

# We care.

*Our commitment to sustainability.*

**104,868**

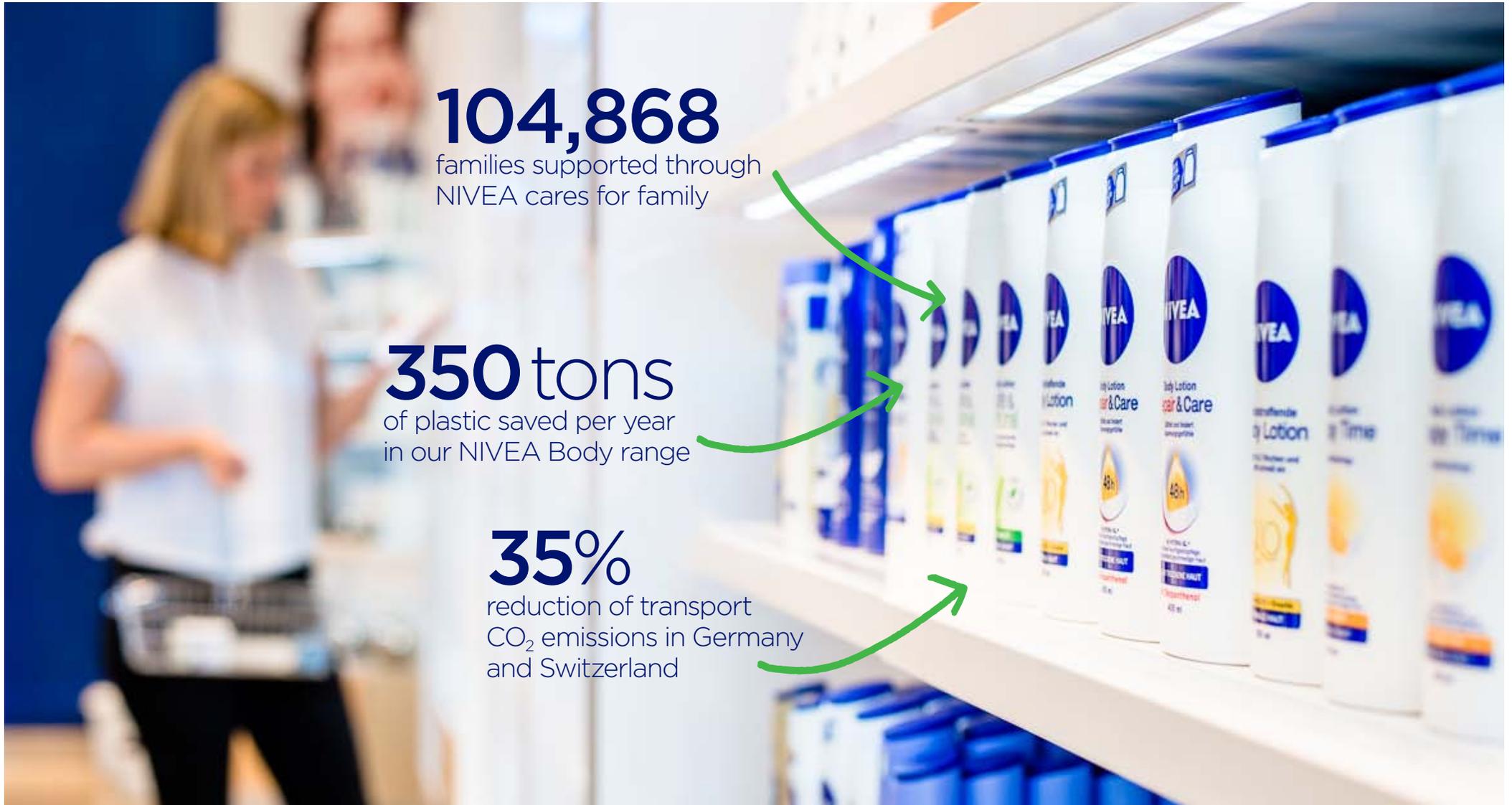
families supported through  
NIVEA cares for family

**350 tons**

of plastic saved per year  
in our NIVEA Body range

**35%**

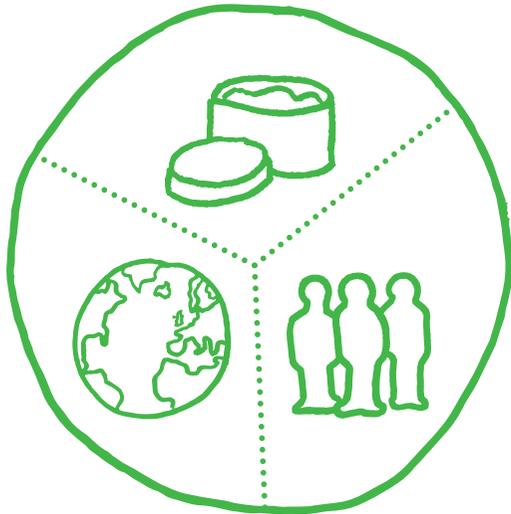
reduction of transport  
CO<sub>2</sub> emissions in Germany  
and Switzerland



# We care.

When it comes to 'care' we have always taken a holistic approach: caring for skin, as well as for people and the environment around them.

Our 'We care.' strategy enables us to unleash the company's full potential and make a real difference.



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## About the Review

This review provides an update on how we manage sustainability at Beiersdorf and across our value chain. It highlights the challenges and opportunities that we are facing and demonstrates how we are responding to become a more resilient and successful business over the long-term. Our approach is guided by our culture of transparency, honesty and continuous improvement.

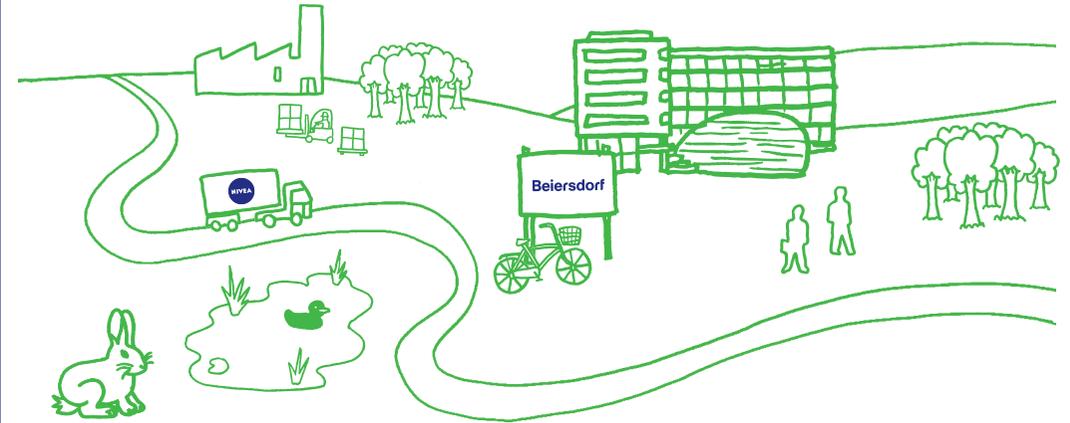
[+ More information](#)

# Who we are

Beiersdorf is a global skin care company with world-renowned brands.



[+ Read more about us](#)



We have more than 130 years of skin care experience, creating innovative and high-quality products. Our most successful international brands include NIVEA, Eucerin, La Prairie, Labello, 8x4, Florena and Hansaplast/Elastoplast.

We have more than 150 affiliates, and employ over 16,500 people around the world. Our headquarters and R&D center are based in Hamburg, Germany.

Our total sales in the Consumer business segment for 2013 amounted to €5,103 million, and we have been listed on the DAX since December 2008.

Note: All figures on this page include tesa except for the one referring to our sales.

# CEO Statement



*Just as our business grew in 2013, so did our sustainability efforts.*

## **Performing strongly in a challenging environment**

In the face of persistent challenges, such as difficult macroeconomic conditions, heightened environmental concerns and social unrest, Beiersdorf continues to make good progress. Our 2013 results confirm this. We have recorded organic growth of 7% and gained market share across our Consumer business segment. We have achieved this by strengthening our brands, increasing our ability to innovate and focusing on emerging markets. The commitment and dedication of our employees have also played a crucial role.

Just as our business grew in 2013, so did our sustainability efforts. We focus on areas where we have the most impact and can make the biggest difference: products, planet, people. Thanks to our 'We care.' strategy we continued to deliver meaningful results on our way to achieving our 2020 commitments.

## **Reducing the environmental impact of our products**

We carried out life-cycle analyses to better understand our products' environmental profile. The results have already been translated into our NIVEA Face Care range. This is the second major product category where we have significantly cut our environmental impact – following on from our NIVEA Body Care range last year where we save 350 tons of plastic a year. In addition, we committed to discontinuing the use of polyethylene particles in our products by the end of 2015.

Continued, next page

## CEO Statement continued

### Focusing on energy efficiency

We made energy efficiency an integral part of our regional supply chain roadmaps and defined concrete actions, such as installing co-generation systems and optimizing cleaning processes for all our European production sites. Our 34% CO<sub>2</sub> reduction at our global production sites confirm that we are making good progress in this area. We also increased our use of renewable energy and pledged to extend this commitment. As of 2016 all German production and office sites will be run entirely using renewable energy – this represents nearly 20% of our production and 50% of our office sites worldwide. We have upgraded our targets for our new production center in Mexico. We are aiming for LEED platinum – one of the highest environmental certifications available for buildings.

### Launching 'NIVEA cares for family'

As part of our global commitment to improve the lives of one million families, we set up a social platform for NIVEA. 'NIVEA cares for family' aims to strengthen families in three key areas: competencies for children, mothers' empowerment and family time. We are taking a local approach to ensure the right help where it is needed most. We encourage all our employees to get involved in supporting their local communities. Last year we launched the 'NIVEA Family Days'. Employees from more than 40 countries took part in this initiative and helped to deliver support for families in need.

### Moving forward confidently

Implementing sustainability across a global business presents both opportunities and challenges. Continuing to innovate high-quality, safe products which meet our consumers' needs whilst at the same time reducing our environmental impact and adding social value is a challenging task. Delivering on our promises means working closely with our partners whether they be suppliers or NGOs. We have taken important steps towards becoming faster, more efficient and more sustainable. This has been achieved as a team, thanks to the full commitment of our over 16,500 employees. We can all be proud of the progress and achievements that we have made to date – this will allow us to tackle the challenges ahead of us with confidence.



**Stefan F. Heidenreich** CEO

# Our Sustainability Strategy

## Making progress towards our 2020 commitments.

We developed the 'We care.' strategic framework in 2011 to make sure we were focusing on the issues that matter most to our organization and its stakeholders. It sets out and defines our three fields of activity 'Products, Planet, People', as well as 2020 commitments for each and a set of metrics to measure our progress.

Our strategy responds to issues that we face across our value chain, from ensuring that we are operating within raw material limitations, to the health and safety of our employees, and responding to changing consumer expectations. It builds on our strong track record in sustainability management. And it provides a clear vision for the future with a common set of goals to work towards, ensuring that we are delivering meaningful, long-term value.

[+ Read more about our sustainability strategy](#)

Focusing on what matters most

### Products

**2020 commitment**  
By 2020 we aim to generate 50% of our sales from products with a significantly reduced environmental impact.  
(Basis 2011)

Key areas of focus



Raw Materials



Packaging



Consumer Engagement

### Planet

**2020 commitment**  
By 2020 we aim to reduce our CO<sub>2</sub> emissions by 30% per product sold.  
(Basis 2005)

Key areas of focus



Energy



Waste



Water

### People

**2020 commitment**  
By 2020 we aim to reach and improve the lives of one million families.  
(Basis 2013)

Key areas of focus



Employee Health & Safety



Employee Engagement



Social Responsibility

## Key material issues

# Focusing on what matters most to our stakeholders.

We identified issues that are key to our stakeholders and which contribute to the success of the company.



**Products** prioritization matrix



**Planet** prioritization matrix



**People** prioritization matrix

Importance to stakeholders	HIGH	<b>Manage actively</b> Certification	<b>Prioritize</b> <b>Raw materials</b> <b>Packaging and post consumer waste</b> Sustainable consumption Sustainable supply-chain Labelling <b>Consumer engagement</b>
	LOW	<b>Low importance</b> Merchandising and promotion	<b>Monitor</b> Product application Product safety Technology development
		LOW	HIGH

Importance to stakeholders	HIGH	<b>Manage actively</b> <b>Waste</b> Biodiversity Animal welfare	<b>Prioritize</b> <b>Water</b> Resource use <b>Energy</b>
	LOW	<b>Low importance</b>	<b>Monitor</b> Manufacturing efficiency Transportation and logistics
		LOW	HIGH

Importance to stakeholders	HIGH	<b>Manage actively</b> <b>Employee health and safety</b> Community development Labour rights Diversity Trade fairly	<b>Prioritize</b> <b>Employee engagement</b> Personal health and well-being <b>Corporate philanthropy</b>
	LOW	<b>Low importance</b>	<b>Monitor</b> Population growth and ageing
		LOW	HIGH

## Making progress against our commitments



### Products

#### Our 2020 commitments

Generating 50% of our sales from products with a significantly reduced environmental impact.

(Basis 2011)

#### Progress against our commitments

- Integration of a sustainability product scorecard into our innovation process.
- Introduction of a modular life-cycle analysis (LCA) approach.



### Planet

Reducing our CO<sub>2</sub> emissions by 30% per product sold.

(Basis 2005)

- Extended data coverage to 92% of scope 1 and 2 CO<sub>2</sub> emissions and 56% of selected scope 3 categories.



### People

Reaching and improving the lives of one million families.

(Basis 2013)

- Creation of global social commitment for NIVEA that focuses on developing children's competencies, empowering mothers and raising awareness of family needs.

#### Progress so far by key area of focus

##### Raw Materials



100%\* of the palm base in our raw materials has been covered via GreenPalm certificates since 2013

##### Packaging



Made almost 100% of our packaging materials recyclable  
350 tons of plastic saved across our NIVEA Body range per year

##### Consumer Engagement



Launched an online assessment tool to help consumers live more environmentally-friendly lives

\*excluding Beiersdorf Hair Care China

##### Energy



34% reduction of total CO<sub>2</sub> emissions\*  
37% reduction of direct CO<sub>2</sub> emissions\*  
33% reduction of indirect CO<sub>2</sub> emissions\*

##### Waste & Water



36% reduction of waste\*  
31% reduction of water consumption\*  
24% reduction of wastewater volume\*

\*reductions at our production centers per finished product, basis 2005

##### Employee Health & Safety



58% reduction in working accidents in our European production centers 2012 vs. 2013

##### Employee Engagement



Launched global 'We care.' engagement program to inform, involve and inspire our employees

##### Social Responsibility



51 countries carrying out social activities  
114,594 families supported through our global social commitment

# Working in Partnership

At Beiersdorf we know that together we can achieve more.

Partnerships are fundamental to our progress, particularly when it comes to tackling issues that are complex and far reaching. They provide opportunities for us to share ideas and contribute to debates, and often they help us to improve the sustainability for the parts of our value chain that are outside of our direct control.

## Working towards sustainable palm oil

Palm oil is one of the world's most widely used vegetable oils. Making sure its production is sustainable represents a significant global challenge involving many stakeholders. We promote sustainable palm oil cultivation practices through our membership in the Roundtable on Sustainable Palm Oil (RSPO), which is made up of over 1200 members, including palm oil producers, oil processing companies, oil traders, banks, investors, consumer goods companies and numerous NGOs. We are also members of the 'Forum Nachhaltiges Palmöl' (FONAP), which aims to increase the amount of segregated, certified palm oil, palm kernel oil and equivalent derivatives on the German, Swiss and

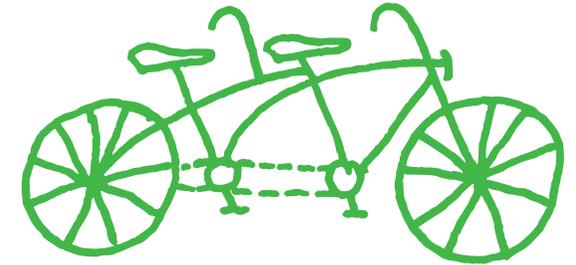
Austrian markets. Its goal is to offer 100% segregated, certified palm oil and palm kernel oil for these markets as soon as possible.

## Making supply chains more responsible

AIM-PROGRESS is a membership organization that focuses on making sourcing practices more responsible – and we have been a member since 2010. Through this partnership we improved and further embedded our responsible purchasing principles.

## Partnering with industry associations

We are a long-standing member of the European Aerosol Federation (FEA), a leading expert institution that consults the industry on how to improve the use of aerosols. We engage with the FEA in a number of ways. For example, we recently provided feedback on its 'Guidelines on Basic Safety' publication.



**RSPO**

Roundtable on Sustainable Palm Oil



**FORUM**  
Nachhaltiges Palmöl



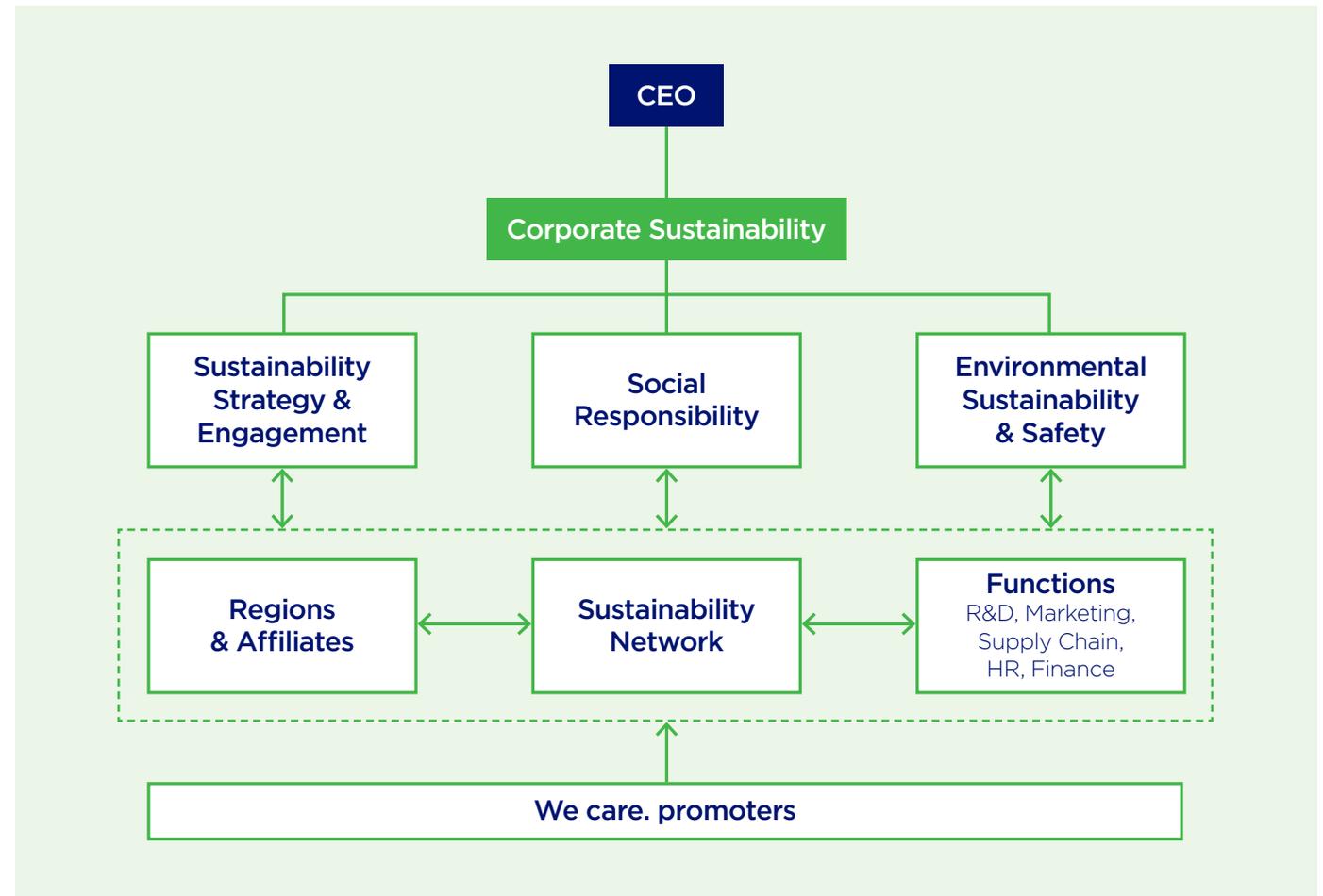
# Sustainability Management

## Making sustainability part of our day-to-day business.

Our CEO, Stefan F. Heidenreich, has ultimate responsibility for delivering on our global sustainability commitment. He works closely with the head of the Corporate Sustainability department, whose team manages and monitors progress towards the 'We care.' strategy.

When it comes to implementation, regional and functional teams work with a global network of sustainability experts and promoters to ensure we are making progress. Responsibility for delivering on sustainability metrics is also embedded into core business functions, such as innovation management.

For our strategy to succeed it needs to be understood and 'lived' by each and every employee on a daily basis. Our company-wide 'We care.' engagement program focuses on informing our employees about our strategy and targets, involving them in our activities and inspiring them to act independently. We encourage open and transparent feedback so that we can continuously fine-tune and evolve our approach.



# Products

We incorporate sustainability criteria into our product development and actively engage with our consumers to help them live more sustainably. By doing so we improve our environmental impact, strengthen our brands and our relationship with our consumers.

## Key areas of focus



Raw Materials



Packaging



Consumer Engagement

[+ Read more about our product engagement](#)



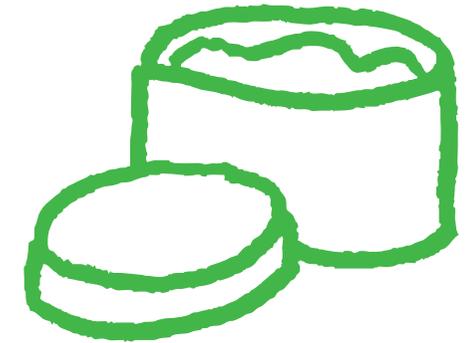
**17%**

reduction of packaging,  
saving nearly 5 tons of  
cardboard per year

## Products Key facts

### Our 2020 commitment

*Generate 50% of our sales from products with a significantly reduced environmental impact. (Basis 2011)*



### What we did in 2013

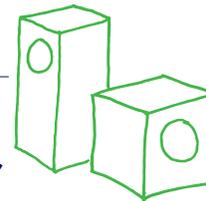
- Conducted a life-cycle analysis for our NIVEA Face Care range.
- Started collaborative eco-design project to improve the sustainability performance of our formulas.
- Covered 100% of the palm base in our raw materials with GreenPalm certificates.\*

\*excluding Beiersdorf Hair Care China



### How we performed in 2013

**9 tons**



FLORENA: Reducing use of folding boxes across our entire range, saving nine tons of cardboard a year

**10 tons**

NIVEA MEN SKIN ENERGY: Reduced height of folding box thus saving some ten tons of cardboard per year

### Targets for 2014

- Further improve the environmental impact of our NIVEA Face Care range.
- Further develop our modular life-cycle approach.
- Start to involve consumers in 'NIVEA cares for family' – NIVEA's social commitment.

### Interim targets to 2020

- Replacing polyethylene particles in all products by the end of 2015.
- Aiming to source all palm based raw materials through RSPO certified supply chain systems by 2020.

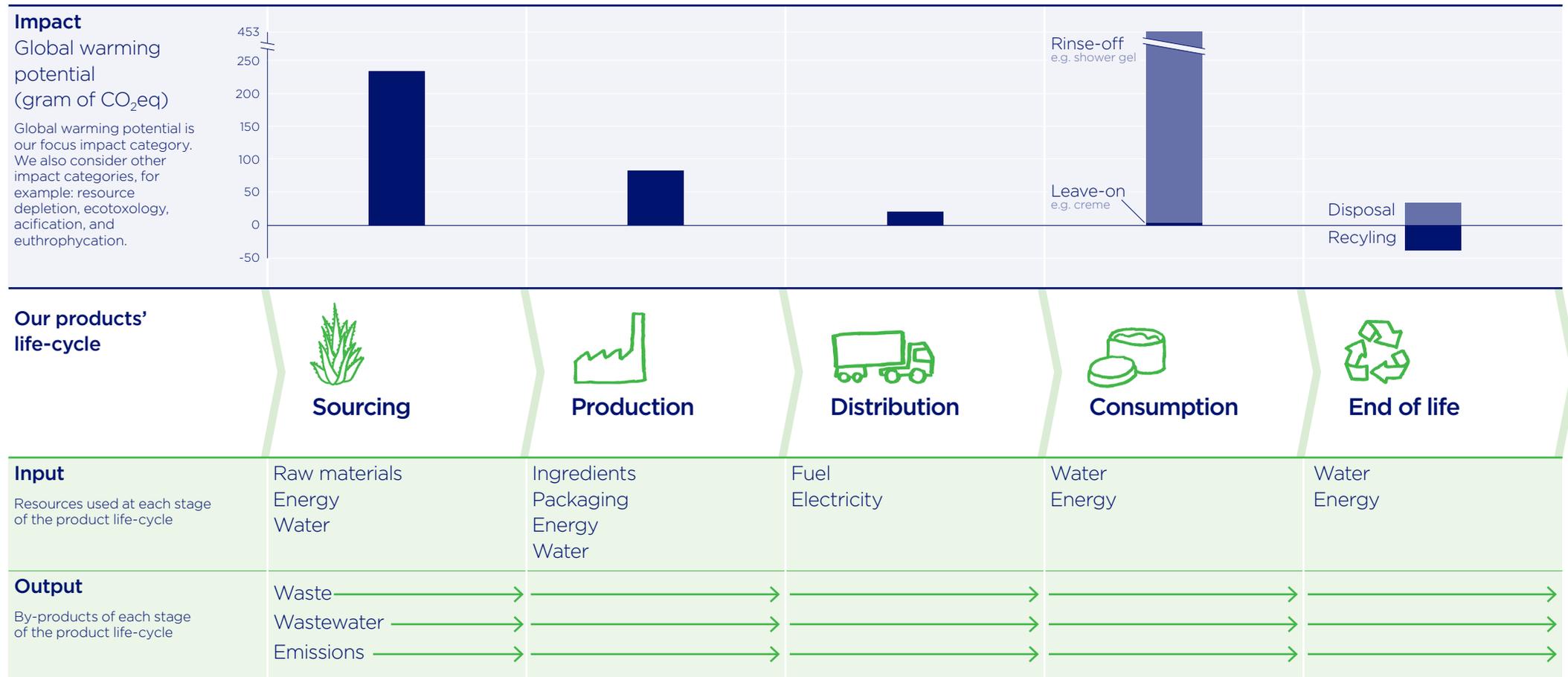
## Products Life-cycle Analysis (LCA)

We use life-cycle analyses to assess and reduce the environmental impact associated with all stages of a product's life-cycle. The model we use considers inputs and impacts across raw materials, our own production processes, transportation, product use, recycling and disposal, and it is in line with the LCA ISO standards 14040 and 14044. We have already conducted a modular life-cycle analysis for our face care range.

The results we get from our LCAs allow us to identify opportunities to bring more environmentally-friendly products to the markets and make progress towards our 2020 commitment. Often they show us that the most significant impacts fall outside of our direct control, either during the sourcing stage or during consumer use.

### Next Steps

- Expand modular LCA approach to further product categories.
- Develop specific LCA models to be used for product development.
- Use results from LCA assessments to further develop our sustainability product scorecard.



## Products Raw Materials

Sometimes changing or modifying the raw materials we use can significantly reduce our products' environmental impact.

We have high standards when it comes to selecting raw materials and ensuring that our formulas are safe and effective. Sustainability criteria play an important role in these standards. They are embedded into our research, raw materials procurement, and into our process for developing new formulas and applications.

### Replacing polyethylene particles in our products

We have made a commitment to replace all polyethylene particles in our products by the end of 2015. Polyethylene particles are pieces of plastic with a size of less than 5mm – and there are concerns regarding their environmental impact especially on the marine environment. We currently use polyethylene particles in some body and face care products for a gentle cleansing effect and the smooth removal of dead skin cells.

### Sourcing palm oil sustainably

By 2020 we aim to buy all palm-based raw materials from RSPO certified sustainable sources, preferably from segregated sources or at least certified mass balanced. Until we have reached this target, we will continue to purchase certificates on the GreenPalm trading platform for 100% of the palm oil and palm kernel oil equivalents.

In 2013, 100%\* of the palm-based raw materials contained in our stocks were covered by GreenPalm certificates. In 2014 we will start physically switching to mass balance certified palm kernel oil. We will continue to participate in the 'Roundtable on Sustainable Palm Oil' (RSPO) and the newly formed Forum Nachhaltiges Palmöl (FONAP) – the German forum for sustainable palm oil.

\*excluding Beiersdorf Hair Care China



[+ Read more about our raw materials](#)

### Palm oil – Some useful definitions

**Segregated sources:** This is when you purchase an amount of sustainable sourced material, like palm oil, and it is kept separate throughout the supply chain. So the sustainably sourced palm oil is fully traceable from source.

**Mass balance:** This is when you purchase an amount of sustainably sourced material, like palm oil, but that palm oil is mixed with regular palm oil in the supply chain. So although you may have contributed to the sustainable sourcing of a set volume of palm oil, not all of that sustainably sourced palm oil will be in the palm base of the materials you buy.

**GreenPalm certificates:** When RSPO certified farmers produce a tonne of sustainable palm oil they can convert this into a certificate. Buyers can then purchase this certificate to cover, or offset the impact of buying regular palm oil.



## Products Packaging

We are constantly striving to reduce materials used in our packaging whether they are plastic, glass, metal, cardboard or paper.

Sustainability has been a key consideration of our packaging development process since 2009. We apply the rule of 'avoid, reduce, reuse and recycle' to all of our packaging innovations while maintaining their safety, stability and quality.

Packaging adjustments can reduce environmental impacts at every stage of a product's life-cycle. These can improve efficiency during production, reduce the impacts of transportation, and minimize waste during production and use.

In 2013 we significantly reduced our cardboard use and increased our use of FSC certified cardboard, which is cardboard sourced from sustainably managed forests. Activities included:

- Improving packaging in our entire NIVEA MEN Face Care range, reduced our annual cardboard usage by 15 tons.
- Reducing use of folding boxes across our Florena range, saving nine tons of cardboard a year, and using FSC certified cardboard whenever folding boxes are necessary.
- Started to introduce FSC certified cardboard for all folding boxes across our flagship brand NIVEA.

We also work with accredited regional and national recycling organizations. By doing so we improve the quality of recycling for consumers and increase our recycling rate.

[+ Read more about our packaging](#)



# 10 tons

of cardboard saved per year due to reduced height of folding box

## Products Consumer Engagement

We engage with consumers around our social and environmental commitments and inspire them to act.

Often this involves inviting our consumers to contribute to a cause that is important to them – which also helps us to form stronger, more meaningful relationships with them.

### Providing medical skin care with Eucerin

Consumers trust Eucerin to provide effective medical skin care. Atopic dermatitis is a chronic skin disorder that mostly affects children. Eucerin helps atopic dermatitis patients in Germany through a partnership with the 'Arbeitsgemeinschaft Neurodermitisschulung e.V.' (AGNES). The aim of the partnership is to support families suffering from acute medical or psychological strain caused by their child's skin disorder. Families receive one-on-one advice on effective treatment and how to improve day-to-day life. The program began in 2011 and since then Eucerin has financed more than 1,650 individual counseling sessions for eczema patients and their parents.

### Online quiz: What's your impact on the planet?

We have launched an online assessment tool designed to help employees and consumers to be more environmentally-friendly in their daily lives. The interactive tool takes people through a typical day's activities and makes suggestions as to how they could reduce their environmental impact. Find out more on page 28.

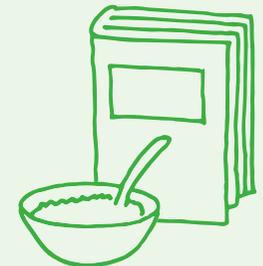


[+ Read more about our consumer engagement](#)

## NIVEA and the Breakfast Club of Canada

**As part of the 'NIVEA cares for family' initiative, NIVEA has formed a partnership with the Breakfast Club of Canada and donated CDN\$25,000 to help provide a nutritious breakfast for close to 130,000 Canadian children in need.**

Breakfast is crucial for concentration, improved social skills and self-esteem, as well as enhanced relationships with families and friends. Yet in Canada, one in seven school-aged children is at risk of going to school on an empty stomach. NIVEA is promoting this issue and the work of the organization across various channels, including TV, print media, social media and at the point of sale. We are encouraging consumers to contribute to the cause by either donating or purchasing a limited edition NIVEA product set dedicated to the cause.



# Planet

We continuously reduce our consumption of water, energy, and scarce resources in our processes and keep material usage and waste to a minimum. This does not only reduce our costs, but will also make our business more resilient in the face of future environmental challenges.

## Key areas of focus



Energy



Waste



Water

+ Read more about our planet engagement

# 35%

reduction of transport  
CO<sub>2</sub> emissions in  
Germany and Switzerland



## Planet Key facts

### Our 2020 commitment

*Reducing our CO<sub>2</sub> emissions by 30% per product sold. (Basis 2005)*



### What we did in 2013

- Expanded renewable energy usage. In Spain 480 solar modules provide about 170,000 kilowatt hours, almost 10% of the annual electricity needs.
- Launched 'Blue Production Centers' initiative in Europe with a focus on energy efficiency.
- Expanded intermodal transportation, i.e. more than one form of carrier during a single journey, for outbound deliveries in Germany and Switzerland.



### How we performed in 2013

**35%**  
reduction of energy\*

**36%**  
reduction of waste volume\*

**31%**  
reduction of water\*



\*reductions at our production centers per finished product, basis 2005

### Targets for 2014

- Define water targets and initiate a water risk assessment process.
- Roll out our 'Blue Production Centers' initiative to other regions and broaden scope.
- Upgrade our sustainability management system.

### Interim targets to 2020

- Run all German production and office sites using renewable energy for their electricity supply as of 2016.
- Achieve zero waste to landfill for our European production centers by 2015.

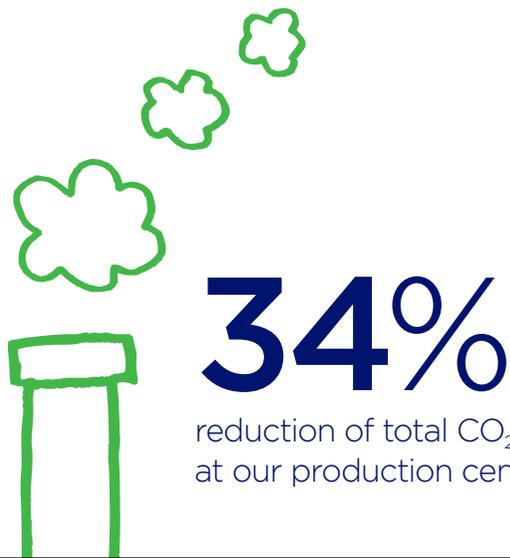
## Planet On our way to achieving our 2020 commitment

By 2020 we want to reduce our CO<sub>2</sub> emissions by 30% per product sold across all three scopes, using 2005 as a baseline.

Included in our scope 3 categories are downstream transportation and distribution, business travel, purchased finished goods and downstream leased and rented assets.

In 2013 we continued to expand our data coverage, which enabled us to make more precise estimations per scope.

+ Detailed information about our data calculation can be found on our website



### Estimated share of our CO<sub>2</sub> emissions per scope

**39%** 

Distribution

This data is:  
Actual  Extrapolated



**6%**

Business travel

This data is:  
Actual  Extrapolated



**13%**

Third party manufacturers

This data is:  
Actual  Extrapolated

**5%** 

Offices

This data is:  
Actual  Extrapolated

**11%** 

Company cars

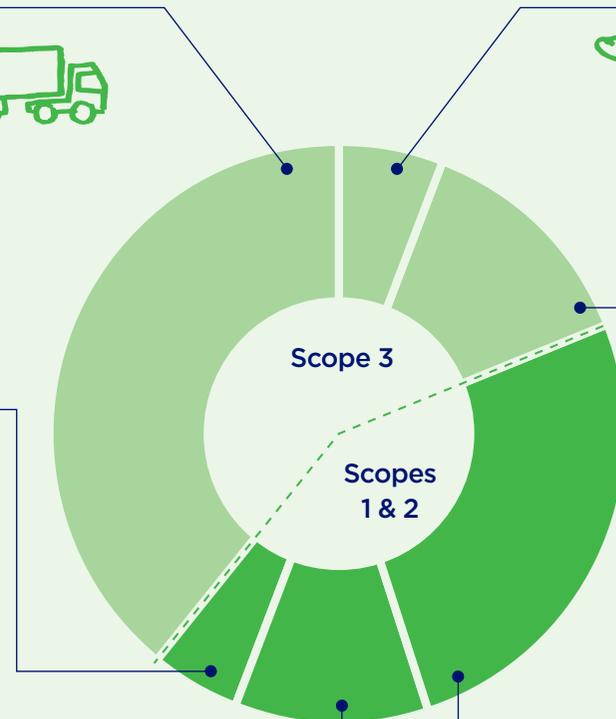
This data is:  
Actual  Extrapolated



**26%**

Production centers

This data is:  
Actual  Extrapolated



## Planet Energy

We are constantly reducing our greenhouse gas emissions by increasing energy efficiency and using more renewable energy sources.

### Sustainable buildings

Our 'Blue Building' program is part of Beiersdorf's goal to make the complete life-cycle of its buildings more sustainable. This includes saving energy and conserving resources at the same time as providing an attractive and healthy working environment for all employees. One of the key development criteria for major real estate projects in 2013 was certification according to the standards for sustainable buildings. For example, our new production center in Mexico is one of just a few facilities worldwide that have been planned according to the Leadership in Energy and Environmental Design (LEED) Platinum Standards. The building is being constructed using a wide range of energy and resource saving measures. Key features include cogeneration systems which generate both electricity and heat, use of renewable energy, and a water recycling system to reuse discharged water from production for sanitary purposes and garden irrigation.



### Energy management in our production centers

Each of our production centers is different, using different machinery and operating in a different local context in terms of the energy source and natural resource availability. That is why we work on a case-by-case basis and define site specific plans to increase energy efficiency and reduce GHG emissions.

For example, at our production center in Malang, Indonesia, we switched from using oil to gas boilers at the NIVEA and Hansaplast production site, reducing CO<sub>2</sub> emissions by 48% compared to 2012.

At our production center in Argentona, Spain, we installed a photovoltaic system to provide about 170,000 kilowatt hours. This represents almost 10% of the site's yearly electricity needs and a CO<sub>2</sub> reduction of 40.5 tons. What is more, the plant is investing in lighting optimization systems in both the production building and the warehouses, resulting in an additional reduction of 12.5 tons.

[+ Read more about our energy solutions](#)

## Green Logistics

**Over the past few years we have made significant improvements to the efficiency of our outbound transportation in Germany and Switzerland.**

In 2008 we began to switch customer deliveries from trucks to trains in Switzerland. And we have worked in collaboration with two of our customers over the last few years to do the same in Germany. Today, about a quarter of our direct transports in Germany and Switzerland are done by train. We have also rolled out a new delivery concept for our customers, asking them to target their order volume so that it fits a 'full truck'. This makes sure that we use our transport space efficiently, reducing the number of deliveries. Thanks to these two initiatives we are transporting more for less. In 2013 we reduced our transport CO<sub>2</sub> emissions in these countries by more than 35% - the equivalent of over 1,000 tons of CO<sub>2</sub>.

# 25%



about a quarter of our direct transports in Germany and Switzerland are done by train

## Planet Waste & Water

At our facilities we aim to reduce water consumption, produce less wastewater and avoid waste wherever we can.

### Reducing water consumption

We implemented a number of local initiatives to reduce our water consumption in 2013. Our Brazilian production center in Itatiba improved the cleaning in place (CIP) process for mobile tanks. This resulted in water savings and chemical reductions. And in Wuhan, China, our production center modified its pipe line system and installed a steam sterilization device. These upgrades save water and have also reduced the yearly sewage discharge by a significant amount.

[+ Read more about our water solutions](#)

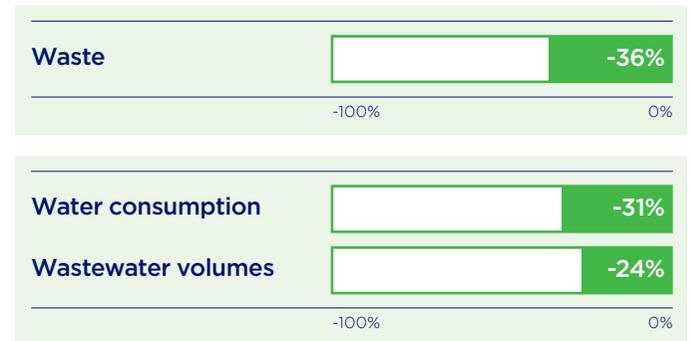
### Minimizing waste

Our German production facility in Berlin carried out a project to identify the origins of waste along with its causes. We used the Value Streaming Method (VSM) to analyze processes to find out where waste is created and to highlight major potential improvements. At our production facility in Brazil, the 'Pack Less Project' aims to reduce the amount of stretch film application on the pallets. This initiative reduced the layers of wrapping per pallet resulting in a 25% reduction in stretch film consumption, and consequently in waste generation.

### Raising employee awareness

Every employee at our Swiss office has been given their own glass bottle which they can reuse instead of PET bottles. This change has helped to raise employee awareness about environmental issues relating to drinking water and has led to a 50% reduction in use of plastic bottles. In March 2013 Beiersdorf Brazil participated for the sixth time in the global sustainability initiative 'World Water Day'. Posters, screensavers and stickers were distributed to raise employee awareness at Beiersdorf Manufacturing Itatiba and the São Paulo office.

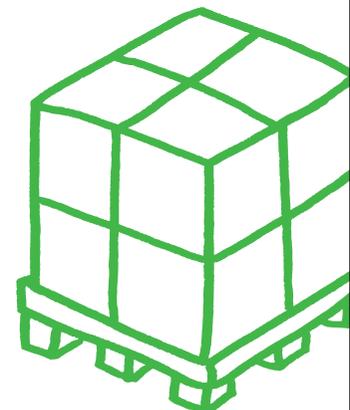
[+ Read more about our waste solutions](#)



Note: Reduction at our production centers per finished product, basis 2005

# 25%

reduction in stretch film consumption



# People

We take care of our employees' health and well-being, actively engage them in our sustainability activities and support local communities. By doing so, we attract and retain talents and create positive social value for the societies we operate in.

## Key areas of focus



Employee Health & Safety



Employee Engagement



Social Responsibility

[+ Read more about our people engagement](#)

Beiersdorf kindergarten kids give 815 Christmas presents to disadvantaged children

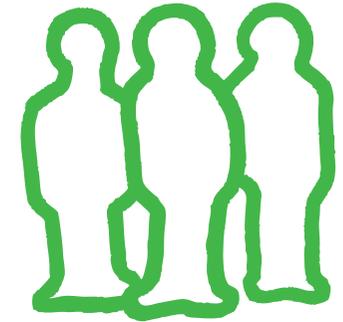
# 815



## People Key facts

### Our 2020 commitment

*By 2020 we aim to reach and improve the lives of one million families. (Basis 2013)*



### What we did in 2013

- Launched Zero Accident program in Europe.
- Rolled out our global 'think planet' employee engagement campaign to raise awareness about environmental issues.
- Launched 'NIVEA cares for family' - NIVEA's social commitment to strengthen families worldwide.



### How we performed in 2013

**3,894**  
employees

from more than 40 countries took part in the NIVEA Family Days and helped to deliver support for families in need

**114,594**  
families

supported through social projects set up in 51 countries worldwide

### Targets for 2014

- Roll out Zero Accident program to further regions.
- Roll out company-wide employee engagement campaign with a focus on 'Products'.
- Define a global social commitment for Hansaplast and start implementation.

### Interim targets to 2020

- Define a social commitment for Eucerin.

## People Employee Health & Safety

It is vital that we provide safe working conditions at all our sites, in all our countries of operation.

### Zero Accident program

We began the launch of our company-wide Zero Accident program. This focuses on reducing accidents, eliminating unsafe working conditions and promoting safe behavior through communication, guidance and tips on safety. Key to this is the definition of Behavioral Based Safety (BBS) principles – creating clear ‘I will’ and ‘I will not’ commitments for different roles and responsibilities. The program has been partly implemented in Europe.

### Comprehensive corporate health management

We also put a strong focus on preventative measures. In 2013 the ‘good4me’ platform was developed to bring together existing activities at our Hamburg office. Employees can now access details on all medical, social and sports programs via this single platform.

One of these initiatives, ‘Back in Balance’ saw the health promotion team carry out some 500 personal consultations on desk set up, posture and ergonomics. During these consultations the team encouraged employees to take ‘active breaks’ at a nearby gym, where they received guidance on how to exercise correctly and on relaxation techniques.



[+ Read more about our employees' health & safety](#)



Beiersdorf Hamburg was once again honored by the Office for Occupational Safety for having ‘an exemplary health and safety system’

## People Employee Engagement

Our employees are key to our success. Reaching our full potential depends on everyone of our employees being informed, actively involved and inspired so that they can contribute to our progress.

### 'We care.' engagement program

After the successful launch of our global 'We care.' engagement program in 2012, we rolled out our 'think planet' campaign in 2013 to raise awareness about the small things that everyone can do to protect the environment. The message was collaborative, encouraging employees to be part of it, be creative and to share their ideas with coworkers. The campaign had different employee driven elements such as a video in which nine employees from different countries shared the various ways that they are trying to be more environmentally-friendly at work and with their colleagues.

[+ Read more about our employees' engagement](#)



## NIVEA Family Days

**As part of 'NIVEA cares for family' we celebrated the 'NIVEA Family Days' in December and gave employees around the world the opportunity to support families in their local communities.**

Employees from more than 40 countries took part in this initiative and helped to deliver support for families in need. The Beiersdorf Management supported the activities and also contributed financially to the cause.

Our employees engaged in many different ways:

- In Brazil employees made financial and in-kind donations such as food and books. They also engaged in volunteering activities with two NGOs which assist underprivileged children.
- In South Africa employees helped to establish a community vegetable garden and volunteered to assist disadvantaged young people in compiling information for their resume.
- At our headquarters in Germany employees carried out several activities to raise donations. During the Team Christmas Market they sold home-made goods and placed gifts under the Christmas trees on the Beiersdorf premises. These gifts were distributed to local children via the 'Toys Company'.

## People Social Responsibility

We believe families are crucial to a strong society and a key source of confidence and care. That is why we are providing long-term support for families all over the world.

### Targeted local support

Our aim is to provide tailored support at the local level to make sure we are meeting specific local needs. We work with NGOs and organizations with local expertise to set up and lead projects to ensure maximum impact for our social engagement. Each of our brands will make a social commitment to support families in an area that is true to their brand values and expertise.

# 104,868

families

worldwide supported through NIVEA cares for family

## NIVEA cares for family

**For more than 100 years, families around the world have trusted NIVEA products to take the best care of their skin. In April 2013 we took 'care' to the next level and launched 'NIVEA cares for family', an initiative to strengthen families by:**

- ♥ building competencies for children
- ♥ empowering mothers
- ♥ creating opportunities for families to spend quality time together



### Competencies for children in Vietnam

In Vietnam, NIVEA is building 'Blue Libraries' at local schools. The nation-wide project aims to improve children's reading skills and by doing so tackle an important societal need in Vietnam. Books and financial support are provided by our affiliate, which gathers donations from various stakeholders such as employees, suppliers and distributors. After the library has been built, local employees help to decorate them and attend opening days where they meet and play with the children.

Since the project was launched in 2011, five libraries have been built. A further five are scheduled to be built in 2014 and we plan to have built a total of 40 by 2018. In addition to being a place to read, we are now building libraries with play areas, where children can engage in other fun activities. To date a total of 1,668 children have benefited from this project.

## People Social Responsibility continued

### NIVEA cares for family continued

#### Empowering mothers in Brazil

In Brazil, NIVEA has partnered with children's charity Plan International to support the NGO's 'Because I am a Girl' campaign. The effort is made to address the issue of gender discrimination around the world. The campaign focuses on inequality faced by girls in developing countries, and promotes projects to improve opportunities for girls in education, medical care, family planning, legal rights, and other areas.



#### Fostering family time in Serbia

In Serbia, NIVEA is carrying out a project to tackle a pressing social issue: lack of safe playing areas for children and their families. Due to long-term neglect and limited government funds many playgrounds in Serbia are unfit for use, or even dangerous to children. By posing the question 'Who cares where our children are growing up?' NIVEA has prompted

public debate on the issue and is now working with local authorities in various cities to construct and repair as many playgrounds as possible, so that they are safe places for children to enjoy and families to spend time together. These building activities are taking place all over the country.



[▶ Link to the film](#)

## People Social Responsibility continued

### Fostering first aid knowledge

Hansaplast aims to increase people's first aid knowledge and skills and strengthen their confidence to use them in everyday situations, when they are at work, in school or on the street. Increasing the number of competent first aiders prevents minor injuries from becoming major problems.

In France Hansaplast has been working together with the Red Cross since 2009 to achieve this. The two have worked together on many initiatives ranging from training sessions for children in basic first aid techniques, to the creation of special Hansaplast first aid kits - where a percentage of the proceeds from the sale of these kits goes directly to the Red Cross. Since 2012 Hansaplast has supported the annual Red Cross summer roadshow which takes place in 16 major cities all over France. In 2012 and 2013 special 'Hansaplast hostesses' gave information and advice to children and mothers on domestic risks and how to avoid them.

Elastoplast Canada and the Red Cross are working together to promote the knowledge of first aid, fostering humanitarian spirit and encouraging community involvement. For the past two years, Elastoplast Canada, a cause marketing supporter, has given financial support to the Red Cross training courses and youth programs. In 2013 the efforts were stepped up and a matching campaign was carried out - each donation to the Canadian Red Cross made by consumers using a special gift voucher was tripled by Hansaplast.

Our most recent partnership with the Red Cross kicked-off in the Netherlands in 2013. Here a fundraising program was launched with the money raised by Hansaplast going towards educational first aid programs for children and adults run by the Red Cross.

[+ Read more about our social engagement](#)



# 4,100

families

supported through Hansaplast's social commitment

## Reporting

Our Sustainability Review refers to our performance and achievements in the reporting year 2013.

The information and data only refer to Beiersdorf's Consumer business segment and do not include tesa. The sustainability section of our corporate website offers further information and data from previous reporting years to show a more holistic picture of our ongoing sustainability commitment. Detailed information about our data calculation can also be found here.

### Global Reporting Initiative

We are using GRI 3.1 as our reporting standard, in order to be as transparent as possible regarding our operations and activities. We are continuously working on expanding and consolidating our global data collection and monitoring systems to present an ever more accurate picture of our current status of progress and achievements. The GRI Index contains all available data covering the calendar year 2013 and can be downloaded from our website.

+ Downloads

# What's your impact?

Take our online quiz to calculate your environmental impact and see what you can do to reduce it.

[www.myimpactontheplanet.com](http://www.myimpactontheplanet.com)

