



On shelf



# NZ, Karicare commits to carbon neutrality (1/2)

## Brand News Announcement - Viewing Alexandra HEAVEN's...

### "Danone's New Zealand Karicare brand commits to carbon neutrality"

- Shows a formula brand, that builds on New Zealand's natural heritage, helping Danone meet its net-zero carbon goal
- Helps set Karicare apart from competitor brands through its 'green' credentials – starting with Karicare Gold Plus+ Organic

Brand news announcement will explain 'carbon neutral' journey of the Karicare brand, focusing on 3 key angles:

- Leveraging & building on the regenerative agriculture heritage of NZ, working with farmers & suppliers (i.e. the sourcing/ingredient supplier angle)
- Decarbonizing Danone's operational footprint in NZ (i.e. Balclutha)
- Using circular packaging

MEDIA	DIGITAL
<p><b>MEDIA TARGETS</b></p> <ul style="list-style-type: none"> <li>ANZ: General interest &amp; food trade media</li> <li>International: Food trade &amp; environmental media</li> </ul> <p><b>MEDIA SPOKESPERSONS</b></p> <ul style="list-style-type: none"> <li>ANZ: Local spokesperson: In alignment with Christine S. / Francois R. – no global spokespersons to be put forward to keep story focused on Karicare/ANZ &amp; avoid facing questions about carbon neutral plans for global brands (i.e. Aptamil/Nutrilon)</li> </ul> <p><b>TIMING OF NEWS / ASSETS</b></p> <ul style="list-style-type: none"> <li>8am NZT Thursday 8 Oct. 2020</li> <li>Press release, carbon neutral backgrounder, press photos, animation &amp; infographic</li> </ul>	<p><b>EXTERNAL</b></p> <ul style="list-style-type: none"> <li>Publication on Danone press centers, corporate social channels</li> <li>Amplification on Karicare social media channels</li> <li>Reposts on Twitter/ LinkedIn by ANZ &amp; global executives</li> </ul> <p><b>INTERNAL</b> (TO BE ALIGNED WITH EMPLOYEE COMMS)</p> <ul style="list-style-type: none"> <li>Activation on ANZ Workplace channels ('Specialised Nutrition Oceania')</li> <li>Activation global SN channels (repost ANZ content)</li> <li>Activation on global Danone channels (i.e. OnePlanetOneHealth workplace group)</li> </ul>

## Goodness Made Greater

World's First Certified Organic & Certified Grass Fed\*

NEW ZEALAND MILK

When diet may not be adequate





On shelf

# NZ, Karicare commits to carbon neutrality (2/2)



**1<sup>st</sup>** milk formula brand in Australia & New Zealand to commit to becoming **carbon neutral**



Working closely with our local sourcing partners and farmers to promote regenerative agriculture practices



**Decarbonising our manufacturing:**

- ✓ We are switching to 100% green electricity at our NZ plants in 2021
- ✓ In 2021, our NZ biomass boiler starts up

With more measures to come...



By 2025, all Karicare packaging to be either:

- ✓ Recyclable
- ✓ Reusable
- ✓ Compostable



Karicare range will be progressively certified up to 2030.



2022 2030

