



# 2023 CITIZENSHIP REPORT

P&G NORTHERN EUROPE

# DEAR STAKEHOLDERS,

It’s been another whirlwind of a year at P&G Northern Europe. Over the past 12 months, we have continued to innovate across all aspects of our business—from our product design through to our packaging, to our supply chain and our advertising—to get products of superior quality and performance into the homes of people across the cluster. Leading this work is an incredible privilege, but not one which we undertake lightly; we recognise our responsibility to ensure that our business is a Force for Growth, so that we can continue to be a Force for Good within the countries and communities that we operate in.



It’s one thing to build a business. It’s another to build an organisation. To attract, recruit, retain and develop the brightest and the best talent into P&G, so that we can continue to serve the people who buy our products each and every day. It is those individuals that make our organisation what it is, and we couldn’t be prouder of them all.

Throughout this report, you’ll find a wide range of examples of the work they have delivered across the last 12 months—be that providing support for those in need both near and far via our Community Impact work; through to driving for a more equal and inclusive society that celebrates everyone’s uniqueness as part of our Equality & Inclusion (E&I) strategy, to minimising the footprint of our products, sites and activities within Environmental Sustainability. All of this is grounded in our belief in doing the right thing—operating our business in accordance with our values of integrity, leadership, ownership, passion for winning and trust. We prioritise this above all else, because we believe that our reputation is built over time, earned every day, and provides lasting value for you, our stakeholders. It’s something we’ve been doing for over 180 years, and are committed to continuing across the weeks, months and years ahead.

*Tom Moody*

**Tom Moody**  
Senior Vice President  
and General Manager,  
P&G Northern Europe



The strength of our business starts from within. Irrespective of external challenges, we have continued our efforts to attract, recruit, retain and develop the brightest and the best diverse talent from across Northern Europe.



## Attracting and recruiting the bright, diverse talent of the future

Historically, our approach to recruitment involved in-person, on-campus events at a small number of universities; today, our approach enables us to reach a wider variety of students. We work with trusted partners—including [Your Future, Your Ambition](#) and [Bright Network](#)—to attract a diverse range of candidates.

Through our Commercial Apprenticeship Programme, we welcomed five new apprentices into our organisation in September 2022, as part of our second cohort. These talented individuals have the opportunity to ‘earn whilst they learn’, completing four rotations in different functions across the business over a three-year period, whilst also studying for a degree-equivalent qualification. In January 2023, we hosted an event at our Head Office in Weybridge, Surrey, during which students studying for their AS and A-levels, as well as their parents, had the opportunity to hear more about the programme. By empowering both our apprentices and those involved in establishing the programme to share their experiences, we hope to inspire the talent of the future.



## Providing support for employees through every life stage

Once recruited into our organisation, we provide a range of support to our employees to ensure that everyone is able to perform at their peak. Measures include [Peppy](#), accessed through our health and wellbeing partner, AXA Health. Peppy connects individuals to real, human health experts for personalised support across five key areas (fertility, baby, menopause, women’s health and men’s health). The service is available to all UK-based employees and their partners. Within the last 12 months, we’ve also launched our Menopause Handbook, as well as our parents@work initiative at our Head Office, which provides a space for employees to access a wealth of resources to support them on their parenting journeys.



**Our video series, [Meet the Leaders](#), provides an opportunity to find out more about our Northern Europe Leadership Team.**



## **Empowering employees to share their experiences to shape our culture and inspire meaningful change**

Our [Buildings for All initiative](#) is a programme based at Reading Campus, through which it aims to be P&G's most accessible site by 2025. Born out of our employees' personal experiences of disability, the team have worked to make a number of changes to improve their experiences. From implementing the use of way-finding apps to support those with low or no vision, to recalibrating lab doors to ensure they require less force to open — initiatives like this demonstrate the importance of continued dialogue in order to inspire positive change.

We passionately believe in the strength of our business to be a Force for Growth, so that we can continue to be a Force for Good in the countries and communities that we operate in. That's what Citizenship at P&G is all about. Our leadership team play a critical role in bringing this to life, inspiring and encouraging their teams through their knowledge and experiences. This year, we launched [Meet the Leaders](#) — a video series which provided an opportunity for everyone, internally and externally, to find out a little more about the senior members of our organisation. By hearing their open and honest accounts of their career highs and lows, we believe we can continue to build not only a strong business, but a well-rounded organisation.



Throughout the year, we place particular emphasis upon a number of key calendar moments, utilising them as an opportunity to raise awareness of the experiences of others. Over the last 12 months, we've brought this to life in a number of different ways.



## Celebrating E&I Month

Our annual [E&I Month celebrations](#) take place in March. This year, we hosted a number of inspiring events, including a fireside chat with our Chief Sustainability Officer, Virginie Helias, on International Women's Day, which focused on the role of E&I through the lens of her personal and professional journey. This included her experiences not only as a woman, but as a mother and business leader.

Additionally, our team at Reading Campus hosted a session that focused on inclusion during Ramadan, as well as a live event on Trans Day of Visibility. This marked one year since one of our employees, [Ciara Clarke](#), bravely came out as a trans woman to the organisation.

We concluded E&I Month with a panel discussion — The Art of Inclusion. Our Global Chief E&I Officer, Shelly McNamara, was joined by Olay ambassador, Dr Ateh Jewel, both of whom shared their experiences of what Allyship means to them, alongside providing practical advice on how our employees can continue to bring this into our workplace. The event also marked the conclusion of our Five-Day Challenge — an initiative organised by our BELONG Affinity Network (a network of ethnically diverse talent and Allies), through which we challenged everyone within our organisation to complete a daily, five-minute activity across a five-day period, providing an opportunity for them to think about their own bias and actions, before providing guidance on continuing their own journeys towards greater inclusion.



**WE ARE  
UNIQUE  
AND  
WE ARE  
UNITED**



Ariel and Fairy's  
**#SpreadTheLove** campaign  
marked the fourth year of our  
partnership with LGBTQ+ youth  
homelessness charity, akt.



## Demonstrating our Allyship internally and externally

We've utilised other key dates—including International Day of People with Disabilities and Black History Month—as opportunities to share experiences, knowledge and resources both internally and externally. On International Men's Day, employees based at our plant in Manchester ran a month-long programme of activities, including sharing weekly podcasts about men's health, as well as raising funds for charities including [Mustard Tree](#), which seeks to prevent poverty, inequality and homelessness across Greater Manchester.

We too bring this to life across the LGBTQ+ Inclusion sub-pillar of our E&I strategy, recognising moments like National Coming Out Day, Trans Awareness Week and LGBTQ+ History Month, in addition to demonstrating our Allyship externally, attending events like Northern Pride in the summer of 2022. Our Ariel and Fairy brands further supported Pride this year, as part of their #SpreadTheLove campaign. The initiative marked the fourth year of our partnership with LGBTQ+ youth homelessness charity, [akt](#), and saw the two brands raise funds to provide safe housing, employment, education and training for members of the community.

Our internal Affinity Networks—which bring together employees with shared experiences (either personally or as Allies)—play a critical role in driving our work forward, and include BELONG, as well as GABLE (a network which promotes awareness and understanding around LGBTQ+ inclusion) and the PwD (People with Disabilities) Network, which brings together employees with personal experience of disability, a disabled dependent, or Allies keen to show their support.



Cultivating this culture internally helps to further enrich our organisation—ensuring we have a dynamic employee base with varied knowledge and experiences. This helps to ensure that our brands, and our business, are a continued Force for Growth—delivering market-leading innovation to serve those who purchase our products across Northern Europe each and every day.



## Venus inspires women to play sport through #MoveYourSkin campaign

This year, Venus has continued its mission to celebrate every woman and their skin. Its latest research found that more than a third of women don't want to participate in sport because they worry about the way their skin looks. This inspired #MoveYourSkin, which focused on working to help eliminate the barrier of skin consciousness, helping to normalise and celebrate what real skin in sport looks like. As a National Partner of the UEFA Women's EURO 2022, and backed by brand ambassador, England Lioness and Arsenal WFC's Lotte Wubben-Moy, Venus brought real women together to share their own personal skin stories and the barriers they've faced, encouraging others to play with confidence. Harnessing the positive impact of the Women's EUROs 2022, Venus also committed to building a longstanding legacy of confidence among young people, extending its existing work with youth education charity, [Football Beyond Borders \(FBB\)](#). Together, a new in-school module—Validate It—was developed as part of its Girls' Programme. This seeks to open up conversations between girls and non-binary young people in relation to their bodies, supporting them to become more aware, confident and active as they move through adolescence.



Venus' #MoveYourSkin campaign seeks to normalise and celebrate what real skin in sport looks like.

**Venus** Gillette®



Our ECOCLIC® packaging is made from **FSC-certified** materials and minimum **70% recycled fibres**.

In April 2023, ECOCLIC® won the Disability Smart Inclusive Product Design Award.

ECOCLIC



## Combining accessibility and sustainability through ECOCLIC®

In August 2022, we launched our ECOCLIC® packaging across our Ariel, Fairy Non-Bio, Daz and Bold Pods washing capsules. A huge step forward in our accessible packaging journey, it comprises a number of all-important features, including NaviLens technology on-pack, which enables those with low or no vision to locate and browse products independently in-store; a tactile marker to help the blind and visually impaired to identify that they're using a detergent; and a new, easier-to-open design for those with dexterity challenges—whilst still making the reassuring 'click' sound when closed, ensuring those with low or no vision have the confidence that the product is child-safe and no longer open. In April 2023, ECOCLIC® was recognised externally at the [\*\*Disability Smart Awards\*\*](#), winning the Disability Smart Inclusive Product Design Award. What's more, it doesn't compromise on sustainability, moving from plastic packaging to cardboard through its use of FSC-certified (Forest Stewardship Council) materials and minimum 70% recycled fibres.





## Grooming progresses its sustainable packaging journey

In January 2023, Gillette and Venus transitioned their refillable razor blade packaging to recyclable cardboard, as part of their ambition to reduce the brands' environmental footprint. The move followed the introduction of recyclable cardboard boxes across Gillette's entire range of premium refillable razors in January 2021.



## Fairy Non-Bio continues its support for Great Ormond Street Hospital

This year, Fairy Non-Bio continued its partnership with [Great Ormond Street Hospital](#) (GOSH), which began in 2017. Partnering with retailers and influencers, the brand launched #SnugglySoftBedtimes—helping to champion their importance for everyone, including patients at GOSH, to fund vital support services for seriously ill children and their families. To date, the brand has donated almost £400,000 to the charity.



## Oral-B launches campaign to make oral care more inclusive and accessible

In March 2023, Oral-B launched its latest campaign—[The Big Rethink](#). It followed research by the brand which revealed that one in three people living with a disability in Europe suffer from gum disease, or struggle with their oral care routine.<sup>1</sup> In response, Oral-B partnered with the [International Association for Disability and Oral Health](#)

<sup>1</sup> The Oral Health & Disability European Study, March 2022. UK sample: weighted to be representative of age, male/female and region n=2029; France n=1009, and Germany n=1034, combined sample: weighted to be representative of age, gender and region.

Oral-B



(iADH) to begin its journey towards making oral care more accessible and inclusive for people living with disabilities, their caregivers, and everyone in between. Bringing together a number of influential internal and external speakers, the brand's launch event saw people from across Europe gather together, helping to raise awareness and advance progress on this vitally important topic.



Always Discreet has provided education for over **100,000** women through the Menopause Education Hub.



## Always Discreet breaks the silence on bladder leaks

On World Menopause Day 2022, Always Discreet continued its mission to better equip women for both bladder leaks and the menopause. It conducted new research which revealed that despite as many as one in two women experiencing bladder leaks during the menopause, over half (52%) have no idea that the two are related.<sup>2</sup> To lift the lid on this important (yet often

taboo) topic, the brand partnered with TV personality Ulrika Jonsson, who reminded women that they are not alone—and that taking the first step towards learning about the menopause is the first step towards managing it. Alongside this, Always Discreet continues to provide a wealth of free resources to support women through its [Menopause Education Hub](#), through which it has educated over 100,000 women.



## Pampers supports babies near and far through annual Preemies campaign

In recognition of World Prematurity Day, Pampers continued its long-standing support of [Bliss](#), the UK's leading charity for babies born premature or sick, and also supported the children's rights organisation [UNICEF](#),<sup>3</sup> as part of its commitment to support babies near and far. Together, with the help of our partners, we are proud to advance the annual #PampersForPreemies campaign, providing physical and emotional support to premature babies around the world—helping ensure all have the best chance from the beginning of their lives.



## P&G partners with B&M to raise funds for Alder Hey Children's Hospital

In Summer 2022 and January 2023, we worked with retailer B&M to raise funds for [Alder Hey Children's Hospital](#). The initiative, which began in June, saw a donation made to Alder Hey Children's Charity for every selected P&G product purchased, raising a total of £110,000 to support the enhancement of a new Surgical Neonatal Unit. It will be the first of its kind in the UK to offer secure accommodation for parents, ensuring they can stay with their babies during treatment.



We raised **£110,000** for Alder Hey Children's Hospital in partnership with retailer, B&M.

<sup>2</sup> The latest Always Discreet research was undertaken by Onepoll from 3/10/22 to 6/10/22 with 2,000 women in the UK.

<sup>3</sup> UNICEF does not endorse any company, brand, product or service.





## Always continues its mission to tackle period stigma

In August 2022, Always launched the next phase of its campaign to tackle period stigma. Research by the brand found that the top three emotions for young people when experiencing their first period were scared, confused and embarrassed.<sup>4</sup> In response, Always' brand ambassador—TV personality, Zara McDermott—took to the streets to understand more about how young people view periods, as well as helping to demonstrate the importance of normalising conversations around the topic.



**This year, Always has continued its mission to tackle period stigma in society.**



## Olay and P&G drive diversity in STEM through partnership with Dr Ateh Jewel's Education Foundation

This year, we have continued our support of [Dr Ateh Jewel's Education Foundation](#)—an organisation founded to support excellence, ambition and potential among Black and Mixed heritage British undergraduates. Our partnership aims to drive greater diversity in STEM careers—through our beauty brand, Olay, and at a corporate level. By providing financial donations and assistance, as well as mentoring, together we have enabled 12 aspiring Black and Mixed Heritage students to embark on their journey towards a successful career in the beauty industry.

In September, we opened the doors to our Innovation Centre in Reading, inviting beneficiaries of the Foundation to take an inside look at the ways in which we create our products. Students had the opportunity to hear from successful Black women in the cosmetic industry, including Ateh and Olay's Principal Scientist, Dr Rolanda Wilkerson. Through this, we hope to showcase the opportunities for Black and Mixed Heritage women to thrive in STEM careers.



<sup>4</sup> SurveyMonkey, May/June 2020: Quantitative survey, UK  
n=2030 girls and boys 13–17 yrs.



## P&G partners with Superdrug to support grassroots sports organisations

In April, we partnered with retailer, Superdrug, to launch our Rising Stars campaign. It raised funds for [Sported](#), a charity which delivers expertise, resources and vital

support to grassroots clubs making real differences in their communities, via a one pack = one donation mechanic across four of our brands. As part of the campaign, a series of grants have been awarded to groups across the UK, helping to fund much-needed equipment, venue hire, transport and more.



## Pantene partners with Ideas Foundation to close the cultural education gap related to Afro hair

In July, Pantene announced its partnership with [Ideas Foundation](#) — a non-profit, creative education organisation. Together, they have launched a series of 'Power of Hair' lesson plans to be delivered in UK schools, all of which are free for educators to download. Through the campaign, the brand aimed to close the cultural education gap related to Afro hair, whilst increasing its positive representation and understanding within UK schools.



**40%**  
minimum  
of recycled  
cardboard  
fibres



## Lenor Unstoppables launches all-new cardboard packaging

In the summer of 2022, we launched cardboard packaging for our in-wash scent booster range across Lenor and Fairy Non-Bio. Made from moisture-resistant material, the paper packs are made from a minimum of 40% recycled cardboard fibres from FSC-certified forests, and are recyclable in at-home paper streams.



Across our UK footprint, we work with a number of vitally important, community-focused organisations that help to support those local to our sites. Here are some examples of the organisations we've supported over the last 12 months.



## Supporting the homeless and vulnerably housed, in partnership with Rentstart

Earlier this year, we announced a new local charity partnership for employees based in Weybridge, working with [Rentstart](#) to support those in the local area who are either homeless or vulnerably housed. To kick off the partnership, we ran a silent auction to raise vital funds, in addition to providing employees the opportunity to make food-related donations. We supplemented this with P&G product donations for distribution to the charity's clients. More recently, we have supported the charity with a donation of Easter Eggs for their clients, and executed a Mother's Day-themed silent auction.



## London Plant hosts annual Thurrock Charity Awards Gala

In February, employees based at London Plant donated over £30,000 to local charities at their annual event, the [Thurrock P&G Charity Awards Gala](#). The event recognises and celebrates the fundraising efforts of P&G employees and their work with local charities, with five organisations chosen to receive donations from P&G.



## Providing support to our charity partners in the North East of England

Employees based at our sites in the North East have continued their long-standing support for a number of local organisations, including [The Bay Foodbank](#), to whom they donated advent calendars and selection packs at Christmas time, in addition to Easter eggs in the spring. Employees have also donated their time, working with the charity to pack parcels, as well as helping to sort through donations. The Cobalt site



also has a food collection bin on site, which employees have donated to throughout the year. They also made donations to their chosen charities this year, with both [Daft as a Brush](#), which provides a free transport service for local patients undergoing chemotherapy and/or radiotherapy, and [The People's Kitchen Newcastle](#), which supports homeless and vulnerable people by helping to fight hunger and loneliness, receiving support. These funds were raised by Cobalt employees during seasonal events hosted on-site.

Additionally, The P&G Community Foundation has continued to award grants to charities across the North East of England through funds provided by a range of donors. This year, we awarded grants to seven charities that offer support in areas including homelessness and cost-of-living support, as well as education on topics like sexual health and periods, and broader health and hygiene.



## Utilising company-sponsored volunteering time to give back to the community

At P&G, we also encourage employees to donate their time, offering company-sponsored volunteering days to all. In December, employees from our Distribution Centre in Skelmersdale volunteered to help make up Christmas hampers for the local community as part of their work with the [Storehouse Project](#)—an organisation that supports and helps enable people to restore and build their lives through the direct giving of everyday essential items. Meanwhile, employees based at our Head Office in Weybridge, Surrey, dedicated their time to working with the [Claudia Jones Organisation](#), helping to renovate and modernise a building to be used as a safe space for women escaping domestic abuse.



## Supporting our charity partners local to our Harrogate office

Employees based at our office in Harrogate, North Yorkshire, have also continued to support local causes. Within the last 12 months, this has included raising funds for charities including [St Michael's Hospice](#), [Martin House Children's Hospice](#) and [H.E.L.P \(Harrogate Easier Living Project\)](#), as well as providing product donations to a local charity that supports individuals and families in accessing good quality food. Additionally, a team of employees completed the Great North Run in September 2022, raising funds for a number of Yorkshire-based charities.



Operating a business of our size and scale comes with a huge sense of pride, but also a huge sense of responsibility. In the context of our partnerships, that means harnessing our size and scale as a Force for Good—working with others to be there for people in greater times of need—when our products, and support, matter more than ever.



## Celebrating Community Impact Month 2022

In September we celebrated our first ever Community Impact Month. It provided an important opportunity to educate, equip and inspire our employees to get more involved in our work to support local communities. By sharing positive stories about our progress and partnerships—in addition to reminding employees about the opportunities they have to make a difference—we highlighted the importance of ensuring our business continues to be a Force for Growth, so we can continue to be a Force for Good.



## Partnering with national charities to deliver impact at scale

Around the festive period, we once again gave employees based in the UK and Ireland the opportunity to support [Crisis](#) and [Focus Ireland](#), in place of receiving their Christmas hamper. The initiative, which we've offered to employees for the last four years, has raised over £50,000 for both charities to date.

Across the last 12 months, we have continued our long-standing partnership with [In Kind Direct](#)—an organisation that believes everyone deserves access to life's essentials, and that no usable product should go to waste. We've worked with the charity for over 20 years and, to date, have made product donations with an estimated retail value of almost £51 million. Donated P&G products have gone on to support over 2,000 local charities that support a wide range of social causes. Our hygiene products have been instrumental in allowing those in hygiene poverty to keep clean, safe and well.



To celebrate International Women's Day, we sponsored [The Empowerment Brunch](#)—a networking and mentoring platform that aims to empower women one brunch at a time. Hosted by P&G partner, Vee Kativhu, the event was developed in support of [Girl Up](#), an organisation which focuses on equity for girls and women in spaces where they are unheard or underrepresented.



**We have made product donations with an estimated retail value of almost £51 million through our partnership with In Kind Direct.**



## Industry-wide partnerships that drive collective progress

Earlier this year, we joined the first ever cross-sector collaboration to reduce greenhouse gas emissions. Through the initiative, named [Flue2Chem](#), we will work alongside 15 partners to develop a new value chain to convert industrial waste gases into sustainable materials for consumer products over the next two years. As a result, we hope to demonstrate the ways in which carbon dioxide emissions could be reduced, helping to accelerate progress towards net zero targets.

Throughout the last 12 months, we have continued to support [D&I in Grocery](#)—working alongside more than 80 businesses and brands within the industry across three pillars. These include shared learning, cross-company mentoring and D&I in Grocery LIVE!—the programme’s annual flagship event, which provides a platform for leading voices in the industry to drive forward the conversation on diversity, equality and inclusion. In October 2022, our Senior Vice President and General Manager, Tom Moody, appeared as part of a panel discussion at the event, where he shared how he believes in utilising his privilege as an opportunity to learn, demonstrate Allyship and motivate change.

Internationally, we strive to create a gender-equal world, and have partnered with [LEAD Network \(Leading Executives Advancing Diversity\)](#), an organisation that shares our vision of raising awareness of gender inequality, to help drive change across the industry. LEAD Network’s Chapters—both geographical and functional—host local events and facilitate collaboration; something employees based in Northern Europe have played a role in over the last 12 months. We look forward to continuing our work towards this common goal through our partnership.





Over the last 12 months, we have been humbled to see our employees, our brands and our business recognised for our continued efforts to be a Force for Growth and a Force for Good within wider society.



## P&G named one of Glassdoor's UK Top 50 Best Places to Work 2023

At the beginning of 2023, we were proud to be named one of [Glassdoor's UK Top 50 Best Places to Work 2023](#) —a list based entirely on the feedback that employees voluntarily and anonymously share on its website.



**“Caring, empowering and dedicated to their employees’ wellbeing.”**

— **P&G employee,**  
**Glassdoor website**



## Dr Phil Souter receives an OBE for services to Medical Research

In December 2022, one of our Senior Directors in R&D, [Dr Phil Souter](#), was awarded an OBE for his services to Medical Research. Phil pioneered a water cleaning treatment technology which has since enabled us to provide 20 billion litres of clean water in over 90 countries around the world, as part of our [Children's Safe Drinking Water](#) programme. The innovation — known as P&G Purifier of Water — transforms 10 litres of dirty, contaminated water in under 30 minutes, using only a bucket, a spoon and a cloth, rendering it drinkable.



## P&G recognised at the UK Social Mobility Awards

In October 2022, we received two awards at the [UK Social Mobility Awards](#), in recognition of the progress we have made towards levelling the playing field for people from different backgrounds. Through this work, we hope to demonstrate that everyone can succeed at P&G.

Since 2004,  
we've provided  
**20 BILLION**  
litres of clean  
drinking water.





## Prince Chakanyuka recognised as industry Rising star

In October 2022, one of our Supply Chain Managers, [Prince Chakanyuka](#), won the Consumer and Luxury Rising Star Award at the 2022 [Black British Business Awards \(BBBAwards\)](#). The annual awards ceremony, established in 2014, celebrates the exceptional performance and outstanding achievements of Black professionals in the UK. This year, P&G was proud to sponsor the awards for the second year in row.



**BBB**  
BLACK BRITISH  
BUSINESS AWARDS



## Reading Campus hosts annual SPARK Awards

In September 2022, we hosted our annual SPARK Awards—a celebration of the outstanding technical work delivered by employees based at our Innovation Centre in Reading. Awarded under the ‘four Cs’ of challenge, collective, credible and cultivate, the awards celebrate the amazing people within our organisation who continue to drive meaningful innovation across our company and brands.



## P&G receives ‘All In Champion’ status at the Advertising Association’s Parliamentary Reception

In the summer of 2022, we achieved ‘All In Champion’ status at the Advertising Association’s Parliamentary Reception. The initiative seeks to improve the experience and representation of bright, diverse talent, with organisations that have committed to accelerating progress recognised for their efforts.



## P&G named Business Equality Organisation of the Year at the PinkNews Awards

In November 2022, we were recognised as Business Equality Organisation of the Year at the [PinkNews Awards](#), as part of our continued commitment to drive for LGBTQ+ inclusion within our organisation, and in wider society.



Our achievements are only made possible by a strong adherence to, and belief in, the importance of our **Purpose, Values and Principles (PVPs)**. Providing the very foundation upon which our Citizenship priorities are built, our approach to Ethics & Corporate Responsibility means doing the right thing and being a good corporate citizen.



## Recognising Do The Right Thing Week

During December, we recognise Do The Right Thing Week—an annual internal celebration to reflect on our PVPs. Our purpose is to improve people’s lives in small but meaningful ways, whilst inspiring our people to make a positive contribution. This is enabled by our values of integrity, leadership, ownership, passion for winning and trust, which help to shape how we work with both one another and our trusted partners. Our principles



articulate this deliberate approach to conducting our work each and every day.

Across the week, we ran a number of live events which offered all employees the opportunity to hear directly from P&G business leaders, in addition to sharing a variety of resources for self-learning. By doing this, we strive to ensure that everyone within our organisation is able to operate in accordance with our PVPs.



## Tom Moody appears in Business Reporter’s ‘Best of British Business’ series

In September 2022, Tom Moody spoke to Business Reporter, as part of its **Best of British Business** series. He highlighted the core foundations of our business—to lead, to innovate and to do so responsibly; foundations that have been consistent since our company was founded by an Englishman and an Irishman over 180 years ago, and continue to this very day. Tom also articulated our continued commitment to our Citizenship priorities—harnessing the power of innovation to get superior products into homes across Northern Europe. Doing so ensures our business is a Force for Growth, so that we can continue to be a Force for Good in the countries and communities that we operate in.





# 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's 2022/2023 fiscal year, unless otherwise stated. More information on P&G and our family of brands can be found online at [www.pg.co.uk](http://www.pg.co.uk). All P&G brands are registered trademarks and are proprietary to P&G, or other respective owners that have granted P&G the right and license to use such marks.

