



# 2020 Citizenship Report

P&G NORTHERN EUROPE



# Dear Stakeholders,

Citizenship is built into our business and it's not only doing good, it's building trust and equity with consumers, and driving growth and value creation—allowing us to be a force for good and a force for growth.

The force for good and force for growth concept is an important one. We serve shareholders and investors, but we also serve employees, business partners, suppliers, communities, governments and the broader world around us. We have a responsibility to all our stakeholders. That's why our Citizenship platform is built in, not bolted on. It's not a separate thing we do on the side—it's how we do business every day across the UK, Ireland, and the Nordics.

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.

We're a business with purpose, and I am humbled by the impact we continue to make through our brands, partners, and, most importantly, our people. Our brands are part of the everyday for many: we focus our efforts where we feel we can uniquely bring value, and where our brands and people can make the biggest difference.

As I reflect on the year, it's been a tale of two halves as the world has, and continues to, respond to the outbreak of COVID-19. Like many businesses, we have evolved, refocused and played our part in the relief efforts. Our response is ongoing, and we remain eternally grateful for the frontline and essential workers that have kept the country safe, our business moving, and communities supported. Together we will beat this.



**Ethics & Corporate Responsibility**



**Community Impact**



**Diversity & Inclusion**



**Gender Equality**



**Environmental Sustainability**

As you'll read in the following pages, it's our people who are the best embodiment of what we stand for in Citizenship. They are leading the way in our efforts, and it's them, along with our many suppliers and partners, who deserve the recognition. They are the ones who lead our programmes with passion, who have worked around the clock to donate products to charities responding to COVID-19, who work with partners to #EndPeriodPoverty or build role models for young men and women, and it's them who use our brands to drive positive change, be that championing the power of a diverse and equal society or ensuring we all collectively minimise our impact on the environment.

Every day the people of P&G Northern Europe demonstrate what it means to be a force for good, and a force for growth. I am proud to share their work and I hope you find this report an informative read.



"We're a business with purpose, and I am humbled by the impact we continue to make through our brands, partners, and, most importantly, our people."

**TOM MOODY**  
Senior Vice President and Managing Director, P&G Northern Europe





# Ethics & Corporate Responsibility

At P&G, we serve nearly 5 billion people around the world with our brands. We have operations in around 70 countries and one of the strongest portfolios of trusted, quality and leadership brands. As we serve the world's consumers, we believe in—and have publicly committed to—doing what's right and being a good corporate citizen.

## A Global Business With Roots in Northern Europe

Headquartered in Cincinnati, Ohio, the UK was P&G's first overseas subsidiary with the acquisition of Thomas Hedley & Co Limited, and its Fairy Soap business in Newcastle in 1930, and remains an important market for the Company. Our Northern Europe cluster covers the UK, Ireland, Norway, Sweden, Denmark and Finland.

## Our Purpose, Values and Principles

We know that people care about the company behind the brands they purchase and use. Our philosophy is that a reputation of trust and integrity is built over time, earned every day and provides lasting value for our stakeholders.

Our Purpose, Values and Principles (PVP) are the foundation of who we are at P&G. Our **Purpose** is to improve consumers' lives in small but meaningful ways, and it inspires our people to make positive contributions 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 our deliberate approach to conducting work every day. We know that our employees believe in the personal and business value of this PVP foundation. In our annual survey, employees consistently cite our PVPs as the number one aspect of P&G culture they would not change.

You can find more about our PVPs [here](#).

We, along with our partners, are dedicated to using resources responsibly.



## Good Governance

We operate within the spirit and letter of the law, maintaining high ethical standards wherever we conduct business. We believe that good governance contributes 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 PVPs.

## Respecting Our Environment

We recognise that we must be responsible for environmental stewardship and use resources wisely. Our commitments extend to our business partners, whom we expect to share these commitments and maximise the value and quality of their products by using resources responsibly, preserving the environment, and reducing the environmental footprint of their operations.

Read more about our progress in Northern Europe in our [Environmental Sustainability Section](#).

## Respecting Human Rights

Respect for Human Rights is fundamental to the way we conduct our business. Our Human Rights Policy Statement communicates our support for the UN Guiding Principles for Business and Human Rights, which respect and honour the principles of internationally recognised human rights. We embrace this commitment and responsibility of ensuring that human rights are upheld all along our end-to-end value chain, which in turn encompasses all our stakeholders, particularly our employees, our consumers, the communities where we do business, and our business partners.

## Doing the Right Thing

### With Our Employees

At P&G we strive to promote a work environment of confidence and trust. Our Worldwide Business Conduct Manual (WBCM) and Employee Rights Policy provides employees with clear guidance on specific situations they may face and directs them where to go when they have questions or concerns. P&G is a recognised leader in providing a safe, healthy, secure and productive work environment. We are committed to maintaining a workplace that is free of violence, harassment, intimidation or other unsafe or disruptive behaviours or conditions due to threats inside or outside of our facilities. Each employee has a personal responsibility to their fellow employees and to the Company to follow all Company safety and security procedures, as well as applicable laws and regulations.

Every year, we highlight our shared PVP foundation with the 'Do the Right Thing Celebration' where our sites create their own employee engagement events tied to a global theme from our WBCM.

We are committed to creating a work environment that fosters open communication and supports employees in reporting potential violations.



### With Our Consumers

Since 1837, we've built a rich heritage of positively impacting consumers' lives with brands that make each day a little better. We've made a choice to step up and use our voice as a force for good and a force for growth —by taking a stand on equality.

We work hard to build and maintain a relationship of trust with our consumers. So, when it comes to handling their information, we do so carefully and sensibly, and in ways that live up to that trust through our Global Consumer Privacy Policy. We believe in keeping privacy and security strong, consistently protecting personal information.

### With Our Supply Chain

Our supply chains are the backbone of our products, and we are making intentional choices to leverage the footprint of our suppliers, buyers, and manufacturing sites to be a driver for good. From transparent sourcing practices that aid consumer decision-making to growing shareholder value through innovation-driving programs like global supplier diversity, P&G is proud to be a leader in supply chain responsibility.

## External Recognition

We continued back-to-back years of success at the Product of the Year Awards (POTY), winning across six categories in 2020.



Always Ultra InstaDry won best Feminine Care product

Always Discreet Liners To Go won best product for Bladder Weakness

Gillette SkinGuard Sensitive Razor won best Men's Razor

Gillette Venus Smooth Sensitive Razor won best Woman's Razor

Oral-B Gumline Purify Toothpaste won best Toothpaste

Oral-B 3D White Whitening Therapy Enamel Toothpaste won best Whitening Toothpaste





# Community Impact

Our brands are part of everyday life. We're also there in greater times of need—when our products and our help matter more than ever. We focus our efforts where we can uniquely bring value, and where our brands and people can make the biggest difference. These are just a few examples of our work in communities across Northern Europe.

## Supporting Grassroots Charities with In Kind Direct

### Providing the Comforts of Home

No one should have to go without essential everyday products. In the UK, P&G has a long-standing partnership with [In Kind Direct](#), the leading UK charity dedicated to distributing donated consumer products from manufacturers and retailers to UK charities working at home and abroad. Since 2001, P&G has donated a total of £46.4 million in estimated retail value of products.



### Case Study

One of the many charities we've supported through In Kind Direct is Africa Advocacy Foundation (AAF) who support and empower vulnerable and disadvantaged people. They are a community-led initiative that aims to equip diaspora communities and marginalised people with the tools they need to find health, safety, prosperity and opportunity to lead fulfilling and happy lives. One of their key focus areas is on sexual health. AAF gives out parcels of household products and toiletries from In Kind Direct to those who suffer with HIV to help them and their families.



**“Over time, product giving has become a much bigger part of our service, which has been made possible thanks to In Kind Direct. They have really helped us change people’s lives, probably more than they realise. Even one bottle of shampoo, one Gillette razor does wonders for people’s self-esteem.”**

*Africa Advocacy Spokesperson*

## Volunteering Creative Fun at the Big Community Picnic

In August 2019 we supported In Kind Direct's annual Big Community Picnic, held at Ranelagh Gardens, Royal Hospital Chelsea in London, with more than 300 children from across In Kind Direct's beneficiary charities joining in the fun.

We hosted a creative activity with a twist, with our best loved brands Fairy Liquid, which has been helping clean dishes across the UK since 1960s. We wanted to give the children the chance to give a bottle an even longer life as something new. Building on the famous Fairy Spaceship Advert, children put their creative skills to the test and make their own spaceship bottles—with lots of other creations coming to life as well.

**“As a proud partner of the charity for over 19 years, it was fantastic to be able to help support a day of fun, getting creative with old Fairy bottles and seeing the inspiration from the children to give them new life as spaceships, monsters and more. With smiles all around, we felt incredibly lucky to be part of such a wonderful initiative and give back to local communities in a different way.”**

*Olivia Hughes, Community Impact Lead, P&G Northern Europe*



**6,620+ charitable organisations** of all sizes across the UK received P&G products over the last 19 years.



### Encouraging Others to #ActForWater

Autumn 2019 saw P&G launch a global partnership with National Geographic and Global Citizen on the ACTIVATE series that brought awareness to some of the world's most pressing issues causing extreme poverty.

With the UK being the birthplace of the P&G Purifier of Water technology behind P&G's Children's Safe Drinking Water Programme, we shed light on the issue highlighted in the sixth episode of the series—"Clean Water"—which showed how access to this still remains a struggle for 1 in 10 people worldwide.<sup>1</sup>

According to the World Health Organisation, 844 million people around the world lack access to even basic drinking water with at least 2 billion people using a contaminated drinking water source.<sup>1</sup> #ActForWater aimed to help transform the lives of communities around the world through the donation of half a million litres of clean water and formed part of P&G's wider support of goal six of the UN Sustainable Development Goals on clean water and sanitation.

**"We're committed to enabling more access to one of the planet's most valuable life sources. No parent should ever have to face the impossible decision of whether to let their child drink contaminated water or deny them access to water—both life-threatening in their own way. We therefore want to help support the work already underway around the world to bridge that gap for the millions that still struggle to access something many of us likely take for granted—clean water."**

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



Our #ActForWater campaign had a reach of over 78.5 million through earned coverage and 1.8 million through social channels helping to educate people about the challenge and ask for their help.



#ActForWater saw us donate 500,000 litres of clean water to communities in need.

### Brand 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.**

#### Gillette Helps Build Role Models for Future Generations



In February 2020, Gillette launched its Made of What Matters campaign, which saw the brand partner with ambassador and Premier League footballer, Raheem Sterling, to harness the power of football to help mentor the next generation to be the best they can be.

Alongside this, Gillette took action, partnering with youth education charity Football Beyond Borders (FBB) to help to provide more young people with the inspiration, opportunity and support they need to fulfil their potential. With the number of permanent exclusions from school in the UK at its highest point in nearly a decade—over 78% of which are boys—Gillette wants to help make real change, supporting FBB's efforts of giving many of these young people a relatable role model to look up to and keep life on track for them.

Gillette is working with FBB on a number of initiatives that set out to help more young people from disadvantaged backgrounds become the best versions of themselves. This includes investment into increasing the number of qualified practitioners who lead the programmes and become role models for young people within schools. The brand has also invested in the development of the 'What Makes a Man' module to help educate around modern masculinity, and supported Football Beyond Borders' annual showcase event to make it the biggest in the organisation's history alongside ambassador, and football pundit, Ian Wright.



[Watch Made of What Matters.](#)

#### Fairy Helps Grant Wishes to Seriously Ill Children

For many decades, Fairy has been proudly positioned in the heart of the home with a long-standing commitment to feed family life through modern life and tough times. Fairy and the Make-A-Wish Foundation have been working together to grant life-changing wishes to seriously ill children and their families for the last 14 years. This year was no exception. Fairy invited Make-A-Wish children to design a limited-edition bottle, allowing the public to be a Fairy Godmother and bring their own wish to life. For every bottle sold, Fairy donated to Make-A-Wish.



**"Fairy's support has never been more important to us as more than 2,000 children are currently waiting for their wish because of the coronavirus. We want to be able to make those wishes a reality as soon as it is safe to do so and to give those children. Just as many of us are planning to have parties, holidays and family gatherings once lockdown restrictions are lifted, wish families need to have a wish to look forward to. We are so grateful for Fairy's support in helping us to grant life-changing wishes."**

*David Williams, Chief Executive Officer, Make-A-Wish Foundation*

#### Pampers Supports Premature Babies

One in 13 babies, more than 60,000, are born prematurely in the UK each year, and need specialist care to support their early development—including a nappy made specially for them. Sleep is crucial to supporting physical and emotional development in premature babies, so Pampers launched its smallest ever nappy to help minimise disruption to avoid disturbing them.

Since 2017, in partnership with Bliss, the UK's leading charity for babies born premature or sick, Pampers has worked to ensure that every premature baby in the UK gets access to its Pampers Preemie Protection nappies to support much needed sleep.

This year, on World Prematurity Day, Olympic Cyclist and father of a premature baby, Sir Chris Hoy and his wife and Bliss Ambassador, Lady Sarra, joined forces with Pampers to help donate hundreds of thousands of nappies to UK hospitals. Through a one pack = one donation mechanic in Asda, the brand donated a Pampers Preemie Protection nappy to UK hospitals. In addition to this, for every share of a 'hand heart' image posted to social media using #PampersForPreemies, £1 was also be donated to Bliss to support premature babies' much-needed sleep. [#PampersForPreemies Sleep Is Everything.](#)



**£50,000 donated**  
by Fairy this year to Make-A-Wish Foundation to help grant life changing wishes to seriously ill children.

<sup>1</sup> World Health Organization—Drinking Water: Key Facts (June 2019) <https://www.who.int/news-room/fact-sheets/detail/drinking-water>

### Coming Together in Our Communities

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

Our P&G Laundry plant in West Thurrock donated nearly £35,000 to local causes including Thurrock Wize Up and Canvey Island First Responders. In the last 6 years the team has donated over £250,000 to local causes at its Charity Awards Gala.

Our P&G Pampers plant in Manchester has a long-standing partnership with Broughton House, a local care home for ex-service men and women, 'serving those who served us'.

Our Egham site donated £5,000 each to Shooting Star Children's Hospices and Hope in Depression.

Our Gillette Reading Plant supported local charities Babies in Buscot Support (BIBs), which supports premature and sick babies and their families at the Royal Berkshire Hospital and Launchpad which works to prevent homelessness in Reading.

Our Cobalt site donated £4,000 each to longstanding charity partners St. Oswald's Hospice and Family Gateway.

Our Head Office in Weybridge this year raised over £41,510 for Little Roo, the charity supporting the neonatal ward at local hospital, St. Peter's.

At Christmas this year, Newcastle East End foodbank and social food cooperative Byker Pantry received over a ton of food and household items donated by the employees from our Newcastle Innovation Centre. During the six-week run up to Christmas, each employee was encouraged to donate one item per week to those who are less fortunate. The response and generosity by employees was overwhelming.

### Bringing Comfort for the Homeless with Crisis at Christmas

In December 2019, we offered UK & Ireland employees the opportunity to 'donate' the value of their Christmas hamper—a seasonal benefit we offer employees—to homeless charities in the UK and Ireland.

As a result of these donations, over £2,000 was donated to Focus Ireland, and £14,000 was donated to Crisis in the UK. This enabled over 400 people access to a safe place to go at Christmas thanks to the collective generosity of our employees.



**£2,000+ donated**  
to Focus in Ireland

**£14,000 donated**  
to Crisis in the UK

# Community Impact: COVID-19

## A Force for Good in Communities. Now More Than Ever as We All Respond to COVID-19

Since the first cases of COVID-19 across the UK, Ireland and the Nordics, we've all faced unprecedented times. As a business, as brands, and as individuals. Responding in times of local or national crisis isn't something new for us, nor is helping vulnerable communities—it's an everyday part of our Community Impact work across the region. However, what has been different with the outbreak of coronavirus, has been the scale, speed and agility of support needed.

Our work at P&G to support COVID-19 relief efforts has been ongoing behind the scenes at a Global, European and Country level across our markets. Here in Northern Europe, from day one, the focus has been on acting, and acting quickly: channelling our resources, efforts and funds to provide grassroots support at mass scale. We have upscaled support with partners that help us help the many, as well as building new partnerships to provide critical support to frontline healthcare workers.

Our efforts continue to be focused in three areas:



Providing the comforts of home through **OUR PRODUCTS**



Utilising our innovation agility through **OUR PEOPLE**



Supporting charities and organisations through **OUR BUSINESS AND BRANDS**

What we share here is a snapshot of support so far<sup>2</sup> across Northern Europe. It is by no means exhaustive. Our response and support are ongoing, and we will continue to make ongoing updates via [our website](#).

2 All data captured within this section refers to donations and support given by P&G across Northern Europe up until 30th May 2020. Examples are not exhaustive and final numbers will continue to evolve based on final review of support as we move out of the COVID-19 pandemic.



## Providing the Comforts of Home in Times of Need

### Supporting Grassroots Charities

Across our sites, our brands, and our people have stepped up our donations of P&G products to those in need. Our products, the everyday essentials, that provide the comforts of home for many, have been in greater demand during this time than ever seen before.

In the UK, we've channelled most of these donations through our national charity partner, [In Kind Direct](#). So far over 196,000 products have been donated to support them—including Fairy, Ariel, Viakal, Flash and many more of our brands. A huge number of these products came through our London Plant Distribution Centre thanks to the hard work of our product supply teams.

Via In Kind Direct, over 1,270 charitable organisations across the UK have received P&G products since the UK went into lockdown.



**“We couldn't be more grateful for P&G's incredible support in response to the coronavirus pandemic. Their donations of truckloads of essential products across their laundry, home, hair, oral and baby care ranges, including hand sanitiser, to In Kind Direct have never been more needed. These supplies go a long way in helping local charities and community groups across the UK to keep supporting their communities and the most vulnerable during this unprecedented crisis. Keeping clean, safe and well has never been more important.”**

*Maya Pierreux, Business Development Director, In Kind Direct*

In the UK, with access to period products even more challenging during this time for vulnerable groups, Always and Tampax also donated over 229,500 additional products to foodbanks in Manchester and Birmingham on top of their existing donations to #EndPeriodPoverty.

In Ireland, over 36,000 products have been donated to the [Society of St. Vincent de Paul](#). As the largest voluntary charitable organisation in Ireland, their work

in communities to help alleviate poverty has never been more critical. Our donations of laundry, cleaning and personal care products are being used to bring small comforts to those the charity are working with across Ireland at this time.

Over 31,000 products have also been donated by our Nordics team to the [Swedish Red Cross](#) to support their ongoing COVID-19 appeal.

We haven't stopped there. Across our sites, additional support led by local teams, has so far also included:

- Donations of over £5,000 worth of Pampers, Always, Fairy and Lenor products by our Cobalt team to local foodbank, The Bay Foodbank who were in need of urgent supplies.



- Our Newcastle Innovation Centre team has donated £10,000 worth of nappies, period and laundry products to a local hygiene bank which will be distributing them to a range of local charities in need.
- At a time when nappies are in such high demand, our P&G Pampers Plant in Manchester has donated nappies to a number of community charities including Home Start, Little Villages, Greater Manchester FareShare as well as Runnymede and Weybridge foodbanks.

### Showing Support and Solidarity Through Our Brands

Beyond products, our brands also have an important external voice and have been stepping up to adapt and create helpful content, as well as form new partnerships, to help the public at this time. Here are just some examples of this work so far.

#### head & shoulders Champions Mental Health in Challenging Times



Following countrywide lockdown in the UK due to the outbreak of coronavirus, head & shoulders joined forces with the Campaign Against Living Miserably (CALM) to launch #ApartButTogether, providing support and advice during this difficult time. Through the partnership, head & shoulders and its ambassadors aim to remove any stigma around asking for help, offering genuine tips and direction on what to do when you need it. Together, the initiative has covered everything from fun challenges to help you stay connected and well at home, to support and advice on how to adapt to what's happening.

Watch England Footballer players Joe Gomez, Keira Walsh, Tammy Abraham and Leah Williamson talk [keeping in contact while apart](#).

#### Herbal Essences Brings Nature In

At a time when people could not spend much time outdoors, Herbal Essences brought the power of nature into people's homes across the UK via their Instagram channel. The content series included soothing footage from partner The Royal Botanic Gardens, Kew; a 'power of nature in your home' playlist with Spotify; and curated content with influencer partners such as Steph Elwood to provide inspiration for plant-based recipes to try at home.

Staying indoors doesn't mean we can't still use the power of plants to help calm and sooth us. #Stayathome #BringNatureIn



#### One World Together At Home

On 18th April P&G globally supported our partner Global Citizen in their partnership with the World Health Organisation, the United Nations and some of the world's leading artists for 'One World Together At Home'—a one-night special event, curated by Lady Gaga, to make its global debut. The evening was a night of music and action to celebrate the heroic efforts of frontline healthcare workers, first responders, local relief organisations and the World Health Organisation in the fight to end COVID-19.



Many of our brands across Northern Europe showed support for our global role in the event, generating an additional 57 million media impressions, driving awareness and tune-in support for the initiative.

#### Supporting Frontline NHS and Medical Staff as They Work to Keep Us All Safe

In addition to product donations to charities across Northern Europe, we have also been forming routes of support to frontline healthcare workers as they in turn work hard to keep us all safe at this challenging time.

#### Gillette Supports Frontline Workers Needing to Shave

After frontline NHS and healthcare staff in the UK and Ireland were asked to shave to allow a closer fit of their respiratory masks, Gillette recognised the small role a razor could play in supporting our frontline workers at this critical time. The brand set up dedicated donations to help those choosing to shave and has since donated over 90,000 razors to frontline workers in the UK and Ireland with many sharing their thanks over Twitter for the support. An additional donation of 2,000 Gillette SkinGuard shave preps was given to the London Ambulance Trust to help their team.

**“I work on a frontline ambulance at this very difficult time and would like to thank you for your free razor. It's important to know I have a perfect seal on my face when having to wear a facemask...and your Mach 3 razor gives me that confidence due to the closest and cleanest of shaves. It really is potentially a case of life and death if I get it wrong. Thank you for giving me that confidence.”**

*Matt (UK)*

#### Helping Keep Healthcare Workers' Uniforms Clean

Our laundry brands donated 3,000 packs of laundry powder to Great Ormond Street Hospital (GOSH) Children's Charity—a long standing partner of Fairy. Since the outbreak of coronavirus, the hospital was asked to house and care for children from hospitals across the country to free up beds for COVID-19 patients. As a result, it meant increased numbers of staff who struggled to find detergent due to stockpiling, as well as long shifts. Our donation has been used by the staff to wash their uniforms at home.

#### Showing Healthcare Workers We Care

We know that frontline workers have faced incredibly difficult and challenging shifts as they continue to fight coronavirus in hospitals across the country. To help give a small touch of comfort, Oral-B and Olay donated products to support staff at North Bristol NHS Trust and NHS Nightingale Bristol. Over 1,000 toothpastes were sent for staff coming on or off shifts, and over £50,000 worth of premium Olay face creams were sent to help relieve staff's dry faces and hands after long shifts wearing PPE.



Always and Tampax also donated over 726,000 products to frontline workers at NHS Nightingale hospitals (London, Bristol and Birmingham) for use in bathrooms for staff taking on shift patterns at the new field hospitals.

And finally, our Hair Care brands (Pantene, Aussie, Herbal Essences and head & shoulders), Olay and Oral-B together donated £890,000 worth of products to frontline workers at NHS Trusts across England as part of Blue Lights Card 'pick me up' packs initiative. Pallets of product have been sent, by Blue Lights Card, via a partnership with In Kind Direct, to over 60 Trusts across the country.

### Showing Support in Small Ways Up and Down the Country

Employees from across our sites have also looked to extend support where they can. This has come in all manner of forms as the empathy of P&G people has shone through, for example:

- Our team in Harrogate donated shampoo and period products to nursing staff at Harrogate District Hospital.
- Our P&G Pampers Plant in Manchester donated shampoos, conditioners, face wipes and period products to Salford Royal Hospital to support to help staff around the hospital, especially those who work in Intensive Care Units.
- The team in our Newcastle Innovation Centre donated personal hygiene products to support patients at Queen Elizabeth Hospital, Gateshead and Freeman Hospital and over £1,000 worth of nappies, cleaning and personal hygiene products to Stockton Women's Refuge.
- Our team at our Skelmersdale distribution centre have donated over £28,000 worth of products to local charities and healthcare facilities including Wrightington, Wigan and Leigh NHS Trust, Storehouse Project, and Salford Care Homes Practise.

### Turning Our Innovation Capabilities to Manufacture Hand Sanitiser

In these unprecedented times, our plant teams have also harnessed our innovation capabilities, and manufactured hand sanitiser at our Reading Gillette Plant. We have been producing hand sanitiser made according to the WHO Formula 1.

This has not only first and foremost helped keep those P&G employees classed as essential workers safe, but we have also been able to donate significant volumes to charities across Northern Europe. By the end of May, this totalled over 17,000 litres.



- 4,000 litres to the British Red Cross, Irish Red Cross and Swedish Red Cross
- 6,000 litres to In Kind Direct who are in turn including bottles with every order they send to charities across the country
- 1,250 litres to NHS England Trusts via Blue Lights Card
- 3,750 litres to local charities and healthcare facilities close to each of our UK and Ireland sites
- 2,000 litres have also been sent to FareShare UK—who our UK Retailers are supporting with food donations—to support their workers in 23 warehouses across the country



So far, we've enabled the equivalent of over 5.7 million hand washes<sup>3</sup> through our hand sanitiser donations across Northern Europe.

### Donating Funds to Extend COVID-19 Relief Efforts

In addition, our business, brands and sites have stepped forward to provide much needed financial donations to charities working across the cluster at this time. We have made several key donations as a Company to support frontline workers and charities. This has been to the British Red Cross and Swedish Red Cross to support their COVID-19 appeals, as well as In Kind Direct to support its COVID-19 relief efforts and product deliveries to charities across the UK.

Our brands have also been supporting charity partnerships—long-standing and new—as they individually make a difference in communities, and support these organisations at a time when funds are even more critical.

- Herbal Essences donated additional funds to the British Red Cross in support of its COVID-19 appeal
- Pantene donated to Women's Aid
- head & shoulders donated to mental health charity CALM as part of its #ApartButTogether campaign
- Aussie donated to support freelancers and small business across the country as part of its #InGoodCompany campaign
- Olay donated to its charity partner Young Women's Trust



To date, we have donated almost **half a million pounds to charities** across the UK to support a range of COVID-19 relief efforts.

Above all, what has been truly outstanding, is the financial support we've been able to provide to local charities by our sites, thanks to the dedication and passion our employees.

- Our Newcastle Innovation Centre and Cobalt teams have directed £15,000 from the P&G Fund—held in the Tyne & Wear and Northumberland Community Fund—to the new Coronavirus Response and Recovery Fund. This will be used to get extra money to organisations that are supporting older people and other vulnerable groups affected by the COVID-19 outbreak.

- Our Harrogate team has donated £2,000, split equally to the Harrogate Homeless Project to support with access to product and PPE as well as funds to keep up lines of communication with vulnerable clients; the Harrogate Easier Living Project to purchase PPE for volunteers and support client mailouts; and to the Martin House Children's Hospice to continue its vital services.
- Our team in our Newcastle Innovation Centre site has also made several additional cash donations including £3,500 to Cash For Kids to provide children in the local area with lunches supporting families whose children would have normally qualified for free school meals. And through employee donations, an additional £1,500 to West End and East End Foodbanks as well as Byker Food Pantry Cooperative who are all supporting food provisions to vulnerable groups.
- Our Cobalt team has also made an additional donation of £56,000 to two local charities—St Oswald's Hospice Newcastle to support their work in specialist palliative medical and nursing care; and Family Gateway who work with families where children are in or at risk of poverty.

These are just a few examples of the small ways we have stepped up to continue to be as a force for good within communities across Northern Europe so far.

**“Our heartfelt thanks go out to the NHS and other frontline workers, as well as to the charities and organisations many communities across Northern Europe depend upon. The work we have undertaken has been focused on helping them help the many. Whether that’s providing an ambulance worker with a Gillette razor so he can shave to allow a closer fit of his respiratory mask or giving a FareShare food bank volunteer access to hand sanitiser to allow them to safely distribute key essentials to vulnerable families. We know we have an important role to play in helping at this time, and none of this would have been possible without the dedication and passion from all our employees across the region. It doesn’t stop here though. We continue to adapt, respond and support in the small ways we can, as we all join together in this fight.”**

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

<sup>3</sup> Based on 3ml of hand sanitiser used per handwash



# Diversity & Inclusion



P&G is a Company that believes in diversity and inclusion. We strive for, and champion, a world free from bias—a world with equal voice and equal representation for everyone. With over 65 nationalities represented in our workforce in Northern Europe, and over 140 globally, embracing and ensuring our own diversity helps us to truly 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.

### A Business Without Bias

Diversity & Inclusion (D&I) is in our DNA—at the heart of our Purpose, Values and Principles—and critical to our growth. For our employees it means recognising that each of us is truly unique. Together we create an amazingly rich tapestry of talent, insight and perspective. By celebrating and nurturing those unique contributions as a competitive edge we bring to life our mission—‘Everyone Valued, Everyone Included and Everyone Performing at their PEAK™’.

However, we believe our job doesn’t end there—our belief and commitment extend beyond the walls of P&G. We are driving action across the region—and the world—to make a meaningful difference, and we care about our impact, always striving to make the world a little bit better through our actions.

### Using Our Voice

At P&G we’re committed to using our voice and global reach to generate dialogue, create positive change and be a force for good.

### Ensuring our Advertising is Accessible to All

There are 2 million people in the UK with sight loss—an audience who have, up until recently, been largely ignored by advertisers. It was this insight from Sam Latif, our Global Accessibility Leader, and 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 is truly profound—with the inclusion of a voice-over to bring to life the content on screen. 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.

We were the first company to offer Audio Description on adverts in the UK—first launching on our Flash Dog advert—and 100% of our advertising is now enabled with audio description for the UK. We’re also spearheading work across the entire industry to enable this service across all channels.



[Watch our audio described Flash advert on our P&G YouTube channel.](#)

**Speaking Up with Pride**

Once again, in July 2019, P&G employees across our sites joined together to show our support for Pride month, in marches and events up and down the UK. This coincided with P&G's global launch of our 'Out of the Shadows' film. Our 2018 award-winning film, 'The Words Matter', told our story of employees who worked tirelessly to secure employee LGBT+ rights. We continued that journey of self-reflection with the 2019 sequel, 'Out of The Shadows'. We partnered with CNN and Great Big Story to tell these stories and each film traces the history of how gay and lesbian employees at P&G banded together to fight for equality in the workplace.



**P&G was 'Commended' for Large Organisation/Brand at the 2019 Rainbow Honours Awards.**

Championing equality for the LGBTQ+ community, Summer 2019 saw us kick off Pride season in the UK, with our annual sponsorship of the Diva Awards, where this year P&G supported the 'Influencer of the Year' category. P&G was also a sponsor of Pride in London which saw our team attend the Pride Gala evening, as well as share what equality means to us as a Company with a keynote from our Northern Europe Grooming Director, Daisy Gray, on the Women's Stage in Leicester Square.

**Making an Impact**

**We believe brands should be a force for good and we use our voice and reach in advertising and media to raise awareness and spark conversations around diversity.**

We don't shy away from engaging in important and emotional cultural issues. Conversations on these profound social issues are important and, by sparking the discussion, we believe we can play a part in creating meaningful and positive change.

**Fairy Drops Y to Support LGBT+ Homeless Youth**

Fairy, one of our heritage brands at the heart of family life for more than 50 years, was at the forefront of our Pride celebrations in 2019. When Fairy dishwashing liquid was first introduced in the UK in 1960, traditional heterosexual couples were the mainstay. Same sex couples couldn't be openly together—let alone married. Now 60 years later, Fairy's mission remains the same: to feed family life, whatever that looks like today.

Through research commissioned by the brand, The Fair Report looked at the attitudes and perceptions of British parents and found that, while things have come a long way in Britain, there is still a long way to go for all families to enjoy equality. Although LGBTQ+ people make up about 7% of the UK population, sadly, they make up almost a quarter of homeless young people today, often driven from their homes and their families through unacceptance—and that's not FAIR.

So, on 3rd July 2019, we dropped the 'Y' and launched a limited-edition FAIR bottle, donating a portion of every purchase to the Albert Kennedy Trust (AKT) which works to find homes for LGBTQ+ youth who have been driven from their homes due to nonacceptance of who they are. We partnered with entertainer Duncan James to bring the campaign to life and get families talking.



**The Power of Hair with Pantene**

Pantene believes a great hair day, no matter what that looks like, can make women feel stronger and more powerful; scientifically proven in a recent study by Yale University and Pantene. With products for every hair type, Pantene is on a mission to bring great hair days to every woman. To celebrate the transformative power of hair, Pantene was this year proud to introduce the 'Pantene Power Squad', including television personality, philanthropist and author, Katie Piper; writer and transgender campaigner, Paris Lees; and Champion Boxer, Ramla Ali. Each of these three inspiring women has a unique story for how their hair has played a pivotal role in their personal evolution.

**"It's pretty impossible for me to fully communicate what being celebrated by Pantene means to me and the trans-community. It is so wonderful to be part of something that has given hope to so many people who are struggling at the moment in the face of so much transphobic sentiment."**

*Writer and Transgender Campaigner, Paris Lees*

**Olay Encourages Women to #FaceAnything**

Research from Olay revealed that in a world where we should be lifting each other up, 60% of women experience negative labels at least once a week. In a bid to help empower more women across the UK to face anything that life throws at them, Olay and charity partner, the Young Women's Trust, were proud to launch the #FaceAnything campaign, which saw the brand introduce nine new fearless female ambassadors. All from different backgrounds and facing different struggles, each female ambassador shared her own story and the labels they've suffered to help women to Face Anything. Olay's customers and staff joined the campaign to raise funds of £100,000. Every donation was matched by Olay itself to support the Young Women's Trust Coaching Service, helping 500 young women to feel like they too can Face Anything.

**Clearblue Helps Keep Pregnancy Test Results Private for Visually Impaired Women**

Taking a pregnancy test is an emotional experience no matter the outcome. Sharing your results on your own terms is something that has been out of reach for many visually impaired women and couples for too long. We are helping to change that through a partnership with Be My Eyes, an application for blind and low-vision consumers, and Clearblue. Women can now call the Clearblue Careline to access support to privately read their results and get their questions answered.



**Venus Champions Confidence**

In Summer 2019, Gillette Venus launched its empowering new vision to champion every woman, and the skin they're in. 'My Skin. My Way' recognises that a lot has changed in Venus' 18 years, women and femininity has evolved, as have views on beauty, skin and even hair removal. However, despite this progress, research from the brand found that 60% of women don't feel comfortable in their own skin because they don't meet 'typical' beauty standards.



Venus therefore hit the refresh button, focusing on featuring real women, with real stories, celebrating the skin they are in and how it makes each woman unique. This equity now features across all of Venus' communications, as the brand continues to champion confidence that is more than skin deep.

**Pantene's 'Power of Grey' Campaign Shapes Culture**

Pantene understands the power of hair. It is identity; it is self-esteem; it is confidence. That's why the brand is on a mission to give women more great hair days, creating products and campaigns that transform both her hair and her world for the better. This year, Pantene launched a new campaign, 'The Power of Grey', that proudly celebrates women embracing their grey hair, aiming to transform the cultural narrative around it. While greying is biological and gender agnostic, often men with grey hair are considered silver foxes while women are sometimes considered to be 'letting themselves go'. By challenging society's views on the appropriateness of grey hair, we intend to remove the cultural shame. Women can now embrace their grey hair with Pantene's Hair Biology Grey & Glowing collection just for them.



**Changing the Culture**

**Great Minds Do Not Think Alike**

With no two diagnoses the same, Autism Spectrum Disorder (ASD) is a condition that needs careful understanding to enable individuals on the spectrum to thrive. Full-time employment for adults on the autistic spectrum is disappointingly low given the skills that many autistic people can offer potential employers.

Neurodiversity is a proven approach to growing innovative thinking and the power comes from combining neuro-typicals with the neuro-diverse to deliver the business. Our neurodiversity programme, which was first launched in our Reading Innovation Centre, was designed to learn as a Company how to hire this dynamic talent and capture candidates' unique problem-solving methods. We believe that people with ASD are a source of untapped talent as they are often focused, analytical and have a special appreciation for systems and patterns. That's also the reason why these individuals are adding significant value to our Company.

Learn more about our [neurodiversity programme](#).



**Our neurodiversity programs at P&G are diversifying talent and driving business results.**

**Proudly Supporting a Diverse Network of Employees**

We have various affinity groups available to employees across the cluster. These include GABLE which fosters an inclusive, supportive network enabling Gay, Ally, Bisexual, Lesbian and Transgender Employees to bring their full selves to work; and also our People with Disabilities Network, which is focused on making our facilities, technology and brands more accessible for people with disabilities.

This year, we celebrated International Day of People with Disabilities by lighting up several of our UK sites in a purple hue. Each site also carried out their own events to celebrate the day and to raise awareness of the 1.7 billion people who live with a disability today. Our Northern Europe Head Office in Weybridge, UK, hosted a 'Dine in the Dark' experience where employees could opt to carry out their everyday experience of eating lunch whilst wearing a pair of vision impairing glasses to walk in the shoes of someone with sight loss to understand how to be a better ally.

We are also active in our local communities to attract a diverse range of applicants and are committed to training our certified interviewers to recognise unconscious bias.



We work in partnership with student community, the Bright Network, to support BAME (Black, Asian, Minority, Ethnic) students or those who are the first generation of their family to go to university, encouraging them to consider a career with P&G post-graduation.

We also once again celebrated Trans Awareness week, with a social media take-over hosted by trans-power couple Jake and Hannah Graf, who visited our Northern Europe Head Office in Weybridge to help educate employees around their own personal journeys from living in the wrong body, to finding love and happiness post transition. We marked IDAHOT day again this year, with a message of solidarity against homophobia, biophobia and transphobia.

This year we also supported *DIVA Magazine's* inaugural Lesbian Visibility week, where we are proud that our own Chief HR Officer Shelly McNamara was named in the 'Top 100 Most Visible Lesbians List', published in *The Guardian*, celebrating lesbians and the wider LGBTQ+ community, as well as showing solidarity with all women in our P&G family.



**We were delighted to be recognised as an honouree for the Inclusive Workplace Award at the 2019 Annual Disability Matters Europe Awards.**

**Redefining Flex@Work**

Work and personal lives are intrinsically linked. Traditional schedules may no longer fit the rhythm of many of our career and life needs. In an era of single parenting, caring for ageing parents, supporting a child with special needs or navigating same sex parenting, we passionately believe in the importance of recognising all aspects of our employees' lives and, when the circumstances arise, the need for their work to be flexible around this. Our flex@work ethos therefore isn't just a policy, it's a business strategy that's at the heart of our working culture, designed to provide location and time flexibility for modern employees and their families.

**Making Mental Wellbeing a Priority**

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 to experts and organisations to enable further advice to be obtained.

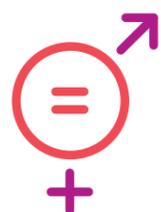


**Inspiring New Generations**

Our Newcastle Innovation Centre is a key centre of global innovation for our Fabric Care business and remains at the heart of the local community. The team runs various hands-on science classes for local pupils aged 4 to 18, as well as offering careers advice and support. Our employees also supported the Big Bang Event, where more than 6,000 students aged between 9 and 19 had the opportunity to understand what it's like to work in a lab and use the chemistry/biology/science knowledge that they have in order to improve lives around the world, as well as representing P&G on a panel at the 'Empowering Your Future' conference, aimed at inspiring young women aged 13-16 to consider a wide range of STEM opportunities, overcome potential barriers to success and learn about building positive networks.

Scientists from our Greater London Innovation Centre have also 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 P&G scientists attend the day-long event to run activities to inspire the younger age groups to pursue a STEM career and/or provide career advice to older age groups.

See more about our [STEM linked careers](#).



# Gender Equality



P&G aspires to build a world free from bias, with equal voice and equal representation for everyone. Put simply, We See Equal. We are committed to addressing the barriers that continue to stand in the way of gender equality in the workplace, and the world.

To make meaningful progress, we're focused on three areas where we know we can have impact long term: leveraging our voice in advertising and media to tackle bias and promote gender and intersectional equality; removing barriers to education for girls and creating economic opportunities for women through social impact programmes and advocacy efforts; and creating an inclusive, gender equal environment inside P&G—and advocating for gender-equal workplaces beyond P&G—where everyone can contribute to their full potential.

It's a multifaceted and intentional approach with big aspirations and not something we can achieve without the great partners we have working alongside us to help us have a bigger impact.

## Using Our Voice as a Force for Change

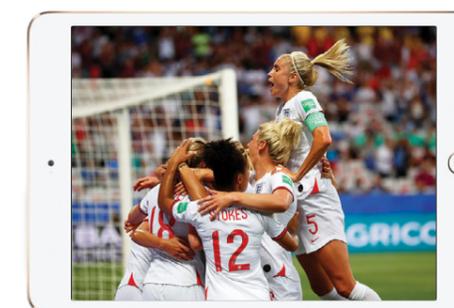
### Challenging Bias Through Our Brands

As one of the world's biggest advertisers, we have an opportunity to use our brands as a force for good, as well as use our voice in advertising and media to raise awareness and spark conversation around gender bias. We take our responsibility to ensure equal representation in our brand advertising very seriously. We are committed to avoiding typecasting male and female roles within society, more accurately portraying both sexes in today's modern world, and expressing points of view that promote dialogue that positively promotes gender equality.

Some great local examples include our head & shoulders partnership with the FA sponsoring the England Women's and Men's teams, now in its second year of promoting equality through sport. We know that many men take an active role in the household, sharing chores and parental care equally, and we are working hard to ensure we represent both genders equally in our advertising—that's why our latest Flash Mop ad features a man doing the cleaning. Our latest Bold campaign celebrates a new mum returning to work, and our Pampers advertising features both parents caring for their baby.

By demonstrating gender equal roles through our advertising, we're striving to change attitudes and perceptions of the role of women in society, recognising and celebrating the many men who are already champions for their families, having embraced a more modern approach to gender equality in the home.

Across P&G, we also continue to help improve access to education and economic opportunities for women through our public advocacy efforts as well as our brand and corporate programmes. We know that when women are given the opportunity and tools to fully participate in the economy, they build businesses and we see families and communities thrive.



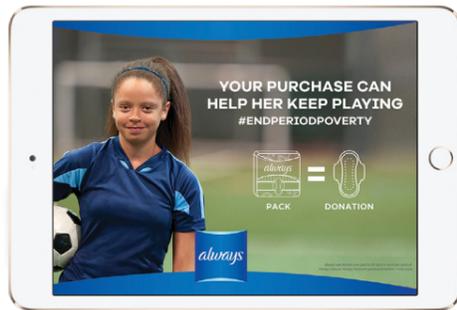
**Always Gives Equal Opportunities to Girls to Learn and Thrive**

Always' goal to help #EndPeriodPoverty started in March 2018 and so far, with support from people across the country, Always has donated nearly 29 million period products to schools and youth groups. By helping to keep young women in education we hope to help give them the best possible start for their futures.

Always firmly believes it is important that girls have access to period products, even out of term time so they can take part in activities that help build their confidence and shape their future. It's why this year, the brand launched a new donation drive, giving free product to UK Youth, a nationwide network of youth organisations that support and inspire 1.5 million young people.

Alongside these efforts, Always also regularly donates to our longstanding corporate charity partner In Kind Direct, and provides sanitary pads, liners and tampons to UK schools through our Femcare Puberty Education Programmes—designed for secondary students—all part of the brand's 30+ year commitment to supporting all girls and women.

P&G is also one of two co-chairs helping to lead the UK government's new Period Poverty Taskforce. Alongside Plan International UK and the Government Equalities Office (GEO), P&G is working together with charities and businesses across a range of sectors to develop a comprehensive and sustainable response to period poverty in the UK.



**Nearly 29 million period products donated to school and youth groups to help #EndPeriodPoverty by Always.**

**A Fair Deal for All**

Challenging the traditional roles within society will help shift the balance—equality is about making life fairer and more inclusive for everyone. Caring for a home and family has no gender. Equality in the home enables equality in the workplace. This year, P&G partnered with *Fair Play* author, Eve Rodsky, to bring her own solution for creating fairness in the home to life for our employees. By adopting the 'Fair Play' system to more evenly distribute the everyday responsibilities of running a home between members of the household, individuals can create more space for self-care, personal and professional development. We've already seen some interesting results.



**LEAD Develops Future Leaders**

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 founding 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. LEAD is also a great platform to collaborate with industry partners on a different scope to our normal business and we're confident it will help to strengthen relationships, and our business, in the future.

**Changing the Culture**

**A Continued Commitment to an Inclusive Workplace at 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 the gender pay gap across P&G's entire operations in Great Britain remains very small (mean -0.8%, median 0.4%) and the strongest driver comes from the shape of our organisation which is influenced both by the differences in the number of men and women at different job levels and the choices that our employees, both men and women, make with respect to their pay and benefits. 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 this confirms we have no intentional or unintentional statistically significant differences in pay due to gender or ethnicity.

However, we recognise there is always more that we can do, and our journey continues to enable us to make a long-term impact on the gender pay gap both within our own business, to achieve our aspiration of 50:50 representation at all levels, and to contribute to wider society. More information on our work to champion gender equality can be found in our Gender Pay report on our website.

**#Sharethecare to Help Workplace Equality Begin at Home**

Welcoming a new addition to the family is a joyous occasion for both parents and we are cognisant of the importance of creating a bond during the early years. Our #Sharethecare policy embraces the modern expectation that parenting and caring for the home is for all genders, enabling fathers to take up to eight weeks of fully paid leave within the first 18 months of their child being born or adopted.

More than a policy change, it is a step toward shifting cultural norms by making child caregiving gender unbiased, shifting the stereotype that women should be the sole full-time caregiver in the early stages of a child's life. Rather than fathers 'daring to ask' to take leave, they are highly encouraged to prioritise time with their child so that the whole family can enjoy the associated benefits—and the benefits of building equality into parental leave policy are far-reaching. Sharing the care has also proven to have a positive impact on mothers, considering that where new fathers also take parental leave, mothers return to work more easily, female employment is higher, and the earning gap is lower.

**"Enabling my partner Paul to share parental leave gave him time to bond with the children early on and has helped provide a more balanced family life. Our reduced work schedules mean that we both enjoy rewarding careers and get to spend quality time with the children."**

*Helen Johnson, Associate Director, Instore and Customer Marketing, P&G Northern Europe*



Our #ShareTheCare policy embraces the modern expectation that parenting and caring for the home is for all genders.

**Men Advocating Real Change™**



Creating a gender equal society requires effort and commitment from everyone—recognising that many of the challenges and stereotypes that exist within our society today cannot and are not to be fixed by women alone. Through our partnership with Catalyst, we are now inspiring people within our own organisation to participate more fully on the journey for gender equality. The MARC (Men Advocating Real Change) dialogue sessions have engaged both men and women inside and outside P&G to understand the impact dominant culture, unconscious biases and privileges have on inclusion in the workplace—and more importantly the actions people in the Insider group (in most cases the numerical majority group) can take to become active allies in the journey towards equality and inclusion both in the workplace and in society.

Learn more about [MARC™](#).

**"After participating in the MARC session, I felt compelled to make a change that would have a positive impact on my family life and colleagues alike. I feel I have an obligation to help promote a fairer and more inclusive environment where we can all grow."**

*Ioannis Kasotakis, London DC Masterplan Leader, P&G*





# Environmental Sustainability

At P&G, environmental sustainability is embedded in how we do business. We have a responsibility to make the world better—through the products we create and the positive impact our brands and Company can have in communities. We've established ambitious goals to minimise our environmental footprint, to innovate with the best and safest ingredients from both science and nature, and to create products that make responsible consumption irresistible for people everywhere.

### Ambition 2030

As part of Ambition 2030, we are looking to enable and inspire a positive impact and we have set goals that we believe will be good for consumers, good for the planet and good for business. The framework for our goals spans four areas—brands, supply chain, society and employees.



**BRANDS**  
Use the power of innovation and our brands to delight consumers and drive positive impact



**SUPPLY CHAIN**  
Reduce our footprint and strive for circular solutions



**SOCIETY**  
Create transformative partnerships that enable people, the planet and our business to thrive



**EMPLOYEES**  
Engage and equip our employees to build sustainability thinking and practices into their work and their communities

### Partnership Leads to Progress: The UK Plastics Pact



April marks two years since the launch of the pioneering initiative to change how plastic is made, used and disposed of in the UK. P&G is a founding member of The UK Plastics Pact and is tracking and reporting its progress towards achieving the Pact's 2025 aspirational targets, which include:

**ELIMINATING** problematic or unnecessary single-use plastic packaging items.



**100% OF PLASTIC PACKAGING** to be reusable, recyclable or compostable.



**70% OF PLASTIC PACKAGING** effectively recycled or composted.



**30% AVERAGE RECYCLED** content across all plastic packaging.



The UK Plastic Pact targets are very ambitious, and it will take strong partnerships to tackle the many complex challenges that everyone in the industry is facing. To reach 100% recyclability goes beyond the technical ability to recycle an item and calls for a recycling system to be operational at scale with viable collection, recovery, and end markets in place. It also depends on increased consumer engagement to ensure items are captured in the recycling stream and don't end up in our environment. By achieving recyclability, we will be able to increase high quality recycled content that can go back into the circular economy.



### Using Our Purchasing Power With 100% Renewable Electricity

Last year, we announced we reached our 2020 goal of purchasing 100% renewable electricity in the U.S. and Canada and exceeded our original goal by extending the purchase of 100% renewable electricity to Western Europe. These markets are among our largest and represent over 70% of P&G's purchased electricity. This commitment was achieved ahead of schedule and signifies a strong start to reaching P&G's goal of purchasing 100% renewable electricity globally by 2030.

**“We are proud of our efforts to reduce our environmental footprint and leave the world a better place for generations to come. Our primary goal is, and will continue to be, to deliver the superior products our consumers can trust, with the reassurance that behind each P&G product is a supply chain committed to environmental responsibility.”**

*Virginie Helias, P&G's Chief Sustainability Officer*

We are reducing emissions across our operations through a diverse portfolio of renewable energy projects focused on wind, solar, geothermal, hydro and renewable energy certificates. Building on our legacy of environmental leadership, we've already achieved many of our 2020 sustainability goals for energy, water and waste, making measurable progress that can be seen across brands and geographies. By purchasing 100% renewable electricity in the U.S., Canada, and Western Europe, we're now on track to also exceed our 2020 renewable energy and science-based greenhouse gas commitments.

### Brands Encouraging Responsible Consumption

#### Herbal Essences Brings the Power of Plants to Life

Herbal Essences is on a mission to power the planet with its partnership with Royal Botanic Gardens, Kew, a world leading authority on plants with 260 years of scientific expertise. Its scientists have identified key botanical ingredients in the Herbal Essences bio:renew range, making Herbal Essences bio:renew the first-ever global hair care brand to be endorsed by Kew.



Herbal Essences bio:renew is the first-ever global hair care brand to be endorsed by The Royal Botanical Gardens, Kew.

With 17.2% of butterfly species in the UK endangered or critically endangered, it's more important now than ever to help support the biodiversity that they rely on. The team created billboards with a purpose around London featuring 3,000 detachable leaves, filled with wildflower seeds which can be planted at home. Once all leaves have been picked and planted, over 36,000 beautiful wildflowers could grow, encouraging a flourishing habitat for butterflies in the UK.

#### Olay Pilots Refillable Beauty

Olay is piloting a new way of shopping for skincare that could dramatically reduce the amount of plastic used in the beauty category. Olay is offering its best-selling Olay Regenerist Whip moisturiser with a refill that fits right in the jar. The package will be sold and shipped in a container made of 100% recycled paper and will not contain an outer carton in order to reduce the use of paperboard. The refills themselves are also recyclable. Olay's breakthrough refillable product concept is just one step in the brand's commitment to making more of its packages recyclable or reusable and are part of P&G's larger sustainability initiatives.



### Fabric Care Increases Use of Recycled Content and OPRL

This year, our Fabric Care business announced a significant increase of recycled plastic in its packaging, with leading brand Ariel increasing recycled content in liquid detergent bottles up to 50%. Lenor fabric conditioner also announced it will reach 100% PCR plastic in its transparent PET bottles. By increasing the amount of recycled plastic in Ariel and Lenor bottles, P&G will save the amount of virgin plastic required to produce one line of detergent bottles to go around the earth per year.

P&G also announced its membership of the award-winning On-Pack Recycling Label scheme (OPRL), which is recognised by 70% of UK consumers and can help increase packaging recycle rates across the country.

These significant steps are ways the Fabric and Home Care brands are working towards its commitment to 100% recyclable packaging in the UK by 2022, 45% plastic packaging reduction in the UK by 2025 (vs. 2018).



By increasing the amount of recycled plastic in Ariel and Lenor bottles, P&G will save the amount of virgin plastic required to produce one line of detergent bottles to go around the earth per year.

### Tampax Steps Up Education On 'Do Not Flush'

Too many people still believe pads, tampons, wrappers, or applicators can be flushed down the toilet. P&G Feminine Care wants to continue to remind people that everyone can contribute to the care for the environment by not flushing period products and disposing of them in the bin instead. We communicate 'Do Not Flush' concept via various touchpoints which include on packs, schools educational and sampling programme (reaching 80% of UK secondary schools), product guide in England schools period product supply scheme (reaching 22,000 schools in England) and on social media.



### Recycling Razors With Gillette and TerraCycle

Gillette and Gillette Venus, in partnership with international recycling leader TerraCycle, announced for the first-time that all models of razors, blades and disposable razors can now be recycled thanks to the launch of a new recycling initiative.

Once collected, the used products are broken down and separated by material. Plastics are cleaned and recycled into pellets which can then be used to make new products whilst metal materials are sent for smelting into new alloys. As market leaders, Gillette and Gillette Venus are dedicated to helping improve the sustainability of the category, therefore the recycling programme will also accept blades, razors and disposable razors from any brand in the UK.

Coinciding with the launch of the recycling programme Gillette has also announced the introduction of four new hero packs, Mach3, Fusion5, SkinGuard Sensitive and ProGlide razors, which are 100% plastic free and fully recyclable.



**100%** plastic free and fully recyclable new hero packs announced by Gillette.

**Period Products With Environmental Change at Their Heart**

Always and Tampax want to make everyone who menstruates feel confident today, and in the future, which is why this year the brands launched their new Organic Cotton collection. The products are made of a 100% organic cotton core and top sheet, neither of which contain any fragrances or dyes. The organic cotton is sourced responsibly and verified through a third-party certification. Women can also learn about the origin of the cotton and the products' production process by scanning a QR code on pack. Tampax packaging, and the Organic Cotton Liners are made with recycled material and the applicators are also made with bioplastic. This is just one of the ways Always and Tampax are offering trusted protection, so women can feel confident in their choice and their future.



**YES Says Yes to Recycling in Sweden**

Panta YES in Sweden created an incentive for consumers to recycle YES washing up liquid bottles by connecting the brand to a recycling app. The initiative was built from the insight that 85% of drinking bottles in Sweden are recycled due to incentivisation, but only 40% of plastics are currently recycled today.

The partnership has already had an impact. Six hundred YES bottles were recycled in the first 60 days, with 114,581 app downloads, 12,200 bottles scanned and 1,933 coupons redeemed (for both dishwasher and hand dish wash premium products).<sup>4</sup> P&G was the first consumer goods business to join the app, which has since seen a huge growth in users and connected brands.

**600** YES bottles were recycled in the first 60 days.

**Award Winning Industry Innovation: Holy Grail 2.0**

This year P&G-led project, HolyGrail 2.0, won the Circular Economy Innovation of the Year at the Edie Sustainable Leaders Awards 2020, and is shortlisted for The Grocer's Gold Award Sustainability Initiative of the Year.

The awards come as a recognition to P&G's packaging expertise and leadership pioneered by P&G's Principal Scientist Gian DeBelder, who has been leading a coalition of 30+ companies under the Ellen MacArthur Foundation's New Plastics Economy Pioneering Projects to solve one of the largest obstacles facing plastic recycling: ineffective sorting at material recovery facilities, and recyclers.



HolyGrail tested the use of digital watermark technology to turn packages into 'intelligent objects', and accomplish sorting techniques deemed impossible for the recycling industry to achieve.

HolyGrail 2.0 is the next phase of the project which will be exploring a possible test market in 2021 with the formation of a new mega consortium (>170 interested partners). This is one of the many ways P&G employees are using innovation as a force for good and force for growth to enable responsible consumption and make a positive impact on the environment.

<sup>4</sup> Results from July 2019 to April 2020

**Stepping Up Across Our Sites**

As we seek to advance our Ambition 2030 efforts, we also know we need to ensure our employees are engaged and equipped to help us drive progress vs. our sustainability goals and objectives. It's inspiring to see the small changes employees can make in their sites to make a positive impact on the environment. We encourage our sites to learn from each other and find out how they can reapply some of these changes to their own workplaces.

**Energy**

Across our major Northern Europe sites, we have achieved a 9% energy reduction through major lighting replacement programme, moving to sensor-activated low energy LED lights, investment in mechanical and ventilation systems to increase efficiency and implementing operational improvements on sites, shutting down services when not needed.



In addition, our Egham Innovation Centre has offered employees the option to use an electric taxi service for P&G trips and as part of the expansion of our Reading site, the new building is undergoing a BREEAM (Building Research Establishment Environmental Assessment Method) assessment and has installed electric car charging points.

**Water**

Our Northern Europe Head Office in Weybridge reduced water consumption by installing water volumisers which reduce flow at the faucets by up to 90%—something first used at our Cobalt site in the previous fiscal year.



**Waste**

Across our Northern Europe sites, we have made strong progress to eliminate 95% of single use items on site (most plastic but some non-plastic too) equating to around 770,000 items annually.<sup>5</sup>



**Sparking Sustainable Thinking at Our Newcastle Innovation Centre**

In December, our Newcastle Innovation Centre (NIC) hosted its annual 'Spark Innovation and Connections Event', which is an internal celebration of the work being led by P&G employees, and provides an opportunity to learn what is happening externally to 'spark' new ideas and connections. The primary theme for the day was Sustainability, and as part of the event, the site hosted internal and external inspirational speakers and showcased a range of NIC-led development projects, which will feed into the latest initiatives in our key markets. The programme for the day was very much in line with our Ambition 2030 targets—to integrate social and environmental sustainability as a key strategy in our business plans, educate employees across all levels, reward progress, and integrate recognition in the individual's performance assessment.

<sup>5</sup> This excludes the Cov-19 period, where the data is not comparable



#### 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 2019/20 fiscal year. More information on P&G and our family of brands is available online at [www.pg.co.uk](http://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.