



Guidebook

A Healthier Everyday

PEOPLE | COMMUNITIES | PLANET

A Healthier Everyday

A Healthier Everyday is Britvic's sustainable business programme. Our purpose is to make life's everyday moments more enjoyable. We want to make a positive difference to the world around us – helping to make it healthier, happier and more sustainable. Creating A Healthier Everyday through actions large and small.

Our A Healthier Everyday programme focuses on three key areas where we can make a real difference:

- Healthier People
- Healthier Communities
- Healthier Planet

Why is it important?

At Britvic, we have been bringing enjoyment to millions of everyday moments for over a century through our iconic and much loved brands.

We know this is a great privilege and it puts us in a position of trust. Trust that we will grow our business in the right way, in the interest of all of our stakeholders, and leave a lasting legacy.

It gives us a huge opportunity to contribute to making healthier, happier communities and a more sustainable world.

To create A Healthier Everyday.



Healthier People

The health of our consumers really matters to us. Our business was built on bringing an affordable source of vitamins to consumers at a time when diets lacked important nutrients.

We've never forgotten our history and today we do our best to make it easier for our consumers to make healthier choices and live healthier lives in order to create A Healthier Everyday.



Healthier Communities

Healthier communities support a better quality of life; socially, economically and environmentally.

We care about our communities, none more so than our employee community and we are committed to providing a healthy, inclusive workplace where every colleague can thrive.

We also want to make sure we look after the communities that look after us, and we are proud to be doing what we can to make the communities where we operate stronger – creating jobs and supporting charities and community groups to create A Healthier Everyday.



Healthier Planet

A healthier planet is one where resources are used responsibly and the natural world is protected, so that future generations can continue to enjoy life's everyday moments.

We are playing our part, focusing on the small changes and innovations that will contribute to a better world in the longer term.

From the sourcing of our natural ingredients to the manufacturing and distribution of our drinks, we are committed to doing right by the environment, creating A Healthier Everyday for today and tomorrow.





A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

Our focus areas and why



Calories

The worldwide prevalence of obesity has more than doubled between 1980 and 2014. We believe an integrated, holistic approach where everyone – government, public health bodies, business and NGOs – works together is the only way to tackle what is a complex issue. But we recognise that we, and the rest of the wider food and drink industry, have a role to play in helping to tackle obesity, and we're proud of the industry leadership that we've shown.



Diversity & inclusion

A diverse workforce is a better workforce. Diversity sparks creativity by bringing together different perspectives and attitudes, as well as better reflecting the communities and consumers we serve. We want to ensure everyone can be themselves and feel empowered to be the best they can be.

Community support

As a company with a large presence and influence in the communities where we operate, we want to make sure our impact is a positive one. Supporting our communities is a vital part of securing their trust and respect. Helping our employees to give back good causes also helps make Britvic a Great Place to Work.

Employee wellbeing

Our business can only succeed if we all succeed together. To do this, employees need to be happy and healthy at work. By supporting the emotional and physical wellbeing of our employees, we can help improve business productivity, reduce days out of work and most importantly earn their trust and loyalty.



Resource efficiency

In a world facing rapid environmental change and rising populations, we all have a responsibility to conserve natural resources and protect our environment. As a business we heavily rely on energy and water to produce our products and its important we minimise this use as much as possible, eliminating cost and reducing our environmental impact.

Packaging

Packaging is a critically important component of our products; it keeps them safe, secure and of maximum quality. We have a responsibility to ensure the environmental impacts of our packaging are minimised throughout its lifecycle, from the materials we use through to how our consumers dispose of it.

Sustainable supply chains

It is really important to us that our suppliers operate responsibly and do business with the same ethical standards we hold ourselves to. By looking after our supply chains, we can help ensure security of supply in the future. We can also have a really great impact on our suppliers' own communities and environments.

BRITVIC



A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

Our 2020 Goals

Our 2020 goals focus on tackling the issues where we feel we can have greatest impact and will help us to secure the trust and respect of our communities as part of our wider business strategy.

Healthier People

Helping consumers to make healthier choices and live healthier lives



- Reduce average **calories** per 250ml serve by 20% to 28kcal from 35.02kcal in 2013 (excl. Brazil)

Healthier Communities

Helping our employees and communities to thrive



- **Women** are represented in 40% of leadership roles across the company
- 50% of our employees take advantage of our **community** support programmes
- All employees have access to **wellbeing** programmes that support healthier lifestyle choices and we achieve a wellbeing score of 81% in the GPTW survey

Healthier Planet

Helping to secure our planet's future



- Reduce the **carbon emissions** relative to production across our global manufacturing sites by 15% vs 2016
- Achieve a **water** ratio of 1.4 across our global manufacturing operations (excl. fruit processing)
- Achieve zero **waste** to landfill from our global manufacturing sites
- Reduce the amount of materials we use across all **packaging** formats and ensure 15% of PET comes from recycled or renewable materials

2020 Goals



A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

Our 2020 Goals: Healthier People

Healthier People

Helping consumers to make healthier choices and live healthier lives



2020 Goals

- Reduce average **calories** per 250ml serve by 20% to 28kcal from 35.02kcal in 2013 (excl. Brazil)



How we will achieve them

(i) Reformulating our drinks with no compromise on taste or quality

- Every time we reformulate an added-sugar product, we will reduce the sugar content
- When we reformulate our NAS drinks, we will look to reduce sweetness levels

Reformulating our products

(ii) Continual innovation in our products and range

- 70% of our innovation pipeline is focused on developing low/no sugar drinks (defined as under 5g/100ml)
- We will continue to research and invest in different sweetener systems, as we have always done – being the first UK soft drinks company to introduce Stevia in 2012
- We will continue to grow our ‘zero proof’ category and provide great tasting, premium drinking experiences for adults who choose not to drink alcohol

Investing in innovation

(iii) Using the power of our brands to educate and motivate consumers

- We will provide clear information to consumers to enable them to make informed choices, directly and through working with industry, government and other stakeholders
- Our kids and family brands partner with organisations that help consumers live healthier lives
- We will market responsibly using our Marketing Code and lead all cola ATL advertising with Pepsi MAX
- We will work with our customers to make it easier for consumers to make healthier choices

Educating and motivating



A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

Our 2020 Goals: Healthier Communities

Healthier Communities



Helping our employees and communities to thrive

2020 Goals

- **Women** are represented in 40% of leadership roles across the company
- 50% of our employees take advantage of our **community** support programmes
- All employees have access to **wellbeing** programmes that support healthier lifestyle choices and we achieve a wellbeing score of 81% in the GPTW survey



How we will achieve them

(i) Building an inclusive organisation where our employees reflect the diverse communities and consumers they serve

- We will build an inclusive organisation where everyone's voice is heard and people can be themselves
- We will use a best in class, inclusive approach to recruitment to drive the diversity of the talent we hire and create an environment where employees from all backgrounds are supported and enabled to develop their careers
- We will embed diversity and inclusion considerations into our responsible marketing code to ensure it shows up in our brands and marketing activity

Diversity and inclusion

(ii) Encouraging and enabling our people to participate in our community support programmes

- We will encourage and enable employee volunteering with paid days off
- We will offer programmes (e.g. matched fundraising) to support our employees in making a positive contribution to communities
- We will support a corporate charity partner

Community giving

(iii) Supporting wellbeing and creating a safe and healthy working environment across our value chain

- We will create a safe working environment by targeting zero accidents in the workplace and promoting safe and healthy employee behaviours
- We will support employee wellbeing through programmes that encourage healthier lifestyle choices
- We will ensure safe and ethically sound working practices across our supply chain through our Ethical Business Policy

Health, safety and wellbeing

Our 2020 Goals: Healthier Planet



A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

Healthier Planet

Helping to secure our planet's future



2020 Goals

- Reduce the **carbon emissions** relative to production across our global manufacturing sites by 15% vs 2016
- Achieve a **water** ratio of 1.4 across our global manufacturing operations (excl. fruit processing)
- Achieve zero **waste** to landfill from our global manufacturing sites
- Reduce the amount of materials we use across all **packaging** formats and ensure 15% of PET comes from recycled or renewable materials



How we will achieve them

(i) Minimising the impact of our operations

- We will invest in state of the art technology at our manufacturing sites to drive efficiency and minimise our environmental impacts (water, energy, carbon, waste)
- We will work with our supply chain partners to minimise the impacts associated with our logistics activity

Resource efficiency

(ii) Optimising packaging to reduce waste and support recycling/re-use

- We will baseline the environmental footprint of our packaging portfolio
- We will continue to research and invest in new packaging materials and formats that support the circular economy and minimise environmental impact
- Through the power of our brands we will educate and encourage our consumers to recycle
- We will collaborate with our industry peers, government and the waste management sector to improve infrastructure and systems to promote better material recovery

Optimising packaging

(iii) Promoting sustainable agriculture in our supply chain

- We will work with our suppliers to promote responsible sourcing practices in accordance with our Ethical Business Policy
- We will promote the adoption of sustainable agriculture practices within our agricultural supply chain, paying particular attention to water use and soil protection
- We will investigate using sustainable certification schemes with our key ingredients

Sustainable supply chain

2017

KPI Performance Summary



A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

We want to make a positive difference to the world around us - helping to make it healthier, happier and more sustainable.

As we progress on our journey to 2020, we track and report our performance against our KPIs. Below is our 2017 performance summary which can also be found in the 2017 Annual Report at <http://www.britvic.com/~media/Files/B/Britvic-V3/documents/pdf/presentation/2017/annual-report-2017.pdf>

Healthier People

Average calories per 250ml was **36.5kcal** across our global portfolio, a 1.4% increase on 2016 due to growth in juice sales in Brazil.

Excluding Brazil, our average calories per 250ml reduced by 0.8% from 2016 to **35.1kcal**.

2020 Goals

- 20% reduction in calories vs 2013

Healthier Communities

• **36%** of senior roles across the business filled by women.

• **31%** of our GB employees took advantage of our community support programmes.

• We achieved a wellbeing score of **72%** within the Great Place to Work survey across the company.

2020 Goals

- 40% women in senior leadership roles
- 50% employees participating in community support programmes
- 81% GPTW employee wellbeing score

Healthier Planet

• **5%** reduction in carbon emissions relative to production across our global manufacturing sites to 31.05kg CO₂/tonne produced vs 2016.

• Water ratio (water consumption relative to production) of **2.15** across our global manufacturing sites

• We diverted **99%** of our global manufacturing operations waste from landfill.

• **308 tonnes** of plastic bottle packaging eliminated in GB by moving products onto new lines as part of the supply chain investment project

2020 Goals

- 15% carbon ratio reduction vs 2016
- 1.4m³ per tonne product water ratio
- 100% waste diverted from landfill
- 15% recycled or renewable PET

Creating a sustainable value chain: 2017 Highlights



Robinsons No Added Sugar

Britvic was originally founded in the 1930s to provide an affordable source of vitamins to British people. We've never forgotten our history and today we do our best to make it easier for our consumers to make healthier choices and live healthier lives. Our consumers are looking to enjoy lower sugar drinks that do not compromise on flavour and in 2014, we took the bold decision to cease production of added sugar Robinsons to meet evolving consumer needs.

Today, we only produce Robinsons No Added Sugar squash for the UK market, cementing our position as the number 1 squash brand in GB. This action has removed over 6.8 billion calories from UK diets on an annualised basis.*

In 2016 we took the brand into dispense in a number of foodservice customers e.g. Subway, giving consumers a low-calorie, no added sugar option.



* Calculation based on assumption that all Regular volume switched into the equivalent NAS variant, volume remained unchanged



Employee wellbeing

Our employee community is a fundamental focus of our Healthier Communities pillar. Britvic's commitment to employee wellbeing was recognised in Ireland in 2017 where we received the KeepWell™ Mark from the Minister of Health, Simon Harris.

The KeepWell™ Mark focuses on eight themes and the impact these have across the entire organisation. These themes are: Leadership, Absence Management, Smoke Free, Physical Activity, Health & Safety, Mental Health, Healthy Eating and Intoxicants.

As part of the accreditation process, we completed a comprehensive questionnaire which was then audited by a team of experts from Irish business association, Ibec. This comprised a review of Britvic policies, evidence of initiatives and interviews with employees from across the business.

Britvic Ireland is one of the country's first companies to achieve the KeepWell™ Mark along with Sky Ireland, Oracle, and Microsoft. This is a fantastic achievement and demonstrates our commitment to making the company an inspiring place to be for all our employees.



Promoting recycling with our customers

Festivals are renowned for generating vast quantities of litter, with an estimated one million plastic bottles used at Glastonbury every year. In addition, a review carried out by Julie's Bicycle showed that V Festival South produced 314 tonnes of waste in 2016, but only managed to recycle 29% of it. To tackle this issue, Britvic sought to encourage consumers to engage in pro-environmental behaviours by making recycling interactive and enjoyable.

Festival goers were encouraged to throw their empty bottles into targets on our giant Throwback Boombox. If a bottle, cup or can successfully hit the target in the speakers, the Boombox played throwback tunes from the nineties and noughties that had been specially selected for the V Festival audience.

To generate visibility for Britvic's recycling mission and to encourage wider involvement, we created a sculpture from recycled plastic bottles called the Very Important Post (VIP). Everyone who shared their photo in front of the sign using the hashtag #ThrowbackVIP was entered into a competition to win VIP ticket upgrades awarded throughout the festival.

Additionally, our amazing team of employee volunteers worked incredibly hard litter picking and spreading the recycling message around the festival.

As a result of Britvic's initiative and those who participated, well over 2,500 bottles, cans and cups were recycled at the Boombox, with thousands more collected throughout the festival by Britvic employee volunteers. We continue to partner with our customers to help inspire pro-environmental behaviours in consumers, whilst adding a bit of fun!





A Healthier Everyday
PEOPLE | COMMUNITIES | PLANET

Our F18 Targets

We have set ourselves the following targets for F18 in support of our 2020 ambitions

F18 Targets

Healthier People

Helping consumers to make healthier choices and live healthier lives

- Reduce average calories per 250ml serve by **3%** vs F17 (excl. Brazil)

Healthier Communities

Helping our employees and communities to thrive

- Women are represented in **38%** of leadership roles across the group
- **35%** of our GB&I employees take advantage of our community support programmes
- Achieve a wellbeing score of **78%** in the GPTW survey

Healthier Planet

Helping to secure our planet's future

- Maintain our carbon emissions relative to production (**31.05kg/tonne**) across our global manufacturing sites whilst we commission new equipment
- Achieve a **2%** reduction in our water ratio across our global manufacturing operations (excl. fruit processing) vs F17
- Maintain **99%** diversion of waste from landfill from our global manufacturing sites
- Trial the introduction of recycled PET (rPET) into GB portfolio

More information



For more information about our new A Healthier Everyday programme please visit www.britvic.com/sustainable-business or email sustainablebusiness@britvic.com

© 2018 Britvic plc

Britvic plc takes all reasonable care to ensure that the information contained in this document is accurate. However, no warranty or representation is given that the information and data contained within it are complete or free from errors or inaccuracies. No part of this document should be relied upon by any external party without the permission of Britvic.

BRITVIC