



2018 Citizenship Report

P&G NORTHERN EUROPE



Dear Stakeholders,

I'm pleased to share our 2018 Northern Europe Citizenship Report which gives an overview of how our five pillars of Citizenship are truly embedded into how we deliver our business results. This report offers a holistic view of how our work across all our sites here in Northern Europe comes together — across our brands, people, operations and business partners — to make an impactful difference in people's lives.

Across the UK, Ireland and the Nordics, we work every day to be a force for good, and a force for growth. Within this report you will find a great range of examples of how this aspiration comes to life in each area of our Citizenship work: Ethics & Corporate Responsibility, Community Impact, Diversity & Inclusion, Gender Equality and Environmental Sustainability.

I am proud of the impact we continue to make in communities across Northern Europe through our brands, partners, and, most importantly, our people. We do this through programmes such as our longstanding partnership with In Kind Direct to redistribute surplus product to grassroots charities across the UK; our Community Matters programme which sees employees across our business donating time, money and skills to support local charities close to their hearts; or our work with Habitat for Humanity and Housing for Women to refurbish a women's refuge so they have a safe place to call home.

Our employees are the best embodiment of what we stand for in Citizenship. We are therefore committed to achieving an inclusive environment in all parts of our Company where everyone can contribute to their full potential. It is why we put diversity and inclusion at the heart of how we do business. We are taking deliberate steps in and outside of our business to create a workplace environment for dialogue, use our voice in advertising to spark conversations and our brands to stand up for causes we believe in. Whether that is by being the first business to add audio description to our TV adverts so the 2 million people with sight loss in the UK can enjoy them; partnering with the National Autistic society to create a new neurodiverse recruitment process for those on the Autism spectrum; or launching the Female Business Growth Programme in the UK to support women and minority entrepreneurs further accelerate their businesses, we encourage dialogue and action. We don't just say, we also do.

Environmental sustainability is not a new concept for us at P&G. Acting responsibly is core to how we do business and we continue to make strong progress here in Northern Europe. However, we know that P&G alone does not have all the answers and believe partnerships will be crucial as we continue this journey to build on the successes already achieved. This was the driving force behind our role as a founding signatory to the UK Plastics Pact led by WRAP earlier this year. It's a bold and unique initiative to deliver step change across the industry, and one we are proud to

be a part of. We are also committed to continuing to innovate, for example we partnered with Terracycle and Tesco to educate schoolchildren on recycling through a competition to win a playground made of recycled plastic. We also helped demonstrate the impact of small behavioural changes through Ariel's partnership with WWF for Earth Hour which encouraged people to #PromiseForThePlanet.

I want to acknowledge and thank all our valued partners without whom many of the achievements of which we are so proud would not have been possible. As you will read in these subsequent pages, partnership is a common theme across our Citizenship work. We partner with businesses, NGOs and industry groups who enable us to make an even more impactful difference than we could otherwise make alone.

I hope you find this to be an informative read on all the important work we are doing in these areas. The examples you will discover are truly P&G at its best.

Tom Moody

Vice President and Managing Director,
P&G Northern Europe



Ethics & Corporate Responsibility



Community Impact



Diversity & Inclusion



Gender Equality



Environmental Sustainability



Ethics & Corporate Responsibility



At P&G, we serve nearly 5 billion people around the world with our brands. We have operations in nearly 70 countries and have one of the strongest portfolios of trusted, quality and leadership brands.

P&G has over 4,000 employees in Northern Europe (UK, Ireland, Norway, Sweden, Denmark, Finland) and operates 8 offices, 6 manufacturing and distribution sites and 3 research & development centres.

The UK was P&G's first overseas subsidiary with the acquisition of the Thomas Hedley & Co, Fairy Soap business in Newcastle in 1930 and remains a critical global market today. P&G branched out into Ireland in 1980.

Globally, and in Northern Europe, we believe that operating as a good citizen — growing our Company responsibly — is how we earn the trust on which our business is based and it's how we build the relationships on which our future depends.

A GLOBAL BUSINESS WITH ITS ROOTS IN NORTHERN EUROPE

P&G was founded over 180 years ago with an initial investment and a handshake between two men, an Englishman and an Irishman. A candle maker and a soap maker, they believed two very basic things: that everyday products could and should be of the highest quality and that the only way to run a business long-term is with honest and fair dealings.

Today, P&G brands are used by five billion people around the world — and we remember that handshake every day, in everything we do. It is fundamental to who we are and to how we operate here in Northern Europe and globally.



BRANDS WITH PURPOSE

People care about the company behind the brands they purchase and use. They want to know that the products they are buying come from a trusted source. At P&G we are working to build that trust every single day, and we do it within our **Purpose, Values and Principles (PVPs)**. These are the foundation of who we are. Our **Purpose** is to improve consumers' lives in small but meaningful ways, and it inspires P&G people to make a positive contribution every day.

Our **Values** of Integrity, Leadership, Ownership, Passion for Winning, and Trust shape how we work with each other and with our partners. And our **Principles** articulate P&G's unique approach to conducting work every day. You can find more about our PVPs on our website.

We operate within the spirit and letter of the law, maintaining high ethical standards wherever we conduct business.

We believe that good governance practises contribute to better results for shareholders. We maintain governance principles, policies and practises that support management accountability. These are in the best interest of the Company, our shareholders and all stakeholders, and they are consistent with the Company's Purpose, Values and Principles.

EXTERNAL RECOGNITION

glassdoor®

2018 BEST PLACES TO WORK
EMPLOYEES' CHOICE

In 2017 P&G was recognised by Glassdoor as one of the **Top 20 Best Places to Work in the UK**, as well as being awarded for being one of the **Top 50 Companies for Customer Service**. We were also named **Branded Supplier of the Year in the 2017 Grocer Gold Awards**, praised for "excellent collaboration" with our retail partners.





Community Impact



Our brands are part of everyday life. We're there with people when they wash their hair, clean their clothes, put nappies on their babies and care for their homes. We're also there in times of greater need — when our products and our help matter more than ever. We focus our efforts where we can uniquely add value — health & hygiene and comforts of home. These are just a few examples of our work in communities across Northern Europe.

DELIVERING COMFORT IN TIMES OF NEED

In the UK, P&G has a long-standing partnership with **In Kind Direct**. Founded in 1996 by HRH, The Prince of Wales, In Kind Direct is the leading UK charity dedicated to distributing donated consumer products from manufacturers and retailers to UK charities working at home and abroad. Since 2002 P&G has donated, in retail value, over £45 million worth of products and were awarded with a special recognition for 'Greatest Volume of Products Donated' as part of the charity's 20 years of support celebrations.

Our partnership goes beyond products. P&G is a member of In Kind Direct's Board and our employees have been involved in volunteering at charity beneficiaries as well as other fundraising events.

"Over the last 16 years' donations of high quality, branded products from P&G to In Kind Direct have benefited thousands of UK charities and not for profit groups working at home and abroad. Our recent award is recognition for the outstanding support that P&G has provided and reflects the positive impact that the partnership has had, and continues to have, in disadvantaged communities around the UK and overseas."

**Robin Boles LVO, CEO,
In Kind Direct**



We support and partner with industry charity **Grocery Aid**, donating over £101,000 last fiscal year, through a variety of employee fundraising activities including office fun runs and taking on the Three Peaks Challenge. We are also a founding member of the charity **Look Good Feel Better** — supporting women with cancer, donating £15,000 last fiscal year. P&G employees sit on the Board of both charities.



PARTNERSHIPS WITH PURPOSE

Our brands have impact. They are instantly recognisable, and widely loved. We know that having access to items like quality toothpaste, nappies, razors and shampoo has an important correlation with building people's self-confidence, and we're proud to make a difference to people's lives through the power of our brands.

Going the extra mile to make more children smile

Fairy Non Bio and **Great Ormond Street Hospital Children's Charity (GOSHCC)** share the same mission of making a difference by taking good care of children and their families. From June 2017 to March 2018, Fairy Non Bio raised funds for the children's hospital through limited edition packaging on sale in major grocers which featured the GOSHCC logo and a one pack = one donation mechanic. The campaign was supported with a TV, print and radio campaign, managing to raise £150,000 to support Great Ormond Street Hospital in the vital work they do. The Fairy Non Bio team were also recognised by the charity for their support this year at their Corporate Partnership Awards.

Volunteers from GOSHCC also joined members of the Fairy Non Bio team in our Brooklands office to help create more than 500 P&G product packs with everyday essentials for families that arrive at Great Ormond Street Hospital in an emergency with a seriously ill child and have to stay over.



Fairy teamed up with Great Ormond Street Children's Charity to create **500 product packs** for families of seriously ill children during their hospital stay.



Through partnership with Habitat for Humanity, P&G is able to improve the communities where we operate.

PARTNERSHIPS WITH PURPOSE (CONTINUED)

Making a house a home for vulnerable women

For 12 years, P&G has worked with **Habitat for Humanity**, building, repairing or cleaning homes with families around the world. Through this partnership, P&G is able to help improve the communities where we operate. What began as a grassroots effort in a small town in the United States, has grown into a global partnership with Habitat for Humanity in 21 countries.

This year we launched the programme in the UK, together with Habitat for Humanity and its UK partner, **Housing for Women**, to help refurbish a women's refuge in London, creating a safe environment for women and their children who may be escaping abusive relationships, women with nowhere else to turn. Over 45 employees donated their time (totalling 270 hours) to work both inside and outside the refuge so residents have a clean and safe place to live and thrive.

Feeding those in need with Fairy and FareShare

Christmas is always a time for sharing and this year **Fairy** proudly partnered with **FareShare** to extend giving to those in need of a meal over the festive period. Through an on-pack promotion on selected Fairy Platinum and Fairy Liquid products, our partnership, executed through an exclusive Christmas promotion in Tesco, raised an impressive £85,500 for FareShare, which was enough money for FareShare to redistribute over 340,000 meals to charities that support people in need.

"We are absolutely thrilled with the results of the Fairy promotion, which will enable FareShare to redistribute over 340,000 meals to the enthusiasm of shoppers to support brands that offer a way to give back at significant times of the year."

**Lindsay Boswell,
CEO of FareShare**

Changing the face of men's health, one shave at a time

Gillette partnered with men's health charity the **Movember Foundation** for a fifth year in succession. This year's drive for the charity was an increased focus on the plight of mental health, with the aim to 'Stop Men Dying Too Young, one Mo at a time'. To help spread the word, Gillette kicked off the month of Mo-growing with a shave down with Gillette ambassador and Wales International George North. Through a wide-reaching media and influencer campaign, people could donate to George's Movember fund, all to raise money for the Foundation's important work to change the face of men's health.

Connecting mums and midwives to say thank you

Despite their vital role, one in three Midwives admit they feel underappreciated and undervalued¹ and we found that whilst the majority of UK mums agree that it is important to thank midwives, just over half (58%) actually do.² **Pampers** therefore rallied parents across the UK to encourage them to say #ThankYouMidwife. For every thank you shared on social media, Pampers donated £1 to the **The Royal College of Midwives' Trust Benevolent Fund**. Since December 2017, with the launch of the brand's first ever Christmas advert, Pampers has inspired over 30,000 people to say thank you to their midwives.



P&G's Nordic brands are proud to support the Swedish Cancer Society's Pink Ribbon campaign.

Fundraising For Pink Ribbon

The **Swedish Cancer Society** is an independent non-profit organisation with the vision of finding cures for cancer. The overall aim of the Society is to achieve a higher survival rate and a reduction in the incidence of cancer. Their best known and most widely spread fundraising activity is the **Pink Ribbon** campaign for breast cancer. We are very proud that P&G's Nordic Brands and employees have supported this fundraising campaign over a number of years.

Supporting the UK armed forces, past and present, and their families

To support the thousands of families that help make up the 6.7 million people in the UK's Armed Forces community we partnered with **The Royal British Legion** and **Poppyscotland** to launch our 'Help us, Help them' campaign exclusively at **Sainsbury's**. When selected P&G health and beauty products were purchased during October and November 2017 they triggered a donation to the charities. We enlisted UK TV presenter, Helen Skelton, to front the campaign and encourage families across the country to get involved and #HelpUsHelpThem. Together we raised £100,000.



¹ <https://www.rcm.org.uk/sites/default/files/Why%20Midwives%20Leave%20Revised%20-%20October%202016.pdf>

² Figure is relevant to the number of mums who said thank you to their midwife after the event of giving birth

PARTNERSHIPS WITH PURPOSE (CONTINUED)

Feeling super for Marie Curie

P&G and **Superdrug** have partnered since 2015 to support the retailer's charity, **Marie Curie** through a one product = one donation mechanic. Fronted by long-term ambassador and celebrity mum of two, Frankie Bridge, our #FeelSuper campaign has, to date, raised over £550,000 for Marie Curie, helping to fund vital care and support for people living with a terminal illness. This is equal to over 25,000 hours of expert care and support from Marie Curie. We didn't stop there and extended our campaign in 2018 with the help of an additional ambassador, radio DJ Marvin Humes, which has helped us raise even more money for Marie Curie and drive awareness of the support offered for both men and women through the work of Marie Curie.



COMING TOGETHER IN THE COMMUNITY

Across Northern Europe our employees are making a difference in the communities where they live and work through P&G's ongoing 'Community Matters' programme, via fundraising and volunteering. All our sites have dedicated community programmes supporting local charities.

Our **P&G Fairy plant in West Thurrock** this year donated over £30,000 to some very local worthy causes, including Thurrock Princes Trust. The annual P&G Thurrock Charity Awards Gala celebrates the fundraising efforts of employees and their work with local charities across the year. Our **Cobalt** site in Newcastle Upon Tyne also recently helped raise £15,200 through employee fundraising, donating £7,600 to both Marie Curie and Changing Lives. Members of their Community Matters team were recognised by Marie Curie for their efforts at the charity's Fundraising Awards earlier this year.



Our **Skelmersdale Distribution Centre** has been supporting a local foodbank in Digmoor, one of the most deprived areas in the region. The team has donated a variety of P&G products for them to use in their food parcels, volunteered their time to the food bank over the Christmas period to help them distribute these to beneficiaries as well as donating over £1,000 worth of new toys for the children they support.

The **P&G Pampers plant in Manchester** supports St Ann's Hospice, which offers care to patients and their families who suffer from life limiting illnesses and Broughton House, a Manchester care home for ex-service men and women, 'serving those who served us.' Employees have been to visit the veterans and spent time with them and volunteered at the care home, for example decorating the rooms at Christmas or helping with the gardening. Since 2012 they have donated tens of thousands of pounds to these two charities and formed strong links with them in the community.

The Community Matters team from our **Egham Innovation Centre** support Sebastian's Action Trust, Bagshot and this year presented the Trust with a £2,000 donation. The Trust helps support the families of seriously-ill children and P&G's donation will be used to provide vital equipment for their new Day Centre.

Employees from our **Newbridge** site have partnered with "Business in the Community Ireland" and to kick-off the partnership, a number of volunteer employees joined the 'Time to Read' programme at local ScoilNa NaomhUillig school. For 16 weeks the P&G volunteers spent an hour each week helping some of the children with their reading.

Our **Cobalt** site, together with our **Newcastle Innovation Centre**, partner with The Community Foundation [Tyne & Wear and Northumberland] and recently surpassed over £1 million worth of donations to over 500 local charities and grassroots projects since the fund was launched in 1995.

Our sites and employees also provide emergency and disaster support when and where it's needed. For example, our Northern-based sites donated and delivered emergency product packs to the local hospitals caring for those affected by the Manchester Arena bombing. Our **Brooklands** and Egham sites also donated urgently needed products to the on-the-ground charities helping the victims and families in the immediate aftermath of London's Grenfell Tower fire.



P&G provided emergency support by supplying product packs to those affected by the Manchester Arena bombing and London's Grenfell Tower fire.



Diversity & Inclusion



P&G is a company that firmly believes in Diversity and Inclusion (D&I). With over 55 nationalities represented in our workforce in Northern Europe, and over 145 globally, our own diversity helps us represent the world we all live and work in. The more we understand people, their needs and challenges, the better we can delight them with our products and services.

Whilst diversity is essential in all we do, we believe inclusion is the game changer. Diversity is about making sure we have the right mix of talented people. Inclusion is about using that diversity to make us all stronger. **It takes both.**

LIVING OUR DIVERSITY & INCLUSION MISSION: IT'S IN OUR DNA

Diversity & Inclusion is in our DNA — at the heart of our Purpose, Values and Principles — and critical to our growth. For employees, bringing to life our D&I strategy means recognising that each of us is truly unique. When we come together we create an amazingly rich tapestry. Bringing together individuals from different backgrounds, cultures, working and thinking styles, provides remarkably different talents, career experiences and life perspectives for all. By celebrating and nurturing our unique contributions as a competitive edge we can bring to life our mission — **'Everyone Valued, Everyone Included and Everyone Performing at their PEAK™.'**

A DIVERSE WORKING CULTURE

Our commitment to an inclusive culture is broad and deep. We are continually improving our culture through policies, training and employee support systems to meet the needs of our changing workforce.

Our **flex@work** ethos is more than a policy or programme — it's a business strategy that's at the heart of our working culture. We recognise that traditional schedules may no longer fit the rhythm of career and life needs. Personalised, flexible work schedules are proven to deliver improved business performance. A flexible environment is also one in which different thinking and working styles are valued. Each workplace team is encouraged to understand how to enable every team member to perform at their best and help them achieve better business results, faster: inclusion in practice.



After having their first child Helen and Paul, both P&G employees in our Weybridge office, took advantage of the Company's **flex@work** programme. This has allowed them to share childcare by working a 90% work schedule each, giving them each time to spend with their daughter, and ensured that their skills were retained and maximised within their new part-time arrangement.

Our **Healthy Minds programme** supports the mental wellbeing of all our employees. The programme recognises that mental health is a spectrum and is designed to ensure employees are looking after their mental health (their minds) as well as their physical health (their bodies). Specially trained 'Healthy Minds champions' are visible across all UK sites — offering confidential support to individuals and signposting where further advice can be obtained.





We understand people can only reach their highest potential when they can work in an environment that values and respects who they are.

We also have a number of affinity groups available to employees, including **GABLE** — offering our LGBT (Lesbian, Gay, Bi-sexual and Transgender) employees and allies a place to grow their support networks across the organisation, with a strong involvement in 2017 PRIDE, which saw our best turnout yet of P&G employees and their friends & families at the celebrations in London and Manchester.

The People with Disabilities Network is focused on making our facilities and technology more accessible for people with disabilities. Led by Global Inclusive Design Manager Sam Latif — a mum of 3 who works at our Weybridge office and lives with complete sight loss — the network is a place for people with visible and hidden disabilities (and dependents with disabilities) to share experiences and provide support to each other both within life at work and outside. Insights from the network have led to pioneering work in bringing our D&I mission to life outside P&G.

D&I runs through everything we do at P&G here in Northern Europe — every day. We have a dedicated week-long celebration of our diversity, helping all of us to learn from each other — from Dine in the Dark events to understand what it is like to live with partial or total sight loss to gender equality from a male perspective and GABLE ally training — across all sites, employees come together to share their stories and inspire new insights and understanding.

CHAMPIONING DIVERSITY ACROSS OUR BRANDS

Fifteen years in the making and co-created by a team of black scientists and dermatologists, in January 2018 through an exclusive partnership with Superdrug, **Pantene** launched its Gold Series in the UK: a six strong haircare range created specifically for afro hair. Taking research from studies on afro hair in the United States, Brazil, Nigeria and Kenya, the Pantene team worked tirelessly to decode the biology of afro hair to formulate a collection of specialised products suited to its uniqueness. Pantene Gold Series is designed specifically for women with relaxed, natural or transitioning hair, because we believe in celebrating strong, beautiful hair in all women.



In January 2018, Pantene launched its Gold Series in the UK: a six strong haircare range created specifically for afro hair.

USING OUR VOICE TO BE A FORCE FOR GOOD FOR ALL

Eight years ago, we added gender identity and expression to our non-discrimination policies, reinforcing fair treatment for everyone. As we understand people can only reach their highest potential when they can work in an environment that values and respects who they are, it is our responsibility to recruit and activate cisgender Allies for transgender employees. That's why in April 2018 we joined our partner, Stonewall, and 13 other leading organisations to bring to life **Stonewall's Trans Allies programme**. The trans allies programme will help non-trans people understand how they can tackle anti-trans discrimination and 'come out' in support of trans people everywhere as allies.

"We're proud to have the support of P&G to help launch our trans allies programme. Their commitment to moving forward in their journey to get trans inclusion right is a sign that a positive future is possible."

Sanjay Sood-Smith, Stonewall's Director of Empowerment Programmes



This year P&G was also one of the main sponsors of the **DIVA Awards**, paying tribute to the lesbian, bisexual, trans and queer people making a difference in all walks of life. We presented the P&G Community Champion of the Year Award to Sally Edwards, whose outstanding work in promoting LGBT equality and inclusion serves as a positive example and inspiration to others.



MAKING OUR ADVERTISING ACCESSIBLE TO ALL

In the UK there are 2 million people with sight loss — a huge audience who have, up until recently, been largely ignored by advertisers. It was this insight from Sam Latif, a P&G UK employee who lives with total sight loss, that started our journey to make our advertising more inclusive by adding Audio Description.

The difference Audio Description makes to a person with sight loss on how they are able to benefit from the advertising is profound — bringing to life the content. Making our advertising more inclusive is not just the right thing to do, there is also a huge business opportunity for brands as this overlooked audience makes up 3% of the UK population.

P&G was the first Company to offer Audio Description on adverts in the UK — on our Flash Dog advert — and we are now working with the entire industry to enable this service across all channels.



P&G was the first company to offer Audio Description on our TV adverts in the UK.



NEURODIVERSITY DRIVING INNOVATIVE THINKING

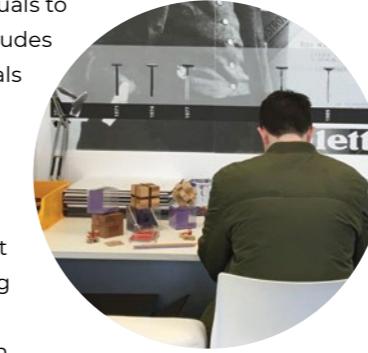
Innovation is the primary driver of P&G's success and our innovation starts with the science of understanding people and their needs. We want the very best talented individuals to work at P&G: and that includes the best from neurotypicals and neurodiverse. For us, neurodiversity is about focusing on strengths, tapping into diverse thinking, and combining it with neurotypical thinking in order to come up with new and better innovation.

Led by a researcher at our **Reading Innovation Centre**, who is also a mum to a child on the autistic spectrum, we partnered with the **National Autistic Society** to create a series of workshops that enabled people on the autistic spectrum to demonstrate their thinking and skills. This was done in an environment that was more suited to their needs versus a traditional application and interview process.

The programme has been heralded for recognising the creativity and innovation that can come from combining different thinking styles, harnessing the power of neurodiverse thinking with people on the autistic spectrum with neurotypicals. Entering its second year — and now expanded to our Egham Innovation Centre — the programme has also so far resulted in two people being given year-long work placements in our Reading Innovation Centre and we are reaping the benefit of their unique contributions.



Innovation is the primary driver of P&G's success and our innovation starts with the science of understanding people and their needs.



In 2017, we were recognised with a **Disability Smart Award** for our work in inclusive advertising.

EXTERNAL RECOGNITION

In 2017 we were recognised with a Disability Smart award for 'Inclusive Service Provider' behind our pioneering work to bring audio description to our TV advertising.

P&G UK employee Helen Johnson was recognised in the **2018 Timewise Power Part-Timers 50 Awards** which celebrates the achievements of senior business leaders who work part-time, and the businesses that enable them to do so. The award acknowledged the role our flex@work scheme has played in Helen, and her husband Paul — also a P&G employee — being able to share childcare by working a 90% work schedule.

"[Helen and P&G's] story is not only an example of how you have broken the mould whilst working part-time, but also highlights the wealth of talent that businesses stand to gain when making senior part-time hires. [Helen] has achieved significant success, provide inspiration to those who look to [her] as a role model and are trail blazing in your industry."

Daniela Marchesi, Timewise



Gender Equality



It's important to us at P&G that we fairly represent the world in which we live and work. It's why we put equality, diversity and inclusion at the centre of how we do business, the products we sell, and the way we advertise them.

We aspire to build a better world for all of us — inside and outside of P&G — free from gender bias and with an equal voice and equal representation for women and men. We know that when we do this, communities are healthier, businesses thrive and the world is a better place for everyone. A world where everyone sees equal.

ENCOURAGING DIALOGUE AND ACTION: WE DON'T JUST SAY, WE ALSO DO

Our commitment is a bias towards actions — seeing something, saying something and then doing something about it. We are taking deliberate steps inside and outside of our business to create a trusting workplace environment for dialogue, to understand unconscious bias and to share best practises.

As the world's largest advertiser, and one of the top three advertisers in the UK, we leverage our voice for growth and for good. We use our advertising to raise awareness and spark conversations around gender bias, and to motivate changes, such as the [Always #LikeAGirl](#), [#WeSeeEqual](#), and [Fairy's #MakeltFair](#) campaigns. We're also part of the UN Women-led Unstereotype Alliance, which is focused on addressing and eliminating stereotypes in advertising around the world, including right here in Northern Europe.



More than 137,700 UK girls regularly miss school because they cannot afford sanitary products, and as the leading feminine care brand and champion of girls' confidence, with campaigns such as [#LikeAGirl](#), **Always** is on a mission to end period poverty. In the UK on International Women's Day 2018 we launched our **#EndPeriodPoverty campaign** and for every pack of Always bought, Always donated a pad directly to school girls in need. To date, Always has donated 5 million pads, which will be used to help keep girls in school for a term. We also provide sanitary pads to UK schools through our Femcare Puberty Education Programmes — designed for both primary and secondary students — all part of the brands' 30+ year commitment to supporting all girls and women.



To date, Always has distributed more than **5 million pads** to help girls stay in school.

With the aim of making a significant difference and sparking a conversation around domestic chores, in the UK, **Fairy** made a small change to its branding by removing the 'Y' from its iconic logo in a Facebook video campaign. In doing so, Fairy became 'Fair', starting the dialogue around who does the daily chores and whether these are being equally split within the household.

REMOVING BARRIERS TO EDUCATION AND ECONOMIC OPPORTUNITIES

We're helping to ensure access to education for girls and economic opportunities for women through our public policy advocacy efforts as well as our brand and corporate programmes.

At P&G we believe that Supplier Diversity amplifies our impact on the community. We are keen to share our business skillset and experiences to coach women and minority entrepreneurs as they look to establish businesses which are sustainable, viable, and profitable. We cannot do this alone so in 2018 we partnered with WEConnect International and launched our **Female Business Leaders Growth Programme** for the first time here in the UK, following on from successful similar programmes already live in the US, China, South Africa, Turkey, Mexico, India and Nigeria. Our UK programme which merges and existing business curriculum with hands-on coaching, began in April 2018 with 15 selected business owners joining together at



We want to play our part in driving progress and change across the world of business, starting with our own industry.

P&G's Weybridge HQ to participate in the first of six days training where they learned from both external trainers and P&G leaders across three key areas: growth strategies, business operations and leadership.

"I am absolutely delighted that P&G is partnering with WEConnect International to help support women and minority entrepreneurs through the P&G Female Business Leaders Growth Programme. We hope to provide them with ideas which will help them further accelerate their businesses here in the UK."

Tom Moody, Vice President and Managing Director, P&G Northern Europe

We are also strong believers that men can help by amplifying the voices of women in the company — recognising women's contributions and making sure they get credit. We therefore work closely with Catalyst to offer **MARC (Men Advocating Real Change)** training to help men understand the role that they can play to support women.

We want to play our part in driving progress and change across the world of business, starting with our own industry. P&G has therefore been a longstanding supporter, and was a foundation partner, of the **Leading Executives Advancing Diversity (LEAD Network)**. LEAD is a platform for exchanging ideas, best practice and inspiration as well as helping others find solutions to challenges they might be facing. We believe it can be a tremendous enabler for industry-wide progress and can drive forward change from leadership at all levels and all kinds of businesses. LEAD is also a great platform to collaborate with our retailer partners on a different scope to our normal business and we're confident it will help to strengthen these relationships and our business in the future.

In collaboration with Catalyst, we are proud to offer MARC (Men Advocating Real Change) training to help men understand the role they can play to support women.



INSPIRING NEW GENERATIONS

Scientists from our **Greater London Innovation Centres** have shown their dedication to encouraging youngsters from diverse backgrounds and communities to consider a STEM career by supporting the *Your Future, Your Ambition* event for the last five years. Each year a team of 10 scientists from our Reading and Egham Innovation Centres have attended the day-long event to run exciting activities to inspire the younger age groups to pursue a STEM career and to provide career advice to the older age groups.

Team members from our **Cobalt** office have also been involved in the *Tech For Life — Leading Ladies* programme. The activity provides training for women ranging from the science and assumptions related to gender differences, to confidence building as well as upskilling through workshops, for example on micro bit coding.

A team from our **Newcastle Innovation Centre** also run various hands-on science classes for local pupils aged 4 to 18, as well as offering careers advice and support. Over the past 12 months, our Newcastle team have taken part in 26 events, clocked-up 1,500 hours and reached over 13,000 individual students during STEM engagement projects.

In celebration of their 60th anniversary, our **P&G Gillette Plant in Reading** ran a competition with local schools encouraging them to put their artistic skills to the test and bring to life the history of engineering and manufacturing Gillette. Participating pupils from reception up to Year 6 were given the chance to win up to £2,500 for their schools as well as go behind the scenes at the Gillette plant.



CREATING AN INCLUSIVE ENVIRONMENT WITHIN P&G

We are committed to achieving an inclusive environment in all parts of our Company where everyone — men and women — can contribute to their full potential.

This year, in line with UK Government regulations, we reported on our gender pay data for operations where there are more than 250 relevant employees as well as voluntarily, on our entire footprint within Great Britain.

We are proud that our mean pay gap across our entire business in Great Britain is 2.2% (as compared to the national average of 17.5%). It is testament to the principles and the systems we have in place. The strongest drivers of our difference in gender pay comes from the differences in the number of men and women at the different job levels within the Company. We run vigorous analysis through our internal pay audit process which takes into account legitimate drivers of pay — such as job level and performance — and we have no intentional or unintentional statistically significant differences in pay due to gender.

We recognise that there is still a lot more we can do — as individuals and as a Company — and we are committed to making even more progress because a gender-equal world is a better world, for all of us. Our full Gender Pay 2017 report is available on our website.



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EXTERNAL RECOGNITION

We are very proud that two of our female scientists from our **Greater London Innovation Centre** were nominated in the **2017 Forward Ladies Awards**. Forward Ladies is the UK's largest business support network for women in business. Ali Stephens, a Research Fellow at our Reading Innovation Centre was shortlisted as a STEM category Leader, recognising the positive impact she has made to the business and how she encourages others to work within the STEM sector. Ilaria Ambrogio, a Principle Scientist at our Egham Innovation Centre was the London and South regional winner of the STEM Rising Star awards, recognising the important advances she has made within her STEM career path.



Environmental Sustainability



Environmental sustainability is not something new for us at P&G. Acting responsibly is core to how we do business, and we continue to make strong progress here in Northern Europe. Every day we leverage our brands to be a force for good and force for growth.

Our purpose is to make superior products that deliver the performance people expect whilst being produced responsibly.

AMBITION 2030: ENABLING AND INSPIRING POSITIVE IMPACT

In 2018 we established **Ambition 2030 — our global environmental goals that enable and inspire positive impact through our brands, our supply chain, society and our employees.**

Ambition 2030 seeks to address two of the world's most pressing environmental challenges: finite resources and growing consumption. The global goals span:

- **Brands:** P&G's 20 leadership brands including Always, Ariel, Fairy, Febreze, Head & Shoulders, Pantene and Pampers will enable and inspire responsible consumption, have 100% recyclable or reusable packaging and will build trust through transparency and ingredient innovation.
- **Supply Chain:** Our sites will increase water efficiency by 35% and source at least 5 billion liters of water from circular sources. Manufacturing sites will cut greenhouse gas emissions in half, and will purchase enough renewable electricity to power 100 percent of plants.
- **Society:** We will continue to create transformative partnerships that enable people, the planet and our business to thrive, including those that stem the flow of plastic into the world's ocean, protect and enhance forests, expand recycling solutions for absorbent hygiene products, and protect water in priority basins around the world.
- **Employees:** P&G will engage, equip and reward employees for building sustainability thinking and practices into their everyday work. We will reward progress and integrate recognition into performance assessments.

PARTNERING TO BE A FORCE FOR GOOD

We all have a role to play; brands, manufacturers, government and all of us as we use products to ensure packaging is created responsibly and ultimately disposed of, and managed, accordingly. At P&G we don't have all the answers but, by working in partnership with others, **we believe we can be a force for good.**

A circular economy is good for everyone: creating worth from waste is essential for us to protect finite resources. Together, we can create innovative scalable solutions and shape consumer behaviour to make responsible consumption a reality.

In April 2018, P&G became a founding signature of the UK Plastics Pact, led by WRAP. This is just one of several industry partnerships we are committed to support to bring together the full value chain to tackle the environmental issues facing our planet. Others include:

- Our participation in the **Ellen MacArthur's New Plastics Economy**: P&G is leading the Pioneer Project Holy Grail, which aims to develop an industry-supported vision and roadmap for tracer or watermark technology to aid the sorting of plastics at material recycling facilities and/or recycling plants
- Our membership of the **Trash Free Seas Alliance** to help address the issue of Ocean plastic recognising both the role we play as manufacturers and the role we play as consumers to appropriately dispose of our rubbish



Here in the UK and Ireland, all our manufacturing sites are now zero waste to landfill, an achievement we're extremely proud of. Our Reading Gillette Plant was the first to achieve this.



By the end of 2018 more than half a billion hair care bottles (which equates to more than 90% of all our hair care bottles sold in Europe) per year will include up to 25% post-consumer recycled plastic.



At P&G we don't have all the answers but, by working in partnership with others, we believe we can be a **force for good**.

POUNDS FOR PLANET PROMISES WITH ARIEL AND WWF UK

We know the impact small changes in everyday behaviours can have on the wider environment, and it's a vision P&G shares closely with WWF UK. Ariel has been at the forefront of driving consumer behaviour change when it comes to washing at cold temperatures with our long running 'Turn to 30°' campaign. It was why, this year, **Ariel** partnered with **WWF UK** to encourage people to make a promise for the planet in line with Earth Hour. People were asked to make one of seven pledges to protect the planet, one of which was 'turn down washing temperatures to 30°'. For every pledge made with #PromiseForThePlanet and #EarthHourUK Ariel donated £1 to WWF UK. During March and April, WWF UK saw over 58,000 pledges made across the country.



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FINDING VALUE IN WASTE

Febreze, TerraCycle, and Tesco partnered to give schools in the UK a chance to win a playground made from recycled plastic. Community members were encouraged to get involved and help their local schools win by voting for them in the competition. The Febreze Playground competition focused on raising awareness of the issue of waste recycling amongst the youngest in our society as well as their communities. By recycling waste, the project aimed to help reduce plastic litter from entering nature's playground and polluting the planet, instead creating play areas for kids to enjoy a bit of fresh air everywhere. The recycled playground, built at winning school Wooler First School, was made mainly with parts made from recycled plastic lumber from kerbside recycling waste collected in the UK.

DEMONSTRATING THE POWER OF CLEAN WATER

With our Children's Safe Drinking Water (CSDW) Programme, we are actively engaged in addressing the clean water crisis and with the help of our more than 150 partners around the world, have provided more than 13 billion liters of clean drinking water to those in need. To mark World Water Day 2018 on 22nd March, we launched a documentary, produced in partnership with National Geographic, 'The Power of Clean' that tells a compelling story about the global water shortage through the eyes of three women who were introduced to our P&G Purifier of Water packets. Invented by a UK P&G scientist, Dr. Phil Souter, from our Newcastle Innovation Centre, a P&G Purifier of Water sachet transforms the power of a water treatment plant into a four-gram packet. With just a bucket, a spoon, a cloth and a P&G Purifier of Water packet, a family can clean 10 liters of water in only 30 minutes.

THE POWER OF P&G PEOPLE

While the world celebrated Earth Day on 22nd April 2018, we took the opportunity to recognise the event for an entire week with our sites across Northern Europe participating in a variety of activities to remind employees of our sustainability efforts and reinforce the idea that small changes can make the world of difference. In our **Northern Europe Head Office in Weybridge**, teams ran a sustainability star chart where employees pledged small differences to make each day. Over the week, more than 3,600 "small changes" were made by; that is almost 2 activities per employee per day.

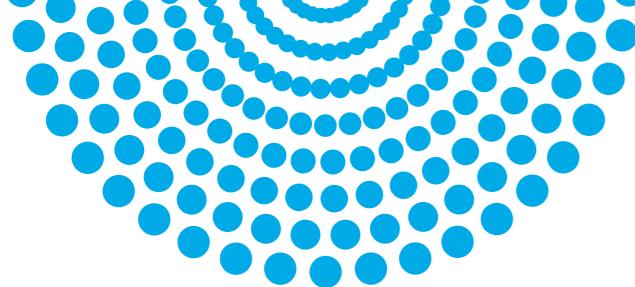
For two weeks every May, our **Cobalt** office runs a 'Tour de P&G' cycling competition, where the entire site is encouraged to get on their bikes and cycle to work. In the site's 2017 event over 40 employees cycled to work, with even more hopping on exercise bikes on site at lunchtime, to collectively cycle 2,676 miles! Their tour took them the equivalent virtual distance of Newcastle to Warsaw, Poland. This added up to 223 hours of cycling, burning 133,800 calories and saving 0.75 tonnes of CO₂ versus if the equivalent distance was driven.



EXTERNAL RECOGNITION

P&G was recognised alongside Terracycle and SUEZ, jointly awarded for our Sustainable Supply Chain in the 2018 **Edie.net Sustainability Leader Awards**. The award recognised our collaboration in establishing a unique supply chain that involves the support of thousands of volunteers and hundreds of NGOs collecting plastic waste found on beaches. The plastic collected is then used to create our Head & Shoulders Beach Plastic bottle, the world's first recyclable shampoo bottle made from beach plastic.

Our team in Cobalt were also recognised at the **North Tyneside Business Awards** for Green Living and Sustainability. The site was awarded for their lift share and cycle to work schemes.



The UK Plastics Pact: A Partnership to Drive Positive Consumption

When it comes to changing the environmental future of our planet, we know P&G alone does not have all the answers. It will take partnerships and collaboration to make meaningful progress. We are committed, through the five billion people we serve, to make a positive difference on the environment, but we cannot do it alone.

P&G ARE PROUD TO BE A FOUNDING SIGNATORY OF THE UK PLASTICS PACT

The **UK Plastics Pact** is a bold and unique initiative that will transform the UK's plastic system. By bringing together the entire plastics value chain behind a common set of ambitious targets, it will move the UK towards a system which keeps plastic in the economy and out of the environment. It will encompass innovation, research and new business models to rethink and redesign what packaging we, as an industry, put on the market in the first place, and how we can all encourage greater re-use of packaging.

By 2025 the UK Plastics Pact aims to:



Eliminate problematic or unnecessary single-use plastic packaging through redesign, innovation or alternative (re-use) delivery models.

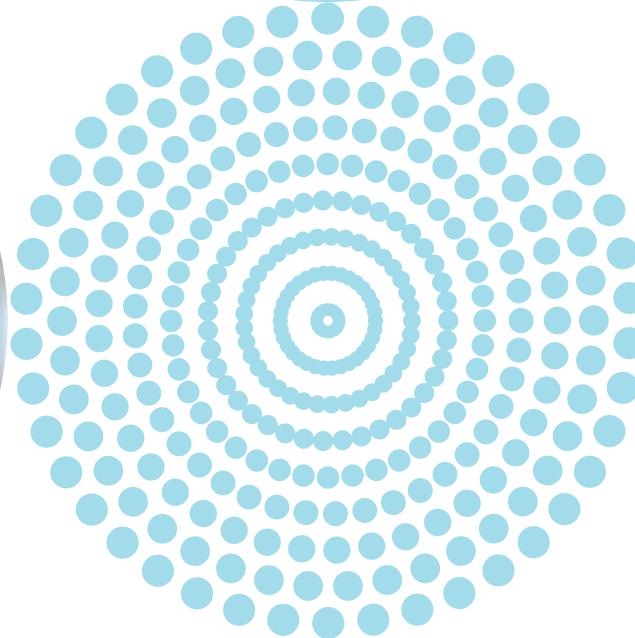
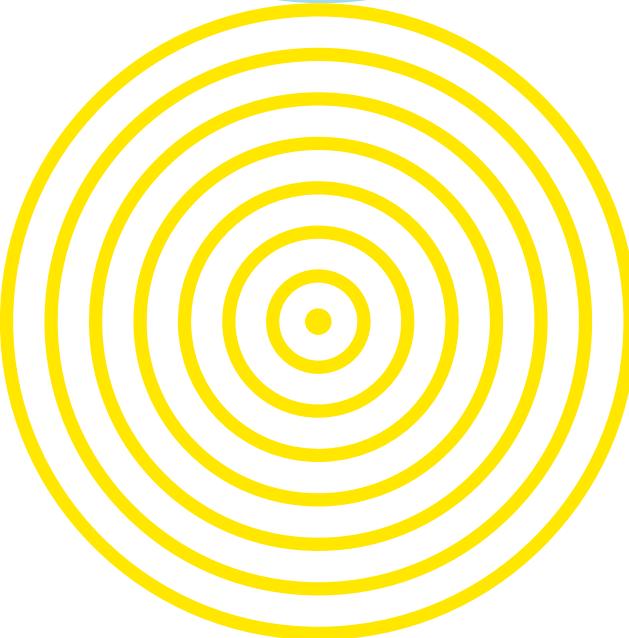
Ensure **100%** of plastic packaging to be reusable, recyclable or compostable.

Have **70%** of plastic packaging effectively recycled or composted.

Use **30%** average recycled content across all plastic packaging.

The UK Plastics Pact is the first of its kind in the world, kick-starting a powerful global movement for change as part of the Ellen MacArthur Foundation's New Plastics Economy initiative. It is being led by WRAP, the sustainability experts.

For more information on the UK Plastics Pact — please visit WRAP's website:
www.wrap.org.uk/ukplasticspact



ABOUT OUR CITIZENSHIP REPORT

This summary shares a few examples of the work being done across the Company in Northern Europe. The information in this report covers activity which took place during P&G 2017/18 fiscal year. More information on P&G and our family of brands is available online at www.pg.co.uk. All P&G Brands are registered trademarks and are proprietary to Procter & Gamble, or other respective owners that have granted P&G the right and license to use such Marks.

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