

Growing with purpose

At Danone, we believe that combining economic success with positive social and environmental impact is essential to create sustainable value for all. Our purpose-led Manifesto brands sit at the heart of our 'One Planet. One Health' vision. Driving change on topics that really matter to people, they play a key role in accelerating the food revolution and create a competitive advantage, as 64% of consumers choose, switch or avoid a brand based on its stand on social issues.⁽¹⁾

PROMOTING TRANSPARENCY TO INSPIRE HEALTHIER CHOICES

We strive to empower employees and consumers to lead healthier lives while creating shared value for our business and local communities. We are promoting transparency and helping people to make informed choices, for instance, by adding the B Corp™ logo or the Nutri-Score label to some of our product packaging in several countries. This is also the aim of *Collaboration for Healthier Lives*, a project we are co-creating with the Consumer Goods Forum and more than 100 partners in 10 cities worldwide to encourage healthier eating and drinking habits. For example, in the London boroughs of Southwark and Lambeth, Danone and retailer Tesco have joined forces with key stakeholders to launch healthy eating campaigns in stores and encourage change in consumers' behavior.



“Customers tell us they want to eat more healthily and would like retailers and manufacturers to help. At Tesco, we believe we can be more effective by collaborating with our supplier partners to develop initiatives helping customers to understand, find and choose healthier options.”

Dave Lewis,
CEO, Tesco



SGM: HELPING TO TACKLE MALNUTRITION IN INDONESIA

Building on its mission to promote children's health, our SGM brand is helping to tackle nutritional deficiencies that hinder child growth and development in Indonesia, where 37% of children under five suffer from stunting⁽¹⁾. In 2019, SGM set up the *Aksi Nutrisi Generasi Maju* program in West Java, collaborating with the Indonesian government, NGOs, healthcare professionals and canteen operators to champion better nutrition for school children. It also partnered with e-retailer Lazada⁽²⁾ to raise awareness of the importance of good nutrition locally, inviting parents to make a digital pledge for a healthier generation. The campaign generated 20 million interactions and an exceptional engagement rate (20%), highlighting the potential of our Manifesto brands to improve lives.

BONAFONT: CELEBRATING WOMEN'S EMPOWERMENT

In 2019, Bonafont built on its 25-year commitment to empower Mexican women by encouraging men to celebrate this cause through a major nationwide campaign: 'A tu manera'. In addition, Carrera Bonafont 5K, the world's largest women's running race, celebrated its 15th anniversary on International Women's Day. Some 70,000 women took part in support of our gender equality partnership with UN Women. Bonafont's efforts have raised awareness of gender equality in Mexico, inspiring more partners to join the cause.



HORIZON ORGANIC: LEADING THE WAY IN ORGANIC DAIRY

As organic pioneers and the largest organic dairy brand in the world, Horizon Organic is helping to lead the way in responsible dairy in the U.S. We work closely with farmers to prioritize animal welfare, promoting healthy, stress-free environments, grazing in open pastures and all-organic diets. To protect the environment, Horizon Organic also helps its farmer partners to improve the soil, while offsetting 100% of the electricity used to make its products with renewable energy credits. Already B Corp™ certified, Horizon Organic has recently committed to become carbon positive across its full supply chain by 2025.



“I'm proud to have contributed to creating a market for organic dairy products in the U.S. and remain committed to improving agriculture.”

Mark Retzlaff,
Co-Founder, Horizon Organic

