



## Purina in Society Commitments Report 2023

BetterwithPets



Your Pet, Our Passion.®



# Message from the CEO

## Jeff Hamilton

CEO, Nestlé Purina PetCare Europe  
2021-present

### Delivering on our purpose: creating richer lives for pets and the people who love them.

It has now been nearly four years since I rejoined Purina and I'm delighted to be back – the passion, dedication and energy of this team is contagious.

At Purina, our belief is that when pets and people bond, life becomes richer. This is certainly true for myself and my family – our lives would be far less rich if it wasn't for our beloved labrador, Suede.

When I started this role in 2021, we were still in the throes of the COVID-19 pandemic, and we

continued to witness and experience the benefits of the pet-human bond more than ever before. The sharp rise in pet ownership brought with it many great benefits – from lifting people's spirits to promoting their overall wellbeing. However, we mustn't ignore that in some cases it brought challenges, as a result of inflation taking hold and causing the cost of living to rise, for instance.

That is why delivering on our Purina in Society Commitments (PinS) became even more important. Back in 2016, we launched our ten PinS commitments to help address the environmental and social impact of our business in Europe and help to make the world a better place for pets and the people who love them. We were the first petcare company to launch commitments of this kind, and we did so in order to demonstrate our responsibility to take the lead in championing the benefits that pets bring. We sought to create shared value for society-at-large, for our employees, for our

stakeholders, for our supply chain, and for pets and people in the communities where we live, work and play.

And, I must say, we have come a long way and achieved successes that our Purina teams across the region should feel very proud of.

To date, we have published three reports on our progress, announcing that we achieved and, in some cases, greatly exceeded our targets for six of our ten PinS commitments. These included launching new products focused on improving the health and wellbeing of pets, completely removing artificial colourants from our main meal and snack products, creating alliances to support pets at work initiatives, and avoiding the use of thousands of tonnes of packaging material.

In 2021, I committed to reporting on our four outstanding commitments covering obesity prevention, responsible pet ownership, adoption and responsible sourcing. This report summarises our achievements in these areas and showcases initiatives from across the region, as well as highlighting some inspirational stories from our people.

Our people are at the heart of our business, and I am inspired and impressed by the resilience, hard work and passion of our people in such challenging times. Our teams have worked tirelessly towards achieving these commitments whilst the planet has

become more fragile, and geopolitics have become increasingly volatile.

In addition to working on our PinS Commitments, I continue to be impressed by our sustained focus on responding to consumer demands through innovation and developing products that deliver great taste and nutritional value, while minimising their environmental impact. Elsewhere, we held our third BetterwithPets Prize, which saw us provide vital funding to impactful organisations that are leveraging the pet-human bond.

We also scaled up our regenerative agriculture work and increased visibility for our climate action on our website. As part of the Nestlé Group, we have also continued to play our part in achieving Nestlé's commitments to 95% reusable or recyclable packaging by 2025 and net zero greenhouse gas emissions by 2050.

Two years ago, we launched a new set of Commitments to ensure that we can operate within the planetary limits and positively impact people and society at large. We're working hard on delivering against these targets, and Kerstin Schmeiduch, our Director of Sustainability & Corporate Communications, talks more about these commitments at the end of this report.

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




Image: Jeff and his labrador retriever, Suede.

#### Notes:

This report covers progress for our remaining Purina in Society commitments for pets, communities and the environment. It covers the calendar years 2021, 2022, 2023 unless otherwise stated. It also outlines our latest Purina commitments which were launched in 2022.

(1) For the purposes of this report, the top 10 markets are defined as those in 2016, when the Purina in Society commitments were launched.\*

(2) Purina is part of the Nestlé Group. All other [sustainability reporting is provided through Nestlé](#).

 [Find the Assurance Statement here](#)

 [See the GRI Index here](#)












 [Find out more about our update on Ukraine and Russia](#)

\*Belgium, France, Germany, Italy, Netherlands, Poland, Russia, Spain, Switzerland, UK.

# Scorecard for Purina in Society Commitments

The remaining **PinS Commitments** that we are **reporting on**

A reminder of the **PinS Commitments** that we have already **achieved and reported on**

|                        | For individuals, families and their pets  |  | For our communities  |   | For the planet  | For individuals, families and their pets   |   |   | For our communities  |   | For the planet   |
|------------------------|---|--|--|---|---|--|---|---|--|---|--|
|                        | INNOVATE TO IMPROVE PETS' HEALTH AND WELL-BEING   | HELP REDUCE THE RISK OF PET OBESITY  | PROMOTE PET ADOPTION   | PROMOTE RESPONSIBLE PET OWNERSHIP PROGRAMMES FOR CHILDREN   | IMPLEMENT RESPONSIBLE SOURCING  | INNOVATE TO IMPROVE PETS' HEALTH AND WELL-BEING  | DELIVER ACCESSIBLE PRODUCT INFORMATION AND PETCARE ADVICE   | REMOVE ARTIFICIAL COLORS FROM OUR PRODUCTS  | PROMOTE PETS IN THE WORKPLACE  | CREATE JOBS FOR YOUNG PEOPLE ACROSS EUROPE  | IMPROVE THE ENVIRONMENTAL PERFORMANCE OF OUR PACKAGING   |
|                        |    |   |   |    |    |   |    |    |   |    |                             |
| <b>Our goal</b>        | From <b>2021</b> to <b>2022</b> , we will launch 10 new products focused on improving the health and wellbeing of pets. <i>(Baseline year 2020)</i> | <b>By 2023</b> , our top 10 markets across Europe will be supporting prevention partnerships and programmes. <i>(Baseline year 2014)</i>   | <b>By 2023</b> , our top 10 markets across Europe will be supporting adoption programmes and organisations to help improve pet adoption rates. <i>(Baseline year 2015)</i> | <b>By 2023</b> , 2 million children will have participated in our responsible pet ownership programmes. <i>(Baseline year 2015)</i> | <b>By 2023</b> , 100% of seafood ingredients to be responsibly sourced. <i>(Baseline year 2015)</i>   | <b>By 2020</b> , we will launch 14 new products focused on improving the health and wellbeing of our pets, with easy to access, accurate and transparent information on our pet food products. <i>(Baseline year 2017)</i> | <b>By 2020</b> , to provide consumers with easy to access, accurate and transparent information on our pet food products. <i>(Baseline year 2018)</i> | <b>By 2020</b> , we will completely remove artificial colourants from our main meal products. By 2023, we will completely remove artificial colourants in snacks. <i>(Baseline year 2014)</i> | <b>By 2020</b> , across Europe, we will create 200 alliances to support pets at work initiatives. <i>(Baseline year 2015)</i>                                    | <b>By 2016</b> , we are committed to creating 1,500 job opportunities and traineeships for young people below the age of 30 at Nestlé Purina in Europe. <i>(Baseline year 2015)</i> | <b>By 2019</b> , avoid the use of a minimum of 3,000 tonnes of packaging material. <i>(Baseline year 2015)</i> |
| <b>Our achievement</b> | We exceeded our goal, launching a total of <b>15 new products</b> , all focused on improving the health and wellbeing of pets. <sup>(1)</sup>       | By the end of <b>2023, 18 markets</b> had supported a range of prevention partnerships and programmes to help prevent pet obesity, including our <b>top 10</b> markets. <sup>(2)</sup> | At the end of <b>2023, 16 countries</b> had established Pet Adoption partnerships, including our <b>top 10</b> markets. <sup>(2)</sup>                                     | We greatly exceeded our goal. At the end of <b>2023</b> , more than <b>3 million children</b> have participated in our programmes.  | At the end of <b>2023, 90% of seafood ingredients</b> were responsibly sourced. Our goal was not achieved due to supply chain disruption issues in 2022 and 2023. | This goal was achieved in <b>2020</b> . We greatly exceeded our target with a total of <b>37 new products</b> launched.  | Our goal was achieved in <b>2020</b> .  | We achieved our goal <b>3 years ahead</b> of time: all artificial colourants were removed from our meals and snacks in <b>2020</b> .  | We achieved our goal in <b>2020</b> , establishing our Pets At Work Program in <b>209</b> external companies, who share the belief that we are better with pets. | We reached our goal in <b>2016</b> and employed <b>2,429 young people</b> from 2014-2016.   | This goal was achieved in <b>2018</b> . <b>3,542 tonnes of packaging</b> was saved.                            |
|                        | ✔ Achieved and exceeded   | ✔ Achieved and exceeded  | ✔ Achieved and exceeded  | ✔ Achieved and exceeded   | ⋯ Not achieved  | ✔ Achieved and exceeded  | ✔ Achieved  | ✔ Achieved early  | ✔ Achieved   | ✔ Achieved  | ✔ Achieved and exceeded  |

(1) This commitment is in the process of being assured and will be updated via our website.

(2) Top 10 markets are defined as those in 2016, when the Purina in Society commitments were launched.



# For individuals, families and their pets

Our commitment:

Innovate to help improve pets' health and wellbeing

Status:



Achieved and exceeded



Goal: From 2021 to 2022, we will launch 10 new products focused on improving the health and wellbeing of pets.



Achievement: From 2021 to 2022, we exceeded our target by launching 15 new products focused on improving the health and wellbeing of pets. We also launched various new formats and recipes for our existing product ranges.<sup>(1)</sup>



7  
new products  
in 2021

8  
new products  
in 2022

Notes:

(1) This commitment is in the process of being assured and will be updated via our website.

(2) Compared to cats consuming only water in addition to dry feeding. Cats must consume at least 25mL/kg of bodyweight daily for benefit.

Our innovation priority is always to improve both the physical health and emotional wellbeing of pets. After greatly exceeding the goal we set in 2016 to launch 14 new products focused on improving the health and wellbeing of our pets by 2020, we added a new goal to launch another 10 new products with this aim from 2021 to 2022.

We are pleased to have exceeded this additional goal and are particularly proud of our breakthrough work in areas including PURINA® PRO PLAN® Hydra Care™, PURINA® PRO PLAN® Pet Supplements and PURINA® Dentalife® during this period.

## CASE STUDY

### PURINA® PRO PLAN® Pet Supplements

Developed by nutritional experts, PURINA® PRO PLAN® Supplements were launched in 2022. The range of eight supplements (5 for dogs, 3 for cats) have been designed to support pet's well-being: **Skin & Coat** + to promote shiny coat and healthy skin, **Natural Defences** to support natural defences, **Multivitamin** + to support overall health and vitality, **Mobility** + to support joint flexibility and mobility and **Relax** + to promote calmer behaviours. PRO PLAN® Supplements range is suitable for all breeds, easy to feed, and contains no added artificial colourants.



## CASE STUDY



### PURINA® PRO PLAN® Hydra Care™

In 2021, PURINA® PRO PLAN® launched Hydra Care™, a feline hydration supplement. Formulated by Purina scientists and experts, this nutrient enriched water can be an effective strategy for improving hydration in cats.

This daily complementary cat food has been created to help cats consume on average 50% more liquid every day than water alone<sup>(2)</sup> and so increase urine dilution. These effects may offer benefits to cats in need of greater water consumption for their overall health. For example, **PRO PLAN® Hydra Care™** can help support urinary and renal health.

## CASE STUDY

### PURINA® Dentalife® ActivFresh

In 2022, PURINA® launched **Dentalife® ActivFresh®** - a dental chew that is scientifically proven to fight bad breath. It contains spirulina and honey which help to neutralize the bacteria responsible for bad breath.

The combination of uniquely soft and spongy texture, shape and dimension of the chew allows to reduce plaque and tartar build-up, and clean even hard to reach teeth at the back of a dog's mouth, which are naturally more vulnerable to plaque and tartar build-up.

The chew is free from chemical cleaning agents, colorants and is low in fat.







# For individuals, families and their pets

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

Status:  
 **Achieved and exceeded**



**Goal:** By 2023, our top 10 markets will be supporting our prevention partnerships and programmes.



**Achievement:** By 2023, 18 markets have supported a range of prevention partnerships and programmes to help prevent pet obesity, including our top 10 markets.<sup>(1)</sup>

During 2021 -2023, we continued our efforts to help reduce the risk of pet obesity, focusing on promoting healthy weight management amongst pet owners. The key programmes that have been implemented across our markets include **PURINA® PRO PLAN® Daily Portion Calculator** and **PURINA® PRO PLAN® Healthy Weight Toolkit**.

We continued to work with vets and behavioural scientists to identify the root causes of pet obesity and discover new ways to support owners in tackling this issue. This included research with the University of Sheffield looking at how behavioural science can play a role in better supporting pet owners to change or adopt healthier habits for weight management.



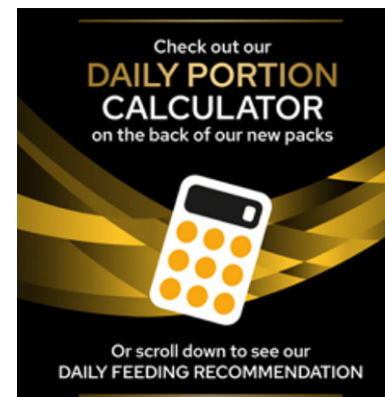
## CASE STUDY

### PURINA® PRO PLAN® Daily Portion Calculator

The PURINA® PRO PLAN® Daily Portion Calculator is an easy-to-use tool that gives pet owners a precise recommendation on the amount of food to give to their pet. The calculator is hosted online and can be easily accessed via an integrated QR code on the back of our PURINA® PRO PLAN® packs.

As of December 2023, the tool is live in all European markets where PURINA® PRO PLAN® or PURINA® PRO PLAN® Veterinary Diets products are sold.

[Discover the calculator here](#)



## CASE STUDY

### PURINA® PRO PLAN® Healthy Weight Toolkit

Based on research we conducted with the University of Sheffield in 2022, a toolkit was developed to help vets discuss the topic of healthy weight management with pet owners. The toolkit aims to make pet parents want to speak with their vets about healthy weight and give veterinarians the information and tools that will empower pet parents to build healthier habits. Rather than focusing on specific pet weight loss programmes, the Healthy Weight campaign empowers pet parents to change habits that can lead to an unhealthy weight.<sup>(2)</sup>

[View the toolkit here](#)



Notes:  
(1) Top 10 markets are defined as those in 2016, when the Purina in Society commitments were launched.  
(2) At the end of lockdown, we delivered two round table events for breeders and veterinarians, dedicated to Obesity prevention commitment. Research started to build evidence around obesity, (treatment or prevention), to help vets, and consumers and to shape industry conversations, strategies and action plans promoted in 5 countries.



# For our communities

Our commitment:

Promote pet adoption through collaborations and partnerships

Status:



Achieved and exceeded



Goal: By 2023, our top 10 markets will be supporting adoption programmes and organisations to help improve pet adoption rates.



Achievement: By 2023, 16 markets had established pet adoption partnerships, including our top 10 markets.<sup>(1)</sup>



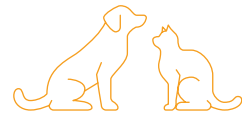
Working with pet adoption partnerships per year



Notes:

(1) Top 10 markets are defined as those in 2016, when the Purina in Society commitments were launched.

(2) Based on partner platforms able to supply data.



**177,769** pets in total were rehomed by our partner organisations over 2021-2023<sup>(2)</sup>

At Purina, we strongly believe that every pet deserves a loving home. We have always been a passionate supporter of pet adoption, and so we are proud that we have continued to partner with inspiring organisations that have supported and enabled more pets to find their forever homes across Europe.

We recognise we are in a unique position to help support adoption by supporting shelters in the period before adoption and helping them raise awareness for the adoption process. This means that we not only donate food to adoption centres, but we also support awareness events and educational campaigns on the benefits and responsibilities of pet adoption.

The increased demand for pets during the pandemic continued well into 2022, which sadly brought with it an increase in pet abandonment in some cases, thereafter adding extra pressure on animal shelters.

Between 2021 and 2023, 177,769 pets were re-homed by our partner organisations across Europe.

Our commitment to promoting pet adoption remains critically important. That's why we have committed to promote pet adoption by leveraging partnerships as part of our Purina Commitments moving forwards.

## CASE STUDY

PL

### Adopciaki.pl Adoption Program

Purina's partnership with the VIVA! Foundation promotes adoption and responsible pet ownership. The initiative seeks to create perfect 'owner-pet' matches and prepares the homeless pets for a successful adoption via care in temporary homes and access to vets, behaviourists and expert nutritional support. Each adopted pet is provided with a personalised nutrition recommendation as well as a Purina pet food welcome pack.

Purina, along with VIVA! Foundation, organises an annual Adopciaki Walk and have created an online community – 'Życie z Adopciakiem' – to support those who have adopted pets or are interested in doing so. Additionally, local Purina employees participate in volunteering activities at the shelter.

[Discover the TV show here](#)

[Find 'The Shelter: Animal SOS' here](#)



[Discover the TV show here](#)

[Find 'The Shelter: Animal SOS' here](#)

## CASE STUDY

HU

### HEROSZ shelters

Purina Hungary has been supporting HEROSZ, the first animal welfare association in Hungary, since 2011. To date, we have primarily supported the organization by donating pet food to their Budapest shelter, but we are now providing all the petfood for all of HEROSZ's 3 shelters in Hungary. In 2023, we donated 230,000 portions per year!

Besides petfood donations, we also provide support to help future pet parents by sharing guidance on responsible pet ownership with every pet adoption. At the Budapest shelter, Purina built an agility park to help keep the dogs healthy and connect more closely with humans. Additionally, in 2021, Purina Hungary organised a promotion with e-retailer Kifli to raise money for HEROSZ Budapest.

*"The petfood Purina provides is essential to the financial existence of the association. Their professional and marketing support is also a great help for us"*

Szekeres Gábor, Head of HEROSZ Budapest

[Find a video about the initiative here](#)

## CASE STUDY

IE

### Dublin Society for Prevention of Cruelty to Animals

Purina has been the official nutrition partner of The Dublin Society for Prevention of Cruelty to Animals (DSPCA) for ten years now, and donates around **25,000 portions of petfood a year**. In 2022 and 2023 combined, Purina's support helped with the care of **over 3,100 cats and dogs**.

In 2021 and 2022, Purina sponsored a TV show, which was part of the DSPCA's 'The Shelter: Animal SOS' series, to promote pet adoption which featured the work that the DSPCA carry out on a daily basis.

In 2023, the partnership saw both organisations come together to further promote the importance of animal health and wellbeing in the media and on social media, demonstrating the positive impact of pet ownership for individuals and families.





# For our communities

Our commitment:  
Promote responsible pet ownership programmes for children

Status:  
✔ **Achieved and exceeded**



Goal: By 2023, 2 million children will have participated in our responsible pet ownership programmes.



Achievement: By 2023, over 3,000,000 children participated in our Responsible Pet Ownership Programmes in Europe. We greatly exceeded our goal of 2 million children.



Total number of **children participating in RPO programmes** per year during this reporting period<sup>(1)</sup>

|                           |                           |                           |
|---------------------------|---------------------------|---------------------------|
| <b>452,943</b><br>in 2021 | <b>457,122</b><br>in 2022 | <b>408,226</b><br>in 2023 |
|---------------------------|---------------------------|---------------------------|

Notes:  
(1) For certain markets, data is calculated based on number of children over a school year that may be different to the typical European calendar year.

Becoming a pet parent is a rewarding experience that can bring great joy, as well as health and wellbeing benefits. We also understand that owning a pet can be a huge responsibility and knowing what is best for them isn't always easy.

Through this commitment, we sought to empower the future generation of pet parents by providing expert information, advice and training to children about responsible pet ownership, in partnership with experts such as veterinarians. Our teams across the region have reached a significant number of children through their local programmes and we are very proud of the impact that these have had since 2016.

This is why we are continuing to prioritise this as part of our Purina commitments moving forwards where we will promote responsible pet ownership more widely amongst current and future pet owners of all ages.



**3,164,420**  
children have participated in our programmes since 2016

## CASE STUDY

CH

### Protection Suisse des Animaux (PSA)

**A** teacher from long-standing partner organisation Protection Suisse des Animaux (PSA) – the largest organization for the protection and welfare of animals in Switzerland – visited children of Purina employees in 2021 and 2022 along with her beautiful dogs to provide sessions on responsible pet ownership. The educational sessions were 'hands on', teaching children how to be responsible pet owners and providing them with kits to enable a better understanding of cats and dogs.

## CASE STUDY

DE

### Liebe Fuers Leben



In 2011, Purina launched a partnership with vets, which sees us coordinate and fund their visits to primary schools where they give lessons on animal welfare as part of the curriculum. Purina developed materials for the visiting vets in collaboration with teachers and the Federal Association of Practising Veterinarians. The initiative is communicated via the Internet, PR and flyers in vet practices and at fairs. Both children and teachers have expressed their enthusiasm about the lessons, appreciating that the material is backed by a professional but also taught in a child-friendly way.



## CASE STUDY

AT

### Pet Buddy Programme with Tierschutz macht Schule

**P**urina has supported the Tierschutz macht Schule ('Animal Protection in Schools') organisation since 2011 and sponsors the Pet Buddy Programme. Through the programme, 2-day workshops are held with the aim of teaching children to respect and protect dogs, cats and other pets, and to educate them about appropriate animal care and pets' needs. This covers information from how to approach an animal, to understanding their behaviour and providing optimal care and feeding. During the workshop, the children visit pet shelters together with their teachers.



*"The 'Pet Buddy' courses offer children the opportunity to gain knowledge about animal welfare and pets, and to pass on this knowledge to friends, family, and teachers. At the same time, the training strengthens the children's self-confidence and shows them that their personal efforts, such as in animal welfare, can make a difference."*

**Tierschutz macht Schule**



## For the planet

Our commitment:

Implement responsible sourcing

Status:

Not achieved



Goal: By 2023, 100% of seafood ingredients to be responsibly sourced.



Achievement: By 2023, 90% of our seafood ingredients were responsibly sourced.

Since 2016, we have made great progress towards our goal of 100% of our seafood ingredients being responsibly sourced by 2023. Whilst we unfortunately have not been able to achieve this due to supply chain disruption issues in 2022 and 2023, we are pleased to have achieved 90%. Our percentage of responsibly sourced seafood ingredients, according to the Nestlé definition, is assessed by the Sustainable Fisheries Partnership. Our progress between 2021-2023 includes launching the first-of-its-kind Bycatch Solutions Hub with the Sustainable Fisheries Partnership (further details opposite) and supporting trials of biodegradable Fish Aggregating Devices.

Looking ahead, we are continuing to strive to fully implement responsible sourcing and, as part of our new commitments, we will only use fish sourced through responsible practices (wild caught & aquaculture) by 2030.



Proportion of responsibly sourced seafood ingredients per year

87%  
in 2021

82%  
in 2022

90%  
in 2023

### CASE STUDY

#### Bycatch Solutions Hub

In 2023, the Sustainable Fisheries Partnership (SFP) and Purina Europe launched the Bycatch Solutions Hub, which aims to help save endangered, threatened and protected (ETP) species from harm in commercial fisheries as a result of bycatch (the capture of non-target species during fishing). The Hub is a first-of-its-kind Matchmaking Hub that connects retailers and businesses that want to financially support projects to reduce bycatch with organisations capable of implementing in-the-water solutions.

[Read more about the Hub here](#)



SFP is a non-profit that operates globally to rebuild depleted fish stocks and reduce the environmental impact of fishing and fish farming.

## About us

Nestlé Purina PetCare Europe<sup>(1)</sup>, referred to here as Purina, serves 29 countries across Europe. We produce 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, and does not have any joint ventures. In 2023, we employed 9,591 people in our factories and offices. There have been no significant, recent changes to the structure of Purina or to our operations or supply chain.

Purina reports financially as part of the Nestlé Group and included in their annual reporting.

Purina's headquarters are at Rue d'Entre-Deux Villes 10-12, 1814 La Tour-de-Peilz, Switzerland. Purina, as part of the Nestlé Group, acquired 100% of Tails.com in 2023 and increased our shareholding in IVC Evidensia. 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 main impacts

- ✓ 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 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

[For more details on our impacts, please see the GRI Content Report](#)

### Purina leadership

Purina is led by a leadership board composed of six Functional Leadership members, five Regional Directors, and led by Jeff Hamilton (CEO of Purina). This Board is known as the Comité de Direction (CdD). The CdD is responsible for defining Purina's business strategy as well as our engagement with society on sustainability, 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.



Image: Our Comité de Direction.

Note:  
(1) NPP EMENA changed to NPP Europe on 31<sup>st</sup> December 2021.



# Looking forward

## Kerstin Schmeiduch

Director, Corporate Communications & Sustainability, Nestlé Purina PetCare Europe

**At Purina, we are committed to doing more of what matters for pets, for the people who love them and for the planet we share.**

Personally, I couldn't imagine life without my dog, Gaia, and I'm motivated by making the world a better place for her, too.

As we neared the end of our PinS Commitment period, we reflected on how much the world had changed since we developed that first set of Commitments in 2016. The environmental, societal and geopolitical landscapes have changed dramatically, and continue to do so, so we needed to continuously adapt our ESG strategy to respond to this evolving external landscape.

Nutrition has always been at the heart of what we do, and we rely on nature to provide our ingredients, but we want to go further.



Image: Kerstin and her Portuguese waterdog, Gaia.

We recognise that we are at a defining moment, and that requires us to step up and take more impactful and ambitious measures.

That's why we launched our Purina Commitments in 2022. The six commitments were developed based on an analysis of the planetary boundaries to understand our impacts within the global context and with the ambition to operate within the planet's limits. Additionally, they were designed to address some of the key social impact areas outlined in the UN Sustainable Development Goals (SDGs). They also reflect the issues that matter the most to our stakeholders, which we learnt through a formal materiality assessment.

Our Commitments include targets for 2030 around the topics that matter most for pets, people and the planet. In addition to continuing our focus on product innovation and promoting pet adoption and responsible pet ownership programmes, we have redefined our goal to work towards a waste-free future and have committed to help advancing the regeneration of both soil and ocean ecosystems. Additionally, we are delighted to have made a commitment, for the first time, to foster people's health through the power of the pet-human bond.

Our teams across the region have been working towards delivering against these targets over the past couple of years. Their work continues to demonstrate that Purina can truly be a force for good and, ultimately, create richer lives for pets and the people who love them.

We look forward to sharing our progress with you.

*K. Schmeiduch*

# Our Purina Commitments

We are committed to doing more of what matters for pets, for the people who love them and for the planet we share. That's why we launched 6 Purina Commitments in 2022 focused for **pets**, **communities** and **the planet**.



- ✓ Our Purina Commitments have been shaped based on what matters most to our stakeholders – from pet owners and vets to industry opinion leaders, sustainability experts and those responsible for pet welfare
- ✓ They were built on what the planet and society needs, with the aim to operate within the planetary limits and supporting the UN's Sustainable Development Goals to positively impact people and society at large
- ✓ Our Commitments will shape the way we do business as a company, and how we act as individuals, now and in the future
- ✓ Our ambition for 2030 is to achieve 100% of our goals

## The pet human bond

**Purina believes that people and pets are better together. Scientific evidence shows that both benefit from the power of that bond.** Since 2016, we have been undertaking research into the pet-human bond to further understand the extent to which pets have a positive impact on people's lives and enrich our communities.

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.

That is why our forward-looking Purina Commitments include a focus on helping people in vulnerable situations through the power of the pet-human bond.

We know that the pet-human bond creates richer lives for pets and the people who love them.



**Our Purina Commitments were launched at The BetterWithPets Forum 2022, which was broadcasted live from our Purina Studios in Barcelona. The event brought together more than 330 stakeholders from 20 different countries in Europe.**



**Full details on our Purina Commitments can be viewed here**

# Our people

Our people are at the heart of our business. Everything we do, and our success, is dependent on them. We are constantly inspired not only by their hard work and dedication, but also by their passion for our purpose of creating richer lives for pets and the people who love them.

In 2023, we invited our employees to share their stories for the chance to become the cover star for this report! To enter, they shared a story relating to their reflections on the impact that the 2016 – 2023 PinS Commitments had on their life.



Overall winner

**MAGALIE COUTY**  
Issy les Moulineaux  
*(pictured on the front cover with her dog, Caramel!)*



"I have been working in the Purina Sales team for 12 years, so I am a true pet lover! I really feel passionate about playing my part in building harmony between children and pets. That's why, 6 years ago, I decided to develop and launch the Petschool Programme during my holiday time. I developed the educational programme with specialists, and it covered understanding dogs' behaviour and risk prevention. I run the programme in schools, after school centres, and pet shops, and I have enrolled my best friend to help - my beloved Golden Retriever Caramel!

The sessions include observation games, role play, movies, pictures, creative workshops... and fun ! I have lots of direct interaction with the children, helping them to learn dog language and about how to behave in respect of each other. The ultimate objective is to make sure that children become responsible pet owners in their adult lives!"

## Runners-up

**KINGA MÁRTON**  
Budapest

"I've been a member of the team since 2018. As a PURINA vet, I'm dedicated to enhancing pet welfare and wellbeing. I teach lectures on responsible ownership, dog nutrition, and dog and cat health issues.

2 years ago, I supported the aid efforts for Ukrainian war refugees, helping with pet registrations, vaccinations and pet food donations. I ended up adopting Sonja, the American cocker from Kiev, who lost her owner because of the war. I'm also a volunteer at the Hungarian spaniel rescue organisation, Cocker Rocker Club, and now live with 3 of them and an adopted cat."



**EVA VILEMSONE**  
Wisbech

"Last year, me and my husband moved house so we had lots of cardboard boxes leftover. I decided to make cute little toy mice for cats out of the boxes and donated them to our local shelter. I made about 100 in total as my aim was to make one for every single cat that was on-site at the time.

Me and my husband spent a day at the shelter on our charity day off just before Christmas, helping to clean the cages, feed the cats and give them loads of love. Additionally, Purina gave a donation to the shelter, which they greatly appreciated."





## Purina in Society Commitments Report 2023

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### About this report

This report covers Purina in calendar years 2021, 2022 and 2023 unless otherwise stated.

This is our fourth Purina in Society Report. The first report was published in 2017, the second in 2019 and the third in 2021.



For further details see our [website](#)



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