

Building Social Capital in a Volatile and Uncertain World

Espresso Webinar based on GlobeScan's Corporate Affairs Survey
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Introduction



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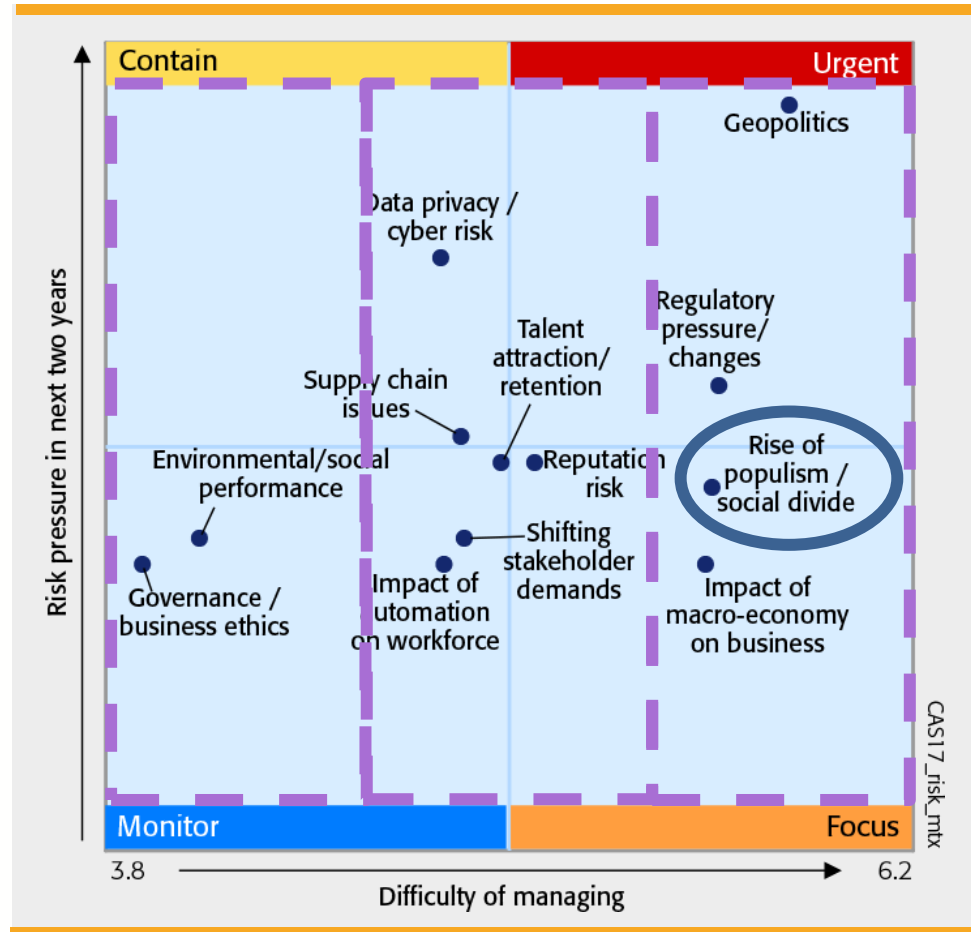
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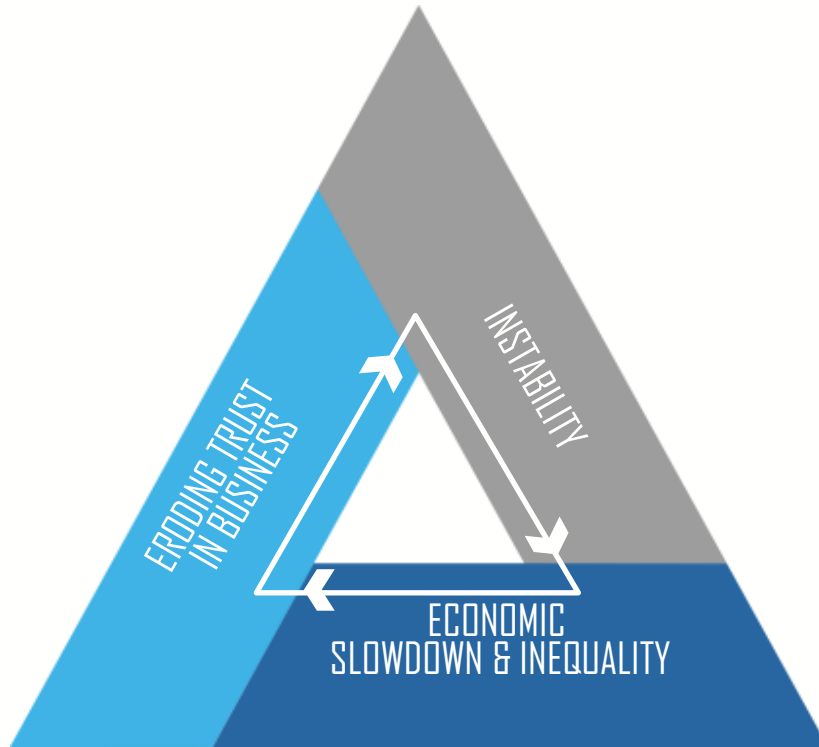
The Risk Environment: *Latest Perspective*

From manageable operational risks to uncontrollable macro-risks



Social Polarisation: Businesses' *Bermuda Triangle*

The manifestations of a polarised society are manifold



Verbatim from Corporate Professionals

“ Large multinationals could be unfairly maligned as only benefiting the elite.

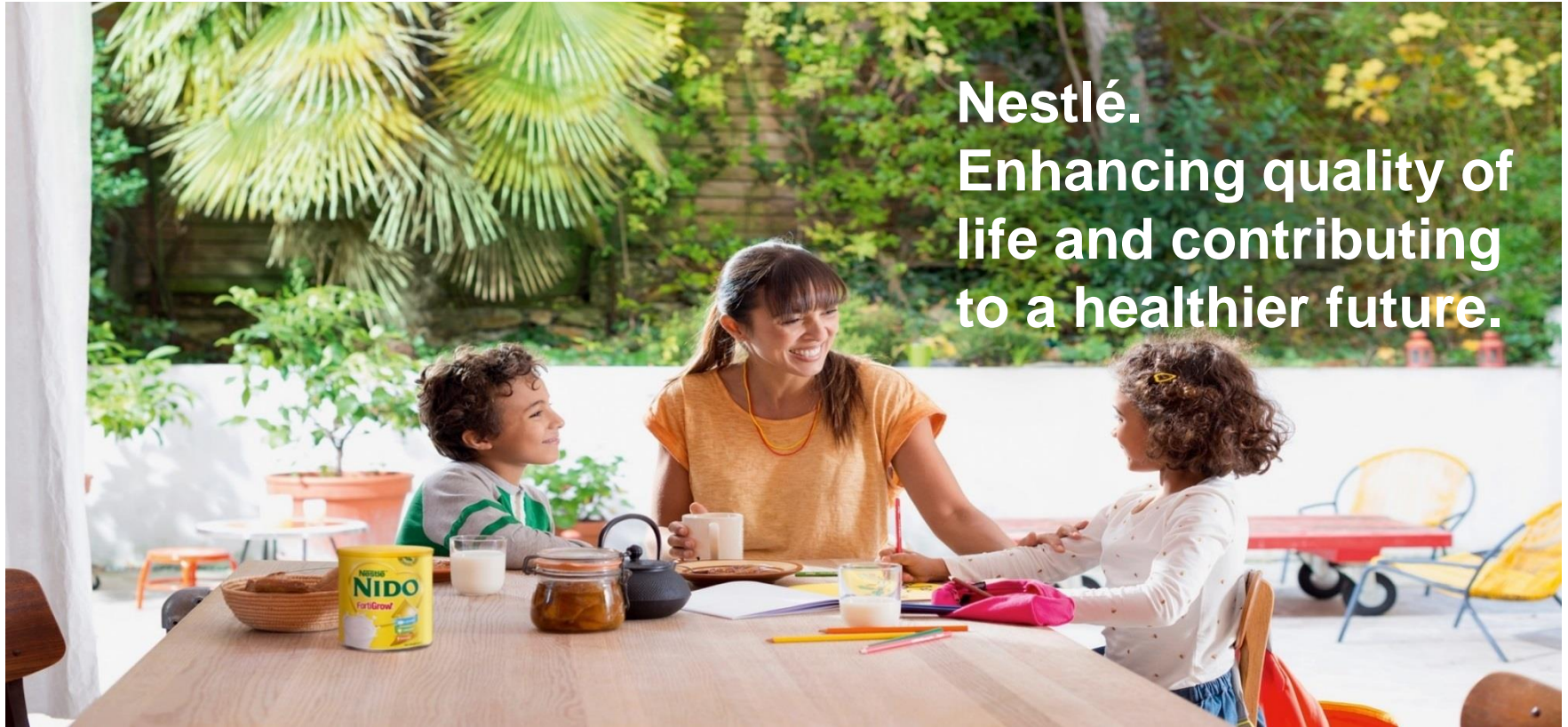
Anti-business sentiment, more demands for business transparency.

Seeing a growing divide between consumers and business for not meeting expectations.

Building Social Capital: *Nestlé's Perspective and Experience*



Driven by purpose



Our purpose & values framework



Materiality: Identifying the issues that matter



The Opportunity for Greater Social Capital: *Linking Purpose with the SDGs*

Our commitments toward 2020



FOR INDIVIDUALS & FAMILIES

FOR OUR COMMUNITIES

FOR THE PLANET

Enabling healthier and happier lives

Offering tastier and healthier choices

Launch more nutritious foods and beverages, especially for mothers-to-be, new mothers and children

Further decrease sugars, sodium and saturated fat

Increase vegetables, fibre-rich grains, pulses, nuts and seeds in our foods and beverages

Address undernutrition through micronutrient fortification

Simplify our ingredient lists and remove artificial colours

Inspiring people to lead healthier lives

Support breastfeeding and protect it by continuing to implement an industry-leading policy to market breast-milk substitutes responsibly

Empower parents, caregivers and teachers to foster healthy behaviours in children

Market to children only choices that help them achieve a nutritious diet

Advocate for water as a top choice for healthier hydration

Leverage our marketing efforts to promote healthy cooking, eating and lifestyles

Apply and explain nutritional information on packs, at point of sale and online

Offer guidance on portions for our products

Partner for promoting healthy food environments

Building, sharing and applying nutrition knowledge

Build and share nutrition knowledge from the first 1000 days through to healthy ageing

Build biomedical science leading to health-promoting products, personalised nutrition and digital solutions

Helping develop thriving, resilient communities

Enhancing rural livelihoods

Roll out rural development baseline assessments to understand the needs of farmers

Improve farm economics among the farmers who supply us

Improve food availability and dietary diversity among the farmers who supply us

Implement responsible sourcing in our supply chain and promote animal welfare

Roll out the *Nestlé Cocoa Plan* with cocoa farmers

Continuously improve our green coffee supply chain

Respecting and promoting human rights

Assess and address human rights impacts across our business activities

Improve workers' livelihoods and protect children in our agricultural supply chain

Enhance a culture of integrity across the organisation

Promoting decent employment and diversity

Ensure that all Nestlé employees are covered by a certified safety and health management system

Enhance gender balance in our workforce and empower women across the entire value chain

Provide effective grievance mechanisms to employees and stakeholders

Roll out the *Global Youth Initiative* across all our operations

Provide training on *Corporate Business Principles*, Nutrition and Environmental Sustainability

Advocate for healthy workplaces and healthier employees

Stewarding resources for future generations

Caring for water

Work to achieve water efficiency and sustainability across our operations

Advocate for effective water policies and stewardship

Treat the water we discharge effectively

Engage with suppliers, especially those in agriculture

Raise awareness on water conservation, and improve access to water and sanitation across our value chain

Acting on climate change

Provide climate change leadership

Promote transparency and proactive, long-term engagement in climate policy

Safeguarding the environment

Reduce food loss and waste

Improve the environmental performance of our packaging

Assess and optimise the environmental impact of our products

Provide meaningful and accurate environmental information and dialogue

Preserve natural capital, including forests



With 2030 Ambitions in support of the Global Goals

Our company purpose

Enhancing quality of life and contributing to a healthier future

Our ambitions

For individuals and families

*Enabling healthier
and happier lives*

For communities

*Helping develop thriving,
resilient communities*

For the planet

*Stewarding resources
for future generations*

Our CSV impact areas

Nutrition, health
and wellness

Rural development

Our people, human rights
and compliance

Water

Environment
and sustainability

Through our ambitions we are supporting
the Sustainable Development Goals



Purpose as Social Response; Actions on the SDGs

83%

Purpose highly relevant response to mitigate risk of social polarisation

76%

Company has taken steps to align strategy with SDGs

46%

Considering campaign to communicate response in coming year

31%

Measure rigorously effective contribution & track progress



Q&A Session



GlobeScan is a strategy and insights consultancy, focused on helping our clients to listen to their stakeholders and build long-term trusting relationships.

Offering a suite of specialist research and advisory services, GlobeScan partners with clients to meet strategic objectives across reputation, sustainability and purpose.

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