



# BetterwithPets

Purina in Society Report 2016

INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



# Contents

Introduction

Message from the Chief Executive ..... 3

Who we are ..... 5

Where we make an impact and our commitments to society ..... 6

Our people ..... 8

Our stakeholders ..... 9

Guiding our approach ..... 10

1 For individuals and families ..... 12

1.1 Enabling healthier and happier lives ..... 14

1.2 Lead the industry in pet nutrition and health research ..... 15

1.3 Help reduce the risk of pet obesity through collaborative prevention programmes ..... 18

1.4 Deliver accessible product information and petcare advice ..... 20

1.5 Remove artificial colourants from our products ..... 22

2 For the communities ..... 24

2.1 Helping develop thriving and resilient communities ..... 26

2.2 Promote pets in the workplace ..... 28

2.3 Promote pet adoption through collaboration and partnerships ..... 32

2.4 Promote responsible pet ownership programmes for children ..... 40

2.5 Create jobs at Purina for young people across Europe ..... 44

2.6 Strengthening local community bonds ..... 46

3 For the planet ..... 48

3.1 Stewarding resources for future generations ..... 50

3.2 Improve the environmental performance of Purina’s packaging ..... 54

3.3 Environmental performance ..... 56

3.4 Implement responsible sourcing ..... 60

4 Our people ..... 62

4.1 Our people ..... 64

4.2 Market presence ..... 68

4.3 Quality and compliance ..... 69

5 Technical overview ..... 70

5.1 Who we are and our impact ..... 72

5.2 Materiality ..... 74

5.3 Our stakeholders ..... 76

5.4 Independent limited assurance statement ..... 80

5.5 Report profile ..... 82

5.6 Simplified GRI index ..... 83

## Message from the Chief Executive



It is only in the past few years that we have started to scientifically understand our bond with pets, the nature of that bond, and the impact it has on our own health and wellbeing

I am proud to present our first progress report on our Purina in Society Commitments, in accordance with the Global Reporting Initiative (GRI).

These 10 commitments bring to life our core belief that when people and pets bond, life becomes richer – for pets, the people who love them and the communities in which they live. These commitments are rooted in research and evidence of actions that make a meaningful difference. They are about the way we do business by helping pet owners make informed choices, by delivering optimal nutrition, and by minimising our impact on the planet and its resources. They are also about championing the pet-human bond that can have a wider, positive societal impact. In doing so, these commitments will help Purina achieve our vision and long-term ambition to be the most trusted petcare company.

## Creating shared value

As a leading petcare company, we are in a unique position and have a responsibility to take the lead in championing the benefits that pets bring. As with our parent company, Nestlé, we seek to create and to share the value of what we do. This means creating shared value for society at large, for our employees, for our supply chain, and for pets and people in the communities where we live, work and play.

As a pet food manufacturer, we take seriously that our operations and supply chain has a significant environmental and social impact. That's why together with our parent company, Nestlé, we work to minimise our carbon emissions. Following success in Italy, Spain and the UK, 2017 will see our factories in Germany, Poland and Hungary converting to 100% renewable electricity. We are also limiting our impact on packaging, reducing waste and using less materials. We are already over a third of the way to achieving our 2019 packaging target.

We recognise the scarcity of resources in today's world. The pet food industry has delivered great benefits over the years, making use of foods that the human food chain does not typically use, and yet, are great sources of protein for pets. In the long term, the main challenge we face is the declining global availability of protein. We are committed to leading the industry in pet nutrition and health research to be able to determine and define sustainable sources of protein. At the same time, we will implement responsible sourcing of our ingredients.

We have made our 10 Purina in Society Commitments public as a demonstration of our commitment to greater transparency. In this first-year report, I'm delighted to share the evidence of our progress in 2016 to meet our

G4-1

commitments. We recognise that many of the issues we are facing are too big for any one organisation to address alone. To that end, we will continue to work with a broad network of stakeholders to meet the goals we have set for each of our commitments. During the past year, I have met with many of our stakeholders and partners. It is important for me and all my colleagues to continue to hear and understand what they have to say.

As a business, we are also prepared to adapt to changes and advancements in technology. Advancements including artificial intelligence (AI) and robotics will impact the way we do business in the future. We aim to use these exciting developments to give us deeper insight and information about the way we conduct our business. Moreover, these developments remind us of the important role that pets play in our lives. The emotional bond between pets and people keeps us connected in a world that is at risk of becoming disconnected by digital advancements and transformations.

It is incredible to think that we have had pets around us for 20,000 years. Yet it is only in the past few years that we have started to scientifically understand our bond with pets, the nature of that bond, and the impact it has on our own health and wellbeing.

At Purina, we truly believe that life is better with pets. We share this report with you and ask that you help us advance the delivery of our commitments.



**Bernard Meunier**

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

## Who we are

**Nestlé Purina PetCare EMENA is a major manufacturer and supplier of cat and dog foods in Europe, Middle East and North Africa, and operates factories in France, Germany, Hungary, Italy, Poland, Russia, United Kingdom and Spain.**

For the purposes of this report, NPPE (a subset of Nestlé Purina PetCare EMENA), sometimes referred to as Purina within this report, covers our top 10 markets<sup>1</sup> including relevant factories and distribution centres.<sup>2</sup>

**For further information on who we are and our impact, please see page 72**

<sup>1</sup> NPPE refers to the top 10 markets as follows:

NPP France – Separate entity – Nestlé Purina Petcare France | NPP UK – Separate entity – Nestlé Purina Petcare (U.K.) Ltd | NPP Germany – Separate entity – Nestlé Purina Petcare Deutschland GmbH | NPP Russia – Division included under Nestlé Rossiya LLC | NPP Italy – Division included under Nestlé Italiana S.p.A. | NPP Spain – Separate entity – Nestlé Purina Petcare España, S.A. | NPP Netherlands – Division included under Nestlé Nederland B.V. | NPP Switzerland – Division included under Nestlé Suisse S.A. | NPP Belgium – Division included under Nestlé Belgilux | NPP Poland – Division included under Nestlé Polska S.A.

<sup>2</sup> Note: Data boundary for Health and Safety covers all distribution centres, including those managed by third parties. Data boundary for environmental data does not include distribution centres managed by third parties.

G4-3, G4-4, G4-6, G4-7, G4-8



# Where we make an impact and our commitments to society

As part of the [Nestlé family](#), our focus areas are firmly embedded in our purpose, to enhancing the quality of life and contributing to a healthier future:

- For individuals and families (including pets) to enable healthier and happier lives
- For the communities to help develop thriving and resilient communities
- For the planet to steward resources for future generations

We believe that when people and pets bond, life becomes richer. This belief inspires our work every day. It also provides us the opportunity to seek input from a broad array of people, businesses, community organisations and societal leaders with whom we connect.

That’s why we have made 10 commitments that will help improve the health and wellbeing of pets, people and our planet. These commitments, collectively known as Purina in Society, build on our core strengths as petcare experts and reflect our unique role within the Nestlé family.

We and our stakeholders want more people to experience the benefits that pets bring to people and our society. Our Purina in Society Commitments bring this ambition to life through concrete actions. We are committed to nurturing the magic of the pet-people relationship by providing resources to ensure it remains respectful, beneficial and joyful for generations to come.

Together with our parent Nestlé, our combined commitments work for individuals, families and their pets, the communities in which we live, and the planet we share. This report will illustrate our progress in making meaningful change in these three areas.

Purina in Society Commitment	Goals	Progress in 2016
 <b>Lead the industry in pet nutrition and health research</b>	<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> <b>Baseline year: 2014</b>	<b>5 product launches</b> and <b>6 publications</b> in 2016
 <b>Deliver accessible product information and petcare advice</b>	<ul style="list-style-type: none"><li>• <b>By 2018:</b> Make information more accessible by providing easily understood product information and nutrition advice on pack</li></ul> <b>Baseline year: 2014</b>	<b>In 2016: 91,009 contacts</b> with customers concerning petcare and nutritional advice, complaints and product information
 <b>Remove artificial colourants from our products</b>	<ul style="list-style-type: none"><li>• <b>By 2017:</b> We will remove artificial colourants 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 snacks products</li></ul> <b>Baseline year: 2014</b>	<b>In 2016:</b> A total of 138.1 tonnes of artificial colourants were used: down from 154.2 tonnes in 2015 <b>10.4%</b> reduction in the use of artificial colourants
 <b>Help reduce the risk of pet obesity through collaborative prevention programmes</b>	<ul style="list-style-type: none"><li>• <b>By 2023:</b> Our top 10 markets will be supporting our prevention partnerships and programmes</li></ul> <b>Baseline year: 2014</b>	Started work on the 3 key Strategic Pillars – with the <b>‘Healthy Love’ campaign test, launched in January 2017</b>
 <b>Promote pet adoption through collaborations and partnerships</b>	<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> <b>Baseline year: 2015</b>	<b>By 2016: 6 countries</b> had established Pet Adoption partnerships
 <b>Promote pets in the workplace</b>	<ul style="list-style-type: none"><li>• <b>By 2020:</b> Create 200 alliances to support pets at work initiatives across Europe</li></ul> <b>Baseline year: 2015</b>	<b>By 2016: 10 countries</b> had established Pets at Work programmes in our own offices
 <b>Promote responsible pet ownership programmes for children</b>	<ul style="list-style-type: none"><li>• <b>By 2023:</b> 2,000,000 children participating in our programmes</li></ul> <b>Baseline year: 2015</b>	<b>By 2016: 7 countries</b> had established programmes In 2016: Approximately <b>198,912</b> children participated
 <b>Create jobs at Purina for young people across Europe</b>	<ul style="list-style-type: none"><li>• <b>By 2016:</b> We are committed to creating 1,500 job opportunities and traineeships for young people below the age of 30 at Nestlé Purina in Europe</li></ul> <b>Baseline year: 2013<sup>3</sup></b>	In 2016, we employed <b>796 young people</b> Since 2014, we have employed <b>2,429 young people</b>
 <b>Improve the environmental performance of Purina’s packaging</b>	<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> <b>Baseline year: 2015</b>	We avoided <b>1,009 tonnes</b> of packaging in 2016 through technical initiatives
 <b>Implement responsible sourcing</b>	<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> <b>Baseline year: 2015</b>	<b>60%</b> spend of direct materials covered by responsible sourcing audit <b>87%</b> of our soya is traceable <b>53%</b> of the seafood ingredients we source are from responsible sourced fisheries

<sup>3</sup> Note: data boundary for employee, and youth employment, data covers Nestlé Purina EMENA.



## Our people

At Purina, one of our most important stakeholders is our employees. As pet lovers themselves, they have helped to inspire and shape the 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.

Our workforce is diverse and operates as an inclusive network united by the same purpose that keeps the momentum of our business moving forward: creating richer lives for pets and the people who love them. As we progress our commitments and targets over time, we will continue to listen to and rely on our employees' expertise in the petcare industry to yield strong benefits for our consumers and their pets.

To find out more about our employees, please see page 62

## Our stakeholders

### Listening to their insights to determine what is important and what matters

In 2013, we engaged a wide range of stakeholders to identify and prioritise what's most important to them – from environmental and ethical agendas, to political and demographic trends, to global standards and commitments. Among our many stakeholders are industry and business associations, veterinarians, local communities, key opinion leaders (KOLs) and our employees.

To identify and prioritise key issues, Purina carried out a materiality analysis in 2013 across our European markets. In 2016, we conducted a 'refresh' of the materiality analysis process. Following this process, we identified the most important material issues for our stakeholders and our business. The four most material issues are: promoting loving, responsible pet ownership; addressing resource scarcity; advancing transparency in everything that we do (what we call radical transparency); and reducing environmental inputs and outputs, including packaging and transport. These material issues were used to define our Purina in Society Commitments and reflect our specific responsibilities to pets, their owners and the wider society.

For more information on materiality, our methodology, our stakeholders and the findings of our latest assessment, please see page 70



# Guiding our approach

Nestlé Purina PetCare EMENA is led by a leadership board composed of six Functional Leadership members, five Regional Directors, and the CEO.

This Board, is known as the Comité de Direction (CdD) and is responsible for defining our business strategy, as well as our engagement with society and sustainability.<sup>4</sup> Of the CdD, 25% are women while 50% of all members are over the age of 50. The remainder are between 30 and 50 years old. Other employees are not formally involved in the governance of Purina.<sup>5</sup>



**TOP ROW (L-R):**  
**Bernard Meunier**, CEO – NPPE;  
**Alessandro Zanelli**, Regional Director – Eastern Region, NPPE;  
**Calum Macrae**, Marketing, Group Director – NPPE;  
**Dessi Temperley**, Finance Director – NPPE

**MIDDLE ROW (L-R):**  
**Hubert Wieser**, Regional Director – Central Region, NPPE, Germany, Austria, Switzerland, Poland, Estonia, Latvia, Lithuania, Hungary, Czech Republic, Slovakia;  
**Kerstin Schmeiduch**, Legal Affairs & Corporate Communications Director – NPPE;  
**Marco Travaglia**, Southern Region Director – Italy, Greece, Bulgaria, Romania, Serbia, Adriatics, Spain, Portugal, MENA;  
**Martin Stanley**, HR Director – NPPE

**BOTTOM ROW (L-R):**  
**Olivier Robin**, Operations Director – NPPE;  
**Richard Watson**, Regional Director – Northern Region (UK & Ireland, Netherlands, Sweden, Denmark, Finland & Norway);  
**Sophie Dubois**, Regional Director – France and Belgium;  
**Stefano Lopez**, Commercial, Operations Director – NPPE

The Comité de Direction (CdD) is supported in these initiatives by the Purina in Society Steering Committee and the Sustainability Steering Committee.

Purina is a member of national trade associations within 16 countries across Europe.<sup>6</sup> These trade associates are in turn members of the European industry association, **FEDIAF**. As part of Nestlé, Purina is a signatory to the UN Global Compact (UNGC); however, Purina does not provide a separate UNGC Communication on Progress. The Nestlé Communication on Progress can be found [here](#). Purina operates within the **Nestlé Corporate Business Principles** and aligns its practices and training with the Nestlé Code of Conduct.

Purina respects and complies with all applicable laws and regulations and operates a confidential non-compliance reporting line, which follows the same principles to that of Nestlé’s Compliance Reporting System, “Tell us”. The confidential reporting line provides external stakeholders with a dedicated communication channel for reporting potential instances of non-compliance with our Corporate Business Principles. There is also an internal hotline that we offer for our employees to confidentially disclose issues of non-compliance.

Purina also operates within the Nestlé quality system which aims for ‘zero defects, zero complaints and no waste’.

<sup>4</sup> A number of measures have been put in place to ensure the CdD understand the governance implications of sustainability. These include:

- Three-year planning cycle (RBS) briefings
- Annual deep dives into specific issues
- Quarterly briefing on sustainability best practice programmes, governance and reporting for the Director of Legal Affairs and Corporate Communications
- Materials being available on the Intranet and via internal communications, including material for employee engagement events.

<sup>5</sup> All employees are required to sign an integrity agreement, as part of their employment contract, which covers the handling of conflicts of interest.

<sup>6</sup> France – FACCQ | Germany – IVH | Italy – ASSALCO | UK – PFMA | Spain – ANFAAC | Poland – POLKARMA | Romania – ARPAC | Netherlands – NVG | Belgium – CPAF | Czech Republic – SVPDZ | Hungary – HPFA | Austria – ÖHTV | Sweden, Denmark, Finland – NPFA | Ireland – PFAI | Lithuania, Estonia, Latvia – BIPA | Slovakia, Slovenia – SEEPFA.

G4-2, G4-34, G4-LA12

G4-16, G4-15, G4-34, G4-56





1

## For individuals and families

INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



## Enabling healthier and happier lives

Every pet owner wants their pet to enjoy a long, healthy and happy life. As pet lovers ourselves, we understand this, and it's what drives us to meet our goals for the following commitments:



Lead the industry in pet nutrition and health research



Deliver accessible product information and petcare advice



Remove artificial colourants from our products



Help reduce the risk of pet obesity through collaborative prevention programmes



## Lead the industry in pet nutrition and health research

**Raising standards for pet nutrition, health and wellbeing is at the heart of everything we do.**

**W**e are committed to producing healthy, nutritious foods that dogs and cats enjoy. And we have been for over 120 years. We actively participate in the work of the European Pet Food Federation, [FEDIAF](#) and other national trade associations.

**FEDIAF produces guidelines on nutrition and the labelling and marketing of pet food:**

- FEDIAF Code of Good Labelling Practice for Pet Food
- FEDIAF Guide to Good Practice for the Manufacture of Safe Pet Foods
- FEDIAF Nutritional Guidelines for Complete and Complementary Pet Food for Cats and Dogs<sup>7</sup>

Our goal is to share our nutrition and health research findings with others by publishing four articles a year in technical journals. The findings will also be used in the development by the end of 2017 of 16 new products that are beneficial to pets' health and wellbeing.

In 2016, we launched five new products, four of which were under our Purina® PRO PLAN® and Purina ONE® brands. The fifth new product was the launch of Purina® DENTALIFE®. We also had six articles published in journals.

<sup>7</sup> These guidelines were adopted and published on the FEDIAF website in 2016. The guidelines are increasingly used by the European Food Safety Authority (EFSA) and by consumer test magazines.

In 2016,  
we launched

5



products

and had

6



articles

published  
in journals



# Pet nutrition and health research advances in action

CASE STUDY

## Purina® DENTALIFE®: Addressing dogs’ oral health problems

Purina® DENTALIFE®, a new snack brand launched in 2016, is Purina’s answer to the oral health problems that plague four in five dogs. This low-calorie dental snack is free of chemical active ingredients and without added artificial colourants or flavours, and it contains no added sugars, while addressing consumers’ needs for a simple, efficient and healthy solution. Scientific studies have demonstrated that its flexible and porous structure is able to help reduce the build-up of plaque and tartar within the whole mouth of dogs.

Flexible and porous structure is able to help reduce the build-up of plaque and tartar within the whole mouth of dogs



After just six months from its launch in 2016, Purina® DENTALIFE® reached 500,000 shoppers in France and 300,000 in the UK and has been positively received, with a high acceptance rate from dogs. We will expand into new European markets in 2017, including the Netherlands, Belgium and Switzerland.

CASE STUDY

## PURINA ONE® BIFENSIS®: Supporting cats’ natural immunity

More than three years of research by Purina vets and nutritionists led to the development of PURINA ONE® BIFENSIS®, a nutritional formula built around beneficial bacteria scientifically proven to support a cat’s natural defences and antibody production. The formula has no added colourants, artificial flavours or preservatives.





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

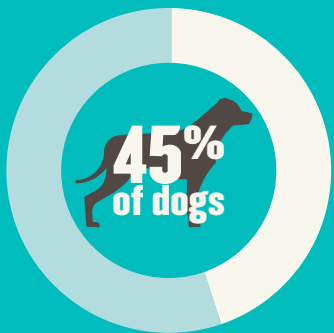
Obesity in pets increases the rate of health problems and shortens life expectancy. That’s why addressing this issue is a priority, and we have committed to understanding the attitudes and behaviours associated with prevention of pet obesity through collaborative programmes.

We’re a long way from solving the problem, and we can’t do it alone. That’s why we have set a goal to support obesity-prevention partnerships and programmes in Purina’s top 10 European markets by 2023 (baseline year 2014).

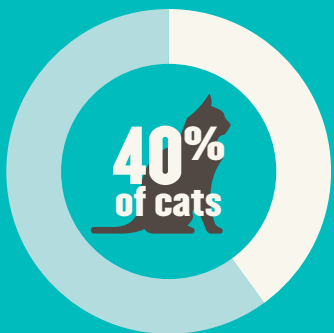
We have carried out an extensive review of past consumer research and ethnographic studies in the UK and France to help us identify what works in preventing the issue of pet obesity.

<sup>8</sup> Pet Food Manufacturers Association. Pet Obesity: Five years on. (2014). Available at: [https://www.pfma.org.uk/assets/docs/PFMA\\_WhitePaper\\_2014.pdf](https://www.pfma.org.uk/assets/docs/PFMA_WhitePaper_2014.pdf) [Last Accessed October 17].

Vets estimate that



and that



are currently overweight or obese<sup>8</sup>

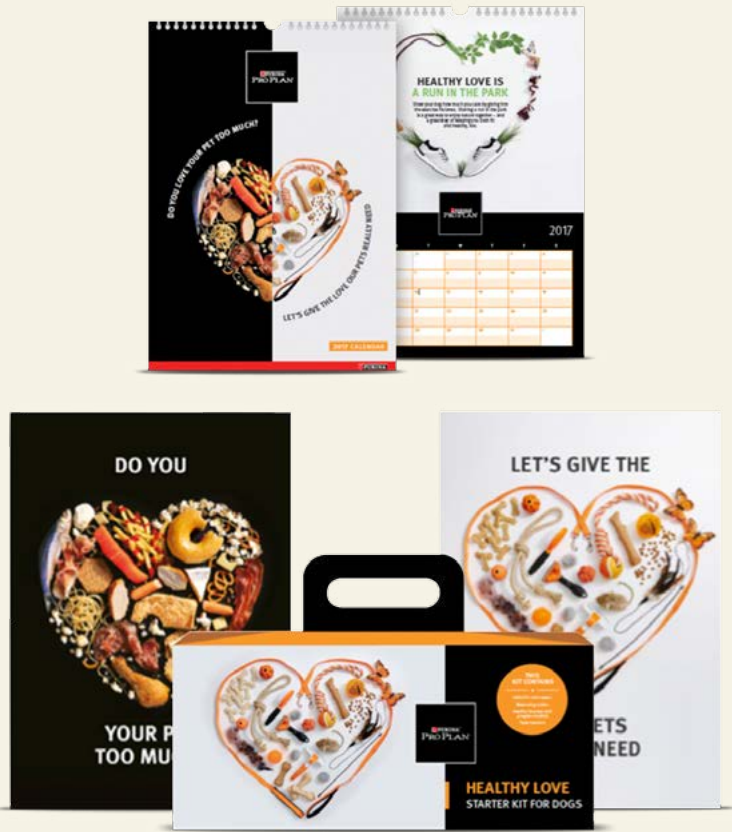
# Healthy Love: Helping reduce the risk of pet obesity in action

## CASE STUDY

Healthy Love is a programme that was developed in 2016, and it launched in the UK in January 2017. This programme is offered to all vets, with a Healthy Love toolkit and ‘Lunch and Learn’ training provided to help equip vets with the right information to have conversations with pet owners about maintaining a healthy weight for their pet.

This programme focuses on:

- Preventing obesity (maintaining a healthy weight) in all pets, with a focus on high-risk normal-weight pets
- Correcting obesity – simplified weight loss programme for overweight pets
- Avoiding rebound weight gain – healthy weight for the long term – and after successful weight loss, maintaining healthy habits.





# Deliver accessible product information and petcare advice

Increasingly, pet owners want quick and easy access to accurate information and advice from the brands they buy to give their pets the best food they can.

We are committed to the provision of science-based and verifiable information about our products and activities. Therefore, Purina has set the goal to make information more accessible by providing easily understood product information and nutrition advice on pack by 2018. 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](#).

Even though all legal regulations regarding pet food and its labelling are satisfied on our products, 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 through which to engage and communicate with consumers, pet owners and other interested stakeholders.

**Topics covered through this engagement include:**

- Pet health and nutrition, including weight management
- Pet wellbeing and behaviour
- Pet care and responsible pet ownership (including fears and phobias)
- Feeding and behaviour advice
- Composition of our products, including allergies/Intolerances and dietary advice

Pet owners in Italy and Russia rated these as one of our most important commitments.



Kim and Max from the UK & Ireland PetCare Team at Purina’s Gatwick head office

In 2016, we had 91,009 contacts with customers concerning advice, complaints and product information across nine countries: Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland, Russia and the UK.<sup>9</sup> Our consumer queries are recorded and consumer satisfaction with responses is monitored. Currently, there is no overall customer satisfaction figure. Going forward, we are looking to specifically track each different type of information we provide, whether on products, nutrition or pet care. Some of the individual countries do monitor consumer satisfaction, and in the UK, consumer satisfaction increased to 77% in 2016 from 70% in 2015.<sup>10</sup>

This increase was due to broadening access to timely information and by providing a more personalised response. This included extending our Consumer Engagement team’s hours of responding to consumers via email and the launch of our new communication channel Live Chat which includes Saturdays and Sundays.

In Russia, we’re transitioning our current ‘hot line’ to a Careline service where we’re extending our hours to reflect our pet-loving consumers’ needs. In 2017, we will be expanding our level and reach of services by partnering with veterinarians to give our customers professional veterinarian advice 24/7 across various digital platforms.

G4-PR3, GRI-PR4, GRI-FP8

<sup>9</sup> Going forward, we are reviewing our data collection – to be able to track and segregate customer contacts relating specifically to pet care advice.  
<sup>10</sup> As measured by Net Promoter Score.

G4-PR5



# Remove artificial colourants from our products

Just as people want to limit artificial colourants in the food they eat, we know they don't want them in their pets' food either.

While we only use safe ingredients, artificial or not, we also listen to what pet owners want.

To meet our commitment, we've set the goal to remove artificial colourants from our main-meal products by 2020 and our snacks by 2023. In 2016, we made major strides to achieve our goals by reducing the use of artificial colourants by 10.4%. In 2016, a total of 138.1 tonnes of artificial colours were used, down from 154.2 tonnes in 2015. Most were used in dry pet-food products.

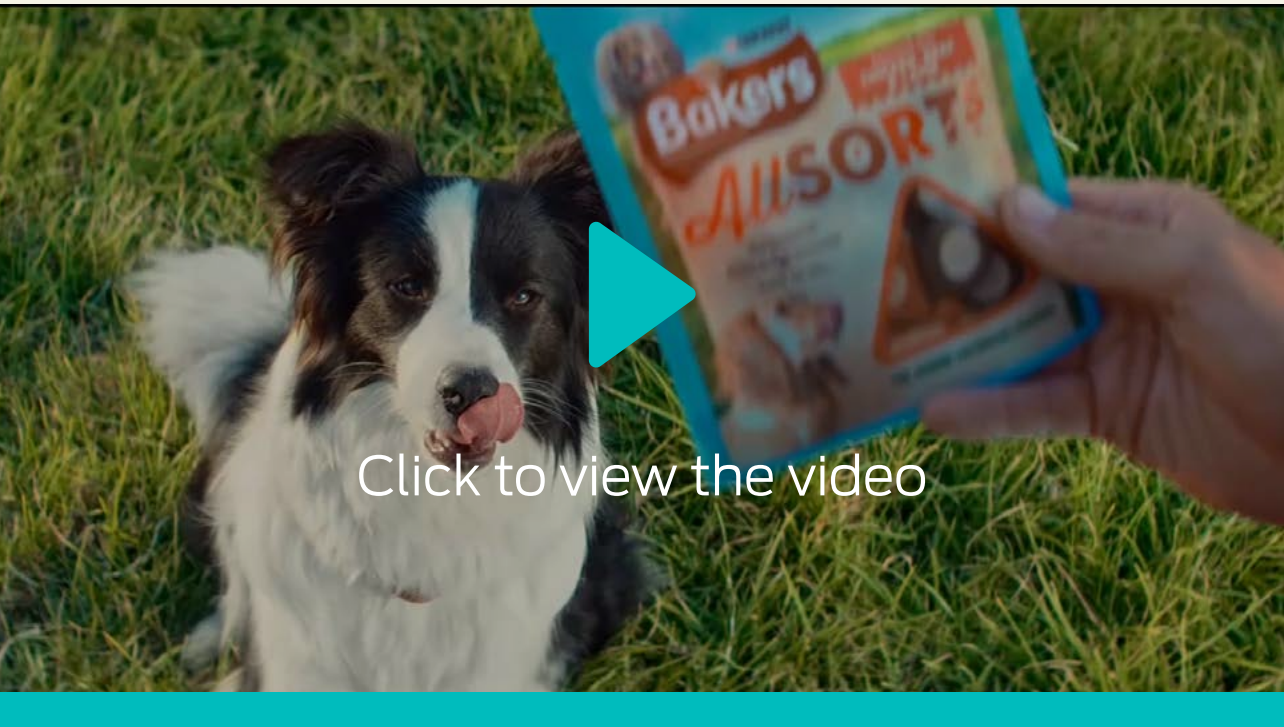
## Removal of artificial colourants in action

### CASE STUDY



Pet food can lose colour in the production process. That's why colours are added to maintain a more desirable and consistent appearance. But finding a way to remove artificial colours while maintaining its appearance can prove challenging.

We met that challenge in 2016 in the UK, with our BAKERS™ brand; the first brand to launch 'no added artificial colours' across its portfolio, which consists of dry dogfood, wet dogfood and snacks –ahead of our original 2017 launch timing.





# 2

## For the communities



INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



# Helping develop thriving and resilient communities

Modern life today is increasingly complex. Factors such as urbanisation, shared properties, commuting and time spent online make it harder to keep and spend time with our pets. But we know that the pet-human bond has many benefits, which is why we are looking to tangible solutions to creating richer lives for pets and the people who love them. And that begins with enriching the communities in which we operate.

At Purina, we feel a responsibility to strengthen the fabric that makes communities strong and resilient for generations to come. We know from our stakeholders that it is important to equip the next generation for employment wherever they may live. That's why we create jobs for young people, at Purina, in their own communities across Europe to build skills and foster local talent. We also know from our stakeholders that developing programmes to better include pets in our communities, workplaces and schools builds relationships between pets and people, ultimately strengthening the places where we live.


At Purina, we create jobs for young people in their own communities across Europe to build skills and foster local talent

Across Europe, our offices and factories pursue community programmes delivered by our colleagues and trusted partners in their communities.

These programmes represent some of our core commitments, which are:



Promote pet adoption through collaborations and partnerships



Promote pets in the workplace



Promote responsible pet ownership programmes for children



Create jobs at Purina for young people across Europe

We also deliver other programmes with local partners to address the issues that matter to our local communities. These programmes create shared value in the communities in which we operate, and are grounded in the notion of enriching communities for everyone, including pets.

These commitments and programmes, intended to nurture and enrich communities more broadly through fostering the pet-human bond, reflect what we have heard from our stakeholders as well as our own beliefs. We are keen to continue partnering with like-minded people and organisations who also perceive pets as integral to society, and to continue supporting human emotional connectivity, compassion and empathy.

We are keen to continue partnering with like-minded people and organisations who also perceive pets as integral to society, and to continue supporting human emotional connectivity, compassion and empathy



# Promote pets in the workplace

**We are pet owners too, so we understand the many demands on our time including the ever-changing work environment.**

We are passionate about pets and people, which is why we encourage our employees to bring their dogs to work. Purina has experienced these benefits first-hand for over a decade, since we first opened our offices to pets across Europe. While the details of the programme vary from country to country, in essence, Pets at Work encourages dog owners to bring their pets into the office, as long as they're mindful of their colleagues.

Today, our employees and their dogs benefit from the Pets at Work programme across 10 countries. By 2016, ten countries across Europe had established Pets at Work programmes in our own offices – Belgium, France, Germany, Greece, Italy, the Netherlands, Poland, Spain, Switzerland and the UK. External studies have shown that outcomes of welcoming pets into the workplace have a significant impact on:<sup>11,12,13</sup>



Promoting employees' mental and physical health



Improving employee wellbeing and retention



Increasing employee performance and productivity

<sup>11</sup> Beetz, A., Uvnäs-Moberg, K., Julius, H., et al. (2012). Psychosocial and Psychophysiological Effects of Human-Animal Interactions: The Possible Role of Oxytocin. *Frontiers in Psychology*. 3(234): 1–15.  
<sup>12</sup> Halkos, G., Bousinakis, D. (2010). The effect of stress and satisfaction on productivity. *International Journal of Productivity and Performance Management*. 59(5): 415–431.  
<sup>13</sup> Wilkin C.L., Fairlie, P., Ezzedeen, S.R. (2016). Who let the dogs in? A look at pet-friendly workplaces. *International Journal of Workplace Health Management*. 9(1): 96–109.



**W**e are keen to share our experience and examples of how to set up a Pets at Work programme with others. As a result, we are inviting other companies and organisations to follow suit. Our goal is to create 200 alliances across Europe to join us and establish Pets at Work initiatives by the year 2020. We've even developed a Pets at Work [How-to Toolkit](#) to help external partners implement this programme.



## Pets at Work in action



### In the UK

In our Nestlé office in the UK, we celebrated the second anniversary of Pets at Work in November 2016. With more than 60 employees registered with the programme, our office now benefits from over 1,200 dog visits each year.

To educate our employees about pets at work, materials such as pet etiquette posters and signs denoting dog-free and dog-friendly areas, appear throughout the office. Frequently asked questions are also available on the company intranet site, 'The Nest'.



### CASE STUDY

#### In France

From the outset, we have welcomed dogs into our Noisiel (Paris) office, and today, we enjoy the many benefits of pets at work, thanks to the 20 dogs who regularly come through our doors.

In 2015, the programme gained interest from our colleagues in Nestlé as well as external stakeholders, as the initiative became more structured as a result of our experience and know-how. We organised our first Pet Day event in the Noisiel office with dogs, their respective owners and Purina HQ employees (around 300 participants). The goal was to create a team-building opportunity through various activities that focused on uniting dogs and colleagues. Some of the activities included, agility and veterinarian techniques for dogs, as well as grooming for dogs.

2016 was marked by the launch of our Pets at Work toolkit, which includes materials on implementing the programme in the workplace. The toolkit is available to all companies interested in the programme. Among these materials are: an overview brochure on "Code de Bonne Conduite", a video, ready-to-use communications tools and

a dog passport. The dog passport is a useful document that has been implemented by the company to check if a dog's vaccines are up to date, and if a veterinarian has confirmed that the dog's behaviour is suitable for the workplace. This serves as a helpful reminder to dog owners of their responsibility to ensuring their dog's presence is respectful of the workplace and its rules for the peaceful cohabitation between colleagues and dogs.

In addition, we have worked on a variety of Pets at Work activities in France to promote the programme to companies. For example, we worked with our ambassador Sophie de Menthon (president of ETHIC and "J'aime ma Boîte") to help raise awareness and create alliances with some of the nation's leading companies and organisations. And, we held a Pet Day celebration and promoted *J'aime ma Boîte Day*, where we invited external companies to open their doors to their employees' dogs. One manager of the group Eyrolles called her company's participation in *J'aime ma Boîte day* "a positive element in the relationship between employees where we learned a little more about others (at work)."



# Promote pet adoption through collaboration and partnerships

We recognise that there are increasing challenges for new pet owners, especially with the growth of unethical sales of puppies and illegal smuggling of dogs across Europe. At the same time, because of the issue of abandonment of pets, we have many pets needing new homes. Given this context, we are committed to promoting pet adoption through long-term partnerships across Europe, with organisations sharing our values.

At Purina, we believe in working with organisations dedicated to securing the health, safety and wellbeing of pets. Therefore, we have set a goal by 2023 to work in 10 European countries<sup>14</sup> to support pet adoption programmes and organisations to help improve pet adoption rates. Our progress to date is that by 2016, we established pet adoption partnerships in six countries. We have partnerships with [WAMIZ](#) in France; with [ENPA](#) in Italy; with [VIVA!](#) in Poland; with [Help Guau](#), [Las Nieves](#) and [Amigos Del Perro](#) in Spain; with the [‘Giving Hope’](#) Fund and [RunForDogs](#) Fund in Russia and with [Cats Protection](#) in the UK.

As part of these partnerships, we have provided pet food to adoption centres, and supported dozens of adoption awareness events and educational campaigns on the benefits and responsibilities of pet adoption.

In addition, we have a partnership in Ireland with the [Dublin SPCA](#).

Our progress to date is that by 2016, we established pet adoption partnerships in six countries



<sup>14</sup> NPPE refers to the top 10 markets as follows: France, UK, Germany, Russia, Italy, Spain, Netherlands, Switzerland, Belgium, and Poland. Baseline year: 2015.

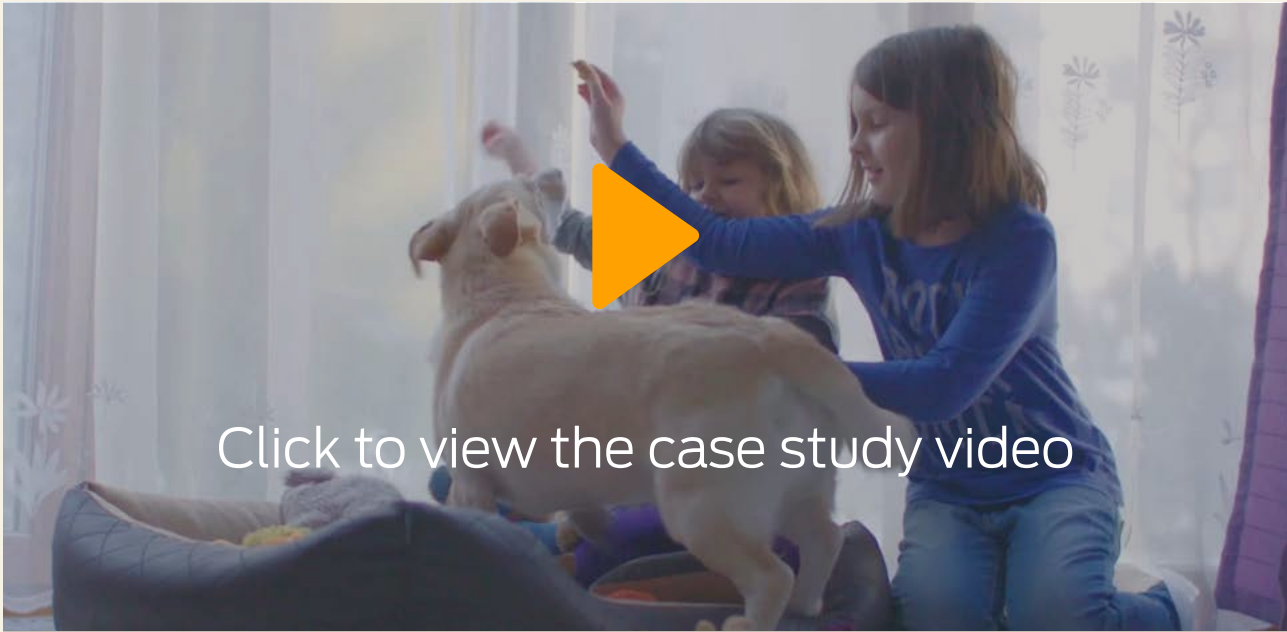


# Promoting pet adoption in action

## CASE STUDY

### VIVA! in Poland

Homeless animals and the adoption process have been significant problems in Poland for years. Few shelters have operated in the best interests of safety for the animals, not all shelters are open and transparent in how they do business, and the adoption process overall in Poland is complex.



In light of these challenges, Purina decided to partner with one of the largest and most reliable animal foundations in the country – **VIVA!** – to help increase awareness of good adoption practices focused on long-term success.

In our conversations with VIVA! and others, we understood that the key to successful adoption is to ensure that each pet is ready for home placement and that each family is ready for the pet. To that end, Purina asked behavioural specialists at the Centre of Applied Pet Ethology (COAPE) to help us train and equip VIVA! volunteers with the right skills to support families with welcoming their new pet into their home.



The key to successful adoption is to ensure that each pet is ready for home placement and that each family is ready for the pet

Since our partnership started, 350 cats and dogs have been successfully rehomed by VIVA! with a 100% no return rate. To meet this ambitious target, working with VIVA!, we follow families who have adopted pets, and provide nutrition and veterinary advice in the welcome packs to each family. In 2016, we relaunched the campaign under the umbrella “Help Adopciaki with PURINA” with offline and online mechanisms to engage both current pet owners and all pet lovers into the programme.



CASE STUDY

## Cats Protection in the UK

Purina has enjoyed a long-standing relationship with [Cats Protection](#) – the leading feline welfare charity in the UK – since the 1980s. In 2016, Purina successfully met Cats Protection’s revised ethical policy and was reappointed as the official supplier of food for the charity. Part of this renewed partnership included adopting a more strategic, long-term approach to communications programmes, focusing on bigger issues and creating a bigger impact.



## National Cat Awards

As primary sponsor of the 2016 National Cat Awards (NCA), Purina helped Cats Protection extend the reach of the competition, which aims to encourage more people to adopt cats by celebrating real-life stories of companionship, bravery and heroism. There are five award categories including a Purina Better Together award, celebrating stories where the special bond between feline and owner has transformed and enriched both their lives.



Celebrity judge and pet lover, Jo Hemmings (far left) and Purina UK & Ireland Finance Director, Paul Vernon (far right) with the winners of the Purina Better Together category at the 2016 National Cat Awards held at The Savoy, London.



National Cat Award winners celebrate with celebrity judges at the award ceremony held in London.



Winners of the 2016 the National Cat Awards – an annual celebration of the real-life stories of heroism, loyalty and companionship in the feline world.



## Rethinking rescues

To drive awareness and get people excited and involved, Purina created and launched a campaign called ‘Rethink Rescues’ to debunk misconceptions about rescue cats and promote many inspiring stories. A dedicated webpage and e-mail campaign was established to drive entries, and Twitter and Facebook were used to expand reach. Due to the combined effort of Cats Protection and Purina UK, the campaign proved very successful, reaching 5.4 million unique users and generating over 11 million impressions. The number of entries to the NCA increased by over 50% from 2014. This in turn helped ensure there were more heart-warming stories for Cats Protection to share with the media to generate further awareness and consideration of cat adoption.

The campaign proved very successful, reaching

5.4 million unique users and generating over 11 million impressions



CASE STUDY

## Expanding pet adoption efforts in Russia

For several years, Purina has worked in partnership with a variety of leading organisations in Russia to promote safe and lasting pet adoptions.

We co-organised and staged a series of monthly pet adoption events in 2016 with [Giving Hope](#), one of the country’s biggest and most respected charitable foundations, and one that’s focused on animal protection and wellbeing as well as pet adoptions. Purina also started to promote these monthly events through paid media with a reach of approximately two million people. We also worked with the foundation to stage a photo exhibition of stray animals at the Darwin State Museum, which attracted a lot of attention from media and social media users in Moscow.

To help increase public awareness of the needs of stray animals, Purina also worked in partnership with [Run for Dog](#), a charity that holds fundraising race events several times a year to benefit animal shelters that care for strays. In 2016, we organised three charity runs.

Pet adoption is a core focus of the charitable foundation [Nika](#), which oversees more than 300 stray animals. In 2016, we began our partnership with Nika by supporting its two-day ‘WOOF’ pet adoption event. Almost 75 cats and 70 dogs from shelters greeted participants, who, in turn, and upon expert advice and support on pet adoption, agreed to adopt 55 of the cats and 16 of the dogs at the event.

In 2017, we plan to strengthen our partnership with Nika and to help both in conducting and in promoting the event.

**We co-organised and staged a series of monthly pet adoption events in 2016 with Giving Hope, one of the country’s biggest and most respected charitable foundations**



Pet adoption festival “WOOF” organized in partnership with “NIKA” foundation in October 2016

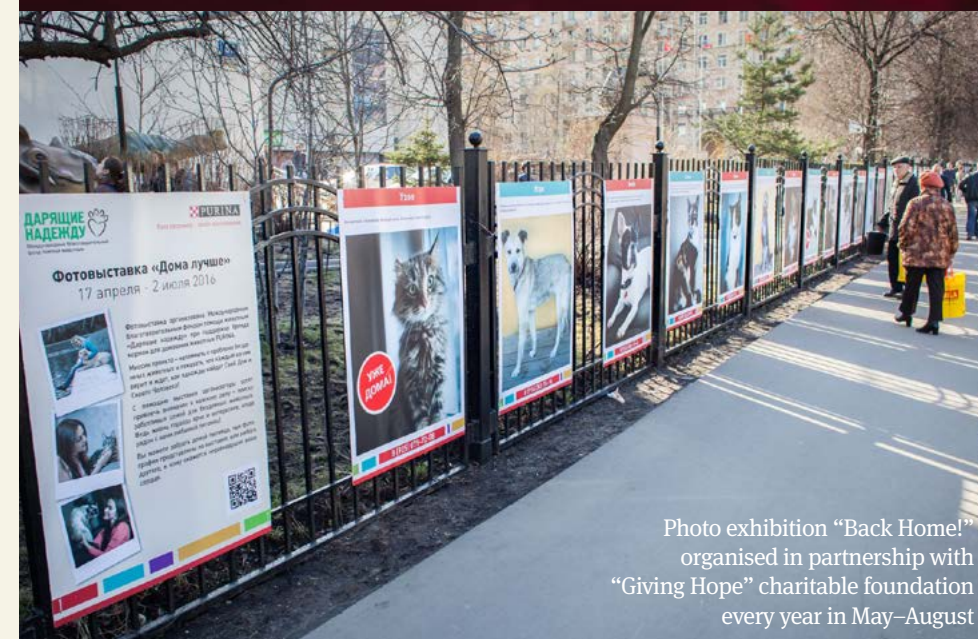


Photo exhibition “Back Home!” organised in partnership with “Giving Hope” charitable foundation every year in May–August

ДАРИМ НАДЕЖДУ

Я помогаю животным!





# Promote responsible pet ownership programmes for children



Having the experience of being with pets can be thrilling and emotional, especially for children.

At Purina, we want to help more children feel confident and comfortable with pets, and to help them understand the needs and responsibilities that pet ownership brings. Therefore, we set the ambition to educate two million children on responsible pet ownership by 2023 (baseline year 2015). To reach this goal, we have developed several programmes specifically designed for children. By 2016, seven countries had established programmes: France, Italy, Germany, the Netherlands, Switzerland, Russia and Spain. And in 2016, approximately 198,912 children participated in the programmes.

# Responsible pet ownership in action

## CASE STUDY

### A Scuola di Petcare in Italy

Purina is collaborating with leading national organisations – including the National Federation of Italian Vets, the Italian Companion Animal Veterinary Association and Giunti Progetti Educativi – to bring pet education materials to primary schools. It’s a nationwide programme that has been running for over 10 years, and in 2016, we reached more than 74,550 children in 3,500 classrooms.

The National Association of Italian Vets also supports [A Scuola di Petcare](#), which enables teachers to apply for a Purina-developed educational toolkit with interactive exercises for children and multimedia materials, including posters for the classroom and cards for children to take home. The programme is promoted at the beginning of the scholastic year, and about 350 classes who run the programme also take part in a contest, which entails the class writing a pet-care story. There are prizes for the 10 best stories, while the overall winner’s story is turned into a video that’s used to promote the following year’s programme.

In 2016, Purina widened the scope of its programme to include grandparents, adding a leaflet to the kit to explain the physical and psychological benefits of pet ownership to senior people. To extend the reach of the programme, Purina also offered 100 schools a lesson with a dog trainer and their dog to give children an opportunity to experience ‘live’ how best to approach a pet.



In 2016, we reached more than 74,550 children in 3,500 classrooms



Click to view the case study video



CASE STUDY

## Liebe fürs Leben in Germany

Schools in Germany are also playing a vital role in teaching children responsible pet ownership. In cooperation with the [Bundesverband Praktizierender Tierärzte e.V.](#) and organisations such as [Mehr Zeit für Kinder e.V.](#), Purina is providing primary schools all over the country with educational materials about pet care and animal welfare through its Liebe fürs Leben initiative. In 2016, 95% of teachers using our programme materials rated the pet-care lesson as good or very good.

Heiko Färber, CEO of bpt e.V – a local association of veterinarians – said, “We are happy that Purina approached us to be part of this project, which has already been running successfully for several years. For us and for our members, animal welfare is an important topic as today’s children will be the pet owners of tomorrow”.



**In 2016, 95% of teachers using our programme materials rated the pet-care lesson as good or very good**



Nina Ruge, patron of “Liebe fürs Leben” and famous TV presenter, sensitizing children to the appropriate handling and respect for animals



CASE STUDY

Winning class of the 2016 Purina contest – Primary school of Omissy

## In France

More than a quarter of a million children in France between the ages of 6 and 10 have participated in a robust educational programme by Purina that seeks to build respect for cats and dogs and to help children better understand the responsibilities of pet ownership. In a programme that is gaining momentum nationally, more than 55,000 students participated in 2016 alone.

In addition, more than 7,000 primary and after-school programme kits have been distributed to teachers who have chosen to

use Purina’s array of free colourful posters and booklets to teach children about the fun and importance of responsible pet ownership. From 2011 to 2015, around 11,000 children have also learned these important lessons at agricultural fairs around the country through detailed educational programmes. Moreover, in 2016, to extend the reach of our activities, Purina partnered with [PECCRAM](#), a dog awareness programme focused on how best to approach dogs to avoid dog bites. This partnership enables us to educate many more children outside the school environment.



## Create jobs at Purina for young people across Europe

**Youth unemployment is a major issue across Europe, with one in four young Europeans affected.<sup>15</sup> As a large employer within the region and in the markets we serve, we are committed to creating jobs for people under 30.**

In 2013, Nestlé announced the launch of the Youth Employment Initiative to create 20,000 new opportunities for people under 30 across Europe by 2016. As part of this, Purina set the target to create 1,500 job opportunities and traineeships for young people below the age of 30 at Nestlé Purina in Europe. We can proudly report that we have met this goal. Purina has employed a total of 2,429 young people since 2014.<sup>16</sup> This included, in 2016, employing 796 young people (of which 58% were male and 42% female).

**In 2016, we employed**

**796**

**young people**

**58%** were male

**42%** were female

<sup>15</sup> Source: European Youth Portal – [http://europa.eu/youth/se/article/57/15162\\_en](http://europa.eu/youth/se/article/57/15162_en).

<sup>16</sup> Note: data boundary for employee, and youth employment, data covers Nestlé Purina EMENA.

## Job creation **in action**

### CASE STUDY

#### Youth job creation in France

In 2016, our factory in Quimperlé partnered with a local secondary school, as part of an effort to help students understand the opportunities that exist within manufacturing and our factories, to learn how to build their CV, apply for a job and handle job interviews. Through collaborating with the local secondary school, teachers and other school staff, we created a special training programme for students. Our Quimperlé team also awarded two pupils student internships and engaged with 30 students at the school.

Working with schools was also front and centre of our partnership efforts in Marconnelle, which also included opening our doors to them to see the manufacturing process in action.

#### Youth job creation in Russia

While schools were key partners for our efforts to help young people in Vorsino, we also broadened our collaborations to include technical schools, the local agricultural college and the area's largest university, developing trainee programmes and student internships. Additionally, we held job fairs at schools to highlight our youth employment initiative and career counselling for students and graduates.

#### Youth job creation in Poland

During 2016 we have undertaken a wide range of activities across Poland to help support young people with their future employment. This includes, in February and March, meeting with students from local technical universities in Krzyżowice to provide information on our youth employment initiatives. In May, we held coaching workshops and networking events in local vocational schools and technical universities. Additionally, throughout the year we have held job fairs in Wrocław; Katowice and Bielawaone. As part of this commitment to engaging young people we have also worked with AIESEC, a global youth-led organisation which focuses on empowering young people.

**2,429**

**young people have been employed by Purina since 2014<sup>16</sup>**



## Strengthening local community bonds

**Through our local Purina offices and factories, we actively nurture opportunities to engage with like-minded people and organisations in our communities who share the same view that pets are integral to societal wellbeing. Efforts to include pets in our communities have been demonstrated across Europe and epitomise our purpose to create richer lives for pets and the people who love them.**

### Local community efforts in France

Many of Purina's local offices and factories support the work of animal shelters and animal rescue efforts. At Purina's factory in Montfort, our people went further. As part of the factory's cat adoption programme, they gathered an abandoned cat and her four, one-month old kittens and provided a home until the mother and kittens could regain their strength and find a new home. Rather than simply send the animals to a rescue centre once they were healthy, several workers stepped up to adopt the cats in their homes.

### Local community efforts in Italy

This year, as part of our ongoing open-door policy at our Portogruaro plant (which has been in place since 2011), we were pleased to welcome a wide range of stakeholders, to share what we do and how we do it. This included various journalists; 11 veterinarians who were particularly interested in our production process and two of our main customers. Following these visits we have strengthened our relationships for instance through follow up media stories with the journalists; and discussions with our customers on how to collaborate on our commitments relating to Pets at Work and potential partnerships for events linked to responsible pet ownership.

In addition, to celebrate its 30th anniversary and its commitment to strengthening the connection between pets and people, Purina's factory in Portogruaro hosted a full-day of activities for almost 450 employees, their families and members of the local community. Among the activities, Purina people created a petcare school for children, staged an exhibition of dog agility drills, partnered with the local animal rescue association to host an information booth, had a rescue dog exhibit and provided information to attendees with a vet specialist and product specialist.

An employee explaining the production process to visitors at the Portogruaro plant in Italy



INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



# 3

## For the planet



INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



## Stewarding resources for future generations

**As part of the Nestlé family, we are committed to enhancing quality of life and to contributing to a healthier future for our planet.**

Sustainable use of natural resources is a core element of the [Nestlé Corporate Business Principles](#), including agriculture and rural development, environmental sustainability and water care. 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 better environmental performance.

Purina's approach to managing environmental sustainability operates within the Nestlé framework for Sustainability and Creating Shared Value (CSV) and is based on the issues that matter most to our stakeholders. This includes specific policies on limiting greenhouse gases and water use.

**We are a considerable energy and water consumer, and recognise the importance of conserving energy and water resources and complying with relevant law**

[The Nestlé Policy on Environmental Sustainability](#) takes a lifecycle approach and provides for:

- Full compliance with environmental legislation and with our internal requirements, which are often more stringent
- Continuous improvement of our environmental performance by integrating environmental principles, programmes and practices into our business through our Nestlé Environmental Management System (NEMS), which complies with the international ISO 14001 standard
- Giving preference to suppliers who continuously strive towards improving the efficiency and sustainability of their operations and use of resources
- Independent environmental auditing, verification and certification of practices
- Providing the public with meaningful and accurate environmental information about our products and activities, based on scientific evidence
- Environmental awareness training and education for our employees, business partners and society
- Environmentally sound labour practices and recognition of efforts by our employees towards environmental improvement
- Open dialogue with our suppliers, employees, customers, consumers, and the community on products and activities related to environmental issues





The NPPE Sustainability Steering Committee sets the goals, Key Performance Indicators (KPIs) and policies and discussions on investments, and identifies the main drivers of environmental impact. 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.

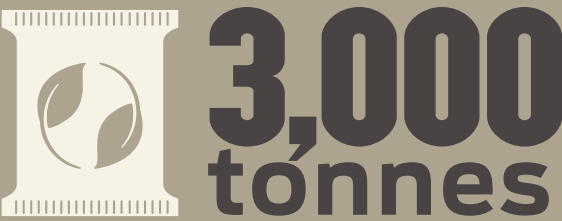
We have set the following targets for our manufacturing operations:

Waste for disposal



for disposal from all sites by 2020

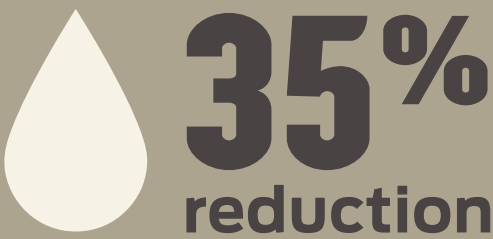
Packaging use avoidance



by 2019 compared with 2015 levels

On top, NPPE is delivering water and GHG reductions to contribute to Nestlé global targets:

Water withdrawal



by 2020 compared with 2010 levels

GHG emissions (Scopes 1 and 2)



by 2020 compared with 2010 levels

G4-EN12



We are a considerable energy and water consumer, and recognise the importance of conserving energy and water resources and complying with relevant laws. This is partly achieved through knowledge-building, internal sharing of good practice and partnerships with external organisations. For example, in France, a partnership with our supplier in Veauche has helped us to pilot the recycling of aluminium pouches.

We recognise the risks to our business from climate change, including frequent extreme weather conditions, such as the floods which impacted central Europe during 2016 and increased water scarcity across the Mediterranean region. For critical factories, water resource reviews were performed to identify factories located in areas of high water risk. We aim to reduce energy consumption and in the longer run, where possible, to move to fuels with lower emissions.

Given our role as both a manufacturer of wet and dry pet food products that have different characteristics in terms of energy inputs, water usage and waste, the overall environmental performance of Purina over time reflects changes in: product mix; levels of production, driven by consumer demand; types of packaging used; and efficiency of the production processes in terms of energy, water and waste.

G4-EC2

This section will focus on our environmental goals and progress to date, which fall under our two environmental commitments:



Improve the environmental performance of Purina’s packaging



Implement responsible sourcing



# Improve the environmental performance of Purina’s packaging

Packaging is critical to ensure that the high-quality foods we produce are kept fresh. It also displays important product information. Taking this into account, we are working to optimise the packaging we use and to reduce packaging waste.

At Purina, we recognise that packaging plays a key role in protecting food, preventing waste, ensuring the quality and safety of products until they are consumed, and informing consumers. Our mission is to ensure that we use the minimum adequate amount of packaging by weight and volume, and that packaging is recovered at the end of its useful life.

While we do not reclaim product or packaging for re-use, we do work to reduce the quantity of packaging used, with a particular focus on light-weight packaging in recent years. We have set the target of avoiding 3,000 tonnes of packaging by 2019 compared with 2015 levels. In 2015 we avoided 959 tonnes and in 2016, we avoided the use of 1,009 tonnes of packaging through our technical initiatives.

In 2016, we avoided the use of **1,009** tonnes of packaging

We are also supporting research into the recycling of consumer packaging. Our objectives are to:

- 1 Assess the cost and operational feasibility of recovering aluminium from flexible packaging
- 2 Understand public attitudes and behaviour regarding recycling of flexible packaging across different demographics
- 3 Identify the effectiveness of behaviour change communication campaigns

# Packaging improvements in action

## CASE STUDY

Over the past few years, as part of a UK Government initiative, we have been looking at how Felix pouches can be recycled. Felix™ pet food pouches were recycled in households across three towns and eventually turned into new materials – the aluminium into metal products and the plastic into reusable oil.



G4-EN28



# Environmental performance

## Materials

During 2016, NPPE used materials as set out in the table below. This includes raw materials, associated process material, semi-manufactured goods or parts and materials for packaging purposes. A small proportion of packaging material was recycled, but no primary inputs used recycled material. Paper for packaging is sourced within Europe.

Materials used	2016 (tonnes)
Raw materials (excluding water)	1,192,452.50
Packaging	105,943.47
Associated process material	2,169.94
Semi-manufactured material	5,662.71
Total	1,306,228.62

## Energy

Our factories account for approximately 98.5% of the energy used by the company, with the remainder being consumed in office buildings. The factories situated in Italy, Spain and the UK all use 100% renewable electricity. In 2017, we plan that factories in Germany, Poland and Hungary will also use 100% renewable electricity. In 2016, most of NPPE’s direct energy consumption was gas.

Direct energy consumption	2016 (GJ)
Non-renewable fuel consumption	2,228,516.64
Grid electricity (which includes renewable electricity from the grid mix)	751,099.93
Green power (specific contracts to purchase 100% renewable electricity)	249,262.55
Total	3,228,879.12

Indirect energy consumption	2016 (GJ)
Energy consumed outside the organisation – to produce electricity	2,958,284.97

During 2016 the energy intensity (energy needed to produce one tonne of product), including natural gas and electricity, was 2.14 GJ per tonne. During 2016 a reduction in total energy consumption of 25,820.86 GJ was achieved, giving an energy intensity reduction of 0.02 GJ per tonne of product. Our target for 2017 is to reduce overall energy use by 4% compared to 2016.

## Greenhouse gases

Greenhouse gases (GHGs) are produced as a result of operating our facilities.<sup>17</sup> Carbon dioxide and other greenhouse gases arise from NPPE’s direct energy use and from refrigerant losses. During 2016, greenhouse gas and other emissions are as shown in the below table. These are calculated based on Nestlé Group protocols, which are aligned with the GRI, except where indicated.

Greenhouse gas emissions	2016 (tonnes eCO <sub>2</sub> )
Scope 1	125,499.40
Scope 2	63,556.86
Scope 3	Not available
Total direct and indirect	189,056.26
Emissions intensity (kg CO <sub>2</sub> e per tonne production)	126.62
CO <sub>2</sub> emission reductions from initiatives	900.04

We have set the target to reduce our GHG emissions (Scope 1 and 2) by 35% by 2020 compared with 2010 levels. We also have set the target of a 5% reduction in our GHG emissions (Scope 1 and 2) for 2017 compared with 2016 levels.

<sup>17</sup> Emission factors used to calculate Scope 2 GHG emissions are defined at country level, and sometimes regional level (e.g. multiple regional factors in the US). Scope 2 emission factors come from official and recognised sources (e.g. International Energy Agency). Emissions factors used within this report come from the Greenhouse Gas Protocol’s ‘GHG Emissions from Purchased Electricity’ tool, which relies on IEA data from 2012.

G4-EN4, G4-EN5, G4-EN6, G4-EN15, G4-EN16, G4-EN17, G4-EN18, G4-EN19

We have set the target to reduce our GHG emissions by 35% by 2020 compared with 2010 levels

The factories situated in Italy, Spain and the UK all use 100% renewable electricity

G4-EN2, G4-EN1, G4-EN3





The transport for production and distribution of our products results in the generation of Scope 3 GHG emissions

The following table shows other emissions.

Other emissions	2016 (kg)
Ozone-depleting emissions	1.44 kg of R-11e
Nitrogen Oxides (NOx)	113,398.17
Sulphur Oxides (SOx)	88,436.50

Transport

The transport for production and distribution of our products results in the generation of Scope 3 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. We recognise that as sales volume grows, the kilometres travelled increases. This increase may be offset, to an extent, by increased efficiency from improved load-fill and changing product mix, including an increase in smaller, lighter cases. We recognise the significance of our Scope 3 emissions<sup>18</sup> and aim to report more fully on these in the future, including emissions arising from transport.

Water

Water consumption	2016 (m³)
Surface water	31,286.00
Ground water	948,169.00
Municipal supplies	1,339,987.00
Rainwater	0.00
Waste water from other organisations	0.00
Total	2,319,442.00

We have set our target to reduce water withdrawal by 35% compared with 2010 levels.

The amount of water reused and recycled in 2016 was 360 m³. This refers to waste water from heating and cooling at one of our manufacturing sites, located in the UK, which was recycled and used for irrigation.

Effluents and waste

We have a policy of actively managing and reducing our waste. In 2016, 99,917.60 tonnes of waste were produced. We have set the target of zero waste for disposal from all sites by 2020.

Waste	2016 (tonnes)
Waste for reuse	2,071.49
Waste for recycling	25,092.49
Waste for composting	19,962.87
Waste for energy recovery	8,129.62
Waste for other recovery	34,886.98
Total waste for recovery (by-product)	90,143.45
Waste for disposal	
On-site storage	0.00
Incineration without energy recovery	982.89
Landfill <sup>19</sup>	8,748.60
Other	38.04
Deep-well injection	4.62
Total waste for disposal	9,774.15
Total waste	
99,917.60 <sup>20</sup>	

The amount of water reused and recycled in 2016 was 360 m³

<sup>18</sup> Scope 3 emissions are those that other parties produce to meet NPPE's needs (other than electricity production, which is covered in Scope 2).  
G4-EN20, G4-EN21, G4-EN30, G4-EN8

<sup>19</sup> Note: The Vorsino factory reclassified 'diluted sludge' from 'landfill' to 'waste water' category in May 2016.  
<sup>20</sup> Note: based on NPPE estimates of contractors' figures.  
G4-EN10, G4-EN22, G4-EN23



## Implement responsible sourcing

As an integral part of Nestlé, Purina is adhering to Group policies and sourcing guidelines. The new Nestlé Supplier Code stipulates non-negotiable minimum standards that we ask all our suppliers, their employees, agents and subcontractors to respect and adhere to when conducting business with Nestlé companies. The code covers the environment, health and safety, labour conditions and business integrity. Direct suppliers are managed under the new guidelines, and 37 third-party audits have been used to ensure compliance with the policies. In some instances, this included corrective action planning. The new approach also uses the Sedex platform for vendor audit registration. An updated version of Nestlé Supplier Code was sent to all suppliers in 2016.<sup>21</sup> All new suppliers have to acknowledge and adhere to the Code. We believe that the large majority of our suppliers are compliant with the code.

At the end of 2016, 60% of our Direct Materials supplier base (Tier 1) underwent a third-party SMETA audit,<sup>22,23</sup> covering Human Rights, Health & Safety, Environmental Sustainability and Business Integrity. In addition, EcoVadis undertook a desk-based audit of greenhouse gas emissions in our supply chain.

A series of Nestlé Responsible Sourcing Guidelines have been developed for critical materials, including soya, meat/poultry, grains, pulp and paper, and seafood, as well as animal welfare.<sup>24</sup> We are working with our supply base towards full compliance with these guidelines. These will implement stricter standards and extend the audit process further along the supply chain. The guidelines were launched in 2013. Together with Nestlé, NPPE has worked

on several responsible sourcing workshops with suppliers, and we are currently working with ProForest on the implementation of the paper guidelines in connection with its packaging. We have also worked with the Sustainable Fisheries Partnership (SFP) on implementation of the seafood guidelines for specific products.

We are not aware of critical social issues, such as child labour or forced labour, in our supply chain nor any critical environmental issues. As traceability of the supply chain improves, we expect to focus more heavily on animal welfare. In our supply chains for imported finished products, we have identified some improvement areas in relation to seafood products sourced from Thailand, and are working with the Thai Government and non-governmental organisations (NGOs) to implement a 10-point corrective action plan.<sup>25</sup>

### Traceability

Traceability of our products is important to ensure that quality, environmental and social impacts can all be managed to the fullest extent possible.<sup>26</sup> Our products are currently traceable from the retailer back to our immediate suppliers. Owing to the nature of by-product supply, currently we can trace raw materials back to their immediate suppliers, who in turn can trace each batch back to either a slaughterhouse or group of slaughterhouses. Eventually these materials can be traced back, on a batch basis, to a farm or group of farms. This was useful to help deal effectively with the horsemeat scandal in 2013. We will make use of the Responsible Sourcing Guidelines to drive traceability further along the supply chain.

G4-FP1, G4-FP2, G4-EN32, G4-SO9, G4-EN33, G4-HR11, G4-LA15, G4-SO10

## Implement responsible sourcing **in action**

### CASE STUDY

**The indirect potential impacts of the agricultural production of raw materials for our products include the following:**

**Production of soya beans:** We do not formulate our products with GMO. NPPE uses soya bean meal from Brazil, all of which is certified as 'Identity Preserved Non-GMO'. We also work with our third-party Partner ProForest to assess the upstream supply chain and its alignment with our Responsible Sourcing Guidelines for soya. As of 2016, we have assessed 87% of our supplies. We have also begun to develop additional European sources in Italy and Serbia for some of our continental European sites.

**Seafood by-products that have come from either wild catch or farmed fish:** In the case of seafood, for raw materials that are considered vulnerable or near-threatened on the IUCN Red List, Nestlé and NPPE will seek the independent advice and guidance of marine and fisheries experts, Sustainable Fisheries Partnership (SFP), and base specific purchasing policies on their input. We are committed to ensuring that all critically endangered or endangered

seafood species, including those on the IUCN Red List, are eliminated from our raw-material supply chains. Product specifications will be revised to ensure that this is taken into consideration. Specification revision is ongoing, and we conduct annual assessments of our seafood supply chain with our third-party partner, the Sustainable Fisheries Partnership.

To meet our responsible sourcing commitment, we set three major goals. These include completing Responsible Sourcing Audits<sup>27</sup> for 50% of our direct supply base<sup>28</sup> (2016), ensuring that 100% of our soya is traceable (2017) and ensuring that 100% of our seafood ingredients are responsibly sourced (2020). We exceeded our 2016 goal, having conducted Responsible Sourcing Audits for 60% of our supply of direct materials. And we're also proud of the progress we've made in 2016 on the other two goals: 87% of our soya is now traceable and we can ensure that 53% of the seafood ingredients we source are from responsible sourced fisheries, as assessed by the Sustainable Fisheries Partnership.

**As of 2016,  
87%  
of our soya is  
now traceable**

<sup>21</sup> See <http://www.nestle.com/aboutus/suppliers>.

<sup>22</sup> Refers to 'spend with at least one vendor site audit'.

<sup>23</sup> Sedex Members Ethical Trade Audit (SMETA) is one of the most widely used ethical audit formats in the world.

<sup>24</sup> Responsibly sourced: where places of ingredients' origin are assessed against our Responsible Sourcing Guideline requirements and found to be compliant, or corrective action plans are developed (or equivalent standards implemented).

<sup>25</sup> See: [https://www.nestle.com/asset-library/documents/library/documents/corporate\\_social\\_responsibility/nestle-seafood-action-plan-thailand-2015-2016.pdf](https://www.nestle.com/asset-library/documents/library/documents/corporate_social_responsibility/nestle-seafood-action-plan-thailand-2015-2016.pdf).

<sup>26</sup> Traceable: where ingredients we buy are identified back to their place of origin, such as mill, farm, plantation or fishery.

<sup>27</sup> Third part of the SMETA audit covering Human Rights, Safety & Health, Environmental Sustainability and Business Integrity.

<sup>28</sup> Note, in 2016, as part of a reconfiguration of how this metric was measured, we amended this target.

G4-HR10, G4-EN14



# 4

## Our people



INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



# Our people

Purina is a large employer across the EMENA region, and recognises the importance of fair and transparent salary and compensation; health and safety; and supporting a diverse and inclusive work force.

Purina’s approach includes working with partners to address social challenges associated with human rights, labour practices and youth unemployment. As part of Nestlé, we support freedom of association for our employees and effective recognition of the right to collective bargaining.<sup>29</sup> Purina has systematic programmes to engage with union representations. Nestlé assumes responsibility for all key items of employment and conditions.



## Labour practices, decent work and human rights

As part of a Nutrition, Health and Wellness Company, the health and wellness of our people – and of the employees within our supply chain and contractors – is of great importance.

We have employees of 72 nationalities<sup>30</sup>

Employee analysis	Female	Male
<20 years old	19	21
20–29 years old	655	1,018
30–39 years old	911	1,898
40–49 years old	614	1,453
50–59 years old	312	1,033
60–69 years old	41	170
Total	2,552	5,593

All new suppliers are screened via the third party SMETA assessment covering labour practices, human rights, environmental issues, business integrity, and health & safety of workers. Since April 2014, all new suppliers have indicated their adherence to the new Nestlé Supplier Code which covers labour practices and human rights. In accordance with the Nestlé Human Rights Due Diligence Programme, all contracts and significant investment agreements include clauses covering these aspects.

<sup>29</sup> For further details of Nestlé’s labour relations policy and performance – see here – <http://www.nestle.com/csv/communities/labour-relations>.  
<sup>30</sup> Note: Data boundary for employee, and youth employment, data covers Nestle Purina EMENA. G4-10, G4-LA14, G4-HR1, G4-HR10



Occupational health and safety

We are committed to employee health and safety and continuously improve our standards, procedures and processes, using the Nestlé Occupational Safety and Health Management System, as certified to BS OHSAS 18001.<sup>31</sup> Strategic priorities are set out in the Nestlé Framework for Employee Health, while Nestlé Safety and Health Roadmap 2016–18 details the approach to addressing these issues.

Our objectives include the following:

- By 2020: Offer our employees education, early screening and programmes that support healthier lifestyle choices
- By 2020: Continue leading through industry forums.

Health and safety: process safety<sup>32</sup>

Health and safety data	2016
Total lost time to injury and illness rate: employees, contractors and public (per million hours worked)	2.14
Total recordable injury and illness rate: employees, contractors and public (per million hours worked)	2.79

There were zero fatalities during 2016

Training and education

Employee training given in 2016 was 69,119 hours for Purina and 75,835 hours for the whole of EMENA, giving an average training duration per employee of 9.3 hours.

<sup>31</sup> BS OHSAS 18001 is a framework for an occupational health and safety management system. It sets out the minimum requirements for best practices.

<sup>32</sup> Note: The boundary of Health and Safety data covers Nestlé Purina EMENA and all distribution centres as well, including those managed by third parties.

G4-LA6, G4-LA9





# Market presence

**For the Nestlé Group as a whole, 2016 saw the final phase of Nestlé’s three-year living wage project.**

**W**e have completed our global exercise to validate that all our employees are paid a Living Wage, and working in partnership with Business for Social Responsibility, we have identified and addressed cases where the legal minimum wage does not fulfil employees’ basic needs, with any remaining gaps being closed in April 2017.

This exercise covered all countries where we employ 10 or more people, with the exceptions of certain joint ventures, and for those

countries where reliable measurement was not possible because of local civil conflicts or extreme economic conditions (for example hyperinflation). Going forward, the Nestlé living wage figures will be updated every three years to ensure as much as possible that accurate living wages are being applied. Reviews may be performed more frequently in some countries because of significant social, economic, environmental, and/or political events. Having made this progress, we need to ensure that our achievement is embedded, and as a reference guide for stakeholders, the Management Principles on Living Wage has been developed jointly with our external partner BSR.



# Quality and compliance

**Our work to ensure food safety, compliance and quality is guided by The Nestlé Quality Policy.**

**This seeks to further enhance consumer trust and satisfaction with all our brands, products and services by:**

- Guaranteeing food safety and full compliance with all our policies, principles and standards;
- Ensuring preference and consistency, and offering products, systems and services that meet or exceed consumer expectations;
- Striving for zero defects and no waste through our continuous improvement approach; and
- Engaging everybody’s commitment across our value chain and at all levels of our organisation. Our Quality Policy is implemented through a connected and comprehensive series of company-wide systems, processes and tools

In 2016, there were no infringements of pet food regulations concerning the health and safety impacts of our products. In 2016, there were four instances of non-compliance with regulations concerning product information and labelling.



G4-PR2, G4-PR4

Striving for  
**ZERO**  
defects and no waste  
through our continuous  
improvement approach



# 5

## Technical overview

INTRODUCTION

FOR INDIVIDUALS  
AND FAMILIES

FOR THE  
COMMUNITIES

FOR THE PLANET

OUR PEOPLE

TECHNICAL  
OVERVIEW



# Who we are and our impact

Purina is part of the Nestlé Group, using some Group facilities and does not have any joint ventures. There have been no significant, recent changes to the structure of Purina or to its operations or supply chain. Across EMENA, Nestlé Purina has 8,154 employees<sup>33</sup>, this includes factory and office-based employees. Nestlé’s petcare business represents 13.5% of total Nestlé Group sales. In 2016, this was 12.067 billion CHF. The further breakdown of Purina direct value generated is confidential. Purina has its headquarters at Rue Neuve 3-1003 Lausanne, Switzerland.

### Our impacts

- The positive health and wellbeing benefits to pets resulting from the use of our products
- Supporting an increase in responsible pet ownership with the associated positive health and wellbeing benefits for pets and their owners
- The potentially adverse environmental impacts, including energy use, resulting from our manufacturing facilities and transport
- The positive impact of the company’s by-product<sup>34</sup> business model, whereby many foodstuffs that are either surplus to or are not used in the human food chain are used as a primary resource for pet-care products, thus promoting sustainability<sup>35</sup>

Across EMENA, Nestlé Purina has

8,154 employees

Nestlé’s petcare business represents

13.5% of total Nestlé Group sales

### Trends that will affect us include:

- A change in pet ownership in the countries we serve as a result of wider trends, such as
  - increasing inequality and declining social cohesion
  - an ageing population and more people living alone
  - changes in working patterns including part-time and 24/7 working
- An increasing scarcity of resources affecting our raw material supplies, including protein, a result of wider trends such as:
  - changes to agricultural production patterns – e.g. less than 20% of farmers within Europe are under 35 years of age<sup>36</sup>
  - climate change and environmental impact – e.g. globally the amount of fertile soil is declining
  - the ‘protein gap’, including pressure on fish stocks<sup>37</sup>
- The digital transformation of the economy and how we live our lives, with changes ranging from artificial intelligence (AI) and robotics to technologies that provide deeper insight and information about pets and pet ownership

- New demands for value chain transparency, as a result of technological advances including social and online media. This includes greater transparency relating to the food we produce and an increase in demand for ‘natural’ products

Purina produces pet food and care products for cats and dogs of all ages. Products sold within the EMENA region, include the following as sold under these brand labels:

Purina® AdVENTuROS™, Purina® DENTALIFE®, Purina® PRO PLAN® VETERINARY DIETS, Purina® PRO PLAN®, Purina ONE®, Purina® FELIX®, Purina® GOURMET®, Purina® FRISKIES®, Purina® BENEFUL®, Purina® DARLING®, Purina® CAT CHOW®, Purina® DOG CHOW®, Purina® BEYOND®, Purina® BAKERS® and Purina® FIDO®

This portfolio of primary brands in turn comprises several sub-brands sold within individual countries.

### Purina’s main supply chain includes:

	<b>Use of cereals and ‘by-products’</b>	From the human food chain and seafood processor facilities. These are mostly located in countries throughout Europe
	<b>Supply of meat</b>	From farm to storage to processing sites. The vast majority of animals are reared in Europe
	<b>Farming, storage and distribution of soya</b>	The soya in NPPE’s products is largely sourced from identity preserved non-GM materials from Brazil. NPPE has also begun to develop additional European supplies in Italy and Serbia as alternative sources

<sup>33</sup> Note: Data boundary for employee data covers Nestlé Purina EMENA.  
<sup>34</sup> By-product synergy has been defined by the World Business Council for Sustainable Development and the US Environmental Protection Agency as ‘the synergy among diverse industries, agriculture, and communities resulting in profitable conversion of by-products and wastes to resources promoting sustainability’.  
<sup>35</sup> FEDIAF: “The pet food industry is one of the oldest recycling industries. Its use of by-products of the human food industry prevents the need for final disposal, together with the resultant costs. This disposal reduces the price of meat for human consumption and the demands on the human food chain.”  
<sup>36</sup> Source: Europa stats – <http://ec.europa.eu/eurostat/web/agriculture/farm-structure>.  
<sup>37</sup> By the year 2050 an additional 265 million tonnes of protein will be needed each year to feed the world’s growing population (Buhler Group 2016).

G4-2, G4-7, G4-13, G4-9, G4-10, G4-EC1, G4-5

G4-8, G4-12



# Materiality

To ensure we identify and prioritise the most important issues for our stakeholders and our business, in 2013, Purina carried out a materiality analysis across our European markets. In 2016 we carried out a materiality ‘refresh’. We have shared the methodology and findings of our latest assessment below.

## Issue identification

### This involved:

- Interviews with senior management and subject matter experts from across the business to identify emerging issues
- Insight from external stakeholders to understand what matters most to them in their relationship with Purina. This included:
  - key opinion interviews
  - consumer panel research
- An analysis of the key issues in environmental, social and ethical agendas in the future, along with political and demographics trends and global standards and commitments

## Assessment, prioritisation and validation

From these inputs, Purina identified a ‘long list’ of issues that matter to our stakeholders, including animal welfare in the supply chain; energy and GHG emissions; responsible sourcing; packaging and recycling; pet welfare and responsible ownership; traceability; and impact of transport and water use.

Purina reviewed the level of impact and level of interest for key stakeholders against the issues identified. A workshop was then held with senior Purina management and external facilitators to plot the issues onto a materiality matrix which displayed their position relative to the degree of stakeholder interest and potential business impact. Following the workshop the draft matrix was reviewed and validated by NPPE experts.

G4-18, G4-19

Through this process Purina identified the following four most material issues, in addition to that of Purina employees dealing with the complexity and change entailed in addressing them:

#1

Loving, responsible pet ownership

Societal trends such as urbanisation, commuting, and more time spent online, are affecting pet ownership

#3

Radical transparency

Combined with increasing expectations and rise of social media/digital, this includes the need for greater transparency on ingredients used and responsible sourcing

#2

Scarcity of resources

Where human needs may come into competition with those of pets

#4

Reducing environmental inputs and outputs

This includes the impact we have on the environment relating to material use, packaging, transport and waste generated

G4-19, G4-20, G4-21

Together, the results represent the key material issues facing Purina’s business. These issues should not be viewed in isolation; they are usually interconnected and sometimes improvements in one can lead to changes in another.

This materiality study was used by Purina to define a set of 10 commitments, collectively known as The Purina in Society Commitments, which reflect its specific responsibilities to pets, their owners and wider society (including other stakeholders associated with pets and companion animals).

### In 2016, Purina carried out a materiality ‘refresh’, to understand:

- 1 What issues and trends are increasing – and how do these impact existing material issues?
- 2 What has changed in terms of the existing material issues, positively and negatively?
- 3 What is emerging in terms of future issues and challenges?
- 4 What is new from stakeholder and business perspectives?




This refresh involved interviews with key opinion leaders from Germany, Russia, Switzerland and the UK, including veterinarians, industry groups, and academics. Consumer panels were run across 10 countries and input was reviewed from stakeholders at events we had recently undertaken across Europe (with over 190 individual stakeholders participating). The analysis from the materiality refresh was presented and confirmed by the management of Purina in August 2016. The insight generated from this refresh has been used to support a series of cross-functional workshops to provide a deep-dive into our material issues. The outputs from these workshops will support the ongoing review and prioritisation of our material issues and strategy refresh.

‘Internal’ material aspects, aspect boundaries and material aspects outside the organisation for performance indicators are indicated in the simplified GRI content index at page 83 and the full index [here](#).






# 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 10 markets. The following table describes the nature of the engagement with the main stakeholder groups on a regular basis in addition to routine business channels. The key topics raised by them are also shown below.




Stakeholder (in alphabetical order)	Form of dialogue	Topics (not shown in a particular order)
<b>Consumers and pet owners (including consumer organisations)</b> 	<ul style="list-style-type: none"><li>• Direct consumer engagement, including surveys and free phone careline teams; brand communications (and database direct engagement)</li><li>• Direct at events, including via media and website</li><li>• Via email, Facebook and on-line platforms</li></ul>	<ul style="list-style-type: none"><li>• Pet welfare and pet nutrition</li><li>• Brand promotions and product launches</li><li>• Feeding/behaviour advice</li><li>• Availability of products</li><li>• Product ingredient information (composition and content)</li><li>• Use of additives</li><li>• Animal welfare and sourcing of raw materials in supply chain</li><li>• Product quality including complaints</li><li>• Purina in Society commitments, including charity partnerships</li></ul>
<b>Customers – grocery and specialist</b> 	<ul style="list-style-type: none"><li>• Direct through our sales teams</li></ul>	<ul style="list-style-type: none"><li>• Our products, brand promotions including product launches</li><li>• Pet nutrition science and research</li><li>• Packaging and waste</li><li>• Environmental compliance (procurement)</li><li>• Responsible sourcing and traceability</li></ul>
<b>Employees (internal)</b> 	<ul style="list-style-type: none"><li>• Direct through briefings, functional team activities, training and professional development</li></ul>	<ul style="list-style-type: none"><li>• Pet nutrition and pet welfare</li><li>• Purina in Society commitments</li><li>• The environment</li><li>• Employment, including youth unemployment</li><li>• Nestlé Corporate Business Principles</li><li>• Nutrition, health and wellness (human)</li><li>• Health and safety</li><li>• Family days</li><li>• Employee’s own pets, including pets at work</li></ul>





G4–24, G4-25, G4–26, G4–27

Stakeholder (in alphabetical order)	Form of dialogue	Topics (not shown in a particular order)
<b>Industry and business associations (including competitors, trade bodies and local business networks)</b> 	<ul style="list-style-type: none"><li>• Through professional associations</li><li>• Regular meetings</li></ul>	<ul style="list-style-type: none"><li>• Issues on pets, pet welfare and nutrition</li><li>• Trading standards</li><li>• Responsible pet ownership education</li><li>• Industry Codes of Conduct</li><li>• Quality</li><li>• Service</li></ul>
<b>Key opinion leaders (including academia)</b> 	<ul style="list-style-type: none"><li>• Face to face</li><li>• Conferences</li><li>• Purina Event speakers</li><li>• Attendance at Purina in Society launch</li><li>• Interviews for materiality assessment</li></ul>	<ul style="list-style-type: none"><li>• Responsible sourcing and animal welfare in the supply chain</li><li>• Pet-human bond and impact of pets on human health</li><li>• Pet nutrition science and research</li><li>• Purina in Society commitments and pets’ role in society</li><li>• Veterinary medicine (general)</li><li>• Animal-assisted therapy</li></ul>
<b>Local and national authorities</b> 	<ul style="list-style-type: none"><li>• Site visits</li></ul>	<ul style="list-style-type: none"><li>• Pet welfare</li><li>• Employment, including youth unemployment</li><li>• Compliance</li><li>• Investment in production facilities and local community programmes</li></ul>
<b>Local communities</b> 	<ul style="list-style-type: none"><li>• NPPE operational sites</li><li>• Local resident meetings</li></ul>	<ul style="list-style-type: none"><li>• Support for initiatives for pets in local communities</li><li>• Issues relating to sites and operations, including odour and noise</li><li>• Local employment</li><li>• Local site development</li><li>• Purina in Society commitments</li></ul>
<b>Media</b> 	<ul style="list-style-type: none"><li>• Direct contact via communication team</li><li>• PR events</li><li>• Media visits</li><li>• Collaborations</li><li>• Product launches</li></ul>	<ul style="list-style-type: none"><li>• Positions on issues relating to pet welfare and nutrition</li><li>• Brand activities and promotions</li><li>• Employment; investment in local production and community</li><li>• Pet-food market trends</li><li>• Purina in Society commitments</li><li>• Veterinary medicine (general)</li><li>• Animal-assisted therapy</li></ul>





Stakeholder (in alphabetical order)	Form of dialogue	Topics (not shown in a particular order)
<b>NGOs (including pet welfare groups; not-for-profits and charity partners)</b> 	<ul style="list-style-type: none"><li>• Direct through our people, our parent company, local factories or via retail customers</li><li>• Direct through industry engagement and associations</li><li>• Direct through events</li><li>• Through our website, social media</li></ul>	<ul style="list-style-type: none"><li>• Positions on issues relating to pet welfare and wellbeing</li><li>• Pet nutrition and product quality</li><li>• Positions on responsible sourcing, deforestation and animal welfare in the supply chain</li><li>• The environment</li><li>• Youth unemployment</li><li>• Purina in Society commitments including responsible pet ownership and pet related partnerships</li><li>• Products, funding, fundraising, involvement of our people</li><li>• Commercial relationships and support for programmes</li><li>• Animal assisted therapy</li></ul>
<b>Professional stakeholders (e.g. breeders, dog trainers, kennels)</b> 	<ul style="list-style-type: none"><li>• Direct through our people at events and via surveys</li><li>• Direct via consumer carelines, industry events and social media</li></ul>	<ul style="list-style-type: none"><li>• Product performance</li><li>• Investment in research and development</li><li>• Our position on pet issues</li><li>• Animal welfare in supply chain and in research</li><li>• Sourcing of raw materials</li><li>• Use of additives and preservatives</li><li>• Pet welfare and pet nutrition, including pet obesity</li><li>• Animal assisted therapy</li></ul>
<b>Regulators</b> 	<ul style="list-style-type: none"><li>• Direct through activities of our regulatory team</li><li>• Via industry association</li></ul>	<ul style="list-style-type: none"><li>• Legislation and trading standards</li><li>• Pet nutrition and welfare</li><li>• Industry matters, such as voluntary codes of conduct</li><li>• Ingredients and raw materials</li></ul>

Stakeholder (in alphabetical order)	Form of dialogue	Topics (not shown in a particular order)
<b>Schools, students (including technical colleges)</b> 	<ul style="list-style-type: none"><li>• Initiatives such as Responsible Pet Ownership activities</li><li>• School visits to sites</li></ul>	<ul style="list-style-type: none"><li>• Purina in Society commitments, including responsible pet ownership and youth employment</li><li>• Our position on pet issues</li></ul>
<b>Suppliers (including ingredients; contractors and agency partners)</b> 	<ul style="list-style-type: none"><li>• Regular meetings</li><li>• Through NPPE buying teams in association with Nestlé</li></ul>	<ul style="list-style-type: none"><li>• Price</li><li>• Quality</li><li>• Service</li><li>• Innovation</li><li>• Compliance with Nestlé Supplier Code and Responsible Sourcing Guidelines</li></ul>
<b>Trade unions</b> 	<ul style="list-style-type: none"><li>• Regular meetings</li></ul>	<ul style="list-style-type: none"><li>• Health and safety</li><li>• Employment, including youth unemployment</li></ul>
<b>Veterinarians and veterinary nurses (including veterinarian associations)</b> 	<ul style="list-style-type: none"><li>• Regular meetings</li><li>• Visits to our sites</li><li>• At conferences and congresses</li></ul>	<ul style="list-style-type: none"><li>• Technical information about products especially PURINA® PRO PLAN® VETERINARY DIETS</li><li>• Pet wellbeing</li><li>• Sharing of nutritional research</li><li>• Production process</li><li>• Ingredients/raw materials</li><li>• Labelling</li><li>• Quality controls and quality of brands/products</li></ul>



# Independent limited assurance statement

To: The Stakeholders of Nestlé Purina PetCare EMENA

## Introduction and objectives of work

Bureau Veritas UK Limited (Bureau Veritas) has been engaged by Nestle Purina PetCare EMENA (‘NPPE’) (Legal entity – Nestlé Operational Services Worldwide S.A., Business Division Nestlé Purina PetCare Europe, Middle East, North Africa) to provide limited assurance of selected sustainability data and information for 2016. This Assurance Statement applies to the related information included within the scope of work described below.

## Scope of verification

The scope of our work was limited to providing assurance over the accuracy of the following content included within the Purina in Society 2016 Report (the ‘Report’). Our work includes all NPPE’s Europe operations unless otherwise stated as EMENA in the Report. The reporting period included within the verification scope is from 1st January 2016 to 31st December 2016 for the following indicators (‘Selected Information’):

- All Purina in Society Commitments and progress reported against them;
- Environmental Data including materials used, energy, emissions (including GHG and others), water, waste and effluents;
- Employee Data including headcount and related breakdowns, health & safety and training.

Our scope of work also included conducting reviews of the following processes:

- NPPE’s materiality analysis; and
- The Report’s alignment with GRI G4 ‘in accordance – core’ requirements.

## Assessment standard

We performed our work in accordance with a comprehensive internal protocol that guides our verification activities. Our methodology is based on international best practice and incorporates the requirements of the most widely used international assurance standards including the AA1000 Assurance Standard, ISAE3000, and ISO14064-3. Our conclusions are in line with the definition of ‘limited’ assurance as set out in ISAE 3000.

## Methodology

As part of the independent verification, Bureau Veritas undertook:

- Interviews with relevant NPPE personnel responsible for each of the PinS commitments, the materiality analysis process, and Employee data;
- A review of NPPE’s information systems and methodology for data collection, aggregation, and analysis;
- A review of information and calculations used to determine energy consumption and GHG emissions;
- A remote review of a sample of the Selected Information against the corresponding source documentation from four NPPE sites;
- A review of the consolidated 2016 data to confirm the accuracy of end of year accounting.

- A review of the reported data and information’s alignment with the requirements of the Global Reporting Initiative (GRI) G4 Sustainability Reporting Guidelines; and
- A review of the process followed by NPPE for identifying the company’s material sustainability issues.

## Conclusion

On the basis of our methodology and the activities described above, nothing has come to our attention to indicate that the Selected Information is not fairly stated in all material respects.

This opinion is based on the work undertaken and the limitations and exclusions defined in this statement.

## Limitations and exclusions

Excluded from the scope of our work is any verification of information relating to:

- Activities outside the defined reporting period and scope as described above;
- Positional statements (expressions of opinion, belief, aim or future intention by NPPE) and statements of future commitment;
- Number of Responsible Sourcing Audits for NPPE’s direct supply base; and
- Percentage of volume of responsibly sourced seafood ingredients.

## Observations and recommendations

- NPPE demonstrated a comprehensive stakeholder engagement and materiality assessment conducted for choosing the relevant commitments;

- The reporting of waste data should be improved by requesting it from the waste contractor as per a defined template for the Report.

## Statement of Independence, Integrity and Competence

Bureau Veritas is an independent professional services company that specialises in quality, environmental, health, safety and social accountability with over 185 years’ history. Its assurance team has extensive experience in conducting verification of environmental, social, ethical and health and safety information, systems and processes.

Bureau Veritas operates a certified Quality Management System which complies with the requirements of ISO 9001:2008, and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Bureau Veritas has implemented and applies a Code of Ethics, which meets the requirements of the International Federation of Inspections Agencies (IFIA)<sup>38</sup>, across the business to ensure that its employees maintain integrity, objectivity, professional competence and due care, confidentiality, professional behaviour and high ethical standards in their day-to-day business activities. Bureau Veritas believes this assignment did not raise any conflicts of interest.



Bureau Veritas UK Limited  
London, November 2017

<sup>38</sup> International Federation of Inspection Agencies – Compliance Code – Third Edition.



# Report profile

**This report covers the calendar year 2016 for NPPE (see page 5) unless otherwise stated. This is the first [Purina in Society \(PinS\) report](#) to incorporate the Global Reporting Initiative (GRI) G4 sustainability indicators.**

NPPE has not previously published a GRI or Sustainability report although the Nestlé Group has published a number of such reports that conform to the GRI Guidelines. NPP (UK), a part of NPPE, has also produced several trial GRI reports in the previous 5 years.<sup>39</sup> NPPE will continue to monitor their progress and to share via a report every two years. It is planned that NPPE reports will be both public and subject to external assurance. As this is our first report, there are no restatements, or significant changes from previous reporting periods to consider.

NPPE does not believe there are any significant limitations on the scope of this report other than the exclusion of the details of head office’s contribution to environmental performance.

This report has been prepared in accordance with GRI G4 Sustainability Reporting Guidelines at the Core option and the associated GRI protocols set out in the Food Processing Sector Supplement. However, NPPE, 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 [here](#).

<sup>39</sup> These trial reports were not published externally.  
G4-28, G4-29, G4-30, G4-33, G4-22, G4-23, G4-32, G4-31

# Simplified GRI Index

The table below serves as a simplified GRI Index for all performance indicators within this report. Selected sustainability data and the progress around our Purina in Society report commitments has been assured by Bureau Veritas UK Ltd. This specific data is outlined in the assurance statement.

Indicator	Code	Page
Economic		
Direct economic value generated and distributed	G4- EC1	72
Financial implications of climate change	G4-EC2	53
Purchased volume from compliant suppliers	FP1	60
Purchased volume in accordance – standards	FP2	60
Environmental sustainability		
Materials used	G4-EN1	56
Percentage of materials used that are recycled	G4-EN2	56
Direct energy consumption (inside organisation)	G4-EN3	56
Indirect energy consumption (outside organisation)	G4-EN4	57
Energy intensity	G4-EN5	57
Energy reduction	G4-EN6	57
Total water withdrawal	G4-EN8	58
Percentage, and total, of water recycled and reused	G4-EN10	59

For further details, please refer to the separate full GRI index, which includes an analysis of the threshold determinations, boundary of impact and level of disclosure for all the GRI aspects.

- Code used for indicators**
- GRI indicators – begin with **G**
  - GRI Food Supplement indicators – begin with **F**
  - Purina in Society indicators – begin with **PinS**

**The full GRI index can be found [here](#).**



Indicator	Code	Page
Significant impacts in protected areas or areas of high biodiversity value	G4-EN12	52
Total number of IUCN Red List species affected	G4-EN14	61
Direct greenhouse gas (GHG) emissions (Scope 1)	G4-EN15	57
Indirect (energy) greenhouse gas (GHG) emissions (Scope 2)	G4-EN16	57
Other indirect greenhouse gas (GHG) emissions (Scope 3)	G4-EN17	57
Greenhouse gas (GHG) emissions intensity	G4-EN18	57
Reduction of greenhouse gas (GHG) emissions	G4-EN19	57
Emissions of ozone-depleting substances	G4-EN20	58
NOx, SOx, and other significant air emissions	G4-EN21	58
Total water discharge by quality and destination	G4-EN22	59
<b>Improve the environmental performance of Purina’s packaging</b>	<b>PinS</b>	<b>53</b>
Total weight of waste by type and disposal method	G4-EN23	59
Percentage of products and packaging materials reclaimed	G4-EN28	54
Significant environmental impacts of transporting products and other goods	G4-EN30	58
Percentage of suppliers screened	G4-EN32	60
Significant negative environmental impacts in the supply chain and actions	G4-EN33	60
<b>Implement responsible sourcing</b>	<b>PinS</b>	<b>53</b>
<b>Social</b>		
Type and rates of injury and occupational disease	G4-LA6	66
<b>Create jobs at Purina for young people across Europe</b>	<b>PinS</b>	<b>27</b>
Average hours of training	G4-LA9	66
Diversity of governance bodies and employees	G4-LA12	10
Percentage of new suppliers that were screened using labour practices criteria	G4-LA14	65

Indicator	Code	Page
Significant negative impacts for labour practices in the supply chain and actions	G4-LA15	60
Number and % of investments and contracts including human rights clauses or screening	G4-HR1	65
Percentage of new suppliers that were screened using human rights criteria	G4-HR10	61, 65
Significant negative human rights impacts in the supply chain and actions	G4-HR11	60
Operations with local community impact engagement and programmes	G4-SO1	27
<b>Promote pet adoption through collaborations and partnerships</b>	<b>PinS</b>	<b>27</b>
<b>Promote pets in the workplace</b>	<b>PinS</b>	<b>27</b>
<b>Promote responsible pet ownership programmes for children</b>	<b>PinS</b>	<b>27</b>
Percentage of new suppliers screened using criteria for impacts on society	G4-SO9	60
Significant negative impacts on society in the supply chain and actions	G4-SO10	60
Number of incidents of non-compliance concerning health and safety	G4-PR2	69
<b>Lead the industry in pet nutrition and health research</b>	<b>PinS</b>	<b>14</b>
Communication to consumers – ingredients and nutritional information	FP8	20
<b>Deliver accessible product information and petcare advice</b>	<b>PinS</b>	<b>14</b>
Nature and extent of product/service information	G4-PR3	20
<b>Remove artificial colourants from our products</b>	<b>PinS</b>	<b>14</b>
Number of incidents of non-compliance concerning product and service information	G4-PR4	20, 69
Results of surveys measuring customer satisfaction	G4-PR5	21
<b>Help reduce the risk of pet obesity through collaborative prevention programmes</b>	<b>PinS</b>	<b>14</b>





# BetterwithPets

© NOVEMBER 2017, NESTLÉ PURINA PETCARE EMENA  
CORPORATE COMMUNICATIONS  
NESTLÉ S.A.  
AVENUE NESTLÉ 55  
CH-1800 VEVEY  
SWITZERLAND  
[WWW.PURINA.EU/PINSREPORT](http://WWW.PURINA.EU/PINSREPORT)

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

The brands in this report are registered trademarks of the Nestlé Group.



Your Pet, Our Passion.®