AT OUR VERY CORE LIES AN ECONOMIC AND SOCIAL VISION

The Marseille speech, 1972

In 1972 in Marseille, Antoine Riboud spoke about his vision of Danone’s role as a company, recognizing the interdependence of economic and social factors in business. His statement included the following:

“A company’s responsibility does not end at the factory or office doorstep. People’s entire lives depend on the jobs it creates. Through the energy and raw materials it consumes, it changes the face of our planet. The public sees to it that we are reminded of our responsibilities in this industrial society. (…) Growth should no longer be an end in itself, but a tool which, rather than harming the quality of life, instead enhances it.”

Since then, Danone has used this philosophy to drive sustainable growth. This visionary plan was the basis of the founding principles for Danone’s economic and social goals. Even today, our employees around the world are designing creative business models that have a positive effect on our economy, society and environment.
Our Manifesto

Paris, 2015

More than forty years after the Marseille speech, Émmanuel Faber, newly appointed President of Danone, created the Manifesto. It transcends the economic and social vision Antoine Riboud evoked in 1972.

The Manifesto belongs to every Danoner. By living our Manifesto, we carry forward our mission of bringing health through food to as many people as possible and our dual economic and social vision carried by our values of humanism, openness, proximity and enthusiasm. The Manifesto embodies our commitment to lead a Alimentation Revolution by supporting healthier choices and lifestyles, and by caring about the health and wellness of Danone and Danoners, of our communities and our planet, and of current and future generations.

You can find the Manifesto here
SECTION 1 –
OUR SOCIAL COMMITMENT

Breakfast Club of Canada
Partner since 1996

Danone Canada cares about the health of the communities it serves. As such, we have made a significant commitment to Breakfast Club of Canada so that all Canadians can begin the day with a healthy breakfast. This commitment takes shape through the volunteer work done by our employees in clubs across Canada, the yogurts we offer and the money we donate to the organization.

To learn more about Breakfast Club of Canada, go to http://www.breakfastclubcanada.org/
BREAKFAST CLUB OF CANADA

Our 2020 commitments

Through 2020, we will continue to support the volunteer commitment of our employees who offer their time with clubs in the Calgary, Toronto and Montreal regions.

2020 commitment 2017 result
75 EMPLOYEES PER YEAR 60 EMPLOYEES

We will offer more than 2.3 million individual containers of yogurt to clubs across Canada annually, and will continue to do so through 2020.

2020 commitment 2017 result
MORE THAN 2.3 M 1.9 M

In addition to the products offered, we will donate $45,000 annually to the organization ($135,000 over three years).

2020 commitment 2017 result
$135,000 $45,000
DANONE NATIONS CUP

For more than 16 years

In 2000, the Danone Group created its own international soccer tournament for children aged 10 to 12: the Danone Nations Cup!

Sixteen years later, the Danone Nations Cup has earned a tremendous reputation in the world of football. Far from being just a tournament, the Danone Nations Cup is a unique and memorable experience for everyone involved.
Our 2020 commitments

For the first time in 2017, we trained and coached both a girls and boys team for the final tournament in New York City, USA. We will continue to support these two teams through 2020.

2017 result
1 GIRLS TEAM
AND
1 BOYS TEAM

2020 commitment
1 GIRLS TEAM
AND
1 BOYS TEAM
VOLUNTEERING MONTH

Second edition in June 2017

Each June, Danone offers all employees the opportunity to volunteer their time in the local community. Thus, employees in our offices in Calgary, Alberta, Mississauga, Ontario and Boucherville, Quebec have the opportunity to give a boost to organizations in their community.

More than 65% of our staff participated in this second edition, held in June 2017, supporting more than 15 different organizations and providing more than 1,000 volunteer hours.
Through 2020, we will continue to support more than 1,000 employee volunteer hours.

2020 commitment
MORE THAN 1,200 HOURS

2017 result
1,026 HOURS

75% of our employees will participate in a Volunteer Month event in June of each year through 2020.

2020 commitment
75%

2017 result
61%
SECTION 2 –
OUR ENVIRONMENTAL COMMITMENT

4 key pillars

The Danone Group’s global commitment to the planet is built upon four key pillars: climate, water, sustainable agriculture and packaging. The initiatives to be implemented in Canada to achieve these ambitious goals will be announced in the coming months. To find out more about the Danone Group’s roadmap, see the 2020 Nature Dashboard.

Climate
Fight climate change by reducing our carbon footprint and helping nature sequester more carbon.

Water
Protect water resources, particularly when scarce, and use them in harmony with local ecosystems.

Sustainable Agriculture
Promote agriculture that produces healthy food, is competitive, creates economic and social value, respects natural ecosystems and generates better nutritional balance.

Packaging
Turn waste into a resource and use packaging materials from sustainable resources.
## OUR ENVIRONMENTAL ACHIEVEMENTS

We can be proud of our environmental achievements in Canada in recent years. Here are select examples from each of our key pillars.

<table>
<thead>
<tr>
<th>Climate</th>
<th>Water</th>
<th>Sustainable Agriculture</th>
<th>Packaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% reduction in carbon footprint in kgCO₂/t (*DDR scope, 2008–2016)</td>
<td>13% reduction in water consumption in the plant in m³/t (2013–2016)</td>
<td>Research with Laval University on the benefits of extruded flaxseeds in cattle diets</td>
<td>Introduction of expanded polystyrene (air bubbles) in 100 g plastic containers in 2011 resulting in a nearly 20% reduction in the amount of plastic used.</td>
</tr>
<tr>
<td>One of the most notable actions that have contributed to this reduction has been transport of products by rail to Western Canada rather than by truck. Today, almost all of our products travel by train to that part of the country</td>
<td></td>
<td>1- Reduce carbon emissions by 9.4%</td>
<td>Overwrap removed on Greek 4-pack in 2014</td>
</tr>
<tr>
<td>DDR = Danone direct responsibility</td>
<td></td>
<td>2- Improve milk quality (40% more omega-3)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3- Improve cattle productivity by 3%</td>
<td></td>
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</tbody>
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**OUR ENVIRONMENTAL ACHIEVEMENTS**

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