to these commitments that we are able to meet our targets and make an impact in the communities where we operate. To find out more about our people [see page 52](#).

1st Row (L-R): Bernard Meunier, CEO, NPPE; Kerstin Schmeiduch, Legal Affairs & Corporate Communications Director - NPPE; Calum Macrae, Regional Director - Northern Region (UK, Ireland, Netherlands, Sweden, Denmark, Finland & Norway).

2nd Row (L-R): Anna Quaranta, Finance Director - NPPE; Marco Travaglia, Regional Director - Southern Region (Italy, Greece, Bulgaria, Romania, Serbia, Adriatics, Spain, Portugal & MENA); Olivier Robin, Operations Director - NPPE.

3rd Row (L-R): Hubert Wieser, Regional Director - Central Region (Germany, Austria, Switzerland, Poland, Estonia, Latvia, Lithuanian, Hungary, Czech Republic & Slovakia); Isabelle Taillandier, Regional Director - France & Belgium; Fabio Degli Esposti, Marketing Group Director - NPPE.

4th Row (L-R): Alessandro Zanelli, Regional Director - Eastern Region (Russia, Ukraine, CIS, Turkey & Israel); Stefano Lopez, Commercial Operations Director - NPPE; Marie-Thérèse Burkart-Arnoso, HR Director - NPPE.



# What matters to Purina and our stakeholders

In 2013, Purina carried out a materiality analysis across our European markets to ensure we identify and prioritise the most important issues for our stakeholders and our business. This was refreshed in 2016. We are currently in the process of reviewing and refreshing this materiality assessment for 2019. For further details of our methodology and findings see our 2016 Purina in Society report.

Through this process Purina identified the following material issues<sup>(4)</sup>.



**Loving responsible pet ownership – this includes two components:**

- Our role as a pet food business
- Our wider leadership role in promoting the role of pets and the pet-human bond in society



**Scarcity of resources**



**Radical transparency including addressing increasing expectations from our stakeholders**



**Reducing environmental inputs and outputs including the impact we have on the environment relating to material use, packaging and transport**

GRI 102-46, GRI 102-47

(4) See separate GRI index for further details of our material issues



## Our Purina in Society Commitments

Each of our Purina in Society Commitments has a data owner in our senior management and our CdD review the progress against the PinS Commitments regularly. These are then cascaded to our markets and our centralised functions who each regularly report back to the data owners. This cascade process enables us to review our progress and commitments annually. We regularly check our commitments with our stakeholders and based on input from our stakeholders in 2018 we modified some of our commitments.

In parallel, Nestlé is revising its own commitments, which we adhere to. In this report we focus on the commitments to action which are most relevant to our stakeholders namely pets, pet owners and pet lovers and the communities in which we operate.

## Engaging our stakeholders and what matters to them

Proactive engagement with partners and stakeholders is essential to the delivery of our PinS commitments. Our approach is to listen, understand what matters most to them, what questions they have and what areas they want Purina to focus on at both a local and European level. We are in regular contact with our stakeholders across Europe. In addition, we run and also participate in:



Consumer carelines (some of which have vets and vet nurses as respondents)



Forums with our NGO partners about issues that matter to pet owners and lovers



Social platforms to provide answers to questions we get asked



Local and European Trade Industry Associations



In-country and European 'events' where different groups of stakeholders can come together to find out more. In 2018, this included factory visits and employee volunteering with partner organisations



Our new Purina BetterwithPets Prize



Supporting (and giving visibility to) local community-based organisations who help find homes for cats and dogs

Around each of the platforms and events, engagement helps us to determine the subjects to be covered, who attends and how we can create the best opportunities for networking and collaboration. For further information on our stakeholder engagement, and the topics raised during 2018 – see page 58.



# Our Purina in Society Commitments: Progress



PinS Commitment	Goals	Progress in 2017 and 2018	Pg.
<p>INNOVATE TO IMPROVE PETS' HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> <li>• <b>By 2017:</b> We will launch 16 new products focused on improving the health and wellbeing of pets</li> <li>• We will share our research by publishing four articles a year in technical journals</li> </ul> <p>Baseline year – 2014</p> <ul style="list-style-type: none"> <li>• <b>By 2020:</b> We will launch 14 new products focused on improving the health and wellbeing of pets</li> </ul> <p>Note (5)</p>	<p><b>In 2017:</b> We reached our target for <b>16 new products</b>, launching an additional 7 products this year. We also released <b>11 publications</b> in 2017</p> <p><b>In 2018:</b> We launched <b>7 products</b></p>	15
<p>PROMOTE TRANSPARENCY ACROSS OUR PRODUCT PORTFOLIO</p>	<ul style="list-style-type: none"> <li>• <b>By 2018:</b> Make information more accessible by providing easy to understand product information and nutrition advice on pack</li> </ul> <p>Baseline year – 2014</p> <p>Note (6)</p>	<p><b>In 2018:</b> <b>117,516</b> contacts with customers concerning pet care and nutrition advice, complaints and product information – of which <b>13,011</b> contacts specifically relating to pet care advice</p>	18
<p>REMOVE ARTIFICIAL COLOURANTS FROM OUR PRODUCTS</p>	<ul style="list-style-type: none"> <li>• <b>By 2017:</b> We will remove artificial colours from our BAKERS™ brand</li> <li>• <b>By 2020:</b> We will remove artificial colourants from our main meal products</li> <li>• <b>By 2023:</b> We will remove artificial colourants from our snack products</li> </ul> <p>Baseline year – 2014</p>	<p><b>In 2017:</b> A total of <b>125.2 tonnes</b> of artificial colourants were used, a <b>9.3% reduction</b></p> <p><b>In 2018:</b> A total of <b>84 tonnes</b> of artificial colourants were used, a <b>32.8% reduction</b></p> <p><b>From 2015 until now: 70 tonnes of artificial colourants</b> have been removed an overall reduction of <b>45.4%</b></p>	20
<p>HELP REDUCE THE RISK OF PET OBESITY</p>	<ul style="list-style-type: none"> <li>• <b>By 2023:</b> Our top 10 markets will be supporting prevention partnerships and programmes</li> </ul> <p>Baseline year – 2014</p>	<p><b>In 2018:</b> The Healthy Love campaign was delivered in...</p> <ul style="list-style-type: none"> <li>• Italy</li> <li>• Portugal</li> <li>• Spain</li> <li>• Switzerland</li> <li>• Russia</li> </ul>	21
<p>PROMOTE PET ADOPTION</p>	<ul style="list-style-type: none"> <li>• <b>By 2023:</b> Our top 10 markets will be supporting adoption programmes and organisations to help improve pet adoption rates</li> </ul> <p>Baseline year – 2015</p>	<p><b>By 2018:</b> <b>15 countries</b> (including 7 of our top ten markets) had established Pet Adoption partnerships – working with <b>43 different partners</b></p>	27

(5) Since our 2016 report, we have updated the title of this commitment from 'Lead the industry in pet nutrition and health research' to 'Innovate to improve pets' health and well-being' to better reflect the activities being undertaken

(6) Since our 2016 report, we have updated the title of this commitment from 'Deliver accessible product information and petcare advice' to 'Promote transparency across our product portfolio' to better reflect the activities being undertaken

PinS Commitment	Goals	Progress in 2017 and 2018	Pg.
<p>PROMOTE PETS IN THE WORKPLACE</p>	<ul style="list-style-type: none"> <li>• <b>By 2020:</b> We will create 200 alliances to support pets at work initiatives across Europe</li> </ul> <p>Baseline year – 2015</p>	<p><b>By 2018:</b> <b>22 countries</b> have established Pets at Work programmes in our own offices (including 9 top markets). We have also established <b>62 external partner alliances</b></p>	30
<p>PROMOTE RESPONSIBLE PET OWNERSHIP PROGRAMMES FOR CHILDREN</p>	<ul style="list-style-type: none"> <li>• <b>By 2023:</b> 2,000,000 children participating in our programmes</li> </ul> <p>Baseline year – 2015</p>	<p><b>By 2017:</b> 7 countries had established programmes, with approximately <b>305,377</b> children participating in 2017</p> <p><b>By 2018:</b> <b>9 countries</b> have established programmes (including 7 top ten markets), with approximately <b>319,450</b> children participating in 2018</p> <p>Bringing the total since 2015 to <b>823,739</b> children participating<sup>(7)</sup></p>	33
<p>CREATE JOBS FOR YOUNG PEOPLE ACROSS EUROPE</p>	<ul style="list-style-type: none"> <li>• <b>By 2016:</b> We committed to creating 1,500 job opportunities and traineeships for young people below the age of 30 at Nestlé Purina in Europe</li> </ul> <p>Baseline year – 2013</p>	<p><b>In 2016:</b> We reached our target, having employed <b>2,429</b> young people since 2014. We continue to support the Nestlé needs YOUth initiative and commitments and do not report separately on this initiative - see Nestlé for further details <a href="#">[LINK]</a></p>	n/a
<p>IMPROVE THE ENVIRONMENTAL PERFORMANCE OF OUR PACKAGING</p>	<ul style="list-style-type: none"> <li>• <b>By 2019:</b> Avoid the use of a minimum of 3,000 tonnes of packaging material</li> </ul> <p>Baseline year – 2015</p>	<p><b>In 2017:</b> We avoided <b>787</b> tonnes of packaging through technical initiatives, a 3.46% reduction in packaging</p> <p><b>In 2018:</b> We avoided <b>787</b> tonnes of packaging through technical initiatives, a 0.7% reduction in packaging</p> <p><b>Since 2015:</b> We have saved a total of <b>3,542</b> tonnes of packaging through the commitment</p>	46
<p>IMPLEMENT RESPONSIBLE SOURCING</p>	<ul style="list-style-type: none"> <li>• <b>By 2016:</b> We aim to have completed Responsible Sourcing Audits for 50% of our direct supply base</li> <li>• <b>By 2017:</b> 100% of our soya to be traceable</li> <li>• <b>By 2020:</b> 100% of seafood ingredients to be responsibly sourced</li> </ul> <p>Baseline year – 2015</p>	<p><b>In 2018:</b></p> <ul style="list-style-type: none"> <li>• <b>65%</b> of raw materials and <b>64%</b> of packaging is covered by responsible sourcing audit<sup>(8)</sup></li> <li>• <b>100%</b> of our soya is traceable</li> <li>• <b>43%</b> of seafood ingredients are responsibly sourced<sup>(9)</sup></li> </ul>	48

(7) For certain markets, data is calculated based on number of children over a school year (not calendar year)

(9) Between 2016-2017, our 3rd party independent assessor changed the way we assess seafood by-products sourced from aquaculture. We now use an absolute volume based KPI

(8) Packaging information is calculated based on Nestlé global spend (including hub and local spend) – Purina aim to report on Purina specific figures in future reports



# 01

## For individuals and families and their pets

INNOVATE TO IMPROVE PETS' HEALTH AND WELL-BEING

PROMOTE TRANSPARENCY ACROSS OUR PRODUCT PORTFOLIO

REMOVE ARTIFICIAL COLOURANTS FROM OUR PRODUCTS

HELP REDUCE THE RISK OF PET OBESITY

Innovate to improve pets' health and wellbeing **15**

Promote transparency across our product portfolio **18**

Remove artificial colourants from our products **20**

Help reduce the risk of pet obesity through collaborative prevention programmes **21**

## FOR INDIVIDUALS AND FAMILIES AND THEIR PETS

**We share the Nestlé purpose of ‘Enhancing quality of life and contributing to a healthier future’ by creating richer lives for pets and the people who love them.**

For individuals and families and their pets it is all about enabling healthier and happier lives and for us at Purina our focus is on enabling healthier lives for pets through life enhancing nutrition.

Working with insight from our stakeholders and our in-house experts we know that translates into:

- Innovate to improve pets’ health and wellbeing
- Promote transparency across our product portfolio
- Remove artificial colourants from our products
- Help reduce the risk of pet obesity through collaborative prevention programmes

## Innovate to improve pets’ health and wellbeing

**Purina has a nutritional heritage of over 120 years founded on a deep-rooted passion for pets. Our three-fold promise of high-quality nutrition, proven science and results has led to our extensive portfolio of diets for healthy pets, those with special needs and those requiring veterinary prescribed nutrition. We fully understand the bond that exists between pet and owner and are passionately dedicated to driving science forward in understanding pet nutrition and pet behaviour.**

The Purina Research and Development (R&D) Network has a rich heritage in nutritional science and is a vital part of the wider Nestlé R&D Network. Key research platforms focus on metabolic health (weight management / obesity and diabetes); ageing/cognition; gastrointestinal health and microbiota. Through this transfer of knowledge,

dogs and cats benefit through innovative products improving their health and quality of life. And, now with the launch of the Purina Institute we can share our research even more broadly.

In 2016, we set the Purina in Society Commitment to ‘Innovate to improve pets’ health and wellbeing’ focused on nutrition<sup>(10)</sup>. Specifically, we committed to **launch 16 new products focused on improving the health and wellbeing of pets** by 2017 (baseline 2014). **In 2017, we were proud that we reached our target for launching 16 new products.**

In our evaluation of this achievement and the importance of our nutritional focus, we included valuable insights from our 2018 stakeholder research. They see our nutrition expertise, product quality and strong R&D and innovation, as areas of strength for Purina as a modern, scientific company. **We have therefore extended this commitment to launch 14 new products by the end of 2020.**

Against this target, we are pleased to say that in 2018 we launched seven new products, six of which were under our PURINA® PRO PLAN® and PURINA ONE® brands. The seventh new product launch was under our PURINA® Dentalife® brand.

(10) Since our 2016 report, we have updated the title of this commitment from ‘Lead the industry in pet nutrition and health research’ to ‘Innovate to improve pets’ health and well-being’ to better reflect the activities being undertaken. See separate GRI Index for further details of products launched in 2018

## CASE STUDY

## A healthy brain is as vital as a healthy body

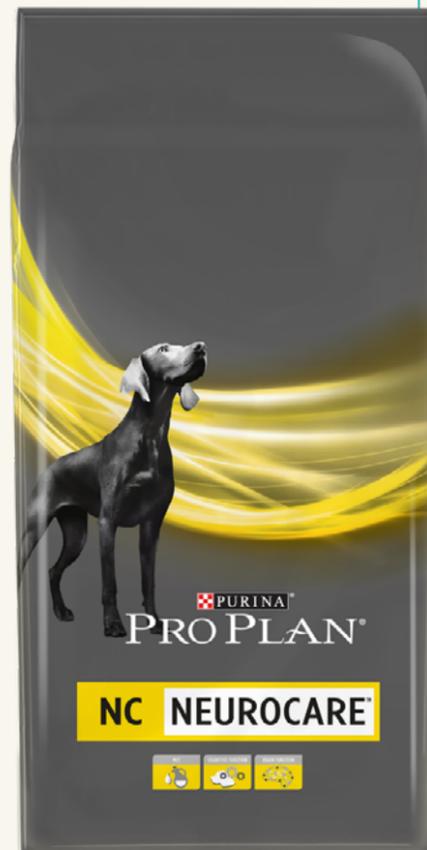
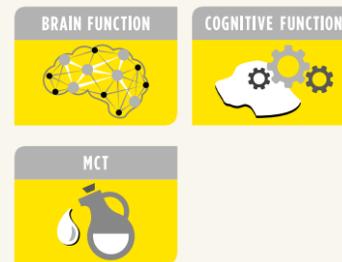
**B**rain function changes can negatively impact all aspects of a dog's life and prove difficult for pet owners to manage.

PURINA® PRO PLAN® Neurocare NC™ is a breakthrough approach into the effect of nutrition on canine brain health, resulting from collaboration between Purina scientists and veterinary neurologists at the Royal Veterinary College, London. It is formulated with MCT (medium-chain triglycerides) and specific neuro-nutrients clinically proven to help enhance canine brain function.

The product was launched at European and local vet congresses with a network of vets and neurologists.

PURINA® PRO PLAN® Neurocare NC™ has now been launched in 16 countries.

**PURINA® PRO PLAN® Neurocare NC™ is a breakthrough approach into the effect of nutrition on canine brain health**



## Purina working with the vet community to realise innovation

Working with veterinarians across Europe is critical for Purina. Through our partnership with respected colleagues and veterinary leaders worldwide, the Purina name is trusted by veterinary professionals across the globe.

In 2018, we created the Purina Institute, a global professional organisation representing a diverse team of more than 500 scientists and pet care experts. The Institute shares Purina's ground-breaking research and the latest scientific findings in pet nutrition so veterinarians and other pet professionals can make nutrition a fundamental element of their conversations with pet owners.

We have also established a formal engagement programme across Europe to address key topics through programmes including the **Healthy Love and Your Questions Matter** initiatives. [\[LINK\]](#)

We know personal, face to face engagement is imperative. We collaborate with veterinary professionals by supporting **symposia** as well as establishing **strategic alliances** (such as with the World Small Animal Veterinary Association - WSAVA). We also engage through sponsored lectures, poster presentations and research awards. During 2018 we reached

**3,500 vet professionals from 50 nationalities** including via strategic alliances and attendance at various conferences and events.

In September 2018 we supported the biggest symposium on internal medicine in Europe: the European Veterinary Internal Medicine - Companion Animals (ECVIM-CA). This brought together leading experts from different

specialisations around the world to share and discuss internal medicine and what matters to our pet diets and, in particular, our product PURINA® PRO PLAN® Neurocare NC™. At ECVIM-CA the Purina Institute was officially launched in Europe.

## CASE STUDY

## Engaging and sharing nutritional expertise with vets

**In Russia** Purina Partners is an educational programme for veterinarians, providing free conferences and, so far, attracting over 20,000 vets. Our 2nd International Veterinary Conference in Moscow was attended by almost 3,000 pet professionals and covered the latest trends in therapy and veterinary medicine.

In 2018, in collaboration with the Innovation Veterinarian Center of Moscow Veterinarian Academy (**IVC MVA**), our company took part in 11 joint conferences. Also, Purina and neurologist Maxim Lapshin produced an

integrated report on our new product, PURINA® PRO PLAN® Neurocare NC™, for which Maxim delivered more than 15 seminars across Russia.

**In Poland**, through the Purina Academy, we provide education programmes on good nutrition for different stakeholder groups with tailored content for veterinary surgeons, behaviourists, vet nurses, pet owners and pet shop employees.

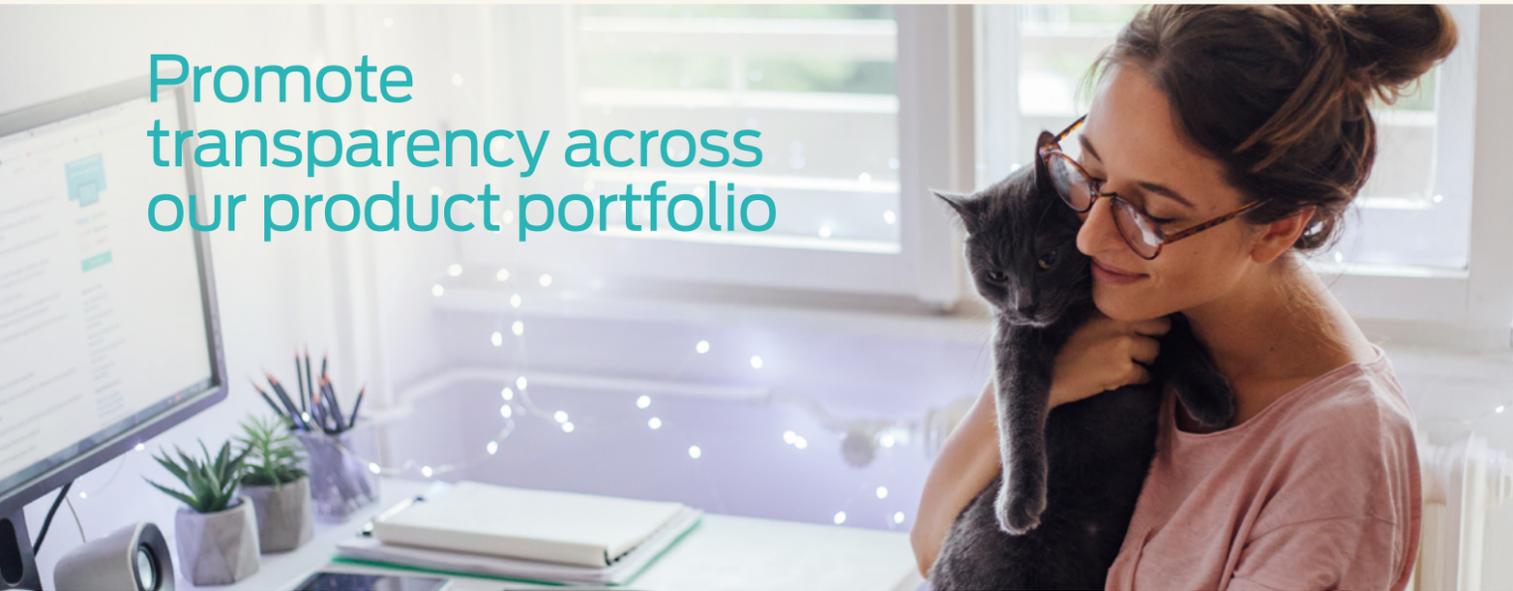
**In the Baltics** we held three full-day training seminars for customers, vets and pet shop staff in Latvia.

We reach  
**3,500**  
vets professionals from  
**50**  
nationalities



Purina Russia Veterinary channel team at Purina Partners Conference 2018 in Moscow

## Promote transparency across our product portfolio



### Pet owners increasingly expect easy to access, accurate and transparent information.

In 2016, we set the commitment to **deliver accessible product information and pet care advice**<sup>(1)</sup>. This included the target that by 2018, we would make information more accessible by providing easy to understand product information and nutrition advice on-pack.

Every product now has details of the Purina Careline, and depending upon the product's size, on pack guidance also includes feeding recommendations. We are committed to the provision of science-based and verifiable information about our products and activities. We also follow

the FEDIAF Code of Good Labelling Practice for Pet Food<sup>(2)</sup>.

Purina believes that on-pack labelling is not enough to provide complex information and that different communication methods should be used. Therefore, within each country, Purina has established different social and online platforms to communicate with consumers, pet owners and other interested stakeholders.

We evaluated all our initiatives and, in 2017-18, we extended our focus on transparency to include:

- The extension of 'Open Doors' to invite key audiences to visit more of our factories – including **France, Germany, Russia and Italy**
- Extending our Consumer Engagement Services from telephone to include

digital/online forums **across 33 countries**

- The development of different social and online platforms, for instance 'Your Questions Matter' on our Purina corporate website – which was launched in France, Germany, Italy, Poland, Spain, Russia and the UK and has had **411,465 visitors**<sup>(3)</sup>. In 2019, Your Questions Matter is expected to be live in 18 markets

(1) Since our 2016 report, we have updated the title of this commitment from 'Deliver accessible product information and pet care advice' to '**Promote transparency across our product portfolio**' to better reflect the activities being undertaken

(2) Purina also follows EU Regulation 767/2009 on the use of animal feed and follows the FEDIAF Code of Good Labelling Practice for Pet Food (revised 1st October 2018) – see separate GRI index for further details.

(3) Figures for France, UK, Germany, Italy and Spain

In 2018 we received:



**117,516** contacts with customers, concerning advice, complaints and product information. The majority of contacts came from Russia, Germany, the UK, Portugal and France.

This included **16,433** contacts related to pet health of which 13,011 related to pet care advice.



Overall, **64%** of these contacts were neutral or satisfied.

## CASE STUDIES



## Your Questions Matter (YQM)

**Y**our Questions Matter is a platform enabling pet lovers to ask questions directly to a local Purina Careline by phone, email or letter. Users can find answers to the most common questions asked by pet lovers regarding pet food.

### How did YQM come about?

We listened to the questions consumers asked us on social media and via our toll-free number before deciding to gather them all into a single digital hub, a place from where we answer these questions in a transparent way. Questions fall into four main interest areas: where ingredients come from, how pet food is made, pet welfare and what sort of environmental impact we are having. Since its launch, we have had over **411,465** unique visitors. [\[LINK\]](#)

In **Italy**, we extended YQM beyond the digital platform in 2018, bringing it to Milan's 'Vet Expo', as well as to specialist retail outlets and major vet clinics.

## Opening our factories' doors to our stakeholders

In **France** we set up an 'immersive' programme with social media influencers, giving them the chance to explore our Head Office and Veauche factory, and to chat to Purina's experts. At our Montfort factory we trained 20 employees to talk to visitors about nutrition, while at our Marconnelle factory our customers, including vets, breeders and pet shop owners, came in to hear about our factory's history, how we care for and train employees, ensure health and safety along with product quality.

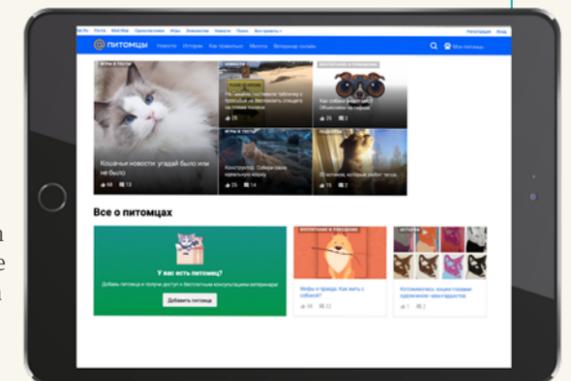
In **Germany** we opened the doors of our Euskirchen plant to influencers and bloggers for a factory tour, presentations, workshops and Q&A. During the tour we explained the production process, showed where the raw materials come from and what 'zero waste' means to us. Visitors were pleasantly surprised about everything we already do.

In **Italy**, we have been opening our Portogruaro plant's doors to external stakeholders since 2011. We doubled visitor numbers in 2017, widening our stakeholder range to include vets, retailers, social media influencers and consumer organisations. We wanted to challenge the myths surrounding pet food and how it is made, creating a credible, reliable source of information. So, in collaboration with the **Unione Nazionale Consumatori (National Consumers' Organisation)** we produced an educational guide on pet food. It is instrumental in combatting the fake news that proliferates around this topic.



## Pets.mail.ru

In partnership with **Mail.ru Group** – one of **Russia's** largest digital companies – Purina has launched a media portal offering news and articles about pets and their impact on their owners' lives, as well as pet care and nutrition advice. A 'Consultations' service also offers personal advice from Purina veterinarians and other experts.



## Remove artificial colourants from our products



From our conversations with pet owners and lovers we know they are looking to buy 'natural', less processed pet food including options with no artificial colourants or additives.

In 2016 we set the commitment to remove artificial colourants from our products, this included the following targets:

- By 2017: We will remove artificial colourants from our BAKERS™ brand – COMPLETED
- By 2020: We will remove artificial colourants from our main meal products
- By 2023: We will remove artificial colourants from our snack products

In 2018 a total of **84 tonnes** of artificial colourants were used. This is a 32.8% reduction from the **125.2 tonnes used in 2017**.

This means that from 2015 until 31st December 2018 we have achieved an overall reduction of **45.4%** in artificial colourants used (equivalent to 3 truckloads) from a wide range of our products<sup>14</sup>.

(14) Based on Eurotruck 82, with volume of 22 tonnes

### CASE STUDY

## FRISKIES: Honouring our commitment to remove artificial colourants

In 2018 we continued our programme to remove all artificial colours from our product portfolio including our extensive **PURINA® FRISKIES® cat and dog food range**. This was a huge challenge as the manufacturing of these products involves ten factories.

Our teams undertook research to discover new, non-artificial colourants while reviewing recipes, testing and producing these new Friskies products. We are proud of our technical teams, who delivered more natural colours whilst maintaining both the colour differentiation, which we know is important to pet owners, and the taste that pets love.

Our consumers can be reassured that our **FRISKIES®** range remains as nutritious, 100% complete and balanced, and a tasty choice for their pet.



## Help reduce the risk of pet obesity through collaborative prevention programmes



**An estimated 59% of dogs and 52% of cats worldwide are overweight or obese<sup>15</sup>. Obesity in pets increases the rate of health problems and shortens life expectancy. Addressing poor pet health resulting from obesity and excess weight is an important component of loving and responsible pet ownership.**

As part of our approach, and to improve our pet food products and programmes, we carried out research to identify what works in addressing pet overweightness and obesity. This included understanding the attitudes and behaviours of pet owners. One conclusion was that, like human obesity, one company or group cannot address pet obesity alone. Another was that prevention (of obesity and being overweight) was the most effective approach. An important conclusion was that this multi-dimensional challenge requires a multi-stakeholder approach

(15) <https://petobesityprevention.org>

particularly to support pet owners and their pets on their journey. For our part we committed that by 2023 our top 10 markets across Europe will be supporting prevention partnerships and programmes to help reduce the risk of pet obesity.

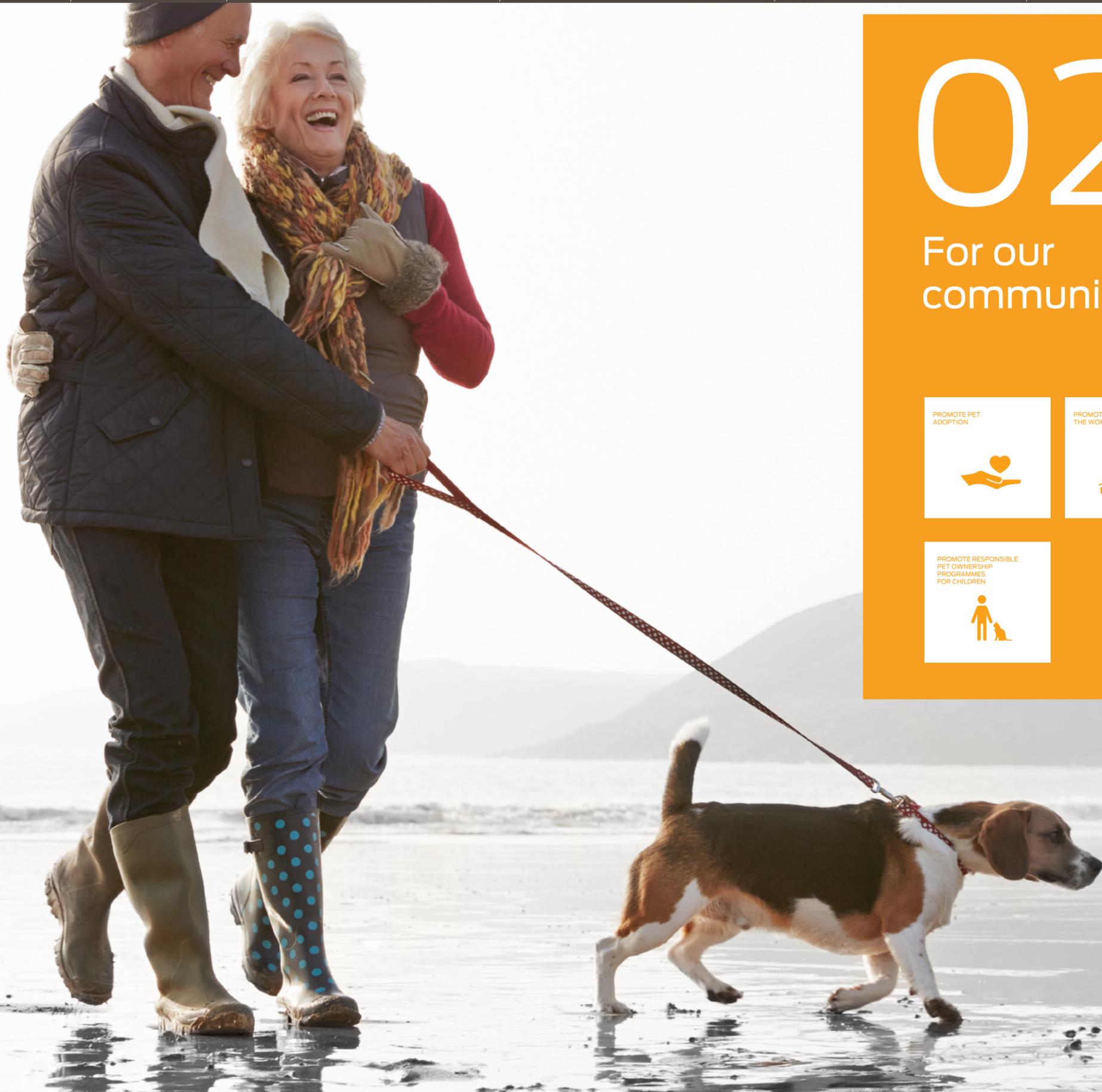
As trusted, local experts on pet health we know the veterinarian community are critical partners. We have developed the Healthy Love campaign to help vets have conversations with pet owners about maintaining a healthy weight for their pet. This includes the PURINA PRO PLAN Megabrand Healthy Love - Obesity 2.0 Toolkit for vets. It includes the new PURINA® PRO PLAN® feeding calculator as a tool to help vets provide a personalised nutrition plan for their patients, and also includes posters and leaflets to communicate with consumers.

We continued our research in 2018, which uses scientifically proven approaches to support human behaviour change called 'if-then' sheets.

During 2018 the Healthy Love campaign was delivered in the following countries:



**We know pet owners and lovers want support in helping with either weight loss and/or obesity prevention so we will continue our research into practical ways to provide this.**



# 02

## For our communities

PROMOTE PET ADOPTION



PROMOTE PETS IN THE WORKPLACE



PROMOTE RESPONSIBLE PET OWNERSHIP PROGRAMMES FOR CHILDREN



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Promote responsible pet ownership programmes for children **33**

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# FOR OUR COMMUNITIES



**For Purina this is about promoting and preserving the special bond and benefits between people and pets. We recognise there are a number of challenges facing pet owners. These include the barriers modern working life create against people spending time with their pets and also the challenge of supporting young people to understand the benefits and responsibility of pet ownership in an increasingly online and digital world. The future of loving responsible pet ownership is the most important issue facing Purina and our stakeholders.**

We are passionate about pets and people and have heard that our stakeholders are looking for Purina to lead the way in promoting the valuable role of pets in society both at a European and local level. The way we do this is through our ongoing support of local programmes around adoption, pets at work and responsible pet ownership and via our work with animal assisted organisations and initiatives.

In 2018, as part of our commitment to help develop thriving and resilient communities, we identified and supported social entrepreneurs through the **Purina BetterwithPets Prize**.

GRI 413-1

## Purina BetterwithPets Prize

We truly believe that **#wearebetterwithpets** so our purpose is to create richer lives for pets and the people who love them. That is why, in 2018, we decided to launch the first ever BetterwithPets Prize, an initiative looking to support and accelerate the most innovative initiatives across Europe that work on harnessing the positive power of the pet-human bond in our communities.

The BetterwithPets Prize, launched in collaboration with **Ashoka**, a pioneer in the field of social entrepreneurship, with a prize of 100,000 CHF and was open to social and commercial enterprises and non-profit entities and organisations that are tackling the challenge in new and innovative ways.

We focused on challenges raised by our stakeholders, our people, our markets and our collaboration with Ashoka. Entries for the Prize could be submitted under one of the following categories:



Healthier together



Connecting together



Enjoying spaces together



Bernard Meunier, CEO NPPE and Sofie Brouwer, The OPOEH Foundation and winner of the BetterwithPets Prize

**Prize Winners: The OPOEH Foundation (Netherlands) won and was awarded 40,000 CHF and the remaining finalists - Canine Hope (UK), Dutch Cell Dogs (Netherlands), Medical Detection Dogs (UK) and K9 Hundekunde: Happy Kids with Happy School Dogs (Germany) - were all highly commended and awarded 15,000 CHF each.**

We had a total of 102 entries across Europe. After an online screening and expert jury review five finalists were selected to pitch their projects live to an expert panel and invited guests at the Purina BetterwithPets Forum 2018.

The OPOEH (Opa's en Oma's Passen Op Een Huisdier) Foundation works to reduce loneliness and increase physical activity for the elderly by matching them as a dog sitter with a family in their neighbourhood.



Marie Yates, Canine Hope - UK



Betty Buijtel and Marlies de Bats, Dutch Cell Dogs



Dr Claire Guest, Medical Detection Dogs, UK being interviewed by Lucy Alexander, event host.



Uta Kielau and Meike Heyer, K9 Hundekunde: Happy Kids with Happy School Dogs



Antonella Broglia, Anchor of TV program Para todos La 2, on social entrepreneurs, and Ashoka España ambassador. Keynote Speaker at the 2018 BetterwithPets Forum and Jury member for the BetterwithPets Prize.



Sofie Brouwer, The OPOEH Foundation during Purina workshop

“We are honoured and excited to be awarded this prize. This will allow us to increase our initiative’s social impact,” said Sofie Brouwer, founder of the OPOEH Foundation. “We had a fantastic workshop with Purina and now look to continue our project to target vulnerable senior citizens with the advice and inspiration taken from the BetterwithPets Forum.”

## Promote pet adoption through collaborations and partnerships



It is estimated that there are over 100 million abandoned and homeless dogs and cats in Europe<sup>16</sup>. Across Europe we have a long history of working in our local communities to support and reverse pet homelessness for the long term.

We committed to supporting and promoting local pet adoption with a target that by 2023 our top 10 markets will be supporting adoption programmes and organisations to help improve pet adoption rates.

We are pleased to share that by 2018, 15 countries had established Pet Adoption partnerships – working with 43 different partners. This includes programmes set up in seven of our top ten markets.

We have heard that our stakeholders are looking for Purina to take the lead around adoption and to provide further information to help people make the connection between our in-country community initiatives and our EMENA commitment to promoting pets in society.

We know from our experiences in collaborating with our partners that they are facing a number of challenges. Based on this understanding we continue to evolve our activities and support to help address their key issues.

There are a number of different ways we work locally as part of a journey towards full partnership:



We create awareness through media coverage, online activations, in-store campaigns and events.



We partner and collaborate with shelters and other organisations by donating food and pet merchandise, welcome packs for new owners, via employee volunteering and promoting our partners and their work at our own events.



We offer support via adoption platforms where we also develop educational guidelines on the benefits and responsibilities of pet adoption.



We work together with our partners to influence politicians and decision makers to create a better life for pets.

(16) <http://www.esdaw.eu/stray-animals-by-country.html>

CASE STUDIES



### The un-adoptables in the UK

We worked with the feline welfare charity **Cats Protection** on a consumer campaign to drive a pro-adoption message. The campaign centered around **the un-adoptables**: whilst most cats quickly find a loving home, some have to wait longer. This is usually because they are older, have medical conditions, or are shy. It can also be due to the colour of their fur: black and white and all-black cats are less popular.

We championed these ‘un-adoptables’ as heroes but, instead of tales of woe, we focused on why these cats’ differences and quirks made them perfect for owners with specific needs



### Adopciaki.pl in Poland

Our pet adoption platform **www.adopciaki.pl** matches homeless pets with pet lovers who can offer them a loving home. We meet potential owners to promote responsible pet ownership and address any barriers to having a pet.

We also provide behavioural and veterinary advice and promote responsible pet adoptions through our media channels. Our **‘gotowe do adopcji’** (ready for adoption) campaign explains the benefits of safe adoptions to future pet owners and how they can prepare for a successful adoption.



### Happy Paw in Ukraine

During 2018 we worked with the **Happy Paw Fund** to encourage adoption of dogs in two shelters. In order to tackle public concerns surrounding adoptions from animal shelters we co-produced videos that showcased the benefits – for both pets and people – of adopting from shelters. As a result, 50 dogs found new, loving homes. To help them get off to a good start we provided their pet food. Further campaigns will also include cat adoptions.



### Empowering pet adoption in Finland

In **Finland**, we are the sole sponsor of **Kodittomat.info**, a website and app that enables shelters to upload information whenever there is a pet that needs rehoming, giving the animal visibility so they can be easily matched with interested pet lovers.

In Finland we also support **SEY**, a federation of 38 animal welfare associations that saw more than 1,700 cats and dogs adopted in 2018.



### Partnership in Norway

We support **Dyrebeskyttelsen Norge**, a federation of animal welfare associations. In 2018 the number of relocated or adopted pets was over 3000 cats and nearly 100 dogs.

We also collaborate on Purina’s annual ‘summer cat campaign’ in the Nordic region, raising awareness on responsible pet ownership and homeless cats during a season where some people tend to abandon their cats.

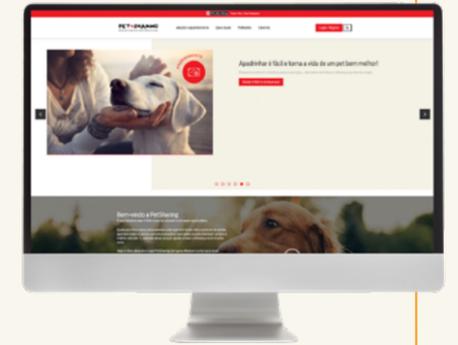
Successful campaign slogans include: “Are you ready for a lifelong commitment?” “Why not adopt an elderly cat?” and “Love, don’t leave”.



### Petsharing in Portugal

We wanted to give small pet welfare associations a voice and this led to **Petsharing**.

This a consumer web-based platform that lets pet lovers choose what support they want to give (by donating a blanket, by adopting a pet, or via a financial donation), which pet association they want to help and in which part of the country. We promote the platform and registered associations through social media and at events.



### Together, Change Happens – changing laws in Russia

We organised a forum in partnership with four local charity foundations active in the area of animal protection: the international animal protection foundation **Giving Hope**; the Rehabilitation Centre for Temporarily Homeless Animals **YUNA**; the charitable foundation **Obraz Zhizni** (Way of Life) and the **Ya Svoboden** (I am Free) animal welfare foundation.

176 representatives from animal protection NGOs, socially responsible business and media attended to raise awareness about the condition of stray animals and unite

the animal protection community into building an action plan. Topics covered at the event included the need to pass a federal law on responsible animal treatment.

As a result, a Resolution was formally signed with an action plan to combat the problem of stray animals. We are proud of the role our Purina team played in creating the momentum for this and are delighted to share that on 28th December 2018 the **President of Russia** signed into federal legislation the **Law on Responsible Treatment of Animals**.



Speakers of the second Russian BetterwithPets Forum held in Moscow under the motto “Together, Change Happens”.

## Promote pets in the workplace



Our colleagues have told us that being able to bring their dogs to work has multiple benefits for their pet as well as for their colleagues at work. We have also sponsored research into 'Taking Dogs into the Office' (2017-2019)<sup>17</sup>. Some of the key highlights include:

**General well-being:** with levels of happiness and life satisfaction  
**4.5%** higher than average.

**Home-work interface:** with levels of satisfaction in accommodating family and work commitments  
**14%** higher than the average.

**Job-career satisfaction:** with levels of satisfaction with aspects of job and career in general,  
**12.3%** higher than the average.

**Control at work:** with levels of perceived control over decisions  
**15.3%** higher than the average.

**Overall work quality of life:**  
**15.5%** higher than the average.

**Working conditions:** with satisfaction with physical working environment  
**19.8%** higher than the average.



(17) Hall, S.S., & Mills, D.S. (2019). Taking Dogs into the Office: A Novel Strategy for Promoting Work Engagement, Commitment and Quality of Life. Frontiers (in press).

To support more organisations to become pet-friendly we have developed a framework and approach for other companies to follow and enable their employees to bring their pets to work. This approach has been tested at our Purina offices, local Nestlé offices and even at some of our factory offices. That is why we set the commitment to **promote pets in the workplace** with the specific target to create **200 alliances to support pets at work initiatives across Europe by 2020<sup>18</sup>**.

(18) **Pets at Work:** We have kept the goal of 200 Alliance partners, this now also includes smaller organisations and companies which have publicly supported pet-friendly office environments

As part of our programme we have developed a Pets at Work Toolkit which covers the approach to creating a pet-friendly workplace. Content ranges from how to engage your employees to how to look at health and safety and how to organise your building to prepare for pets at work. Our aim is to help external partners implement this programme which can also be tailored by country to reflect local requirements.

By 2018, **22 countries** had established Pets at Work programmes in our own offices. This includes **nine** of our ten main markets. We have also supported **62 partners** to implement pets at work

programmes. As a pet care company, we also provide support with specific materials such as blankets and bowls. There is also a web page for reference and updates.

**We have developed a framework for other companies to follow to create a dog friendly office environment**

### CASE STUDY

## New Pets at Work Partners throughout Europe

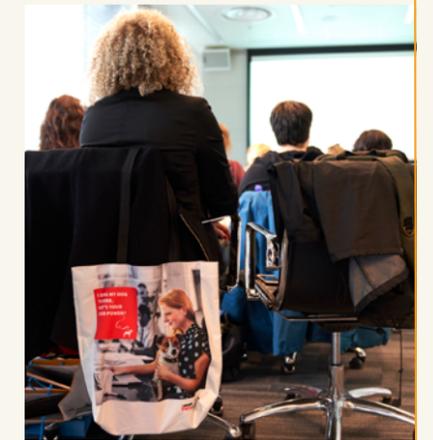
In **Poland** we organised a press conference in October 2018. This received a high level of interest from companies eager to join our PAW Alliance.

In **Spain**, in September 2018, we organised an external PAW awareness-raising event at Purina Studios, our Barcelona EMENA office, hosting HR professionals from more than 20 companies. We shared PAW's benefits such as an increase in productivity and a happier work place.

These companies were able to see live how a pet-friendly environment works in practice and an external expert shared how the programme improves employee satisfaction, retention and productivity. "We are passionate about improving the lives of pets and the people who love them", said Mark El Khoury, Head of Purina Spain.

Our PAW Alliance Partners in this programme now include **Ogilvy** in Spain and **McCann** in the UK. Three new Alliances were created in Italy

with **Unicredit Italy**, **Grand Office** and **YAM112003**. In **Germany**, throughout 2018, we engaged 20 organisations that happily joined our alliance to create a total of 28 members. Our journey to build 200 alliances by 2020 will continue in 2019, convincing more companies to become pet friendly and provide their employees with an even better place to work.



Purina Spain & EMENA team launching Petsatwork with Ogilvy Spain.

## CASE STUDIES

## Promoting PAW through external HR conferences

In **Germany**, we attend events such as the **Zukunft Personal HR Fair** in Cologne where visitors told us they think PAW is a valuable asset in the war to attract talent!

In **Italy**, for our event themed **'Welfare and Workplace: wellness starts from**

the workplace', we invited companies and HR and Internal Communications professionals to share their best practices and we presented ours. **33 companies** visited our pet-friendly offices to see PAW 'live', featuring our employees as project ambassadors. 600 PAW toolkits were also downloaded from our website.

In 2018, our EMENA and UK team also participated in the **Beyond – Amsterdam** global HR leadership forum promoting Purina's PAW programme and the benefits it brings to the workplace.



Zukunft Personal HR Fair in Cologne.



## Extending PAW to our factory offices

Our Marconelle factory in **France** joined the PAW scheme in 2018. Dog owners received a code of conduct and the site has been adapted for dogs with an agility enclosure and dedicated spaces in the office. Employees report that the dog-friendly office has had a positive impact.

Our Portogruaro factory in **Italy** also became dog friendly with an outdoor space including fenced areas, a walking path and an open area for employees to have lunch with their pets.

Our Sudbury factory office in the **UK** also opened its doors to dogs.



PetsatWork at our Portogruaro factory in Italy.

## Promote responsible pet ownership programmes for children

With approximately 79 million children across Europe there is a potential new generation of pet owners<sup>19</sup>. Our experience with pet owners has told us that whereas children used to learn about pets within their family this has now declined, in part due to changes in family living patterns and urbanisation. This is an important area for Purina to show leadership by encouraging children's access to pets in a friendly and supportive environment.

Our stakeholders have told us that the experience of being with pets can be both thrilling and positively emotional, especially for children. At Purina we want to help more children feel confident and comfortable with pets and to help them understand the responsibilities that pet ownership brings. We believe community-based partnerships with local organisations is an important way for Purina to support responsible and loving pet ownership and contribute to improving the lives of pets and all family members, especially children.

We set the commitment to **promote responsible pet ownership** programmes for children. This includes the specific target to **educate two million children on 'responsible pet ownership' by 2023**.

To reach this goal we have developed programmes specifically designed for children [\[see case studies\]](#).



**By 2018 we are pleased that:**

**Nine** countries have established programmes. This includes **seven** of our top ten markets. As a result of this local activity, in 2018, **319,450** children participated in responsible pet ownership programmes. This brings the total number since 2015 to **823,739** children<sup>20</sup>.

(19) Children aged 0-14 years old [https://ec.europa.eu/eurostat/statistics-explained/index.php/Being\\_young\\_in\\_Europe\\_today\\_-\\_demographic\\_trends#Past.zC\\_present\\_and\\_future\\_demographic\\_developments\\_of\\_children\\_and\\_young\\_people](https://ec.europa.eu/eurostat/statistics-explained/index.php/Being_young_in_Europe_today_-_demographic_trends#Past.zC_present_and_future_demographic_developments_of_children_and_young_people)

(20) For certain markets, data is calculated based on number of children over a school year (not calendar year)

## CASE STUDIES

## Purina Pet School

Our seventh commitment is about promoting responsible pet ownership programmes for children. In 2018 our latest initiative, the **Purina Pet School** online resource, launched in Germany, France, Italy, Spain and the UK in their corresponding languages. The goal is to provide an interactive learning experience for young pet owners and their parents.



## Government endorsed responsible pet ownership programmes

In **Bulgaria** throughout 2017 we worked closely with NGOs, including **Eyes on Four Paws**, to develop a programme containing a mixture of lessons and practical sessions. We organised open lessons in nine schools, reaching 1,200 children. In 2018 we strengthened our partnership with the **Ministry of Education and Science** reaching 116 schools and 12,000 children, with **Pet School** becoming part of the National Programme of **Nestlé for Healthier Kids**. Teachers love the initiative because it teaches children about being responsible and taking care of a pet.

In 2017 at schools in Minsk, **Belarus** we launched the **Kindness Lesson**, an educational programme for children created in partnership with **OkiDog**. Its main goals are: helping children understand that a dog is more than just a pet; understanding a dog's body language and behaviour; teaching how to train dogs correctly; and instilling a culture of pet caring into future dog owners. In 2018 we held eight school lessons and a Family Day where we educated 285 children. A dog behaviour expert and his Labrador participated in every lesson. **Belarus's Ministry of Education** has now supported the roll out of these lessons into more schools.

In **Russia**, the **We Are Your Friends** education programme helps children to become more responsible, caring and mature. It was launched in 2017 with partners the **Federal Institute of Childhood and Family Studies (Russian Academy of Education)**, the **Moscow Veterinary Academy** and the **Giving Hope Foundation**. Consisting of a study guide for teachers, school books and pet posters for pupils, it is taught over 36 school hours and has received very positive feedback from teachers, children and their parents. To date **2,500 schools** have participated with **6,400 teachers** implementing the programme across 23 Russian regions, reaching 157,000 pupils.



## How Purina is leveraging events outside of schools

In **Germany** our **Liebe fürs Leben (Love for Life)** programme has offered free lessons on responsible pet ownership at primary educational level since 2012. Every year we attend the **Didacta Trade Fair** and **BPT Congress**. An additional 2018 initiative has been to launch **Pet School**, an online tool enabling us to reach more families and children digitally.

In the **Netherlands** Purina has been teaching responsible pet ownership with the **Dieren Diploma**. The foundation held a college tour to generate publicity and encourage children to learn. For World Animal Day children from several primary schools were invited to a veterinary training school where they learnt about taking care of pets.

In **France**, during 2018, Purina and **Paris's 5th Arrondissement City Hall** organised an educational exhibit. Through four play areas families learned about the benefits of responsible pet ownership (see picture below). As well as learning the correct behaviour to adopt around cats and dogs, they were taught how to train and take care of pets by experts.

In **Switzerland** Purina's **Amis pour la Vie (Friends for Life)** programme has sponsored the **Krax-School** programme on Animal Protection since 2012. They have dedicated teachers who teach children to respect the needs of animals, whether pets, farm or wild animals. We also have our Purina Responsible Pet Ownership toolkit for kids, 'Amis pour la Vie', which we distribute through our own channels such as in-store events.



Nina Ruge, patron of Liebe fürs Leben and class.

## What's new in Purina's existing in-school programmes?

In **Italy** the **A Scuola di Petcare** initiative, an educational programme on pet care dedicated to primary school children, has been running since 2004. The 2017/2018 school year saw it delivering more than 3,000 classes around Italy. The class contest theme was "A Fantastic Adoption", where children created their own story. Class winners received a lesson with a dog trainer and **ENPA distance adoptions** donated by Purina. A distance adoption enables the class to adopt their own mascot – a pet supported by Purina while it awaits adoption. In 2018, to refresh the programme's look and feel, we launched our new digital toolkit at [\[LINK\]](#)



**Aprender Juntos es Mejor** is a **Spanish** primary school programme to teach responsible pet ownership. It focusses on reading sessions together with assistance dogs. The goal is to show the real benefits of learning together with dogs in terms of better attention and concentration, increased self-esteem, motivation and social abilities, decreased anxiety and stress, and to encourage healthy reading habits.

With Purina's support more than 5,000 children in 11 Spanish cities have participated in the programme since its inception.

## Local offices and factories in the community



**At Purina we enjoy being part of the community. Our employees come from the local community and we buy and use resources from our local communities. We champion many great initiatives in and with our local communities.**

Across Europe our offices and factories work on many programmes delivered by our colleagues and trusted partners to address the things that matter to our local communities. In addition to the specific Purina in Society Commitments, these programmes include:

- open days for local communities
- factory Open Doors events for local government, media and social influencers
- supporting charity partner activities and community events

As part of our Commitment to transparency please see details of our Open Doors Factory events (opposite and on page 19).

GRI 413-1

### CASE STUDY

## How our factories play a role in our communities

**O**ur **Vorsino** factory in **Russia's** Kaluga region donated over 35 tonnes of pet food to pet shelters during 2018. In **Ermolino**, the team ran a recycling competition for a local school, the '2nd Life of Things', with one of the prizes being a visit to the Museum of Recycled Things.

In **Germany** our **Euskirchen** factory employees volunteered with non-profit organisation **Vita e.V. Assistenzhunde** (Vita Assistance Dogs) and a local animal protection organisation **Tierschutzverein Mechernich e.V.**

At our **Aubigny** factory in **France** we run a yearly event for a local children's society, while at our **Quimperlé** factory ten employees visited a company that has made its facilities disabled-friendly in order to educate our own employees on disability. We also have partnerships with the **Association Jeunesse et Entreprise** and the National Association of Human Resources (**ANDRH**) to support training for young people in job skills.

Our **Veauce** factory team contribute in a different way: volunteer firefighters account for nearly 80% of all firefighters

in France. In order to resource this need, the **SDIS de la Loire** meets with public and private employers to propose a partnership agreement.

Employee volunteers are trained in First Aid and fire hazards, this is an asset to employers as they can act if there is an accident in their workplace. Nine volunteer firefighters from our Purina factory in Veauce are assigned to local fire stations.

Our **Sudbury UK** factory holds an annual volunteering day at **SeeSaw** animal rescue centre. The factory team donate pet food to the charity and promote their fundraising events.

At our **Wisbech UK** factory the team continue to support the **Read to Succeed** Campaign, launched by the local schools' association. Furthermore, we are now one of the main sponsors of the **Fenland Business Awards** which promote young talent and assist local businesses.

Our **Portogruaro** factory colleagues in **Italy** developed an innovative way of increasing awareness of what we do in the local community. 23 employees became volunteer product ambassadors

and held promotional days on local, dog-friendly beaches throughout the summer. They shared product information with consumers and talked about our common passion: pets. Each day culminated with a dog show, held on the beach alongside a **PURINA® PRO PLAN™** stall.

Also at **Portogruaro**, continuing the work started in 2015, colleagues in HR, Quality and Maintenance set up training sessions with 29 students at a local high school and on the shop floor to help introduce young people to the factory environment.

At our **Castelbisbal** office in **Spain**, many of our employees help us train future therapy dogs. Our **GUAU III programme**, a collaboration with **CTAC**, socialises assistance dogs to work with disabled children. Volunteers take turns to prepare these dogs for their mission.



Employees volunteering with SeeSaw in the UK.

Employees volunteering with Vita e.V Assistenzhunde in Germany.

## The pet-human bond

### Supporting the pet-human bond through animal-assisted activities, interventions and therapy<sup>21</sup>

The impact of pets upon human physiology can have a positive benefit to human health. These benefits can also extend beyond the beneficiary to the animal handler, the therapist and importantly also to the animal. As part of **our wider leadership role in promoting the role of pets in society**, Purina are proud to be working with and supporting organisations in this pioneering area.

<sup>(21)</sup> For further details, and for definitions of **animal-assisted interventions; animal-assisted activities and animal-assisted therapy** – see <http://www.scas.org.uk/animal-assisted-interventions/174-2/>

### CASE STUDY

## Villa Samson: an ongoing tale of hope and smiles

**T**ime in hospital often means time away from pets yet studies show that the presence of pets is important for hospitalised patients' well-being, promoting healing and a shorter hospital stay. For children, a visit from their pet can help to make the hospital environment less stressful. For lonely, older patients, their pet is frequently their family, and they worry about what is happening to their companion while missing the affection derived from their bond. In both cases, access to the family pet can help to provide a distraction from illness and hospitalisation.

**UZ Brussels University Hospital** was the first hospital in **Belgium** to create and build its own dedicated environment for animal-assisted therapy with dogs and cats. **Villa Samson** is a space where patients and their pets can meet in peace and enjoy being together.

Purina in Belgium has supported this project since its inception through financial donations and the passionate commitment of our employees from providing design advice to organising fundraisers to help with building costs. Now it is up and running, we carry out social media campaigns and have developed a volunteer programme to transport pets from patients' homes to Villa Samson.

We also supply pet food for the dogs and cats in the Villa.



More than 40 patients have been visited by their pets and over 500 patients from different departments have visited Villa Samson's dogs and cats. Family and patient testimonials have cited many positive impacts on the healing process as a result of visiting the Villa.



CASE STUDIES

### Helping VITA train assistance dogs in Euskirchen

For 15 years our team in Germany has supported Vita e.V. Assistenzhunde in the training of assistance dogs to help disabled people.

We cover the cost of training one assistance dog every year and sponsor the organisation's charity gala. In 2018 this event raised over €400,000 to support VITA's work. For Purina this is a great way to engage with our stakeholders and celebrate the contribution of pets in our society.



### Supporting assistance dogs in Spain

Purina has supported research into dog-assisted therapies at Barcelona's Sant Joan de Déu Hospital, in Spain. 12 therapy dogs collaborate with medical staff in mental health, paediatrics and emergency units, helping children

adapt to hospital facilities and medical procedures that may cause stress. The research team, along with canine trainers from CTAC, have studied the effect of dog-assisted interventions in paediatrics and its benefits on hospitalised patients.

At Rey Juan Carlos University and Hospital Niño Jesús a research collaboration is measuring the impact of therapy dogs on children with eating disorders. The programme, which Purina joined in 2018, sees dogs engaging with child patients for 50-minute weekly sessions. To date, the study has shown that involving animals as a complementary part of care is highly beneficial. They have also seen a reduction in anxiety and symptoms of depression along with an increase in self-esteem in the teenagers who engaged in assisted therapies with dogs.



### Canine Partners in the UK

Since 2000, our Purina team in the UK have been supporting Canine Partners who provide and train assistance dogs to transform the lives of people with disabilities. These amazing dogs are trained to help with everyday tasks such as opening and closing doors, unloading the washing machine, picking up dropped items, getting their human partner dressed and undressed, pressing buttons and switches, and raising the alarm in an emergency. They provide their partners with increased independence, quality of life, confidence, routine and companionship.



### Canistherapy in Ukraine

In Ukraine, in 2017 we created we created partnerships with dog therapists and sponsored three canine therapy events for children with varying disabilities. These events helped families to meet dog trainers and therapist dogs in friendly settings.

We also hosted a summer camp for children on the autism spectrum who spent time with dog therapists.

A psychologist from their specialist school recorded positive dynamic shifts in their condition.

We created the First International Canine Therapy Conference for dog behaviour experts, psychologists and students to share best practice.

In 2018 we formed a partnership with Vidchuy, an organisation supporting



deaf people. Some deaf children struggle to accept their disability and canine therapy is used in their rehabilitation process.

Purina also helped to establish the Ukrainian Association of Canistherapy paving the way towards government regulation through the certification of dog therapists.

# 03

## For the planet

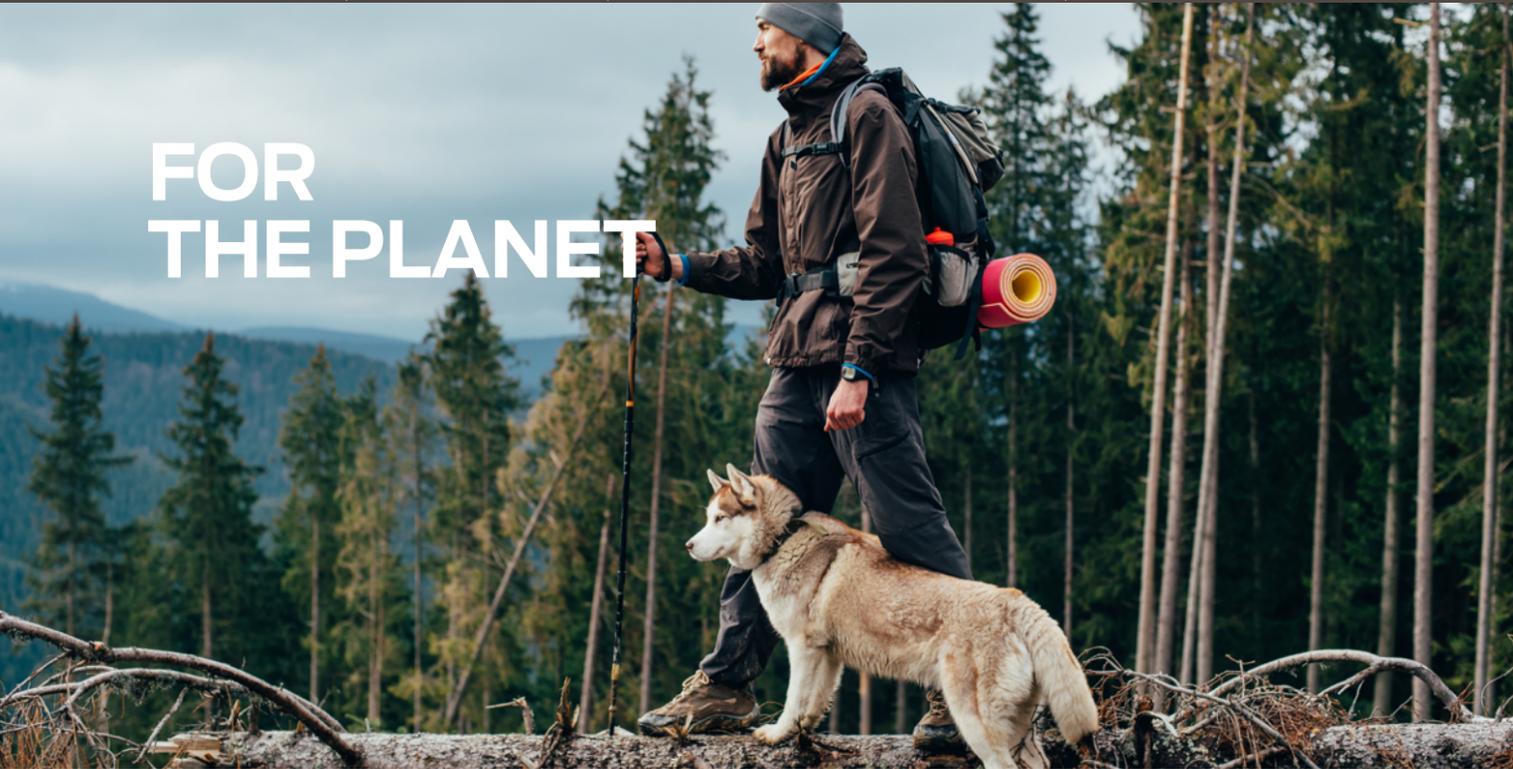
IMPROVE THE ENVIRONMENTAL PERFORMANCE OF OUR PACKAGING

IMPLEMENT RESPONSIBLE SOURCING

Improve the environmental performance of our packaging **46**

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# FOR THE PLANET



As part of the Nestlé family we share the purpose of 'stewarding resources for future generations'. This includes Nestlé's 2030 ambition to strive for zero environmental impact in our operations. We also know from stakeholders that reducing our environmental outputs is one of their most important concerns.

To grow sustainably we must use the planet's resources wisely as well as use our global presence to help others make a positive difference. In line with our commitments and objectives, we are working to reduce emissions across the value chain by operating more efficiently and using more sustainably managed and renewable resources to act on climate change. We have a focus on reducing the use of plastics and making sure the plastics we do use are recyclable or reusable. We are also striving to create less waste, preserving our natural habitats and encouraging consumers to play their part.

Purina's approach to managing environmental sustainability operates within the Nestlé framework for Sustainability and Creating Shared Value (CSV)<sup>22</sup>. This includes specific policies on limiting greenhouse gases and water use. This is partly achieved through knowledge-building, internal sharing of good practice and partnerships with external organisations. Our approach at a factory level is illustrated by the two case studies – Vorsino and Aubigny.

We recognise the risks to our business from climate change, which includes more frequent extreme weather conditions such as floods and droughts. For critical factories, water resource reviews were performed to identify those factories located in areas of high water risk. As part of Nestlé we are committed to moving towards 100% renewable energy (as part of the RE100 initiative), we aim to reduce energy consumption and, in the longer run where possible, to move to fuels with lower emissions. For further details relating to Nestlé's approach to climate change – see [LINK]. All manufacturing sites conform to ISO 14001 and are aware of the need to protect biodiversity. For example, one of

our factories, based in **Sudbury (UK)**, is within 10 km of an ecologically sensitive site. For further details relating to Nestlé's approach to biodiversity – see [LINK].

We record our environmental performance which is regularly reviewed by our leadership. We recognise that over the past two years, that performance has included:

- **Increase in renewable energy** by **667,365 GJ**
- **Reduction in GHG emissions** per tonne of product by **23%**
- **Reduction in waste for disposal** (not recovered) of **94%**

GRI 102-11, GRI 201-2

(22) The Nestlé Policy on Environmental Sustainability incorporates the United Nations Global Compact environmental principles, which state that businesses should: support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of technologies with a better environmental performance

## CASE STUDIES

### Zero waste to landfill and new water treatment facilities at Vorsino

Our **Vorsino** factory became the first Nestlé factory in **Russia** to achieve **zero waste production sent to landfill**. All by-products and waste products (e.g. wooden pallets) are re-used, sent for recycling (e.g. plastic, film, cardboard, paper and metal), recycled to produce biogas (e.g. wet feed waste) or organic fertilisers (e.g. sludge from waste water treatment plant), or incinerated with heat recovery (e.g. municipal solid waste and non-recyclable film).

At Vorsino, we also installed new wastewater treatment facilities allowing us to generate an additional capacity of around **1,300 cubic metres of water per day**.



### Optimising transportation efficiency

In 2018 we aimed to ensure that trucks from our suppliers and those used inter market can operate at optimum capacity (i.e. not empty or half full), in order to reduce the number of trucks on the road.

Having developed an analytical simulation tool to make better use of the available capacity, single stack pallets were then identified, tested and actioned for double stacking and layers per pallet were increased.

So far this has resulted in a reduction of **approximately 1,800 truck movements over the year representing approximately 1,500 tonnes of CO<sub>2</sub> emissions**.

### Optimising water and energy use in steam tunnel technology at Aubigny

Steam tunnels (ovens) are critical equipment in wet pet food factories and one of the top energy and water users. To achieve our 2030 ambition of zero environmental impact in our operations, we continuously focus on energy and water savings. A team at our **Aubigny** factory, in **France**, decided to investigate how to improve the steam tunnel's operational efficiency.

They analysed the plant's energy distribution, determining how much energy and water were being lost through the steam tunnel. By measuring these losses (74% of losses were concentrated in steam lost at the tunnel's inlet and outlet), they could then define how to improve the steam flow and how much steam was needed to ensure perfect cooking of the products.

Factory operators were then trained in the new methods of working the steam tunnel. They were also given the responsibility of monitoring daily energy and water consumption in order to detect any deviations and enable fast remedial action.

This new working method is being shared across our factories. For Aubigny, this project will save **503 tonnes of CO<sub>2</sub>** in the steam tunnel – the equivalent of going around the world 104 times by car<sup>23</sup>.



(23) 503 tonnes of CO<sub>2</sub> divided by the average amount of CO<sub>2</sub> generated by a car per km (120 g) = 503,000 kg / 0.12 kg of CO<sub>2</sub> = 4,191,667 km / 40,000 = 104

## Improve the environmental performance of our packaging



**We have heard from our stakeholders over the past two years that one of the most important components of our environmental performance relates to the recyclability and recycling of our packaging, including plastics and how we support a more circular economy.**

Purina has spent years working to reduce the volume of materials used in our packaging to the optimum level.

Some of Purina's pet food is already sold in fully recyclable packaging, including cardboard boxes with 100% recycled content and aluminium cans which contain recycled content. Like other manufacturers, wet food pouches are our most difficult challenge from a sustainability perspective.

We are working hard to find an alternative material for pet food pouches, however, it is not easy because pouch packaging needs to be robust enough to withstand our cooking processes and to keep the product fresh on shelf.

In April 2018, Nestlé made a global commitment that by 2025, 100% of its packaging will be reusable or recyclable – this includes all Purina products. In January 2019, Nestlé announced a series of specific actions towards meeting its April 2018 commitment, with a particular focus on avoiding plastic waste. At Purina we share the Nestlé vision of a waste-free future and have worked cross functionally to develop our roadmap, including a packaging roundtable and establishing plastic champions in markets.

In 2016, as part of our Purina in Society Commitments, we set a target to avoid the use of 3,000 tonnes of packaging material by 2019 compared to 2015 levels.

**In 2018, we avoided 787 tonnes of packaging** through our technical initiatives representing a reduction of 0.7%. **In total, since 2015 we have avoided 3,542 tonnes of packaging.** We have over-delivered on this target by 18%. Approximately 52% of the avoided packaging material since 2017 was plastic.

We are participating in a new European project called **CEFLEX**, which will work towards the development of an infrastructure to collect, sort and

recycle all types of used flexible plastics across Europe by 2025.

We recognise that our 2025 commitment is a difficult journey. In the short term, we are testing laminates, which have been designed to be recyclable. We are also working with recycling technology companies and collection agencies to identify interim solutions.

**67%**  
of our packaging is widely recyclable

**6%**  
of our packaging has limited recyclability

**27%**  
of our packaging is currently hard to recycle<sup>24</sup>



GRI 301-2

(24) The following information, is based on 2017 Purina sales data

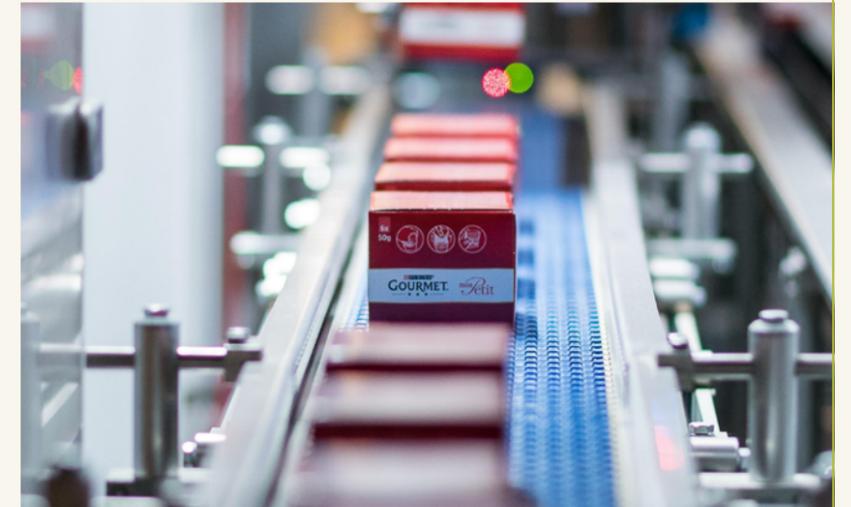
### CASE STUDIES

## Reducing the volume of materials used in our packaging

**A**s part of our effort to reduce the amount of packaging materials we use, during 2018 we changed the way we multi-pack **PURINA® GOURMET™ 50 g pouches and 85 g cans.**

For can multi-packs we changed the cardboard specification allowing us to **save 140 tonnes of packaging materials.**

For pouch multi-packs we installed a new packaging line and changed the outer packaging structure allowing us to reduce the amount of packaging material used from 30.5 g to 26.1 g. This contributed to **savings of 99 tonnes** of packaging material overall.



## Reducing the use of plastics

**R**eduction in our use of plastics is demonstrated by our downgauging the PE<sup>25</sup> layer in packs such as **PURINA® ONE BIFENSIS™ and PURINA® FRISKIES™ JUNIOR.** Implemented across our factories in Portogruaro, Montfort, Sudbury, Marconnelle, and Vorsino, this initiative helped us to reduce 174.6 tonnes of duplex laminate and 353.7 tonnes of triplex laminate. In total **528.3 tonnes of plastic packaging have been avoided** contributing to over-delivery on our commitment.

**In total 528.3 tonnes of plastic packaging have been avoided contributing to over-delivery on our commitment**



(25) PE stands for Polyethylene, one of the most common types of plastic

## Implement responsible sourcing



The importance of responsible sourcing reflects the increasing expectations from our stakeholders regarding where and how the pet food they buy is sourced. This includes transparency of sourcing and animal welfare. We know our impact spans our supply chain from agriculture and transportation through to our manufacturing sites, including suppliers at individual farm or fisheries level.

Our approach to responsible sourcing is delivered through our Purina Planet Committee and the work with our colleagues in Nestlé and Purina globally on establishing responsible sourcing models<sup>26</sup>. Externally we seek to work with certification bodies and NGOs:

- **Compassion in World Farming** - for matters relating to meat and poultry
- **Proforest** - for matters relating to deforestation
- **Sustainable Fisheries Partnership (SFP)** - for matters relating to seafood

The Nestlé Sourcing Standard is an important management reference for our teams, and for our independent verification partners, it also provides a communication tool for our suppliers. All suppliers receive a copy of the standard and this is referenced in all contracts (with revisions also sent to suppliers).

We carry out assessments across our Tier One and upstream suppliers. The audits and assessments are managed internally and undertaken by external partners, covering Human Rights, Health & Safety, Environmental Sustainability and Business Integrity. From audits conducted this year, we are not aware of any critical social or environmental issues relating to Purina EMENA.

GRI 414-1, GRI 414-2, GRI FP1, GRI FP2, GRI 308-1, GRI 308-2

(26) Tier One refer to our direct suppliers. All of Nestlé's suppliers must comply with our Supplier Code. see [https://www.nestle.co.uk/asset-library/documents/library/documents/corporate\\_social\\_responsibility/nestle-responsible-sourcing-guidelines.pdf](https://www.nestle.co.uk/asset-library/documents/library/documents/corporate_social_responsibility/nestle-responsible-sourcing-guidelines.pdf)

(27) Raw materials are calculated based on Purina specific volumes. Packaging information is calculated based on Nestlé global spend (including hub and local spend) – Purina aim to report on Purina specific figures in future reports

(28) This is based on data from our partner, Sustainable Fisheries Partnership (SFP). During 2017, our reporting methodology was changed due to our 3rd party independent assessor amending the way we assess seafood by products sourced from aquaculture. Now done by an absolute volume based KPI rather than fishery-based figures. See separate GRI Index for further details.

We have set the commitment to **implement responsible sourcing**. This includes the following targets

- By 2016** We aimed to have completed Responsible Sourcing Audits for 50% of our direct supply base. For 2018 this target was 70% for raw material volume and packaging
- By 2017** 100% of our soya to be traceable
- By 2020** 100% of seafood ingredients to be responsibly sourced

Progress:

**65%**  
of raw materials and 64% of packaging is covered by responsible sourcing audits<sup>27</sup>

**100%**  
of our soya is traceable

**79%**  
of our soya is responsibly sourced excluding Russia (which will be assessed in 2019)

**43%**  
of our seafood ingredients were responsibly sourced - which increased from 27% in 2017<sup>28</sup>



### CASE STUDIES

## Responsible sourcing – assessing the farms which supply Purina

In line with Nestlé's commitment on farm animal welfare Purina undertook a programme together with our colleagues in Nestlé to assess our upstream supply chain on animal by products.

The assessment process involves engaging with suppliers, obtaining the list of farms in their upstream supply chain and performing farm assessments using the **Nestlé Assessment Protocol** which was developed with the non-profit organisation **World Animal Protection**. These assessments identify areas for improvement and we implement remedial actions at farm level.

Using external auditors, Purina assessed farms in France, Germany, Hungary, Slovenia and the UK in 2018, performing **118 farm audits** and raising our total to **234 farm audits**, since 2015.



We are pleased to have reached our target for 100% traceability for soya. Looking ahead, we are working to achieve our sustainable fisheries commitment, which is evolving based on guidance from our NGO partner SFP. In 2019, we will increase our responsible audits target to 75% coverage of our Tier One suppliers as part of ongoing targets towards 100% coverage.

We know our stakeholders would like further information on these topics so we have included details of our Responsible Sourcing principles and how we make them practical on our online **Your Questions Matter** website [\[LINK\]](#)

## Responsible sourcing of soya for our pet food

As Nestlé Purina PetCare Europe (NPPE) we source over 60,000 tonnes of non-GM soya bean meal for pet food production in our European factories so, in line with Nestlé's non-deforestation commitment, we assess our upstream supply chain to ensure traceability.

In partnership with **Proforest** – a third-party NGO – and our suppliers, we are assessing our upstream supply base across Brazil and Europe. To demonstrate that the soya we procure is sourced responsibly, Proforest undertakes site assessments for deforestation, biodiversity and labour conditions. Proforest also provides technical help to our suppliers to support them in making improvements to their supply bases.

At the close of 2018, **100%** of the soya we use in NPPE is traceable with **79%** classed as Responsibly Sourced (except Russia who whilst 100% traceable will be assessed for responsible sourcing in 2019).

**proforest**



# Environmental performance

## Materials

In 2018, NPPE produced and sold **1,606,273** tonnes of products. During 2018, Purina used materials as set out in the table opposite. This includes raw materials, associated process material, semi-manufactured goods or parts and materials for packaging purposes.

Materials used (GRI 301-1)	2016 (tonnes)	2018 (tonnes)
<b>Total materials used</b>		
Raw materials (excluding water)	1,192,452.67	1,246,411.81
Packaging	105,942.99	127,190.07
Associated process material	2,169.72	2,464.51
Semi-manufactured material	5,662.71	4,980.13
	<b>1,306,228.09</b>	<b>1,381,046.52</b>

## Energy

Purina factories account for approximately 99% of energy used, the remainder being consumed in office buildings. The factories, situated in France, Germany, Hungary, Italy, Poland, Spain and the UK, use 100% renewable electricity. This has led to an increase in renewable energy of **667,365 GJ since 2016**. In 2018, most of Purina's direct energy consumption was due to burning gas. The tables opposite set out Purina's energy consumption.

During 2018 the energy intensity (energy needed to produce one tonne of product), including natural gas and electricity, was **2.21 GJ per tonne**.

Direct energy consumption (GRI 302-1)	2016 (GJ)	2018 (GJ)
Non-renewable fuel consumption	2,228,516.64	2,501,209.14
Grid electricity	751,099.93	170,280.93
100% renewable electricity	249,262.55	916,627.31
<b>Total</b>	<b>3,228,879.12</b>	<b>3,588,117.37</b>

This has led to an increase in renewable energy of **667,364 GJ since 2016**

GRI 102-7, GRI 302-3, GRI 302-4

## Greenhouse gases

Greenhouse gases (GHGs) are produced as a result of operating Purina facilities<sup>29</sup>. Carbon dioxide and other greenhouse gases arise from Purina's direct energy use and from refrigerant losses. The transport for production and distribution of our products also results in the generation of GHG emissions. We cannot currently measure the energy, emissions, effluent or waste arising from secondary transportation (distribution centres to customers), largely because of the complexity of our value chain, with much of the movement shared with other companies and some sister businesses. In 2018, greenhouse gas and other emissions are shown in the tables (see right) and are based on Nestlé Group protocols which are aligned with the GRI except where indicated.

## Effluents and waste

Purina has a policy of actively managing and reducing its waste. In 2018, 96,296 tonnes of waste were produced. Purina has set a target of zero waste for disposal from all sites by 2020. In 2018, our factory in Vorsino achieved zero waste for disposal. In 2018, we reduced the volume of waste for disposal by **94%**. In 2019 our factories in Bük and Castellbisbal also aim to achieve zero waste for disposal.

GRI 306-2, GRI 305-4

(29) See separate GRI Index for emission factors used to calculate GHG emissions

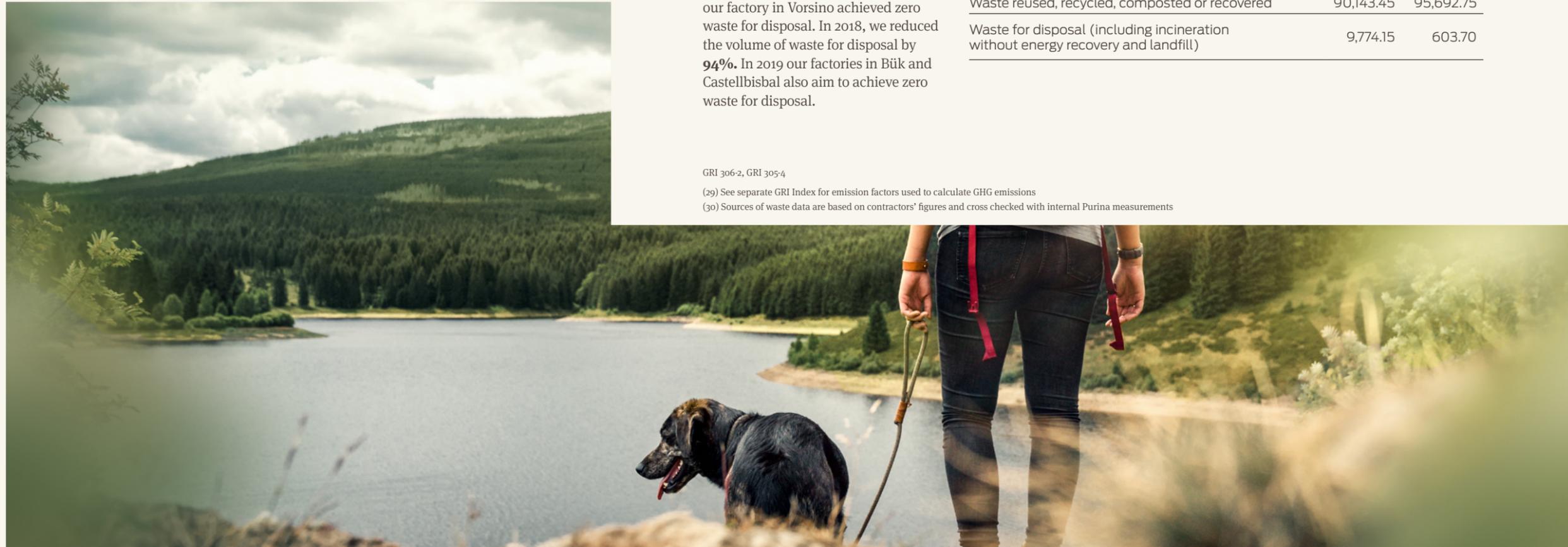
(30) Sources of waste data are based on contractors' figures and cross checked with internal Purina measurements

Greenhouse gas emissions	2016 (tonnes eCO <sub>2</sub> )	2018 (tonnes eCO <sub>2</sub> )
Scope 1 (GRI 305-1)	125,499.40	140,540.43
Scope 2 (GRI 305-2)	63,556.86	16,971.33
Scope 3 (GRI 305-3)	Not available	Not available
Total direct & indirect (GRI 305-4)	189,056.26	157,887.51
CO <sub>2</sub> emission reductions from initiatives (GRI 305-5)	900.04	2,972.52
Emissions intensity (kgCO <sub>2</sub> e per tonne production) (GRI 305-4)	126.62kg	97.38 kg

During 2018, the emission intensity (the emissions generated in producing one tonne of product) was **97 kg CO<sub>2</sub>e per tonne, a 23% reduction from 2016**.

Purina has set a target to reduce our GHG emissions (scope 1 and 2) by 35% by 2020 compared with 2010 levels.

Waste (GRI 306-2) <sup>30</sup>	2016 (tonnes)	2018 (tonnes)
<b>Total weight of waste</b>	<b>99,917.60</b>	<b>96,296.46</b>
Non-hazardous	—	96,003.67
Hazardous	—	292.79
Waste reused, recycled, composted or recovered	90,143.45	95,692.75
Waste for disposal (including incineration without energy recovery and landfill)	9,774.15	603.70





# 04

Our people

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# OUR PEOPLE



**Our people are at the heart of our business – everything we do, and our success, is dependent on them. Ensuring our employees are engaged, fairly remunerated and have the skills and knowledge not just to perform in their roles but to grow, develop and feel fulfilled is essential for us to prosper as a company<sup>31</sup>. Our values are rooted in respect: respect for ourselves, respect for others, respect for diversity and respect for the future. Key attributes which define our employment experience are:**



Enhancing lives



A fulfilling work environment



People inspired



Personal and professional growth



Curious and agile – thinking like start-ups and entrepreneurs

GRI 102-41

(31) As part of Nestlé, we support freedom of association for our employees and effective recognition of the right to collective bargaining. Purina has systematic programmes to engage with union representations. Nestlé assumes responsibility for all key items of employment and conditions. For further details of Nestlé's labour relations policy and performance – see here – <http://www.Nestlé.com/csv/communities/labour-relations>.

CASE STUDY

## Labour practices, decent work and human rights

We have 7,988 employees, of which 69% are male. 66.7% of our managers are male and 33.3% are female<sup>32</sup>.



Employee analysis	Female	Male
<20 years old	0.4% (9)	0.3% (19)
20-29 years old	22.7% (570)	15.5% (847)
30-39 years old	36.4% (917)	35.4% (1,938)
40-49 years old	25.3% (636)	26.1% (1,428)
50-59 years old	13.6% (341)	19.3% (1,058)
60-69 years old	1.7% (43)	3.3% (180)
70-79 years old	0.0% (0)	0.0% (2)
<b>TOTAL</b>	<b>100% (2,516)</b>	<b>100% (5,472)</b>

## Our core value: respect

**A**t Purina we work with passion, build for the long term and are inspired to innovate, always striving to do better, to grow and succeed together. This is achievable thanks to our deep-rooted understanding of the importance of respect.

To ensure that respect is at the core of everything we do, we created a workshop and materials for managers and their teams across our business. Colleagues learned active listening, how best to give feedback and manage different aspects of group thinking.



## Employees by region

92.9% of employees are on regular permanent employment contracts, of which 70% are male employees and 30% female employees. 98% of our employees are full time, of which 69.3% are male employees and 30.7% are female employees respectively - see table for further details.

Region	Regular	Temporary
Central	88.4%	11.6%
Eastern	93.7%	6.3%
France/Belgium	95.8%	4.2%
Northern	95.1%	4.9%
Southern	96.0%	4.0%
<b>TOTAL – EMENA</b>	<b>92.9%</b>	<b>7.1%</b>

GRI 102-8, GRI 405-1

(32) Data boundary for employee, and youth employment, data covers Nestlé Purina EMENA. These numbers are subject to a normal factory seasonal turnover of employees - less than 10% of our total workforce - and a variation in employee levels by season (e.g. less employees in summer) by market and normal recruiting wave for factories

## Training and education

Purina employee training in 2018 was **10,392 hours**, giving an average of 30.4 hours per employee, of which the average was 33 hours for female employees and 28.3 hours for male employees. 342 EMENA employees participated, of which 192 were male and 150 were female employees. **2,817 employees** are part of our Global Performance System, representing 35.3% of our employees in EMENA<sup>33</sup>.



**As a multinational company, and as part of Nestlé, our responsibility to respect human rights is at the forefront of our business**

GRI 404-1, GRI 404-3, GRI 412-3

(33) Boundary is whole of EMENA, training excludes global or local training. Figures refer to training specific for our category spirit and values, average is calculated on number of employees undertaking training.

## Human rights

Every individual should have access to the basic rights and freedoms necessary for them to live with dignity. As a multinational company, and as part of Nestlé, our responsibility to respect human rights is at the forefront of our business. We continually review and assess our human rights risks and address any negative impacts we may have on the rights of those whom we employ, do business with or interact with along our value chain. We also aim actively to promote human rights throughout our operations. In accordance with the **Nestlé Human Rights Due Diligence Programme**, all contracts and significant investment agreements include clauses covering these aspects.

## Occupational health and safety

### Why it matters

As part of Nestlé, we are committed to the health and safety of our people. We recognise that the biggest source of health and safety accidents are trips and falls in our factories. Our ISO 45001 certified safety management system aims to ensure 100% of our employees are aware of our health and safety commitments and the tools available to them.

We look to adopt a leadership role, this includes health and safety relating to Pets at Work as well as attending HR forums. In factories, we look to extend health and safety to our colleague's family members.

The NPPE EMENA Roadmap towards better health awareness and Zero Harm (2019-2021) is based on the following key principles.

- Everyone engaged
- Key risks managed
- 'I take care'
- Management processes
- Leadership from our managers which is visible and felt.

In 2018, there was no injury or illness of fatality severity. We are pleased to share a reduction in the health and safety incidences between 2016 – 2018, this is the result of giving ownership of health and safety to every team leader, to be active, to be mindful and to speak up.<sup>34</sup>

Health and safety data	2016	2018
Total lost-time illness rate - employees, contractors & public (per million hours worked)	2.14	0.46
Total lost-time injury rate - employees, contractors & public (per million hours worked)		1.04
Total recordable illness rate - employees, contractors & public (per million hours worked)	2.79	0.65
Total recordable injury rate - employees, contractors & public (per million hours worked)		1.30

## Product quality

In 2018 there were zero infringements of pet food regulations concerning the health and safety impacts of our products and zero instances of non-compliance with regulations concerning product information and labelling.

GRI 403-9, GRI 416-2, GRI 417-2

As part of Nestlé, we support the Nestlé commitment: **Advocate for healthy workplaces and healthier employees.** This includes:

**By 2020** Offer our employees education, early screening and programmes that support healthier lifestyle choices.

**By 2020** Continue leading through industry forums



(34) The boundary for HSE covers Nestlé Purina Zone EMENA and all distribution centres as well. This includes sites which are third party owned but Purina operated. It does not include sites which are owned by Purina but operated by third parties, or sites owned and operated by third parties. Where the factory and the distribution centre are on the same site - data is included. The boundary is the same as 2016 report.

# Our stakeholders

Purina has a wide range of stakeholders which have been identified by Purina's management and by specific stakeholder mapping exercises conducted by our top ten markets, these include:

Consumers and pet owners, including consumer organisations

Customers – grocery and specialist

Employees (internal)

Industry and business associations (including competitors, trade bodies and local business networks)

Key opinion leaders (including academia)

Local and national authorities

Local communities

Media

NGOs (including pet welfare groups; not-for-profits and charity partners)

Professional stakeholders (e.g. breeders, dog trainers, kennels)

Regulators

Schools, students (including technical colleges)

Suppliers (including Ingredients, contractors and agency partners)

Trade unions

Veterinarians and veterinary nurses (including veterinarian associations).

In 2018, stakeholders told us that improving pet lives and promoting pets in society are critical leadership positions for Purina. We also heard that our pet-focused initiatives (pet adoption, responsible pet ownership for children and pets at work) could have an even stronger link to our work in promoting pets in society. While environmental sustainability represents a potential future risk, stakeholders also told us that they see demand for natural, less processed pet food as the main long-term issue facing the pet food sector.

Other topics raised by our stakeholders in 2018 across the region included:

The need for research into nutrition and new specialist products

Increased demand for product traceability

Sustainable raw materials

The need to ensure affordable products

The importance of pet health and welfare, including prevention of pet obesity

The environmental impact of sourcing and packaging

Corporate transparency

Animal welfare issues in the supply chain

How we engage and collaborate with veterinarians.

These insights help to identify possible new areas for us and to increase our communications in this report and across our operations and the communities we serve.

For further details of how we have engaged and collaborated with our stakeholders over 2018 - See separate GRI Index. [\[LINK\]](#)



This report covers the 2018 calendar year for Purina (see page 6) unless otherwise stated.

This is the second Purina in Society (PinS) report. The first report was published in 2017 using the GRI Guidelines - see 2016 report for further details [\[LINK\]](#). The Nestlé Group has published a number of such reports that conform to the GRI Guidelines. Purina will continue to monitor their progress and share via a report every two years. It is planned that Purina reports will be both public and subject to external assurance.

This report has been prepared in accordance with GRI Sustainability Reporting Standards (GRI Standards) at the Core option and the associated GRI protocols set out in the Food Processing Sector Supplement. Purina, as part of the Nestlé Group, uses well-defined 'General Instructions' for the measurement of environmental indicators. Where these differ from the GRI protocols this is made clear in the text and the full GRI index [\[LINK\]](#)

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In the case of doubt or differences of interpretation, the English version shall prevail over the French, German, Italian, Spanish and Russian text.

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