



PURINA

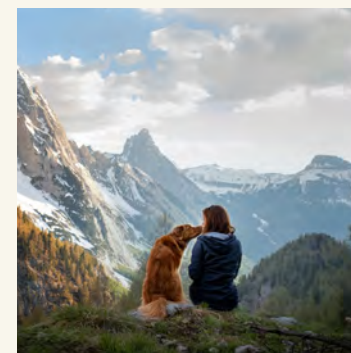
# BetterwithPets

## Purina in Society Report 2020





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The full GRI Index and assurance statement can be found here

# Message from the Chief Executive

## Bernard Meunier

CEO Nestlé Purina EMENA 2013-2021

### Standing by our purpose: creating richer lives for pets and the people who love them in times of crisis

Our belief, as Purina, is that when people and pets bond, life becomes richer for pets, the people who love them and the communities in which they live.

The role that pets and humans play in each other's lives, in increasing happiness, promoting overall wellbeing and encouraging feelings of security cannot be underestimated, particularly at this time. Research published in the British Medical Journal highlights the mutually beneficial relationship that pets and humans have in reducing anxiety and feelings of isolation.<sup>1</sup> In 2020, when the COVID-19 outbreak resulted in lockdowns and physical isolation measures, we witnessed and experienced the benefits of the pet-human bond more than ever before. Pets were celebrated in lifting people's spirits, and we've seen a sharp rise in pet ownership.

During the pandemic our immediate priorities were to safeguard our employees' safety and wellbeing without whom we would not have been able to continue to secure pet food supplies to the millions of pets in EMENA. We also supported partners and animal welfare organisations with food and financial donations, helped vulnerable communities and provided much needed advice to pet owners. The feedback we have had from pet owners is that we have helped them benefit even more from the positive power of the pet-human bond during these extraordinary times. Purina employees really cared for each other emotionally and practically during lockdown too, as we came to terms with the reality and struggles of home-working while being separated from our family, friends and colleagues.

2020 introduced us to a new virtual world and brought all of us much closer together. We worked tirelessly with our suppliers and retail

partners to ensure continuity in the production and distribution of our pet food to communities while remaining focused on our sustainability goals. I am immensely grateful to and proud of our colleagues for the level of resilience and agility they demonstrated in overcoming the unprecedented challenges they faced. As well as keeping our manufacturing plants operational, they continued to progress on our Purina in Society commitments, adapting our programmes for virtual platforms, finding creative solutions to problems and providing resourceful support to adoption and pet welfare charities where possible.

Six years ago, we announced ten commitments to you all about our responsibility, as a company, to society. Since we last reported our progress in 2019, I am delighted to say we have achieved and, in some cases, greatly exceeded our targets for a further 5 of those commitments. For our Pets at Work initiative, this was a very rewarding achievement given how long we were working from home in 2020. Whilst we made slower progress than we would have liked on our seafood ingredient sourcing commitment, we are on track to deliver this for 2022. You can find full details of our progress throughout this report and, for the commitments that are left to run, we have concrete programmes in place to ensure they are fulfilled.

We also took the opportunity to refresh our 'materiality' last year, really listening to what matters most to all of you: our consumers, our customers, our employees, our supply chain partners, our partnerships in the community and pet loving people everywhere.

The most important issues were:

- ✓ Net zero and a waste free future
- ✓ Resilient business and supply chains
- ✓ Radical transparency
- ✓ Pets, people and society

We have already focused our efforts to deliver net zero greenhouse gas emissions. This is a commitment that was set by our parent company, Nestlé, to be net zero by 2050 and we are pleased to confirm the successful conversion to renewable energy throughout our operations. We have also made breakthroughs in our packaging materials to reduce plastic waste and introduced biodiversity preservation initiatives at some of our factory sites. We intend to share more on our plans in the coming months.



Developments in technology enabled us to offer virtual factory tours to replace in-person visits that became untenable due to COVID-19 restrictions on travel, ensuring we could continue to offer transparency for our manufacturing process. We also launched our 'Every Ingredient Has a Purpose' feature across our Purina websites which contains details of over 80 ingredients, providing consumers with even greater transparency on their favourite brands.

With regard to pets, people and society you'll find inspirational stories in this report - from our partners and teams celebrating the positive power of the pet-human bond. I am also delighted that we were still able to run our BetterwithPets Prize last year, albeit virtually. Three of our finalists - StreetVet Accredited Hostel Scheme, Gamelles Pleines and SoliVet - share our desire to help some of the most vulnerable pet owners in society - the homeless.

→ Continued on next page

Note:  
 (1) McNicholas, J., Gilbey, A., Rennie, A., Ahmedzai, S., Dono, J., & Ormerod, E. (2005). Pet ownership and human health: a brief review of evidence and issues. British Medical Journal, 331(7527), 1252-1254. Doi: 10.1136/bmj.331.7527.1252

Following two significant investments in the past couple of years, we have acquired the pet food brand Lily’s Kitchen, the UK’s leading producer of premium wet and dry natural foods for dogs and cats. Natural foods represent one of the fastest growing sectors in the pet food category. Nestlé also increased its ownership stake in IVC Evidensia, a leading veterinary services provider with a network of more than 1,500 clinics and hospitals. This enables our continued partnership to deliver advanced pet food solutions and support first-class pet care services.

Last year, the time frame for some of our commitments came to an end. We have made progress that everyone at Purina can be proud of. Despite the clear challenges of the past year, we have continued to respond to consumer demands and do our part for the planet by developing products that deliver great taste and nutritional value while minimising their environmental impact.

Finally, the Purina Leadership Team saw some changes in 2020. Olivier Robin, our Head of Operations, retired in August and was succeeded by David Anderson.



After seven years with Purina EMENA, I have recently taken up a new strategic role at Nestlé and Jeff Hamilton has succeeded me as CEO. Purina will always have a special place in my heart so it is with great pleasure that I introduce you to Jeff, knowing that the future of this business is in very capable hands.

## Jeff Hamilton

CEO Nestlé Purina EMENA – 2021

Having spent over 20 years in Purina in various parts of the world and more recently time in Nestlé roles in the USA and Canada, I am delighted to return to Purina EMENA. I’ve always had and cared for pets. They’ve been a real source of joy and now as ‘empty nesters’ my wife and I share our life with Suede, our Labrador Retriever.

When I left Purina EMENA in 2012 it was a great business, but it’s even better now at this time in our history. It’s good to feel the sense of urgency in the EMENA region around sustainability and see the progress of our commitments to society and net zero goals. It is in times as challenging as these that we can truly demonstrate how business can be a force for good. This is what Purina in Society has always been about, focusing energy and resources where we can make the greatest positive impact on pets, people, and the planet. Our stakeholders have told us they want to see and hear more about our climate action and product innovations.

I have been particularly impressed with the sheer volume of new product innovations. Purina® Pro Plan® LiveClear® represents truly ground-breaking innovation as the first and only cat food that reduces allergens present on cat hair and dander. As cat allergens are the no. 1 allergen people can suffer from and affect millions of cat owners, Pro Plan® LiveClear® has the potential to change lives and enjoy more of the benefits of the pet-human bond. Following a successful launch in the UK, France and Russia, Pro Plan® LiveClear® continues to be rolled out across EMENA this year. Thanks to the creation of our Purina® LiveLab, we are now able to bring new consumer centric product and packaging solutions to market faster than ever before. Recent fast track projects have pioneered the use of insect protein and upcycled ingredients as well as introducing Pro Plan® Nutri-Calm®, a product designed to help dogs cope better with stressful and challenging situations.

Another area that particularly excites me is our research into the role played by pets in society and the untapped potential of the pet-human bond to address societal issues in health, education and communities. There are plenty of examples of this in action throughout this report.



I’m honoured to be taking up the reigns to ensure we deliver:

- ✓ Our four outstanding commitments for Obesity Prevention, Responsible Pet Ownership, Adoption and Responsible Sourcing
- ✓ Our part in achieving Nestlé’s commitments to 100% reusable or recyclable packaging by 2025 and net zero greenhouse gas emissions by 2050
- ✓ Greater visibility for our climate action, a major focus on scaling up regenerative agriculture techniques, and work developing more innovative product solutions to meet the needs of pets and the planet we share

We are in the process of defining new ambitions and will be reviewing our commitments to ensure that we can truly operate within the planetary limits and positively impact people and society at large. This will push us to go further and faster, drive progress on social issues and continue to fulfil our purpose – creating richer lives for pets and the people who love them.

I look forward to sharing more progress reports with you all soon.

GRI 102-14



## About us

Nestlé Purina PetCare EMENA, referred to here as Purina<sup>1</sup>, serves 52 countries across Europe, the Middle East and North Africa. It has factories in France, Germany, Hungary, Italy, Poland, Russia, United Kingdom and Spain.

It produces pet food and care products for cats and dogs of all ages, including a range of specialised veterinary pet food.

Purina is part of the Nestlé Group, using some Group facilities. It does not have any joint ventures. We currently employ 7,970 people<sup>2</sup> in our factories and offices. Nestlé's Petcare business represents 17% of total Nestlé Group sales. In 2020, Nestlé's Petcare Group Sales were 14 billion CHF. Further breakdown of Purina's direct value generated is confidential. Purina's headquarters are at Rue d'Entre-Deux-Villes 10-12, 1814 La Tour-de-Peilz, Switzerland.

Nestlé Group has acquired Lily's Kitchen (UK) and has increased its ownership stake in IVC Evidensia (across Europe) and together, these investments demonstrate our continued commitment to pet nutrition, care and services while reflecting our desire to act on consumer trends and invest in high-growth categories.



## Our brands

Purina produces pet food and care products for cats and dogs of all ages. Products sold within the EMENA region, include the following brands.

- ✓ PURINA® AdVENTuROS™
- ✓ PURINA® Dentalife®
- ✓ PURINA® PRO PLAN®  
VETERINARY DIETS
- ✓ PURINA PRO PLAN®
- ✓ PURINA ONE®
- ✓ FELIX®<sup>3</sup>
- ✓ GOURMET®
- ✓ FRISKIES®
- ✓ BENEFUL®
- ✓ DARLING®
- ✓ CAT CHOW®
- ✓ DOG CHOW®
- ✓ BEYOND®
- ✓ BAKERS®
- ✓ FIDO®

This portfolio of brands also comprises several sub-brands sold within individual countries.

Notes:  
 (1) For the purposes of this report, NPPE (a subset of Nestlé Purina PetCare EMENA), refers to the top 10 markets including relevant factories and distribution centres. This report covers the calendar year 2019 and 2020 and NPPE unless otherwise stated. [GRI 102-50]  
 (2) Data boundary for employee data covers countries across Nestlé Purina EMENA  
 (3) PURINA® FELIX® is not sold or marketed in the Nordics. There, it is sold and marketed as the brand LATZ®

GRI 102-1, GRI 102-2, GRI 102-3, GRI 102-4, GRI 102-5, GRI 102-6, GRI 102-7 [also in people], GRI 102-8 [also in people], GRI 102-9, GRI 102-11, GRI 102-16, [GRI 102-18 see people], GRI 201-1



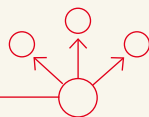
## Purina leadership

Purina is run by a leadership board made up of six Functional Leadership members, five Regional Directors, and led by Bernard Meunier (CEO). Bernard has changed roles this year (2021) and is succeeded by Jeff Hamilton. This Board is known as the Comité de Direction (CdD) and is responsible for Purina's business strategy as well as our engagement on planetary and societal health.

Purina's functions and markets report regularly to the CdD on general sustainability and social impact and in detail twice a year.

Purina operates within the Nestlé Corporate Business Principles and aligns its practices and training with the Nestlé Code of Conduct.

 **Discover our Comité de Direction:**



## Purina's main impacts are:

- ✓ The positive health and wellbeing of pets from the consumption of our products
- ✓ The positive health and wellbeing benefits for pets and their owners through our promotion of the pet-human bond and our Purina in Society Commitments
- ✓ The potentially adverse environmental impacts relating to the manufacturing and transport of our products, including raw material use, emissions, energy use, water use and waste disposal
- ✓ The positive impact of our by-product business model whereby many foods that are either surplus to or not used in the human food chain are used in our pet food rather than being wasted

## Purina's supply chain covers three main areas:



**Use of cereals and 'by-products'** from the human food chain and seafood processors. These are mostly located in Europe



**Supply of meat, poultry and eggs** from farm to storage and on to our sites. The vast majority of animals are reared in Europe



**Farming, storage and distribution of soya** sourced from identity preserved<sup>(1)</sup> non-GM materials in Brazil and Europe

Note:  
(1) Identity preservation is the practice of tracking the details of agricultural shipments so that the specific characteristics of each shipment is known.





## Important issues and trends that will affect our business:

### Trends:



✓ **Increase of pet ownership** - Recently published Euromonitor figures show an acceleration in pet acquisition across Europe, the Middle East and North Africa, compared to 2019 where pet population growth was 3m. 2020 saw the total pet population grow by 5.1m across the region, – representing an incremental growth of 70%.



✓ **Changes to the future of work** as a result of the recent requirement for remote working<sup>1</sup>.



✓ **Shift to e-commerce** - Historic share gains for e-commerce were amplified last year as shoppers looked to socially distance<sup>2</sup>.



✓ **Growing preference for alternative ingredients/alternative proteins** – Declining natural resources on a global scale puts pressure on reducing consumption or finding alternative sources. Moreover, as Millennial pet parents treat their dogs and cats like a member of the family, more dogs are now consuming flexitarian diets – with food made from animal and plant proteins<sup>3</sup>.



✓ **Continued demand for more natural food** driven by both health and animal welfare concerns<sup>4</sup>.



✓ **Elevated understanding of the societal impact of pet ownership** and the opportunity to positively affect human health, education and communities<sup>5</sup>.



✓ **Seamless, AI enabled, and optimised solutions including personalised nutrition** - People are turning to intelligent ways of managing their lives through digital technology, powered by big data, AI and predictive intelligence. As tech fuels better consumer experiences and new services in other areas of their lives, people's expectations for seamless, customised and enjoyable products and experiences in pet care will become heightened<sup>6</sup>.



✓ **New demands for corporate transparency<sup>7</sup>** - Consumers want to be able to assess the impacts of their purchasing decisions including environmental impacts, animal welfare in the value chain and ingredient transparency.

### Challenges:<sup>8</sup>



✓ **Supply chain resilience** - During 2020, manufacturers faced unprecedented challenges in a global pandemic. Obstacles with a healthy workforce, procuring raw materials or in cross-border trade did in some cases impact stocks and could impact in the nearer future.



✓ **Inequal access to affordable pet care products** - due to both availability and the impact of the pandemic on income.



✓ **Scarcity of ingredients** – and the need to manage the availability of resources to stay within the planetary limits.



✓ **Our parent commitment to net zero** and potential new business models.



✓ **Environmental impact of sourcing and packaging** on our planetary health.

✓ **Continued technology-driven transformation of the economy** and the way we live our lives and produce petfood.

#### Notes:

- (1) McKinsey Global Institute, *What's next for remote work: An analysis of 2,000 tasks, 800 jobs, and nine countries* November 23, 2020: <https://www.mckinsey.com/featured-insights/future-of-work/whats-next-for-remote-work-an-analysis-of-2000-tasks-800-jobs-and-nine-countries>
- (2) Euromonitor, 2020.
- (3) Kantar, 2021
- (4) Mintel, 2020
- (5) Purina, 2020, "The role of the pet-human bond: Review and summary of the evidence (2020)" (6) Kantar, 2021
- (7) Globescan Purina Stakeholder Research, 2020. And other sources such as Kantar, November 2020: A purpose-led strategy will be essential for businesses following COVID-19
- (8) Globescan Purina Stakeholder Research, 2020.

GRI 102-9, GRI 102-15, GRI 201-2



## #ProudToBePurina

Throughout this extraordinary time when COVID-19 has impacted all aspects of our lives, our colleagues have gone to extraordinary lengths to care for each other, for pets and the people who love them. To celebrate their achievements, we ran a cover star competition for this report. We asked our EMENA employees to share with us why they were **#ProudToBePurina**. Here are some of our favourite entries.



**Lucie Gaugaz - SWITZERLAND**

*"I am very proud to have developed with our team Beyond<sup>®</sup> Nature's Protein<sup>™</sup>, a natural pet food made with alternative proteins, including insect and plant-based proteins. My favourite dogs Iliko & Kaya love Beyond Nature's Protein<sup>™</sup> and I enjoy walking them together with my friend Rosa."*



**Ayca Erkol - TURKEY**

*"We recently launched the "Adopt Me" ownership platform where we aim to find a warm home for cats and dogs trying to survive in difficult conditions on the streets and in shelters. Thanks to the platform, the lives of the pets and people who adopted them have become full of joy and colour as has mine - this is Sirnaş Hanım ("Lady Smothery")."*



**Alexandra Jaegers - NORDICS**  
**Doing more of what matters**

*"When COVID-19 hit, we wanted to help so we supported a couple of small Swedish organisations keep their businesses open, and we united with our shelters across Nordics to run a campaign to share information about their valuable work. Our shelters are our superheroes! Helping homeless pets across the Nordics to find a new forever home in 2020."*



**Aurélien Nuss - FRANCE**

*"I had the opportunity to be part of a great project that is in line with our goal of supporting a circular economy and reducing our environmental impact. With the help of a strong team, with an agile mindset, we developed a dog snack made with some upcycled ingredients - that would otherwise have gone to waste."*



### Winning entry

**Monique du Bois - Purina NETHERLANDS**

*"I'm **#ProudToBePurina** because I've had the opportunity to volunteer with my three dogs Ike, Lexie and Phoebe during working hours at nursing homes and day care centres for the elderly, many of whom have dementia."*

*"During the COVID-19 lockdown, my dogs and I tried to cheer up elderly, often lonely, residents with our short dog show full of tricks. In consultation with the nurses, the residents were also allowed to hug my Australian Shepherd dogs. I am grateful we were able to put a huge smile on their faces with our presence and cuddles."*



**Cristiana Pereira da Silva - PORTUGAL**

*"I'm very proud to be part of the Purina Pet School project in Portugal. Children are the next generation of pet owners and it's important that they receive pet education, in order to understand how best to behave around them. Pets teach children life lessons of responsibility, showing affection and respecting boundaries. At Purina, and as a mum, I'm shaping the responsible pet owners of the future."*



**Teddy Garin - FRANCE**

*"I'm not the man on this picture! This man worked for 34 years at Aubigny Factory as an operator. He gave all his energy to Purina. He challenged a lot to deliver the highest possible line performance. Our business wouldn't be as great without these special guys on the shop floor. Never without his dog, this picture shows his pride, positivity and the ability to never give up. This man makes me **#ProudToBePurina**, he made me the person I am today. I also work for Purina. This man is my father!"*



**Pernilla Folkstrand - NORDICS**

*"I've always wanted a dog of my own but have never been able to as most workplaces do not allow pets. After joining Purina this became possible, for which I'm forever grateful. Without Purina and Pets at Work, there would be no Doris. I have happily worked to spread the word on Pets at work even further across the Nordics. This bearded little girl gives me and my family so much love and during COVID she's truly been a lifesaver with her presence."*



**Key Account and Customer Development Team - FRANCE**

*Personally, three of us adopted pets: (Pomy, Fenouil & Léon) and professionally, we worked hard to make the most of our customer partnerships. In 2019, we developed 2 with SPA and Géant Casino which resulted in a total donation of €20,000 and the equivalent of 45,000 pet meals. In 2020, we also developed a partnership with Intermarche and Agr pour la Vie Animale (AVA) which resulted in a €10,000 used to renovate 3 dog areas."*



**Kuvyrkova Yuliya - RUSSIA**

*"I am grateful with all my heart that Purina offers employee volunteering. I visited a Purina supported dog shelter for the first time and it was a day I will never forget: we walked with dogs and planted trees. I looked into the loving eyes of these cats and dogs and my mindset changed. It was a day of absolute happiness. Since then, I have helped with the dogs at the shelter. This work is not just a project, it is a change in life values. We are better together!"*

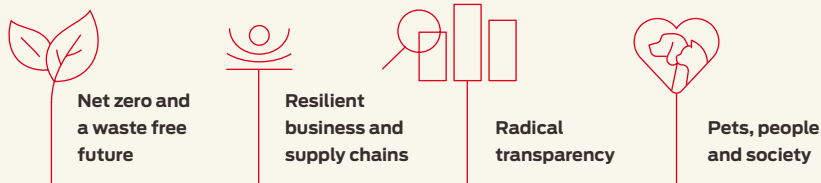


# What matters to Purina and our stakeholders

## Materiality and stakeholder engagement

In our most recent Materiality Refresh (2019-2020) we looked at what really matters to our stakeholders to ensure we continue to prioritise the right issues.

We identified four priority themes:



 See our GRI Index for full list of material topics, our stakeholder table and details of our boundaries for topics raised

Our stakeholders tell us that the most meaningful form of engagement is face-to-face personal contact. As this has been problematic with the arrival of COVID, we've taken the opportunity to be more agile and learn new skills, finding innovative new ways to communicate online and virtually.

## Our path to Net Zero

**Nestlé has committed to Net Zero by 2050 with intermediate milestones of -20% by 2025 and -50% by 2030 with targets including:**










- ✓ 100% deforestation free for primary supply chain by 2022
- ✓ Switch our global car fleet to lower emission options by 2022
- ✓ 100% renewable electricity in all our sites by 2025 and use more renewable thermal energy in our manufacturing by 2030
- ✓ 100% of our packaging recyclable or reusable by 2025
- ✓ Source 20% of key ingredients through regenerative agricultural methods by 2025 and 50% by 2030
- ✓ Cut virgin plastic in our packaging by a third by 2025

**Purina will contribute to this ambition.**

GRI 102-42, [see end of document for GRI 102-48 through to GRI 102-56]



# Our Purina in Society Commitments: Progress

	For individuals, families and their pets				For our communities			For the planet	
	<p>INNOVATE TO IMPROVE PETS' HEALTH AND WELL-BEING</p> 	<p>PROMOTE TRANSPARENCY ACROSS OUR PRODUCT PORTFOLIO</p> 	<p>REMOVE ARTIFICIAL COLOURANTS FROM OUR PRODUCTS</p> 	<p>HELP REDUCE THE RISK OF PET OBESITY</p> 	<p>PROMOTE PET ADOPTION</p> 	<p>PROMOTE PETS IN THE WORKPLACE</p> 	<p>PROMOTE RESPONSIBLE PET OWNERSHIP PROGRAMMES FOR CHILDREN</p> 	<p>IMPROVE THE ENVIRONMENTAL PERFORMANCE OF OUR PACKAGING</p> 	<p>IMPLEMENT RESPONSIBLE SOURCING</p> 
<b>Targets</b>	<p><b>By 2020:</b> We will launch 14 new products focused on improving the health and wellbeing of pets. <i>Baseline year – 2017</i></p>	<p><b>By 2020:</b> Provide consumers with access to additional information about our pet food products. <i>Baseline year – 2018</i></p>	<p><b>By 2020:</b> We will remove artificial colourants from our main meal products. <b>By 2023:</b> We will remove artificial colourants from our snack products. <i>Baseline year – 2014</i></p>	<p><b>By 2023:</b> Our top 10 markets will be supporting our prevention partnerships and programmes. <i>Baseline year – 2014</i></p>	<p><b>By 2023:</b> Our top 10 markets will be supporting adoption programmes and organisations to help improve pet adoption rates. <i>Baseline year – 2015</i></p>	<p><b>By 2020:</b> We will create 200 alliances to support pets at work initiatives across Europe. <i>Baseline year – 2015</i></p>	<p><b>By 2023</b> 2,000,000 children participating in our programmes. <i>Baseline year – 2015</i></p>	<p><b>By 2019:</b> Avoid the use of a minimum of 3,000 tonnes of packaging material. <i>Baseline year – 2015</i></p>	<p><b>By 2020:</b> 100% of seafood ingredients to be responsibly sourced. <i>Baseline year – 2015</i></p>
<b>Progress end of 2020</b>	<p>37 new products launched</p>	<p>During 2019/20, we received <b>275,460</b> contacts with customers, concerning pet care and nutrition advice, complaints and product information – of which <b>56,006</b> specifically related to pet care advice.</p>	<p><b>100% reduction.</b> We did not purchase any artificial colourants in 2020.</p>	<p>University research funding into obesity treatment and prevention was conducted and the results communicated via a media campaign in <b>5 of our top 10 markets</b></p>	<p><b>9 of our top 10 markets</b> had established Pet Adoption partnerships</p>	<p><b>209</b> external partner alliances established</p>	<p><b>1,846,129 children</b> have participated</p>	<p><b>3,542 tonnes</b> of packaging saved This commitment was achieved in 2018. We are now following Nestlé commitment for 2025</p>	<p><b>76%</b> of seafood ingredients are responsibly sourced</p>
<b>Status</b>	<p>✓ Achieved and exceeded</p>	<p>✓ Achieved</p>	<p>✓ Achieved early</p>	<p>⋯ On track</p>	<p>⋯ On track</p>	<p>✓ Achieved</p>	<p>⋯ On track</p>	<p>✓ Achieved</p>	<p>⋯ Not achieved Extended to 2022</p>
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# For individuals, families and their pets

Purina shares the Nestlé purpose of 'Unlocking the power of food to enhance quality of life for everyone, today and for generations to come' through our belief in creating richer lives for pets and the people who love them.

For us, at Purina, we focus on enabling healthier lives for pets through great tasting and life enhancing nutrition.

Our Purina in Society (PinS) commitments are designed to help us fulfil these ambitions.

## In this section

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Remove artificial colourants from our products **16**

Help reduce the risk of pet obesity through collaborative prevention programmes **17**

INNOVATE TO IMPROVE  
PETS' HEALTH AND  
WELL-BEING



PROMOTE  
TRANSPARENCY  
ACROSS OUR  
PRODUCT PORTFOLIO



REMOVE ARTIFICIAL  
COLOURANTS FROM  
OUR PRODUCTS



HELP REDUCE THE RISK  
OF PET OBESITY





Our commitment:  
**Innovate to improve pets' health and wellbeing**

Targets:  
**By 2020: We will launch 14 new products focused on improving the health and wellbeing of pets. Baseline year – 2017**

Progress end of 2020:  
**37 new products launched.**

Status:  
✔ Achieved and exceeded

**CASE STUDIES:**  
**A new lease of life for cat allergen sufferers**  
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**Beyond® Nature's Protein™ Insect and plant-based blends**  
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**Dentalife® Dog Daily Oral Care Chews -Advance natural cleaning action.**  
 Page 14

**Purina LiveLab**  
 Page 14

We are delighted to report that we have exceeded our target beyond all expectations and achieved a total of 37 new product launches - more than double our target!



Our innovation priority is always to improve both the physical health and emotional wellbeing of pets. Since the start of our commitments in 2016, we have launched many new products under our PURINA® PRO PLAN®, PURINA ONE® and PURINA® Dentalife® brand ranges including PURINA® PRO PLAN Neurocare NC™ and PURINA ONE® BIFENSIS®.

The thirty launches during 2019 to 2020 include fourteen each under our PURINA® PRO PLAN® and PURINA ONE® brands. The remaining two launches were under our PURINA® Dentalife® brand.

We are particularly proud of our recent breakthrough work in 3 areas:

- ✔ Innovation to reduce cat allergens - PRO PLAN® LiveClear®
- ✔ Innovation in dog oral health - Dentalife® Daily Oral Care
- ✔ Innovation in ingredients - Beyond® Nature's Protein™ (Pilot)







Our commitment:  
Innovate to improve pets' health and wellbeing

## CASE STUDY

### A new lease of life for cat allergen sufferers

In 2020, we launched PRO PLAN® LIVECLEAR®, the first and only cat food that reduces allergens present on cat hair and dander.

Pro Plan® LiveClear® was inspired by an immunologist and molecular nutritionist whose daughter is a cat-lover but suffers from cat allergen sensitivity. Dr. Ebenezer Satyaraj and his team spent more than a decade of research and development creating a safe, effective and feline-friendly way of managing cat allergens, and they did it because Dr. Satyaraj believes in the power of the pet-human bond and wanted his daughter to enjoy the benefits of a loving relationship with cats.

Our own research shows that more than two-thirds of cat owners facing allergen sensitivities remove their cats when their allergies act up, while one-in-four cat owners facing allergen sensitivities clean their homes and furniture daily to help manage the problem. For them, Pro Plan® LiveClear® could be a game changer, and it came from our belief that people and pets are better together.

#### Pro Plan® LiveClear® science explained

Dr. Satyaraj explains, "Many people think that cat hair or dander is the allergen, but it's actually what's on it – the major cat allergen called Fel d 1, a protein that cats produce naturally in their saliva."

When cats groom, the Fel d1 is spread on to their hair and skin, and into the environment. All cats produce Fel d1, regardless of breed, age, hair length, sex or body weight, meaning there are no truly hypoallergenic cats.



However, Purina's scientists have created a breakthrough to neutralise Fel d1 at its source – in the cat's saliva – in a safe and feline-friendly approach that doesn't affect the cat's natural physiology in any way. This breakthrough utilises a specific protein sourced from eggs as the key ingredient in Pro Plan® LiveClear®. When cats eat Pro Plan® LiveClear®, the protein neutralises active Fel d1 in the cat's saliva, which reduces the active allergen transferred to hair and dander during grooming and ultimately reduces the active Fel d1 in the environment.

In a published study<sup>1</sup>, feeding Pro Plan® LiveClear® was shown to reduce the allergens on cat hair and dander by an average of 47%, starting in the third week of daily feeding.

*Note:*  
(1) Satyaraj, E., Gardner, C., Filipi, I., Cramer, K., & Sherrill, S. (2019). Reduction of active Fel d1 from cats using an antiFel d1 egg IgY antibody. *Immunity, inflammation and disease*, 7(2), 68–73. doi:10.1002/iid3.244



#### Award winning

Since its June 2020 launch in France, Pro Plan® LiveClear® has won three prestigious awards



'Coup de Cœur' trophy of Animal Challenge 2020 – recognition from pet care professionals.



Winner of the Veterinary Innovation Prize AFVAC 2020 in the pet food category – recognition from vets.



Product of the Year 2021 – recognition from consumers.



In the UK, Pro Plan® LiveClear® has been awarded the 'Allergy Friendly Product Award' by Allergy UK - the leading national charity dedicated to supporting those with allergies.

We collaborated with **Allergy UK**, the nation's leading charity supporting people with allergies, whose expertise and knowledge helped to support education and awareness around the launch of Pro Plan® LiveClear®. This support included: co-creating educational materials that help consumers better understand cat allergies and how Pro Plan® LiveClear® can play a part in managing cat allergen sensitivities; acting as a key partner on media launch activities; helping to raise awareness of Pro Plan® LiveClear® among health care professionals. We also applied for and were granted Allergy UK's 'Allergy Friendly Award' for Pro Plan® LiveClear®.



Our commitment:  
Innovate to improve pets' health and wellbeing

## CASE STUDIES

### Beyond® Nature's Protein™ Insect and plant-based blends

Building on alternative proteins to make better use of the planet's resources, this new line includes insects as well as plant protein from fava beans and millet. The insect protein comes from black soldier fly larvae, which are already in use in animal feed in Europe. The millet and fava beans provide protein, energy, and fibre to aid digestion. All the ingredients are steamed to maintain nutrient quality. The protein sources were blended to deliver all essential amino acids dogs and cats need, with different levels of insect proteins for each.

In addition to the use of alternative protein sources, the launch of *Beyond® Nature's Protein™* will make a further contribution to the environment. Purina agreed to a partnership with Reforest'Action where for every product sold, a tree will be planted in Sumatra, Indonesia, to aid reforestation.



*"Every ingredient in our food serves a purpose. With our new Beyond® Nature's Protein™ dry pet food, we are offering a complete nutritious alternative to conventional dog and cat products, while taking care of the planet's precious resources by diversifying the protein sources. We're constantly looking at ways in which we can source sustainably for the longer-term while still delivering the high-quality nutrition that pets need today and tomorrow."*

**Jeff Hamilton**  
CEO Nestlé Purina EMENA

### Dentalife® Dog Daily Oral Care Chews -Advance natural cleaning action

Regular oral health is important as an on-going part of your dog's routine health maintenance. Dogs have specific health needs, and maintaining good oral health contributes positively to their overall wellbeing.

Purina® Dentalife® works thanks to a mechanical action by promoting chewing and physical 'brushing' on the surface of the teeth. Its natural cleaning action helps

to clean dogs' teeth as they chew. Through a combination of product texture and shape the chew allows cleaning even the hard-to-reach teeth at the back of the mouth, where teeth are more vulnerable to plaque and tartar build-up. As part of a daily routine, Purina® Dentalife™ dental efficacy tests have scientifically proven to reduce the amount of tartar accumulation on the surface of dogs' teeth.



The COVID-19 pandemic elevated climate change challenges and social needs for society. This called out for innovative approaches to new product development.

### Purina LiveLab



Today the World changes faster than ever, so do consumers' needs and behaviours. We set up Purina LiveLab – a specialist innovation unit dedicated to exploring, rapidly creating, and testing new products. This allows us to bring products to the market faster, focusing on a limited scale in order to adapt and to optimise to consumers' response.

Pro Plan® Nutri-Calm®, a product designed to help dogs cope better with stressful and challenging situations and Beyond® Nature's Protein™ insect and plant-based food were the first products to benefit from LiveLab's agile approach.

#### Purina AdVENTuROS™ - upcycled ingredients to target food waste

In September 2020 LiveLab started work on a new kind of dog treat ingredient. By upcycling surplus grains from a brewery, that might otherwise be left to spoil, we are able to reduce food waste, re-purposing this nutritiously dense substance as a pet food ingredient - a step towards a more circular economy.





Our commitment:  
**Promote transparency across our product portfolio**

Targets:  
**Provide consumers with access to additional information about our pet food products.**  
*Baseline year - 2018*

Progress end of 2020:  
**During 2019/20, we received 275,460 contacts with customers, concerning pet care and nutrition advice, complaints and product information - of which 56,006 specifically related to pet care advice.**

Status:  
✓ Achieved

During 2020, we received **146,093** contacts with customers, concerning advice, complaints and product information.

The majority of contacts came from Russia, UK, Germany, Portugal and France. Overall, **more than 70%** of these contacts were neutral or satisfied. Our 'Your Questions Matter' website pages had more than 275,000 visitors throughout the EMENA region in 2020.

We provide three main sources for consumer information and advice:



**Consumer help lines.** These are run by petcare experts including vet nurses and vets covering 45 countries. In 2020, 24% of contacts related to health and nutrition and 21% of contacts were specifically for pet care advice. Contacts in 2020 were up 24% on 2018 and up 13% on 2019. We are extending our Consumer Engagement Services from telephone to include digital / online forums across 45 markets.



**Your Questions Matter on-line content** where pet owners can find information on topics like ingredients, production, animal welfare and sustainability. In 2019 we added 15 new questions and answers and a new 'Science' category.



**Every Ingredient Has a Purpose - website section.** Launched in 2020 and live in 14 markets, this covers more than 80 ingredients for 4 of our brands - Purina® ONE®, Friskies®, Pro Plan® and Beyond®.

**CASE STUDY**

**Transparency in our factories**

**T**hroughout 2019 our manufacturing sites held open door days and factory tours for local people, journalists and pet professionals to learn about our processes first-hand. In Hungary, the Modern Factories open night was held to provide a direct opportunity for people to experience how companies operate and for Purina to present their role as employer and community builders.

In 2020, the Marconnelle factory hosted a media visit from French TV channel TF1 and our Vorsino factory in Russia created a hybrid event to celebrate the Inauguration of new production lines and

the announcement of new investments to further develop our production facilities.

Our Italian factory in Portogruaro also hosted their first virtual factory tour and created a video demonstrating the quality behind our Purina Beyond® brand and offering transparency on the production process.





Our commitment:

## Remove artificial colourants from our products

Targets:

**By 2020:** We will remove artificial colourants from our main meal products.

**By 2023:** We will remove artificial colourants from our snack products.

*Baseline year – 2014*

Progress end of 2020:

**100% reduction. We did not purchase any artificial colourants in 2020.**

Status:

✓ **Achieved early**



We have achieved our goal well ahead of time. All artificial colourants have been removed from our meals and snacks.

At Purina, not only do we purposefully select our ingredients, but we want to be transparent about them. The last remaining volumes of artificial colourants were removed at our Russian Vorsino factory in June 2019. We can also report that Purina did not purchase any artificial colourants in 2020. Whilst we've met these goals early, we are also taking steps to reduce our overall colourants usage.

### CASE STUDY

#### FIDO® Croq'Mix® relaunch 2020

Our new range was created with consumers needs top of mind.

- ✓ No artificial colourants
- ✓ 70% of ingredients are 'made' in France
- ✓ 97% of our dry food packaging is in recyclable or designed to be recyclable packaging

[▶ See video FIDO® Croq'Mix®](#)







Our commitment:

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

Targets:

**By 2023: Our top 10 markets will be supporting our prevention partnerships and programmes. Baseline year – 2014**

Progress end of 2020:

**University research funding into obesity treatment and prevention was conducted and the results communicated via a media campaign in 5 of our top 10 markets.**

Status:



### CASE STUDIES:

**Obesity Prevention Round Tables**  
Page 18

**Contributing to research and disseminating results**  
Page 18

**Promoting dog's exercising with friends**  
Page 18

## Pet obesity is an increasing problem, reaching 51% in dogs and 44% in cats in 2018.

This risk may have worsened further in lockdown periods due to changes to daily routine that alter the feeding and exercising behaviours for pets. We know that improving diet and daily habits is as hard for pets as it is for people.

Looking beyond nutrition, Purina is therefore working with scientific partners to analyse how behavioural science can help support pets and their owners to improve the quality of life for pets.

We are dedicated to supporting owners to adopt healthy behaviours as they become new owners, as well as throughout their pet's life and weight loss journey. That is why Purina's

research continues to focus on the development of more high-quality studies exploring both prevention and treatment, that can add to the evidence base, and therefore provide more accurate support for pet owners and the vet community going forward.

The importance of educating owners is evidenced in another study<sup>1</sup>, conducted by Purina in collaboration with experts from five universities<sup>2</sup>, that revealed 33% of pet owners could not correctly identify when their pet was overweight.

Notes:

(1) Webb, T. L., du Plessis, H., Christian, H., Raffan, E., Rohlf, V., & White, G. A. (2020). Understanding obesity among companion dogs: New measures of owner's beliefs and behaviour and associations with body condition scores. Preventive Veterinary Medicine, 180, <https://doi.org/10.1016/j.prevetmed.2020.105029>

(2) The University of Sheffield, UK; Telethon Kids Institute, University of Western Australia; Wellcome Trust-MRC Institute of Metabolic Science-Metabolic Research Laboratories, University of Cambridge, Addenbrooke's Hospital, Cambridge, UK; La Trobe University, Australia; University of Nottingham, Sutton Bonington Campus, UK and University of Naples Federico II.)



# 3,339

dog owners across France, Germany, Italy, Russia and the United Kingdom participated in the study which showed the following:

- ✓ Owners often struggle to accurately assess whether their dog is a healthy weight.
- ✓ Owners with healthy weight dogs were more likely to have support from friends for exercising.
- ✓ Owners with healthy weight dogs were also more likely to understand the requirements they faced in maintaining their dogs' condition e.g. monitoring food intake and not feeding ad hoc.

These findings add to the knowledge on the root causes of pet obesity and reinforce the need to keep exploring solutions focused on prevention and treatment.





Our commitment:  
**Help reduce the risk of pet obesity through collaborative programmes**

## CASE STUDIES

### Obesity Prevention Round Tables

RU



One of the largest and most significant events for the veterinary community in Russia and the CIS countries - 'Purina Partners' – took place virtually in December 2020. The agenda included two round table events for breeders and veterinarians, dedicated to our Obesity prevention commitment.

Purina research was presented and key opinion leaders from the vet community hosted the first-round table. Speakers concluded that one of the ways to solve the problem could be to train owners in methods of self-diagnosis of overweight and obesity in pets. The participants also decided that the owners should be educated about the importance of weight control for the health of their four-legged friends.

During the 2 days of the Purina Partners event, over 5000 people (vets, breeders and other pet care specialists) joined the conference.

*“Our concern is that pet owners tend to be unaware of the problem. The task of the Purina round table is to establish close cooperation both with veterinarians (since their recommendations are primarily trusted by pet owners) and with owners to help them learn how to manage the physical condition of their pets. The format of the PURINA PARTNERS conference allows us to do this as efficiently as possible.”*

**Stanislav Karlov**  
**Science Leader, Nestle Purina PetCare Russia.**

## Contributing to research and disseminating results

We know that research is essential to build evidence around obesity, whether it is focused on treatment or prevention, to help vets, consumers and shape industry conversations, strategies and action plans.

In 2019, we funded a survey to look at the impact of weight loss on health markers. The study, led by the University of Naples II, showed that weight loss in obese dogs is associated with significant improvements of health measures like metabolic status, cardiovascular parameters, life quality and immune-regulation, adding further evidence to the importance of maintaining a healthy weight in pets.

We also did our own research on the impact of restrictive calorie diets on cat behaviours. The study suggested that even a mild dietary restriction can strongly affect cats' feeding behaviours, which may explain some difficulties that owners are facing to comply with a calorie restriction programme.

In 2020, all of this research was published in peer-reviewed journals. We then shared our findings with vets and consumers on Pet Obesity Awareness Day, October 14<sup>th</sup>, using TV, PR, expert round tables and newsletters. To date, the research has been promoted in 5 countries (France, Italy UK, Spain and Russia) with impressive coverage results.

Over  
**700**  
 million impressions



**50+**  
 Articles

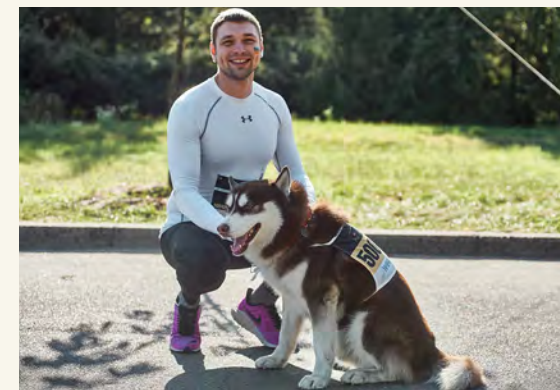
## Promoting dog's exercising with friends

UKR

In 2019, Purina Ukraine partnered with a local organisation called 'Run Ukraine' to encourage pet owners to run with their dogs in a safe environment and in a community. Owners and their pets were able to run either 3 or 5 km distances. At the event water points were made accessible for pets along with education materials for the owners to learn more about healthy nutrition for dogs.

In 2020, our Pro Plan team in Ukraine sponsored two events: the Kyiv Half marathon and Marathon. Due to Covid-19, both events were transformed into an online format. Every participant could choose their usual route to observe the local social distancing rules across the country and then share their final run tracker results with us. Every participant received a starter kit with some dog food and winner medals for both the owner and their dog. This campaign addresses one of the results highlighted in Purina's research to promote social support and exercising.

We also called on pet owners to spend more time with their dogs in the fresh air and in safe outside locations during the various lock downs.





# For our communities

At Purina, we understand the valuable role that pets can play in society. Promoting loving, responsible pet ownership can help develop thriving communities, improving the life of pets and the people who love them. We want to encourage and preserve the special bond between people and pets.

However, we recognised the challenges facing pet owners and our community partners after the arrival of COVID-19 and we worked together to find new and agile ways to support them.

Our Purina in Society (PinS) goals are designed to help us fulfil these ambitions.

PROMOTE PET ADOPTION



PROMOTE PETS IN THE WORKPLACE



PROMOTE RESPONSIBLE PET OWNERSHIP PROGRAMMES FOR CHILDREN



## In this section

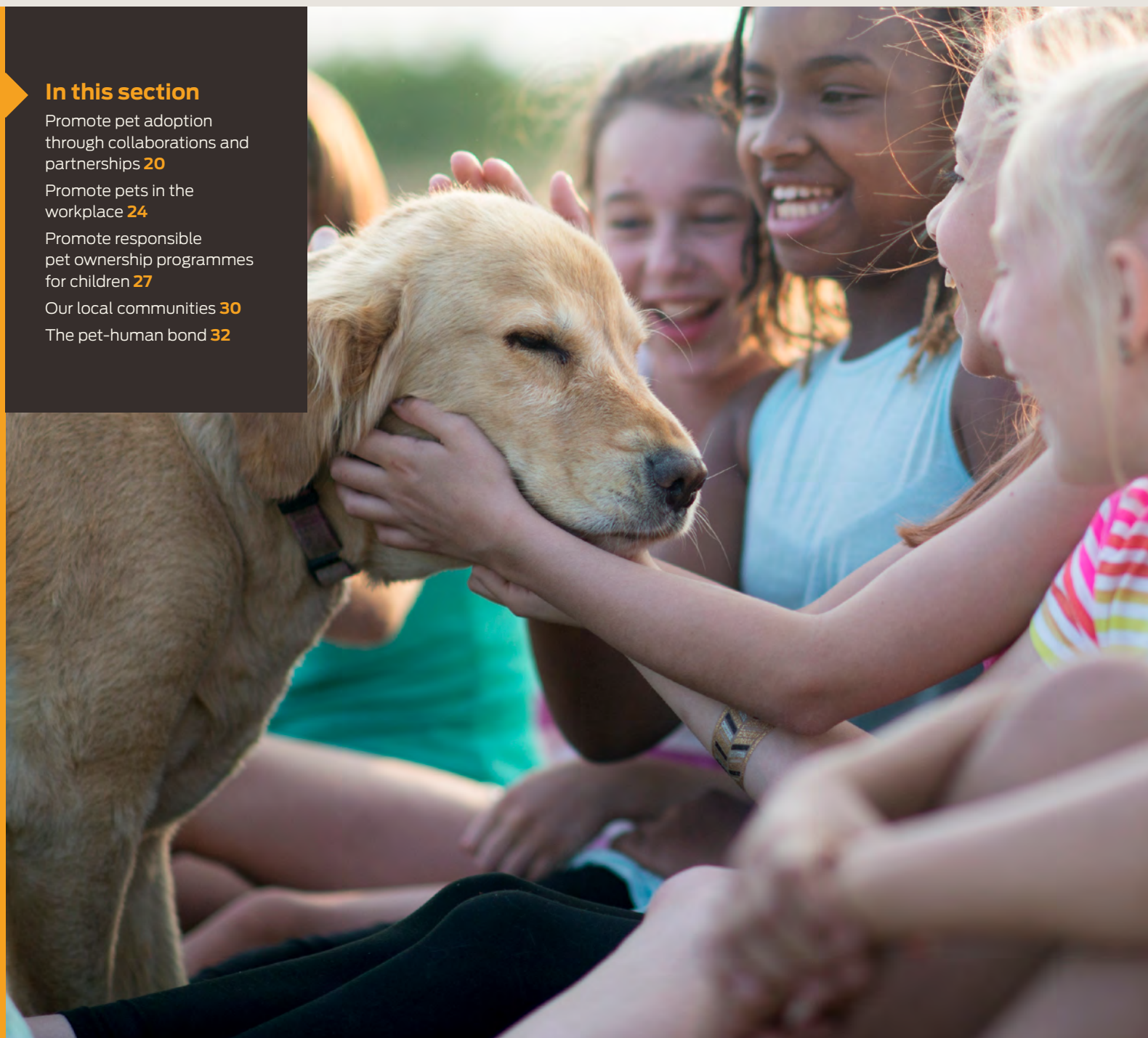
Promote pet adoption through collaborations and partnerships **20**

Promote pets in the workplace **24**

Promote responsible pet ownership programmes for children **27**

Our local communities **30**

The pet-human bond **32**





Our commitment:

## Promote pet adoption through collaborations and partnerships

Targets:

**By 2023: Our top 10 markets will be supporting adoption programmes and organisations to help improve pet adoption rates.**

**Baseline year – 2015**

Progress end of 2020:

**9 of our top 10 markets had established Pet Adoption partnerships**

Status:

●●● On track

### CASE STUDIES:

#### Adopt a Stray

Page 21

#### Histoire de prénom

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#### Adopciaki.pl

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#### Adoption

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#### Zeig Schnauze

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#### Wamiz adoption

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#### UWPA Partnership

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#### Our Hearts are on

the Street

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#### Friend for Pet

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#### France SPA (La

Société Protectrice

des Animaux)

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#### One million meals

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#### Ente Nazionale per

la Protezione degli

Animali (ENPA)

Page 23

By the end of 2020, 9 of our top 10 markets had established Pet Adoption partnerships representing 15 countries working with 28 different partners. We are well on track to achieve our target.

### Our pet-human bond research shows pets foster social inclusiveness and alleviate loneliness.

- ✓ Vulnerable groups are more at risk of loneliness and social isolation. With life expectancy increasing, pets can contribute to healthier (and happier) life years as they act as catalysts for social interaction

Through pet adoption and responsible pet ownership schemes, Purina contributes to promoting the role of pets in society and improving the lives of pets and their new owners. 98,731 pets in total were re-homed by our partner organisations over 2019–2020. Pet food donations for our partners are also an important part of our support and this became even more critical during the pandemic when funding to shelters was affected.

The demand for pets during 2020 increased in some European countries with the numbers of new pets increasing between 20 and 25% as people looked for new ways to enjoy their lockdown time<sup>1</sup>. In collaboration with our partners Purina ran and supported many adoption awareness campaigns in the light of this increased need.



# 98,731

pets in total were re-homed by our partner organisations over 2019–2020

Note:

(1) Source: 5000 pet owners survey across 5 European markets. CAWI on Toluna panel.







Our commitment:  
**Promote pet adoption through collaborations and partnerships**

## CASE STUDIES

GR

### Adopt a Stray

This campaign launched on World Animal Day 2020 was designed to share our adoption and responsible pet ownership commitments with our consumers. Created in collaboration with a well-known blogger with thousands of monthly readers, the campaign featured a video made in association with the **KAZ Shelter** for stray animals.



+ More information

CH

### Histoire de prénom (#First name story)

To celebrate World Animal Day, we created a campaign [www.histoiredeprenom.ch](http://www.histoiredeprenom.ch) where people uploaded a picture and the story behind the name of their pet. Each story received triggered a meal donation for the shelters of the **Swiss Animal Protection PSA**. Three winners were also able to choose a shelter to receive a donation of 500 additional meals. Many of the 4,865 stories shared related to the adoption of the owners' cats and dogs.



AT

### Zeig Schnauze ('Show the snout')

Our Purina Austria annual pet adoption awareness event 'Zeig Schnauze' was adapted to be virtual in 2020. We invited opinion leaders and pet lovers to film and photograph themselves enjoying time with their pets while staying at home. For every photo upload/like/share/comment with the #zeigschnauze, Purina donated a meal to pets in shelters – in total 100,000 food portions were donated. The campaign supported our global 'WearebetterATHOMEwithpets' campaign.

*"We are very thankful to be part of the Purina "Zeig Schnauze" initiative. By providing food Purina helps pets in need that are waiting for a new home."*

**Michael Stracke,  
 Tierschutzverein Purzel & Vicky  
 (Animal shelter)**

PL

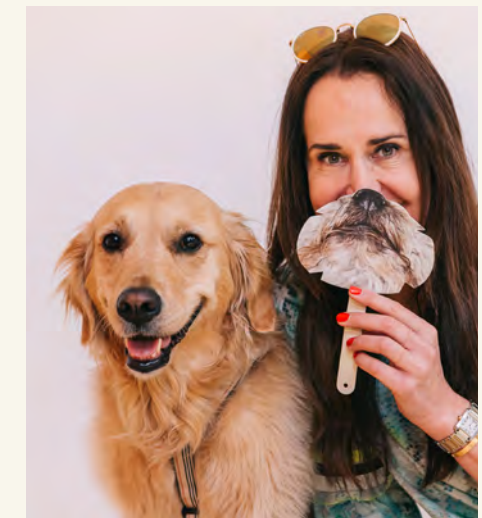
### Adopciaki.pl Adoption Programme

Adopciaki.pl is created in co-operation with the **Viva! Foundation** programme and promotes awareness of adoption and responsible ownership. The idea of the initiative is to find new homes for homeless pets and to prepare them for a successful adoption via care in temporary homes and access to vets, behaviourists and expert nutritional support. Each adopted pet is provided with personalised nutrition



**3,700**  
 pets have found their home since the initiative started 5 years ago

recommendation as well as a Purina pet food welcome pack. Adopciaki.pl website is a both a search platform, enabling a perfect 'owner-pet' match, and a source of advice for adopters. 3,700 pets have found their home since the initiative started 5 years ago. 2020 proved to be a record year, with 1,169 successful adoptions. Due to the pandemic our annual awareness event, the Warsaw Adopciaki Walk, was held virtually. It was promoted via Facebook and attracted people from across Poland to promote pet adoption. We're also very proud that our Adopciaki initiative won an award in the social campaign category for Niezależny Plebiscyt Branży Zoologicznej 2020.





Our commitment:  
**Promote pet adoption through collaborations and partnerships**

## CASE STUDIES



### Wamiz adoption platform

We began working with the **Wamiz** adoption platform in 2020 and supported this with a digital campaign reaching 45 million people. We also worked with influencers and won support from 2 famous German TV stars. Both posted about pet adoption on their channels regularly, to create awareness for this topic.

DE

### UWPA Partnership

In 2020, we started our partnership with the **Union Wallonne pour la Protection Animale (UWPA)** with the goal of improving animal protection. UWPA focuses on defending the interests of shelters and associations, advising the authorities on animal welfare topics and raising public awareness for animal related causes. In addition to regular food donations, we offered our expertise in pet nutrition, communication and broader networking.



BE

### Our Hearts are on the Street

Turkey has a unique stray animal population when compared to other countries. There are 5 million household pets in Turkey with 20 million stray animals living on the streets and Turkish people are very sensitive to their needs. Small amounts of petfood and water pots can be seen on every street corner.

As a natural part of our social responsibility, we started a partnership with Impact Hub & Circular Mind to focus on the 'stray animal' issue on a larger scale. Our aim was to create a community platform and take collaborative action. We designed sessions with veterinarians, academics, shelter founders, entrepreneurs and university students to define the key pain points of the stray animals' issue.

We launched Bootcamp – an Idea Marathon inviting projects ideas. Out of the 196 ideas submitted, 13 were taken forward and the team involved attended as 3 day session where they received training and mentoring with the winning team receiving incubation support in 2021 to transform their project idea into a sustainable business model.



## 1 tonne

of petfood was donated to a pet shelter by Purina on behalf of the winning team

In addition, we continue to provide feedback and a network for the remaining participants to help them realise their ideas.

TR







Our commitment:  
**Promote pet adoption through collaborations and partnerships**

**CASE STUDIES**

RU

**Friend for Pet adoption platform**

In 2018, together with leading organisations in the field of animal protection, we launched our unique online pet adoption platform 'Friend for Pet' – a full service for future pet owners and adoption advocates. As lockdown in 2020 was a tough time for pets, we ran campaigns to drive adoptions. We held 5 YouTube streams from 6 shelters with 50 shelter animals and sold pet cards promoted on social channels. Today the platform has 40 partner shelters and more than 3,000 pets in the project. Nearly a million people have visited [www.friendforpet.ru](http://www.friendforpet.ru) and 6,195 have registered on the platform.



More than  
**3,000**  
 pets in the project

In 2020,  
**698**  
 pets were adopted

FR

**France SPA (La Société Protectrice des Animaux)**

Purina supports the **SPA Solidarity Adoption** programme. This partnership has enabled the responsible adoption of nearly 1,000 cats and dogs during the COVID-19 confinement period. Thanks to a protocol shared by SPA, and supported financially by Purina, the French government granted permission for people to make trips to SPA shelters for pet adoption. This was a great milestone for responsible pet ownership in France at a time when support for shelters was really needed.



*"We're so grateful to Purina, our long-term partner for helping us ensure kittens like these get all the help they need to recover. This donation will go a long way in ensuring that cats and kittens will have the nutrition they need."*

**Richard Howard, Corporate Partnerships Manager at Cats Protection**

UK

**One million meals**

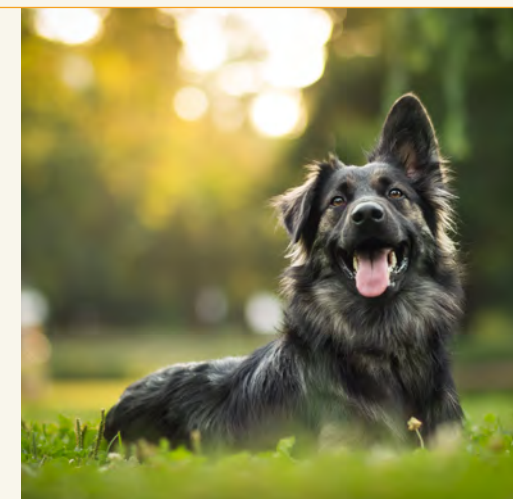
In 2019, as part of the ongoing support of our long-term charity partner **Cats Protection**, our financial support focused on helping to feed one million cats and we designed a campaign around this, which allowed us to highlight the amazing work that Cats Protection does. Our donation of £100,000 was the equivalent of Cats Protection feeding 1 million meals to cats in their re-homing centres. At their main centre, they get through at least 300 meals a day! Four tiny kittens dumped in a cardboard box near Cats Protection's National Cat Adoption Centre became the main focus of our campaign as some of the first cats to benefit from our million meals donation. The kittens featured in the news coverage generating great interest from adopters with all finding new homes.

In 2021, we will make another £100,000 donation to help the charity support the most urgent areas of their work in rehoming, an even greater challenge as a result of reduced income and an expected growth in abandonments due to the pandemic.

IT

**Ente Nazionale per la Protezione degli Animali (ENPA)**

In 2020, Purina committed to supporting **ENPA** during the acute health emergency, by donating more than 100,000 meals and adopting a number of pets from a distance, as well supporting their efforts on our Purina social media channels. Linked to the #AltriEroiEnpa social campaign which aimed to raise awareness among pet lovers for the endless work carried out by the ENPA volunteers.





Our commitment:  
**Promote  
pets in the  
workplace**

Targets:  
**By 2020: We will create 200  
alliances to support pets at  
work initiatives across Europe.  
Baseline year – 2015**

Progress end of 2020:  
**209 external partner alliances  
established**

Status:  
**✓ Achieved**

- CASE STUDIES:**
- Developing the Pets at Work community  
Page 25
  - Pets at Work from home!  
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  - Benefits of working with pets from home  
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  - Converting Condé Nast  
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  - Not only Pedigree Pets at Work  
Page 26
  - The future of Pets at Work  
Page 26

We are especially pleased to announce that despite COVID induced restrictions for workplaces in 2020 we have beaten our target and achieved our commitment.

Since 2016 we have created:  
**209**  
external partner alliances with companies and organisations in 13 of our markets.



Our **Pets at Work** programmes are designed to support more organisations to become pet-friendly.



In 2019,  
we established:

**111**  
external partner  
alliances



In 2020,  
we established:

**36**  
partner alliances  
(including all of our  
top ten markets).

The alliances were made with a wide variety of organisations, ranging in size from small start-ups to companies with 350+ employees.

**Over 70% of all our Alliance Partners were established during 2019/2020 despite COVID restrictions on workplaces.**





Our commitment:  
**Promote pets in the workplace**

## CASE STUDIES

DE

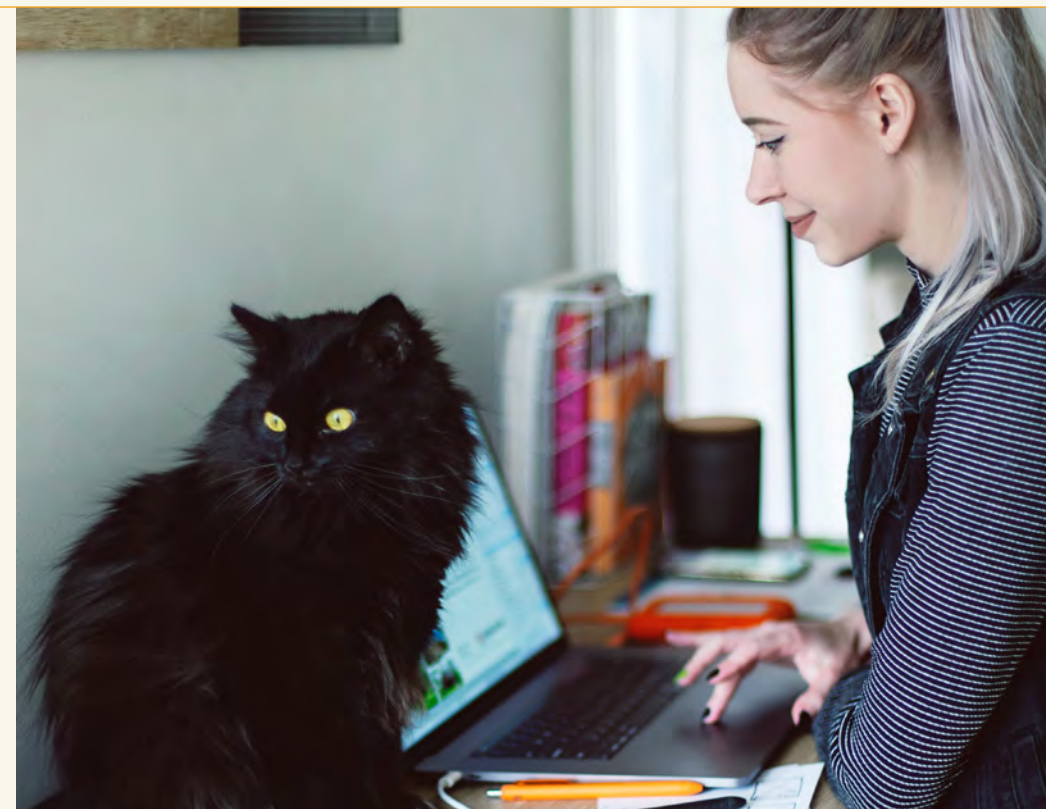
### Developing the Pets at Work community

Purina Germany has welcomed dogs in the office since 2009 and enjoyed the many benefits, such as stress reduction and an everyday better workplace atmosphere. To help other companies experience the advantages of dogs in the office, the Pets at Work Alliance was founded in Germany in November 2017. Via our [website](#) we provide advice and tips on how to implement a Pets at Work scheme. We also developed an extensive toolkit for Alliance members to help them establish their pets at work policies. We promoted our work via the media, with a CRM programme, through appearances at trade fairs and via digital campaigns.

Alliance members were offered starter kits for their office dogs (a dog bed, bowl and a towel) and workshops or training sessions with a specialised dog trainer. We also created a private Facebook community group with regular updates and newsletters. On World Dog Day our members received a dog-care-package with some dog snacks.



**The Germany Pets at Work Alliance comprised 86 members at the end of 2020. 15 of these were achieved in 2020 despite the 'working from home' rules.**



IT

### Pets at Work from home!

In 2020, due to the pandemic, most people in Italy found themselves working from home. According to a survey conducted by Purina on PetPassion.tv, having their pet around while working from home provided carefree moments and relieved stress.

**76%** of respondents agreed that a greater family presence in the home made their pet visibly happier.

UK

### Benefits of working with pets from home

During 2020, UK COVID restrictions saw the focus for Pets at Work shift to talking about the benefits of working with pets from home and on how to bring dogs back into the office in a safe and responsible way. We worked with a psychologist to create a campaign around the associated mental health benefits of pet ownership. Working with a well-known dog behaviourist we were able to provide tips on how to best work at home with pets and also discussed some 'hot topics' such as separation anxiety.



Our commitment:  
Promote pets in the workplace

## CASE STUDIES

### Converting Condé Nast

Working closely with Condé Nast we highlighted the benefits of Pets at Work and encouraged them to trial the scheme. Hand in hand with their team we set up the various steps and ensured the programme was tailored to their specific needs. After working with them for over 18 months, we finally welcomed Condé Nast International to the Alliance in 2019.

*"The team at Purina guided us through each step of the way, from the application process and policy design to dog assessments and organising and attending the launch! Their help made the whole process seamless and fun. Our Dogs at Work 6-week trial was a success and we have adopted it permanently so thank you!"*

**Jags Slawek, HR Partner, Condé Nast**



### Not only Pedigree Pets at Work

In Poland, Pets at Work officially started in March 2016 but our employees have been bringing their pets into the office since 2003. We have supported well-trained pedigree dogs to enter the workplace as well as adopted pets from shelters. In some cases, adopted dogs had been less well socialised, so coming to the office has helped them to conquer their fear of new

people. These dogs have been able to regain their emotional stability as part of this programme. We see not only our employees' lives enriched but also their pets' wellbeing improved. During 2019 and 2020, we recruited 7 external partners to the alliance. In Poland, research has shown that Purina is perceived as a leader in creating pet-friendly working environments.



Our employees have been bringing their pets into the office since

**2003**

### The future of Pets at Work

In Spain, on the Nestlé Esplugues Campus, the implementation of a Pets at Work scheme for 2021 will go ahead as part of their Smart Campus Project.

SP







Our commitment:  
**Promote responsible pet ownership programmes for children**

Targets:  
**By 2023: 2,000,000 children participating in our programmes.**  
*Baseline year – 2015*

Progress end of 2020:  
**1,846,129 children have participated**

Status:  
●●● On track

CASE STUDIES

**Lockdown edutainment** Page 28  
**National Animal Diploma Day** Page 29

**A Scuola di Petcare goes totally digital** Page 28  
**KidZania partnership** Page 29

**Kindness lessons through gaming** Page 28  
**Purina Play Zones** Page 29

**Going for Gold** Page 29

In the past two years a further 1,022,390 children have participated in our programmes bringing the grand total to 1,846,129. We are well on track to exceed our target. 13 countries have run programmes to date.

Our pet-human bond research shows pets contribute to essential skills development and a good learning environment.

Pets teach children life lessons of responsibility, showing affection and respecting boundaries.

As children are the next generation of pet owners, it's important that they recognise the benefits and receive pet education. The aim of our digital Responsible Pet Ownership programme, 'Pet School', is to improve the lives of both young owners and their pets. It teaches the children how to approach a pet, how to understand its behaviour and how to care for, feed and groom it. The programme runs in 6 of our top ten markets and is available in many languages.<sup>1</sup>

In 2020, COVID restrictions affected the amount of time that children were able to spend at school so many of our markets came up with creative, virtual ways to engage these young minds.



**1,846,129**  
 children have participated in our programmes.

Note:  
 (1) Italy: <https://www.ascuoladipetcare.it/it>, Germany: <https://www.purinapetschool.de/de>, Spain: <https://www.purinapetschool.es/es>, France: <https://www.purinapetschool.fr/fr>, UK: <https://www.purinapetschool.co.uk/en>, Russia: <https://www.purina.ru/pins/out-commitments/promote-responsible-pet-ownership-programmes-for-children>





Our commitment:  
Promote responsible pet ownership  
programmes for children

## CASE STUDIES

### Lockdown edutainment

The Programme 'We Are Your Friends' was developed for children aged 7-12 by experts at the Russian Academy of Education and launched in 2017. During 2019-2020, **465,000** children from 30 (out of 85) regions participated in the programme via partnerships with the regional departments and ministries of education. Supporting events included methodology seminars, best practice forums and conferences for teachers plus, an annual Family Photo Contest – 'How pets make our life better'.

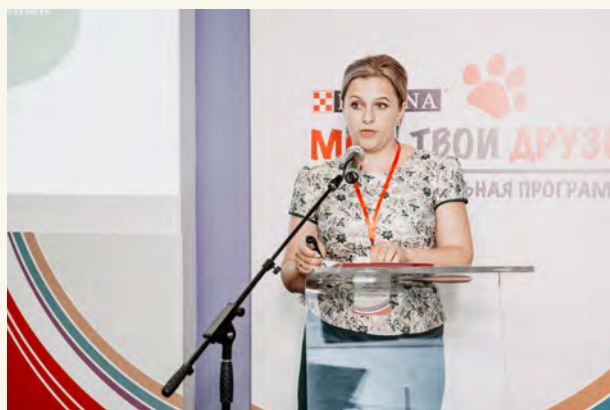
**Our 2019 research proved the efficacy of the programme with the level of involvement of children in taking care of their pets doubling after taking part.**

During this period of home schooling, special online edutainment activities were organised on our website inviting children and their parents to spend leisure time together and learn more about pets. More than **40,000** unique users took part. We worked with other digital educational platforms, including the state ones, and our programme was presented as best practice at both Federal Scientific and Methodological conferences and Business Forums.

Images:  
First picture: Family Photo Contest winner from Novosibirsk  
Second picture: Teachers from 30 Russian regions participate in the Annual National Conference organized within the school Programme  
Third picture: National teacher contest for teachers – Programme participants



RU



IT

### 'A Scuola di Petcare' goes totally digital

After 17 editions of the Italian responsible pet ownership programme 'A Scuola di Petcare', the activity has been completely revised and since September 2020 is now **100% digital**. As the pandemic resulted in school closures Purina and our partner **Pleiadi** updated the 'A Scuola di Petcare' online platform to provide more content to teachers and children to keep them engaged. Consequently, more than **50,000** children completed the responsible pet ownership training.



UKR

### Kindness lessons through gaming

In 2019, Purina and Charity Fund 'Happy Paw' created a table game for children aged 6-14 to promote responsible pet ownership in an interactive format. The game has **68** scenarios teaching children how to care for dogs, details about dog walking, feeding and health care. The **Ministry of Education** recommended the inclusion of 'Kindness' lessons for schools, so our game was incorporated into these sessions. During these lessons, children play the game and learn how they should communicate with pets and what their level of responsibility should be. By the end of 2020 more than **118,000** children had played the game. With the support of **9** Ukrainian bloggers the game achieved **460,610** views. For 2021 we plan to continue our work with schools, provide media support for the game and increase distribution via e-com, pet stores and toy shops.





Our commitment:  
Promote responsible pet ownership  
programmes for children

## CASE STUDIES

### Going for Gold

During 2019-2021, Purina and **PRAIS Foundation** developed two editions of their Pet School educational project. **13,000** primary school pupils from **10** schools in Bucharest and 5 schools in Cluj Napoca were actively engaged in the responsible care of pets' project along with **325** teachers and over **27,000** family members. Based on the PURINA Pet School educational printed guides and videos, teachers organized over 300 activities. Pupils created **1,598** drawings on the theme of 'The fascinating world of dogs and cats'. Romania's PURINA Pet School 1st edition received the **GOLD award** in the animal protection category from the Community Index 2020, which reviews and recognizes the highest performing CSR projects in Romania.



NL

### National Animal Diploma Day

On World Animal Day in 2019, the foundation **Met Dieren Meer Mens** organised '**Nationale Dierendiploma Dag**', a day where schools can join to take the Dierendiploma and Purina sponsored this event. Dierendiploma are digital lessons to teach children aged 8-9 years old how to take care of pets in a responsible way. The lessons were created to allow teachers to integrate them easily into their own lessons. Schools could also enter a contest to win the opportunity for a celebrity to give the Dierendiploma lessons in their school. It was a highly successful day with **1,962** children taking part and receiving their Dierendiploma certificate.



PT

### KidZania partnership

In December 2019 we created a partnership with **KidZania**, an indoor city, certified by the **Portuguese Ministry of Education**, where kids can play grown-ups. We created and opened the doors to the first Purina Pet School Vet Clinic, which simulates a visit to the vet and helps children learn how to take care of and behave around cats and dogs. We also distributed our Pet School Materials to all the schools that organised visits to KidZania. The Clinic hosted more than **8,500 kids** in its first 3 months of opening.



BY

### Purina Play Zones

For the past 4 years we have collaborated with **OkiDog** based in Minsk whose goal is to make the city a more pet-friendly and responsible place to live. Together with OkiDog we organise school lessons to educate children about responsible pet ownership. The lessons are conducted by a professional dog handler who is accompanied by a trained dog to increase the children's involvement and interest. The initiative was approved by the **Ministry of Education**. In 2020, we also installed **2 children's play zones** in shopping centers in Minsk and plan to use these spaces in 2021 to further promote responsible pet ownership to even more children.

## Our local communities

In 2020, we all faced a new, unexpected reality. Purina helped pets, and the people who love them, through this difficult time. As well keeping the manufacturing process operational, and donating food to local pet shelters, our factories supported pet owners in need such as key workers, the elderly and low-income groups.

- ✓ Our French factories in Veauche and Marconelle provided PPE to local healthcare workers and hospitals
- ✓ Our Germany Factory in Euskirchen donated their old IT equipment to local schools
- ✓ At our Bük plant in Hungary, it took less than 5 hours to recruit 22 employee volunteers to visit 300 of the employees' children individually at their homes instead of at the factory
- ✓ Our Spanish factory in Castellbisbal donated and distributed 5000 face masks for the town's elderly population
- ✓ In the UK, Wisbech factory made a cat food donation to staff on the Critical Care Unit in Norwich University hospital.

### OTHER CASE STUDIES

Help for the vulnerable

Page 31

#WearebetterATHOMewithpets

Page 31

Commendation of the highest order

Page 31

### CASE STUDY

#### 3 million meals

Animal shelters and pet welfare organisations under additional strain during the COVID-19 outbreak received support from Purina, including donations of more than 3 million meals for dogs and cats. Donations were made in more than 15 countries across the Europe, Middle East and North Africa (EMENA) region, as varying degrees of lockdowns reduced the number of adoptions and placed an additional burden on facilities looking after pets with less volunteers to assist.

Some examples below:

- ✓ Hungary: **420,000 meals** to shelters with the help of MÁTSZ (Hungarian Animal Protecting Organisation).
- ✓ France: **170 tonnes** of pet food to associations and shelters and €100,000 to SPA Solidarity Adoption programme to allow adoption of pets during lockdown
- ✓ Italy: **100,000 meals** for ENPA the national board for the animal protection
- ✓ Spain: **27,000 kg** of pet food donated to a range of shelters
- ✓ Belgium: **168 cases** of pet food to Union Wallonne pour la Protection Animale
- ✓ Czech: **10 tonnes** of pet food to partner shelter foundation Slza Nadeje
- ✓ Austria: **100,000 portions** of pet food for shelters
- ✓ Poland: **70 tonnes** of petfood donated in cooperation with Viva! Foundation
- ✓ UK: **150,000 meals** donated to charities supporting pets in local communities and £190,000 to charity partners Cats Protection, Canine Partners, RSPCA and DPSCA
- ✓ Turkey: **30 tonnes** of petfood donated to Municipalities to feed stray animals, 20 tonnes of petfood donated to shelters.
- ✓ Germany: A digital media awareness campaign for the Tierheim München shelter in Munich
- ✓ Portugal: **66 tonnes** of pet food donated to Animalife, and Mad Panda





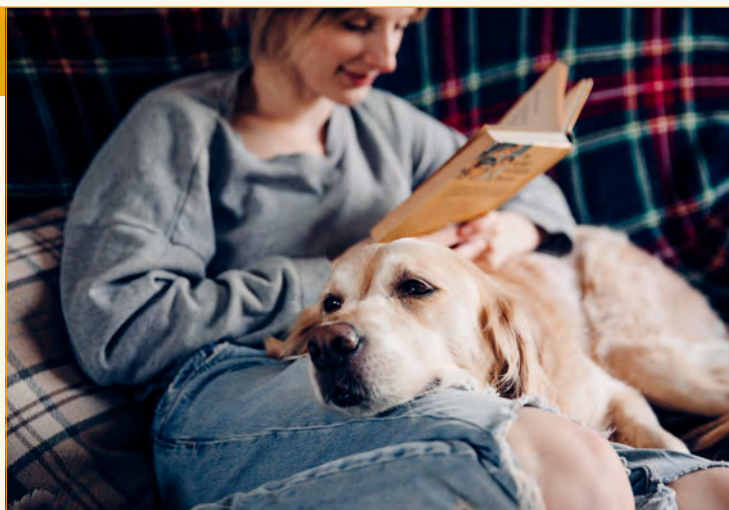
## CASE STUDIES

### Help for the vulnerable

- ✓ When quarantine started in **Ukraine**, we supported our local programme 'Home alone' together with our charity partner **Happy Paw** by donating **2000 kg** of pet food to **elderly people with pets, who were isolating**.
- ✓ In the **UK**, Purina donated **550,000 meals** to cats and dogs owned by families in need. This was done through working with Community Shop, a supermarket which sells food to its members at discounted rates. Purina's **donation helped to feed much-loved pets in families** who might otherwise have to make the choice between feeding their children or feeding their cats and dogs.

### Supporting the vet community

- ✓ **Russia**: Provision of **28,000** medical respirators and the creation of educational webinars with **10,000** veterinarians taking part during the pandemic.
- ✓ **Turkey**: A donation to the Clinician Vet association to provide **2,000** face masks.
- ✓ **Hungary**: Creation of a social video post to reassure pet owners that there is no evidence that pets may spread the virus.



### #WearebetterATHOMEwithpets

In record time we leveraged all resources and teams to improve the lives of pets, pet lovers and pets in need across EMENA which resulted in one of our biggest corporate campaigns with 10 markets going on TV for the first time. 15 markets ran the campaign on their websites and via their social media.

We wanted to provide inspiration for pet owners to have more fun with their pets during lockdown. We also answered their COVID-19 related pet health, wellbeing and product queries. In many cases, we worked closely with our charity partners to call out their need for more support.

In Spain, the campaign reached 98% of Spanish pet owners when they needed us the most. We organised live yoga lessons, provided entertaining videos, online games and developed Instagram effects. We also created webinars giving expert advice in uncertain times.

In the Czech Republic our team created PR and social media campaigns *#SpoluDoma (at home together)* and *#SpoluPomahame (helping shelters together)*.

 [Find out more information about coronavirus and pets](#)

 [Find out more information about cat and dog indoor activities](#)

RU

### Commendation of the highest order

In 2020, Purina achieved a special award from the President of Russia for our contribution in helping the country during the pandemic.

Our initiatives included:



- ✓ **200 tonnes** of pet food donations and fundraising support for shelters



- ✓ Free delivery with Petshop.ru



- ✓ Help for elderly people to walk their dogs, when it was forbidden to leave the house.



- ✓ Providing an on-line school educational programme encouraging children and their parents to spend time together and learn more about pets.



- ✓ A special COVID edition of Purina Newsletter plus Letter of gratitude and appreciation for trade Customers and other stakeholders.



- ✓ Support for Purina's special campaign *#WeAreBetterAtHOMEWithPets* on TV and in digital.

## The pet-human bond

### HARNESSING THE POWER OF THE PET-HUMAN BOND AS A FORCE FOR GOOD

More than anything else, Purina believes that people and pets are better together, and this belief is supported by the scientific evidence which shows that both sides benefit from the power of that bond. During the pandemic, with pets and their owners spending more time together than ever before, they have found each other to be a huge source of comfort and support.

During 2019/20 we did some extensive research into the pet-human bond which helped us to further understand the extent to which pets have a positive impact on people's lives.

We found:

-  **Health:** Pets contribute to keeping people in good physical and mental health
-  **Communities:** Pets foster social inclusiveness and alleviate loneliness
-  **Education:** Pets contribute to essential skills development and a good learning environment
-  **Cost-effectiveness:** Pet-friendly policies contribute to reducing healthcare and social costs making it an effective policy intervention

 [Find the research report here](#)

Our belief that people and pets are better together is also evidenced in the impact of many of our Purina in Society Commitments. This section of the report reviews some of our cutting-edge research in animal assisted therapies and our BetterwithPets Prize initiative.





## ANIMAL-ASSISTED THERAPIES

Our pet-human bond research shows: **Pets contribute to keeping people in good physical and mental health**

- ✓ Pets have a positive impact on mental health, alleviating depression and reducing stress
- ✓ Activities with pets call for a more active lifestyle. Regular physical activity is a risk-prevention factor in non-communicable diseases, and it improves immunity
- ✓ There is a growing medical interest in working with pets in early detection and integrated treatment approaches

### OTHER CASE STUDIES:

Dialogue in the Dark event in Turkey  
Page 34

Therapy Dogs Offer New Fibromyalgia Management Option  
Page 34

Medical detection dogs and COVID-19  
Page 34

## CASE STUDY

SP

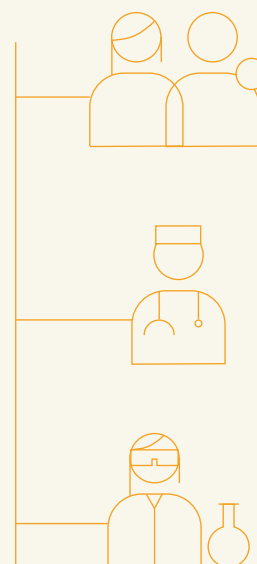
### Investigating patient benefits of dog assisted therapies

Our 2019/2020 research collaborations included:

- ✓ **Hospital Sant Joan de Déu**, Barcelona - funding for the production and distribution of the 'Assisted Therapies in Pediatrics' report to enable publication and sharing of AAT benefits within the scientific community.
- ✓ **Rey Juan Carlos University and Hospital Niño Jesús** de Madrid - finalising the first investigation into the benefits and impacts of therapy dogs in children with eating disorders and continuing with a second phase in Hospital Niño Jesús to gather more data in preparation for publication.
- ✓ **Centro de Terapias Asistidas con Canes (CTAC)** and a scientific study on autism in the Hospital Clinic,
- ✓ A pilot rehab project in the **Hospital Sant Pau** where AAT is helping to improve the physical mobility of patients with intellectual disabilities which will continue in 2021.

The results of the study at Hospital Niño Jesús have been shared during a clinical session for professionals from the psychiatric unit. Around 30 doctors and nurses discussed the study's conclusions:

- ✓ anxiety and depression symptoms reduction
- ✓ increase in self-esteem
- ✓ behaviour changes such as:
  - taking responsibility,
  - having more initiative
  - volunteering or interaction with other patients have been detected in the teenagers participating with assisted therapies with dogs.



#### Parents of the hospitalised children also expressed:

*"The children are more relaxed, less stressed and are in a better mood when the dogs are present. Knowing that your child is happier even though they are still sick has been also very comforting for us as parents."*

#### Doctors told us:

*"Procedures and medical appointments have become much easier thanks to the previous work done with the dogs and their positive impact on the good mood of the participating children."*

#### Scientists leading the investigation shared:

*"The results are very positive and the bond between animals and people can improve the quality of our life, including our health."*

Animal-Assisted Therapies  
CASE STUDIES

TUR

### Dialogue in the Dark event

We have supported the **Guide Dog Association** for 5 years and in 2020 we designed an experience day for journalists to build awareness using empathy. The 'Dialogue in the Dark' event enabled journalists to truly experience the lives of visually impaired people in Turkey and to understand the importance of guide dogs to improving their quality of life. Our guests spent an hour in a totally dark environment, with the help of a guide to try out the typical daily outside routine for a visually impaired person. Afterwards they took part in a special dialogue session with the co-founder of Guide Dog Association Turkey. **Publicity from the event resulted in a 50% increase in foster family applications for the puppies and a 90% increase in guide dog requests from visually impaired people.** We were honoured to receive a Felis' Achievement Award for our efforts.



Note:  
(1) Creative Effectiveness Marketing Award

### Medical detection dogs and COVID-19

UK



Purina and **Medical Detection Dogs** have long been united in their belief that the bond between dogs and trainers can generate benefits for all of society. We donated £100,000 to Medical Detection Dogs to support the training of dogs to detect Covid-19. Their research results confirm that dogs can provide fast, effective and non-invasive diagnosis and help to create safer spaces for us all. It is vital that each dog is trained safely, humanely and able to effectively perform their important role in detecting the virus. The research highlights the potential of dogs to not only help tackle the spread of the virus, but also to become part of future pandemic planning scenarios.

### Therapy Dogs Offer New Fibromyalgia Management Option

US

Given the strong connection between people and dogs, and the mounting evidence of the emotional support that dogs provide, therapy dogs are increasingly being incorporated into clinical settings. The Better Together Study from Purina and **Mayo Clinic** in 2020 found people with fibromyalgia (a chronic centralised pain sensitivity disorder) experienced a more positive emotional-physiologic state after a single session with a therapy dog. For the condition with no known cure, researchers identified animal-assisted activity is an effective tool to help manage the physical and mental health of fibromyalgia patients. The therapy dogs were studied too, and physiologic readings suggested dogs were calmer at the end of patient sessions.

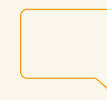


### Canistherapy

UKR

Canistherapy is a growing form of therapy for people with disabilities. Since 2017 we have promoted its development. In 2019 we supported several conferences, training sessions and a childrens' camp in partnership with **Vidchui charity**. Our local initiative '**Canistherapy development in Ukraine**' also received a Partnership for Sustainability Award in Society Projects nomination from Global Compact Network Ukraine.

In 2020, faced with the new reality of COVID, we switched our support into individual training for 5 children at the Canistherapy center 'Fairy Tails', where we were able to track real progress via the trainers and parents. A couple of examples:



**SOFIA aged 8, with Downs Syndrome**  
"Added new words to her speech. Sofia became more attentive and concentrated"




**TIM aged 6, Autistic and with delayed speech development**  
"Started communicating with his parents and telling them where he was, what he had done. He became more focused..."



# PURINA BETTERWITHPETS PRIZE

## Leveraging the bond to tackle societal challenges

 [Visit the website for further information](#)

Following the success and impact of our first edition, we launched a second **Purina BetterwithPets Prize**, again in collaboration with **Ashoka** a pioneer in the field of social entrepreneurship.

**This search for social entrepreneurs harnessing the power of the pet-human bond to positively impact our communities and tackling societal issues** was launched across Europe, Middle-East and North Africa. This edition's prize pool included **CHF 120,000** funding and access to a **Scaling Social Impact Programme** and a **Mentoring Programme**, both designed by Ashoka to support the entrepreneurs in the development of their projects with further support provided by Purina employees.

Entries for the Prize could be submitted under one of the two categories

- 1) **Established Changemakers** – searching for existing projects
- 2) **Young Changemakers** – searching for new ideas from innovators aged 18 to 25 years old.

More than **150** applications from over **25** countries were submitted. The finalists attended the Purina BetterwithPets Virtual Forum, live-streamed on YouTube, where the winners and their awards were announced.

 [You can watch their pitches and discover their passion, here](#)



## Finalists

### Established Changemakers



**StreetVet Accredited Hostel Scheme (United Kingdom):** Free, accessible veterinary care for pets whose owners are experiencing homelessness and support for hostel managers and staff to adopt and implement positive pet policies **(Winner CHF 50,000)**



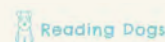
**Gamelles Pleines (France):** Helping homeless pet owners to feed, care and keep their pet **(Runner up CHF 20,000)**



**Courthouse Dogs Research (Spain):** An academic initiative that explores the inclusion of dogs in the judicial system to humanise the court process **(Highly commended CHF 10,000)**



**Evi'dence (France):** A programme that makes animal mediation essential in the prison experience, during and after release **(Highly commended CHF 10,000)**



**Reading Dogs (United Arab Emirates):** Providing specially trained dogs in schools, nurseries and educational facilities to help children learn to read **(Highly commended CHF 10,000)**

### Young Changemakers



**Homely Home (Russia):** Reimagining both human and pet rehabilitation programmes **(Winner CHF 10,000)**



**SoliVet (France):** A cooperative network that supports shelters and housing facilities to allow the social reintegration of homeless animal owners with their companion **(Highly commended CHF 6,000)**



**Pet Me (Saudi Arabia):** A mobile application helping to create a new culture of pet adoption **(Highly commended CHF 2,000)**

Purina and Ashoka employees also had the opportunity to vote for their favourite idea-stage innovation and selected Pet Me, who received an additional prize of CHF 2,000.

## Helping homeless pet owners get access to support services

The benefits of the pet-human bond among homeless pet owners is even more important as it can improve loneliness, isolation and depression during this difficult period. However pet ownership can also restrict the owners' access to support services, especially housing!

Amongst the **2020 BetterwithPets Prize** finalists were 3 projects working on supporting homeless pet owners. Each of them offering solutions to tackle root causes (see below) and therefore helping to change the system to enable these pet owners to get a roof over their heads with their pets:

- ✓ Educating landlords and social staff on animal behaviour (SoliVet)
- ✓ Offering pet-friendly housing (StreetVet)
- ✓ Connecting owners to social infrastructures (Gamelles Pleines)

We are particularly proud of this Prize which allows us to support these particular organisations as well as our other finalists in their journey towards systemic-change in our society.

Note:  
(1) <https://www.tandfonline.com/doi/full/10.1080/08927936.2021.1878683>

UK

## StreetVet - A new scheme to help people & their pets off the streets

StreetVet used its Purina BetterwithPets prize money to launch the first-ever 'pet-friendly' hostel accreditation scheme enabling pet owners experiencing homelessness to be housed with their pets. Otherwise, people face the impossible choice of a roof over their heads or giving up their pet. In the UK, one in ten people experiencing homelessness has a pet (around **32,000** people) and, whilst some hostels accept pets, the vast majority do not.

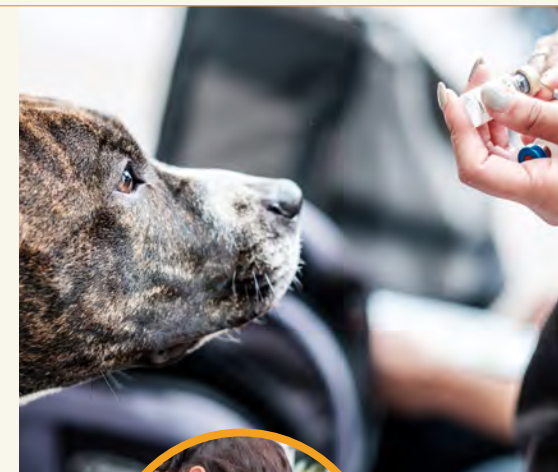
The scheme – which will roll out nationwide – ensures that hostels are well-equipped to support pet-owning residents with a variety of health, hygiene and safety policies in place; e-training hostel team members and providing pet owners with access to vet care including telemedicine, free provision of pet essentials, transport to vet practices when needed and emergency kennelling should the pet owner be taken ill. StreetVet accredited the first hostel in November 2020 and has received very positive feedback from hostel staff and residents.

*"Especially in complex times like these, the need for social innovation and creative solutions that address society's problems should be celebrated.*

*We are excited to support these social entrepreneurs as they grow their impact and we congratulate StreetVet, Homely Home and all the commended initiatives on their inspiring pitches. The creativity and ingenuity of each of the social entrepreneurs demonstrate the mutual power of the pet-human bond and the importance of working towards a future where solutions outrun problems."*

**Bernard Meunier,**

**Former CEO of Nestlé Purina PetCare EMENA**



*"Under current regulations, if people turn down housing due to 'no pets' clauses, they are told they are making themselves 'intentionally homeless' and are refused further housing assistance. **Any pet lover will understand that choosing between a roof over your head and the company of your beloved pet is no choice at all.** One of the many complex reasons that people remain homeless is because there are not enough hostels that can safely accommodate them and their pet. Our hope is that in setting up the StreetVet Accredited Hostel Scheme, fewer people will have to make this impossible choice. Access to pet-friendly hostels is their first step towards independent housing."*

**Jade Statt,**

**StreetVet co-founder and vet**



## SoliVet - Social reintegration of precarious animal owners

As a veterinarian working with homeless people Théo Noguer created this cooperative network that supports shelters and housing facilities to allow the social reintegration of precarious animal owners with their companion. Thanks to the training that SoliVet provides, social workers develop new skills in dog care, in their health and their behaviour. The pet owners feel that their pet is welcomed, and it creates an environment where they see social workers as reliable people. In essence, the pet becomes a mediator of the social work.



*"Thanks to the BetterwithPets Prize, I was able to launch the SoliVet activity in Lyon, and then in Grenoble. Today, we support several structures in order to make them more inclusive, and to ensure that the pet is no longer an obstacle to the social reintegration of its owner. Homeless people finally have a hope of being able to return to accommodation without having to separate from their animals."*

**Théo Noguer**



## Gamelles Pleines - Helping homeless pet owners to feed, care and keep their pet

Gamelles Pleines fights against the social exclusion of people in precarious situations by acting through the animal dimension. Because animals are often the last social link for the most disadvantaged, it is very important to help owners keep, feed and care for their pets. The beneficiaries of their actions are the homeless and isolated persons with low

incomes. Pets, and in particular dogs, often remain their only social bond, their best friend, and sometimes even their only reason to survive. By helping the most disadvantaged to take care of what they hold most dear, Gamelles Pleines avoids heart-breaking separations for people and supports them in providing best care.

In 2020, Gamelles Pleines is:



# For the planet

We want to create a world where pets and people can thrive. Just as we are passionate about pets and the people who love them, this also extends to looking after the Earth for future pet loving generations to enjoy.

We share Nestlé's purpose of 'stewarding resources for future generations'. This includes Nestlé's 2030 ambition to strive for zero environmental impact in our operations, our product portfolio, our manufacturing and our logistics.

We are working to reduce emissions by operating more efficiently and using resources that are better for the planet. We are also striving to create less waste, preserve our nature spaces and encourage our consumers to play their part too.

Our Purina in Society (PinS) goals are designed to help us fulfil those ambitions.

## In this section

Improve the environmental performance of our packaging **39**

Implement responsible sourcing **41**

Our local environments **43**

Environmental performance 2020 **44**



IMPROVE THE ENVIRONMENTAL PERFORMANCE OF OUR PACKAGING



IMPLEMENT RESPONSIBLE SOURCING



GRI 103-1, GRI 103-2, GRI 103-3





Our commitment:

## Improve the environmental performance of our packaging

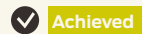
Targets:

**By 2019: Avoid the use of a minimum of 3,000 tonnes of packaging material. Baseline year – 2015**

Progress end of 2020:

**3,542 tonnes of packaging saved. This commitment was achieved in 2018. We are now following Nestlé commitment for 2025.**

Status:



### CASE STUDIES:

**Terracycle**  
Page 40

**Pilot scheme for reusable and refillable dispensers**  
Page 40

**Pilot scheme for FELIX recyclable pouch**  
Page 40

We are pleased to say we exceeded our target and avoided the use of 3,542 tonnes of packaging from 2016 to 2018.

Going forward we will focus on reducing single-use packaging, building on Nestlé commitments to make 100% of its packaging recyclable or reusable by 2025 and reduce the use of virgin plastics by 30% during the same time period.

We are focused on reducing the use of plastics and making sure that the plastics we do use are recyclable or reusable.

Purina is working on reducing both the number of different material layers and the complexity of those materials to make our packaging easier to recycle. Currently:

Packaging designed to be recyclable:

**78%**

Plastic packaging designed for recycling:

**22%**

Packaging recycled content:

**49%**

Packaging recyclable:

**72%**



GRI 301-1, GRI 301-2 (for further details please reference our GRI Index)



As well as reducing the complexity of packaging, we are also exploring new paper-based materials and participating in the CEFLEX project, which works towards the development of consistent facilities across the EU to collect, sort and recycle all types of used flexible plastics by 2025.

We are working to support consumers, making the recycling process as easy as possible through the use of packaging that can be recycled at the same time as other household materials - where the right facilities exist.



Our commitment:  
**Improve the environmental performance of our packaging**  
**CASE STUDIES**

UK

## Terracycle

In the UK, Purina PetCare and Mars Petcare have joined forces to partner with recycling specialist TerraCycle to offer the **Petfood Recycling Programme**. This is the only free nationwide solution for recycling all flexible dry pet food packaging, and any brand of wet pet food pouches, flexible pet food and treat packaging or pouches. We work with our partner, **Cats Protection**, to offer public drop off points for pet food packaging.

Cats Protection centres nationwide are now able to recycle thousands of cat food pouches per week. TerraCycle reuses, upcycles, and recycles waste instead of incinerating or landfilling it. Once collected, the packaging is sorted, shredded, and washed. The material is then made into plastic granules that can be used to make new recycled products.



## Felix's New Recyclable Pouch!

**STANDARD**  
 PLASTIC/ALU PACK



**NEW**  
 MONO MATERIAL  
 PACK PRODUCT



NL

## Pilot scheme for FELIX recyclable pouch

In the Netherlands, Purina is piloting a **first-of-its-kind recyclable flexible plastic packaging for wet pet food** helping to advance the recyclability of pet food packaging. The FELIX pouch packaging is constructed entirely out of Polypropylene (PP) making it recyclable, without compromising on the functionalities of food-grade packaging.

The **industry-first recyclable retort pouch can be used throughout the cooking and sterilisation process**, in turn guaranteeing product quality. The intensity of this cooking process, which reaches more than 120 °C meant we had to work closely with external experts to design materials which could withstand these temperatures while retaining the qualities that make them easily recyclable.

CH

## Pilot scheme for reusable and refillable dispensers

Our in-store dispensers offer consumers a shopping experience that is free of single-use packaging, along with flexibility and variety of product choice. Consumers can bring reusable containers to purchase different types of Purina dry cat food. Through smart technology they can also access product information that is typically found on packaging, such as ingredients, nutritional values and shelf life as well as be guided on what is the best product choice suited to their own cat's needs. After a four-month trial period in 2020 in 3 shops in Switzerland, the dispensers were well-received by consumers and proved their effectiveness in preserving product quality. To further assess the dispensers' efficacy in preventing packaging waste along the supply chain, they are now being rolled out across even more locations in Nestlé Shops.

Offering pet owners the option of using safe, reusable and refillable dispensers in-store can help us improve our environmental impact while still providing great quality nutrition for pets.







Our commitment:  
**Implement responsible sourcing**

Targets:  
**By 2020:**  
**100% of seafood ingredients to be responsibly sourced.**  
*Baseline year – 2015*

Progress end of 2020:  
**76% of seafood ingredients are responsibly sourced.**

Status:  
**Not achieved**  
**Extended to 2022**

**CASE STUDIES:**  
**Supporting the EASTI Fishery Improvement Project towards a certified sustainable tuna catch**  
Page 42

**Regenerative agriculture for healthy soil**  
Page 42

**We have made steady progress towards our goal, increasing the amount of responsibly sourced seafood ingredients from 43% in 2018 to 76% in 2020. We estimate to hit 84% in 2021 and anticipate reaching our goal in 2022.**

Although we have made great progress, it is still challenging to source all of our fish responsibly. Due to the COVID situation in 2020, country lockdowns and the fact that vessels often remained in port due

to lack of fishermen all led to diminished availability of some fish and responsibly sourced fish species. Our percentage of responsibly sourced seafood ingredients, according to the Nestlé definition, is assessed by the Sustainable Fisheries Partnership.

Pet owners want to know where and how the pet food they buy is sourced. We take responsibility to make sure that our suppliers understand our purpose, values and standards at their premises. We work with certification bodies, suppliers and NGOs to implement responsible sourcing.

Our supply chain for raw materials and packaging is primarily in Europe (over 90% of our spend).

There is some soya which comes from Brazil and some rice, amino acid nutrients and vitamins come from South East Asia. The majority of our packaging is sourced within Europe with some packaging materials being sourced from India.

In 2020,  
**99%**  
of our soya was responsibly sourced and traceable.



GRI-FP2, GRI 308-1 (for further details see our GRI Index)





Our commitment:  
Implement responsible sourcing

## CASE STUDIES

### Supporting the EASTI Fishery Improvement Project towards a certified sustainable tuna catch

At Purina, we're focused on offering pet food products made with responsibly sourced ingredients. Therefore, we are constantly improving our processes to ensure our ingredients are responsibly sourced, from soya, to salmon to meat, and with suppliers required to comply with the [Nestlé Responsible Sourcing Standard](#).

This helps us to know where our ingredients come from and how they are produced, and to address environmental and social issues such as deforestation, human rights, and animal welfare. Through responsible sourcing practices, we can have a positive impact on the communities within which we operate.



We know that increasing the volume of certified sustainable tuna is important for the tuna sector - as evident in the Marine Stewardship Council (MSC) Sustainable Tuna Handbook, which states that nearly 25 percent of the global tuna catch is MSC certified (50 certified fisheries).

That's why, at Purina - along with our parent company, we are supporting the [Eastern Atlantic Sustainable Tuna Initiative \(EASTI\) Fishery Improvement Project \(FIP\)](#) which has the aim to improve the sustainability of the fishery and to then enter into full assessment against the MSC standard.

Within the EASTI FIP scope are the following tuna species; bigeye, skipjack and yellowfin tuna, fished by 33 purse seine vessels operating in the Atlantic Ocean in international waters and the Exclusive Economic Zones (EEZs) of several West African coastal States.

Our support, working together with the Ghana Tuna Association, will help the 15 Ghanaian purse seine vessels that are participating in the EASTI FIP to upgrade and maintain Electronic Monitoring Systems (EMS). It will facilitate data gathering programmes in addition to human observer work. It will also serve as a quality control system for the human observer programme and continue to add an additional data source for bycatch and compliance monitoring.

### Regenerative agriculture for healthy soil

Healthier soils are more productive. They are home to a wide range of biodiversity and can store more organic carbon and water. Regenerative agriculture methods restore soil health and are a key part of Purina's sustainability programme. We are also working with farmers, suppliers and communities to transform conventional farming practices into regenerative agriculture methods that protect and restore natural resources such as soil, water and biodiversity.



**In France**, Purina is a partner of the Living Soils Initiative which provides training and technical support to farmers who are willing to use regenerative agriculture practices and measure their impact on soil. The project also aims to develop new financial tools to accelerate farmers' transition to these new methods.

**In the UK**, Purina is one of the partners of a LENS (Landscape Enterprise Network) programme in our cereal supply base. Our aim is to enable the deployment of regenerative agriculture practices, enhance biodiversity and reduce and sequester carbon at scale. Through LENS, we co-develop a market for these ecosystem services, work with organisations and businesses from a range of sectors and invest in improving the quality and health of the landscapes in which we operate. We are also actively working to deploy the LENS model in **Hungary** and **Italy**.



## Our local environments



PL

### Clean ups and ‘plogging’

In France, **50** employees from Aubigny factory and our R&D Centre participated in the annual civic clean up activity, Nettoyons La Nature.

In the UK, Wisbech and Sudbury factory employee volunteers took part in **local beach clean initiatives**, accompanied by their dogs of course.

In Germany and Italy, volunteers from our Euskirchen and Portogruaro factories took part in ‘Plogging’ activity - a combination of jogging and litter picking.

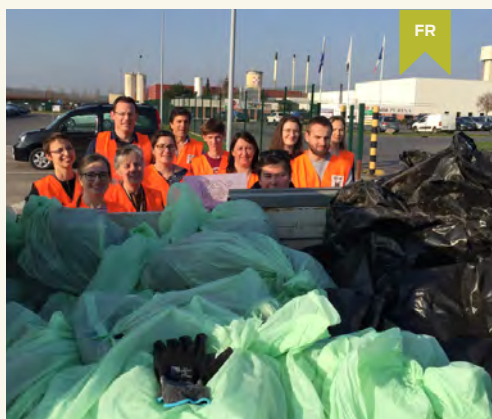
In Poland, our factory employees met on the river-banks to participate in an event designed to clean polluted areas of litter after picnics.



In total,

**350 kg**

of waste was collected.



FR

### Speeding up our sustainability journey

In Sweden, Nestlé and Purina are cooperating with **TMR**, co- sponsoring a project to build Europe’s most modern recycling facility for flexible plastics. Test-runs are planned in the second half of 2021 with the grand opening on 1st Jan 2022.

## CASE STUDY

### Bees Day

PL

**D**ue to the numerous fields surrounding our Polish factory in Nowa Wies Wroclawska, knowing how important bees are for the environment, we built some beehives and planted a seed mixture based on papilionaceous plants characterised by a high supply of nectar and pollen. We also sowed phacelia as the flowers are effective in attracting working bees.

In 2019, we created ‘Bees Day’ dedicated to the important role of bees in our world. Our beekeeper made a movie ‘one day of bee life’ showing

how these small animals live. Employees had an opportunity to try different types of honey, learn how it is made, how to rescue bees or consult a beekeeper.

Observation of the development of bee colonies shows a rise in the number of bee-ties on wax combs resulting in an increase in targeted feeding larvae and ultimately a bigger swarm population. A strong bee colony pollinated flowers to grow and we plan to enlarge the apiary to aid the formation of new colonies.





# Environmental performance

## Materials used

Purina experts have developed special 'mono-material' packaging for easy recycling. This new packaging was used for Purina products, beginning with the Beyond® Grain Free product range from 2019. The shift to mono-materials will mean that by 2021, Purina's Beyond® full range will be easily recyclable.

### Materials used [GRI 301-1]

	2018 (tonnes)	2020 (tonnes)
Raw materials (excl. water)	1,246,411.81	1,357,723
Packaging	127,190.07	180,032
Associated process material	2,464.51	2,877
Semi-manufactured material	4,980.13	332,287*
<b>Total</b>	<b>1,381,046.52</b>	<b>1,872,919</b>

\* The increase in semi-manufactured material is due to the 'kibble' that is stored in silos before being packaged.

## Direct energy consumption

Since May 2020, all Purina factories have been purchasing 100% renewable energy representing an increase of 27% on 2018.

During 2020, 13 Purina projects related to 'energy efficiency or renewable energy (Scope 2)' led to a reduction in total energy consumption of 26,539 GJ.

- ✓ Energy recovery – 3 projects
- ✓ Technology change – 6 projects
- ✓ Process optimisation – 4 projects

In terms of energy intensity, the amount of energy needed to produce one tonne of product, including natural gas and electricity, was 2.075 GJ per tonne (a 7% reduction on 2018).

### Direct energy consumption [GRI 302-1]

	2018 (€J)	2020 (€J)
Non-renewable fuel consumption	2,501,209	2,568,401
Grid electricity	170,280	58,529
100% renewable electricity	916,627	1,164,735

## Water and effluents

Water withdrawal is monitored in all our factories. Purina's largest water footprint is indirect, due to water used for agriculture to produce our ingredients. Internally, there is a smaller footprint in our factories, where it is used for cleaning, cooling, and steam production, including as part of our recipes.

### Water withdrawal (GRI 303-3)

	2018 (m³)	2020 (m³)
Total water withdrawal	2,540,731.61	2,938,034
By type:		
Surface water	9,172	19,842
Ground water	982,203	1,157,492
Municipal water supplies	1,549,356.61	1,760,700
Water stressed*		503,549

\*Wisbech and Castellbisball



We have four commitments concerning water, each with a set of targets:

- 1 Work to achieve water efficiency and sustainability across our operations
- 2 Advocate for effective water policies and stewardship
- 3 Engage with suppliers, especially those in agriculture
- 4 Raise awareness on water conservation and improve access

GRI 301-1, GRI 302-1, GRI 302-3, GRI 302-4



## Biodiversity

We consider biodiversity as a key asset to the sustainability and continuity of our operations as it delivers benefits essential to our business and society, such as clean water, foods and healthy soils that absorb carbon and retain water.

Our parent company Nestlé has been a member of One Planet Business for Biodiversity (OP2B), an action-oriented business coalition on biodiversity with a specific focus on agriculture since its launch in 2019. The coalition is determined to drive transformational systemic change and catalyse action to protect and restore cultivated and natural biodiversity within value chains.

### The coalition focus on 3 action pillars:

- 1 scaling up regenerative agriculture
- 2 using produce portfolios to boost cultivated biodiversity
- 3 eliminating deforestation, restoring and protecting high-value ecosystems.

### Our actions as Purina:

- ✓ Aligned with the OP2B pillars above we are focusing on where we can have the most impact for our business. We are engaging in regenerative agriculture (a farming system that aims to conserve and restore farmland and its ecosystem, including soil health) for our cereals supply in France, UK, Hungary and Italy. We are also investigating how to include a wider range of crops in our recipes
- ✓ All our soya, used as an ingredient, involves 94% deforestation free soya. For our indirect soya use (fed to animals that become our by-products), because most of it comes from Brazil and a share of it is high risk, Nestlé purchased RTRS1 credits starting in 2020<sup>1</sup>.
- ✓ Regarding fish, we do not accept fish which is either endangered or critically endangered according to the IUCN Red List

In addition to the major programmes mentioned above, some of our Purina factories have also implemented actions to protect and restore biodiversity, for example:

- ✓ Montfort (France) restored a green space area along the river Risle
- ✓ Sudbury (UK) worked with a local school to convert a small area of rough land into a Butterfly Meadow
- ✓ Veauche (France) only cuts grass in the meadow twice a year and has discontinued pest baiting along fences

- ✓ Vorsino (Russia) built a new facility, which involved displacing the river course through an underground pipe. As compensation for this impact, the factory introduced some fish into the river, with the approval of the environmental agency

GRI 303-3, GRI 304-1, GRI 304-3, GRI 304-4 (please see our GRI Index)

Note:  
(1) Round Table on Responsible Soy Association

## Greenhouse gases

Carbon dioxide and other greenhouse gases arise from Purina's direct energy use and from refrigerant losses. The transport used on the production and distribution of our products also results in GHG emissions. We cannot currently measure the energy, emissions, effluent or waste arising from secondary transportation (distribution centres to customers), largely because of the complexity of our value chain, with much of the movement shared with other companies and some sister businesses.

### Greenhouse gas emissions

	2018 (tonnes eCO <sub>2</sub> )	2020 (tonnes eCO <sub>2</sub> )
Scope 1 [GRI 305-1]	140,540.43	144,356
Scope 2 [GRI 305-2]	16,971.33	5,713
Total direct & indirect [GRI 305-4]	157,887.51	150,312
CO <sub>2</sub> emission reductions from initiatives [GRI 305-5]	2,972.52	18,667
Emissions intensity* [GRI 305-4]	97.38	82.3
Direct NOx emissions [GRI 305-7] KG	228,578.44	231,529
Direct SOx emissions [GRI 305-7] KG	2,042.25	1,065

\* kgCO<sub>2</sub>e per tonne production

### EXAMPLE:

Our Montfort plant in France shipped products directly to their customer Zooplus, bypassing the warehouse and saving on transportation, storage and handling costs. On top of this they reduced their carbon footprint by reducing CO<sub>2</sub> emissions by more than 210 tonnes.

GRI 305-1, GRI 305-2, GRI 305-4, GRI 305-5, GRI 305-7



## Waste

Purina has a policy of actively managing and reducing its waste. We have set a target of zero waste for disposal from all sites by 2020.

### Waste (GRI 306-2 to GRI 306-5)

	2018 (tonnes eCO <sub>2</sub> )	2020 (tonnes eCO <sub>2</sub> )
Total weight of waste	96,296.46	98,508
Non-hazardous	96,003.67	98,409
Hazardous*	292.79	99
Waste reused, recycled, composted or recovered**	95,692.75	97,904
Waste for disposal***	603.7	604

\* Hazardous waste recycling = 46 t  
Hazardous waste incineration with energy recovery = 42 t  
Hazardous waste incineration without energy recovery = 3 t  
Landfill = 6 t  
Other recovery process = 1.1 t  
Reuse = 0.6 t

\*\* Waste for reuse = 3,300 t  
Waste for recycling = 25,940 t  
Waste for composting = 7,051 t  
Waste for energy recovery = 9,367 t  
Waste other recovery = 27,264 t  
Waste for anaerobic digestion = 24,883 t

\*\*\* Including incineration without energy recovery and landfill

GRI 306-1, GRI 306-2, GRI 306-3, GRI 306-4, GRI 306-5

# Our people

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## Our people

Our people have shown amazing resilience and resourcefulness throughout the Pandemic and taken on some extraordinary challenges.

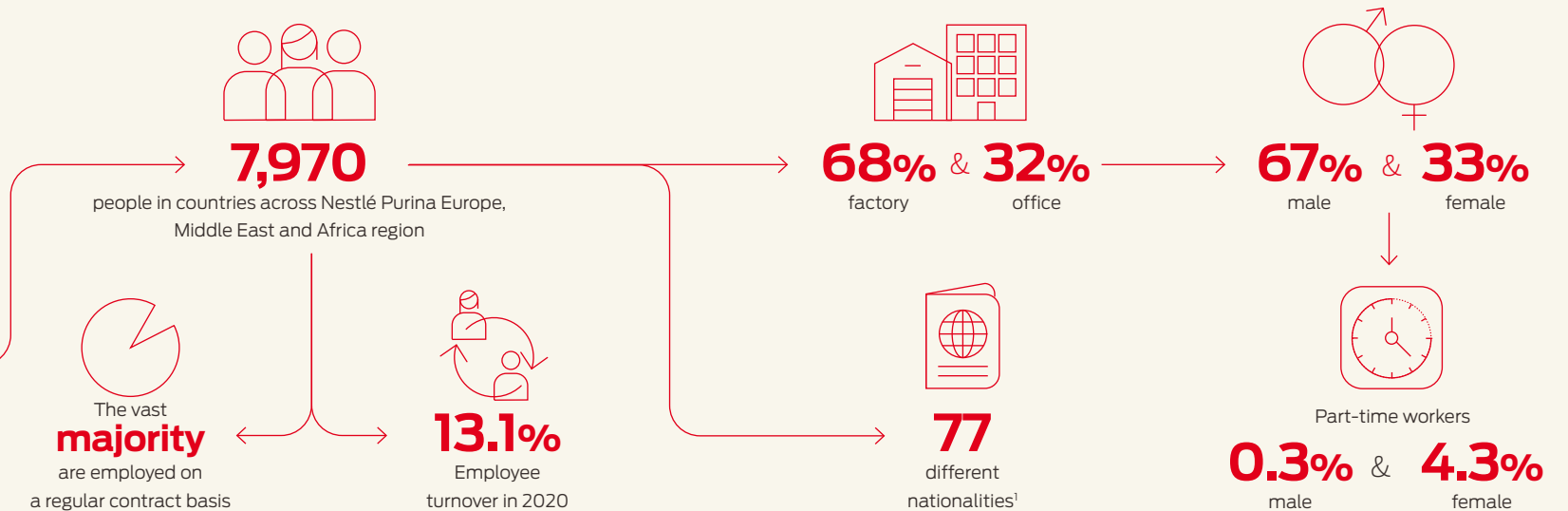
As well as ensuring continued supply of petfood to our customers, our teams went above and beyond to help those in need, delivering pet food supplies to Pet Shelters and vulnerable people who were either unable to go out or unable to afford to buy food.

Our marketing teams rapidly adapted their communications campaigns to digital platforms to ensure we continued to make progress on our Purina in Society commitments and provided inspiration for pet owners at home in lockdown. Our factory staff distributed PPE to healthcare workers and the elderly, donated IT equipment to schools and petfood to hospital workers.

These are just a few of the many examples of our teams' contribution and we are immensely proud of each and every one of our Purina family.

### We employ a total of:

Note:  
(1) Data boundary for employee, and youth employment, data covers Nestlé Purina EMENA.





## Employee breakdown by type

Region	Regular	Temporary
Central functions	90.6%	9.4%
Central regions	91.8%	8.2%
Eastern	93.8%	6.2%
France/Belgium	93.0%	7.0%
Northern	92.3%	7.7%
Southern	91.5%	8.5%
Factories	90.9%	9.1%
Centre R&D	92.3%	7.7%
<b>TOTAL - EMENA</b>	<b>91.3%</b>	<b>8.7%</b>

GRI 102-8, GRI 102-41

## Diversity and equal opportunity

Employees	2018	2020
Female	31%	33.4%
Male	69%	66.6%
Female - Managers	67%	51%
Male - Managers	33%	49%
Female – Senior Leadership	-	29%
Male – Senior Leadership	-	71%

Purina abides by Nestlé's internal and external commitment of 40% Women in Senior Leadership positions.

... **On track**

## Diversity of our governance body (CdD)

Leadership board	2018	2020
Over the age of 50	67%	92%
Between 30-50 years	33%	8%
Female	33%	33%
Male	67%	67%

Purina abides by Nestlé's internal and external commitment of 30% Women in Corporate Key positions by 2022.

✓ **Achieved**

GRI 405-1, GRI 405-2





## Training and education

97 employees participated in Purina training in 2020. A total of 2,525 hours or average 26 hours per employee. Such low numbers are due to the COVID crisis, which fundamentally changed the planned 2020 curriculum as not all of our training could be adapted to a virtual experience. In addition to our own Purina training, employees participated in other virtual training sessions offered locally across the Nestlé business or externally to build their functional capabilities. 3,188 employees are part of our Global Performance System, representing 40% of our employees in EMENA. During 2019 and 2020, 100% of our managers received a regular performance and career development review (24% people managers and 76% non-people managers).

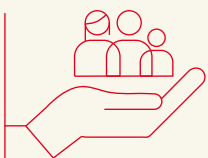
In 2019, we had 124 people attend our Petcare Seminar, giving them a comprehensive view of the category. Designed to help participants identify with and commit to delivering our vision. Attendance is by nomination only for those people relatively new to the category.

In 2020 we also developed and tested our 'Hello Purina' NPPE's online onboarding programme for new employees which will go live in 2021. This learning programme has 7 modules to introduce Purina PetCare EMENA and provide newcomers with the minimum knowledge required for a successful start in an interactive and engaging way.



**100%**

of our managers received a regular performance and career development review



## Human rights

We abide by the [Nestlé policy and statement](#). We are committed to provide our employees all over the world with good working conditions and flexible employment possibilities that support a better balance of private and professional life consistent with our expertise as a leading Nutrition, Health and Wellness company. We respect and promote human rights in our operations and entire value chain, in line with the United Nations Guiding Principles and the Ten Principles of the UN Global Compact.

GRI 404-1, GRI 404-3, GRI 412-3

## Product quality

Purina operates within the [Nestlé quality system](#) which aims for 'zero defects, zero complaints and no waste'. Suppliers to Purina are expected to operate consistently with the quality system.

GRI 403-1, GRI 403-5, GRI 403-6, GRI 403-9, GRI 416-2

## Occupational health and safety

Purina sites are covered by either OHSAS 18001 or ISO 45001 certification. All employees receive basic Safety and Health training during their induction. For contractors, a specific risk prediction is carried out including the identification of high hazard tasks. For such tasks, a Specific Permit to Work is established. Under the framework for employee health, we promote health through programmes such as our 'Know Your Numbers' programme about health risks and 'Healthy life' training, with modules including work-life balance, resilience, food, and advice about sleep.

In 2020, there were no fatalities and no irreversible injuries at any of our factories. The main types of injuries that did occur were associated with manual handling operation, hand tools, and with environment (building, flooring and tight workplace). Ergonomic injuries were at lower degrees of severity due to the actions undertaken so far.



LEARN All about Nutrition, Health and Wellness	FEEL That we CARE for each other	CHOOSE Balance
Help employees enhance their health knowledge and become passionate Nutrition, Health and Wellness ambassadors	Help employees access information about - and take ownership of- their own health	Help employees develop and maintain healthy lifestyles

COVID became a new concern in 2020 and is reflected in the increased recordable illness rate. It also meant we were unable to hold our usual open days, when visitors could come to our factories.

However, we were able to adapt and organise virtual factory visits at many of our sites.

### Health and safety data

	2018	2020
Total lost-time illness rate - employees, contractors & public (per million hours worked)	0.46	2.5
Total lost-time injury rate - employees, contractors & public (per million hours worked)	1.04	1.2
Total recordable illness rate - employees, contractors & public (per million hours worked)	0.65	2.7
Total recordable injury rate - employees, contractors & public (per million hours worked)	1.30	2.03



## Our stakeholders

Purina has a wide range of stakeholders which have been identified by Purina's management and by specific stakeholder mapping exercises conducted by our top ten markets.

- ✓ Employees (internal)
- ✓ Consumers and pet owners, including consumer organisations
- ✓ Customers (grocery and specialist)
- ✓ Industry and business associations (including competitors, trade bodies and local business networks)
- ✓ Key opinion leaders (including academia)
- ✓ Local and national authorities
- ✓ Local communities
- ✓ Local businesses and organisations that implement commitments such as Pets at Work
- ✓ Media
- ✓ NGOs (including pet welfare groups; not-for-profits and charity partners)
- ✓ Professional stakeholders (e.g., breeders, dog trainers, kennels)
- ✓ Regulators
- ✓ Schools, students, teachers (including technical colleges)
- ✓ Suppliers (including Ingredients, contractors and agency partners)
- ✓ Trade unions
- ✓ Veterinarians and veterinary nurses (including veterinarian associations)
- ✓ Workplaces

In late 2020/early 2021 our stakeholders told us they see Purina's strengths as:

- ✓ High quality and loved products, backed up by strong associations with science, research and innovation
- ✓ Commitment to pets, owners and society, and the promotion of pets in society
- ✓ Effective and proactive stakeholder engagement

We also heard that they are increasingly interested in impacts across the value chain of petfood products – including both environmental impact and animal welfare in the supply chain – while they continue to see the trend towards natural products as one of the long-term issues facing the pet food sector.

Whereas innovation and collaboration are most strongly associated with Purina, stakeholders lack visibility of our climate action and natural products. They would also like to hear more about how Purina is after to read is:

- ✓ Staying ahead of the natural trend, backed up by value chain transparency and environmental responsibility
- ✓ Leveraging pet-focused initiatives, such as responsible pet ownership and pet adoption, to improve perceptions of community impact

These insights help to identify possible new areas for us and to increase our communications in this report and across our operations and the communities we serve.



**For further details of how we have engaged and collaborated with our stakeholders over 2020 - See separate GRI Index**

GRI 102-42







**BetterwithPets**

## Purina in Society Report 2020

© APRIL 2021,  
NESTLÉ PURINA PETCARE EMENA  
CORPORATE COMMUNICATIONS

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

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### About this report

This report covers Purina in the calendar year 2019 and 2020 unless otherwise stated.

This is our third Purina in Society report. The first report was published in 2017, the second in 2019.

For further details see: <https://www.purina.eu/>

Some pictures used in this report were taken pre-Covid-19.

Purina will continue to monitor the progress of Purina in Society commitments towards our goals and share via a report every two years.



The contact point for further information is Mary Sharrock, External Relations Director – Nestlé Purina PetCare EMENA, email: [Mary.Sharrock1@purina.Nestlé.com](mailto:Mary.Sharrock1@purina.Nestlé.com)

**This sustainability report has been prepared in accordance with the GRI Standards and has met all criteria for the Core option.**

It is planned that Purina reports will be both public and subject to external assurance.

GRI 102-48, GRI 102-49, GRI 102-50 through to GRI 102-56 (for GRI 102-55 please see our GRI Index)