

BRANDS



WHY WE ARE FOCUSED ON THIS

For the past 180 years, we have built brands people trust and love, enabled by a culture of innovation and greater superiority in all elements of our consumer proposition: Superior Products, Superior Packaging, Superior Brand Communication, Superior In-Store & Online Execution, and Superior Consumer & Retail Value Equations. Increasingly consumers and other stakeholders expect brands to meet performance expectations while also helping solve some of the most complex challenges facing our world.

We expect this, too. We believe making a brand's social and environmental efforts an integral part of how the brand drives superiority across the five elements will enable us to set an even higher standard of excellence, enabling and inspiring responsible consumption. Serving five billion people gives our brands the unique opportunity to not only delight consumers through superior product performance, but to also promote conversations, influence attitudes, change behavior, and drive positive impacts for all stakeholders.

WHAT WE DO

We want all our leadership brands to be growing and creating value while having a measurable, long-term positive impact on society and the environment: Brands that are a force for good and a force for growth. To do that, we have asked each brand to implement four Brand Fundamentals and a brand-specific Ambition, ensuring a thorough long-term integration of meaningful and measurable social and environmental impacts into the brand strategy and experience - versus having only an initiative or being a slice of the marketing mix. **[Click here to learn more.](#)**

**100% OF OUR
LEADERSHIP
BRANDS
WILL ENABLE
AND INSPIRE
RESPONSIBLE
CONSUMPTION**



BRANDS



The criteria are broken into two parts: Brand Fundamentals and Brand Ambition. As our journey will take us through 2030, our intent is to regularly review these criteria and update them as science, stakeholder views, and our own experience evolves.

BRAND FUNDAMENTALS

1.) Product & Packaging Innovation:

Brands will need to innovate to enable responsible consumption:

- A meaningful impact in the brands key environmental impact area
- 100% of packaging will be recyclable or reuseable
- A meaningful increase in responsibly-sourced bio-based, or recycled or more resource efficient materials

2.) Brand Communication: Brands leverage their voice in communication and advertising production to promote social and environmental sustainability

3.) Transparency: Brands are transparent about ingredients and share the brand's safety science

4.) Supply Chain Impacts: Brands reduce supply chain impacts, including responsible sourcing of priority materials and their manufacturing sites are on track to meet the Company's Ambition 2030 goals

BRAND AMBITION

Above and beyond the Fundamentals, brands are asked to put a strategic social or environmental commitment at the heart of their consumer experience, a so-called "North Star", helping to solve for a societal challenge to which they can uniquely and meaningfully contribute.

We are now in the process of training all our leadership brands on the requirements and plan to start reporting in FY19/20.

BRAND 2030 CRITERIA

