



# Bringing health through food

Our contribution to the national development,  
society and health

TABLE OF CONTENTS

WHAT WE SHARE	4
OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT	18
EVERYTHING WE DO, WE DO FOR HEALTH	44
ABOUT THE REPORT	84
LITERATURE	86



The DANONE in Poland is made up of leaders in their respective categories: Danone (Essential Dairy and Plant-Based), NUTRICIA (Early Life Nutrition), Nutricia Medyczna (Advanced Medical Nutrition) and Żywiec Zdrój (water and beverages).

All companies are joined by the **double commitment** to sustainable economic and social development and the DANONE mission, bring health through food to as many people as possible.

Over 15 years, we have supported the roll-out of social programs with the sum of

**PLN 60M**

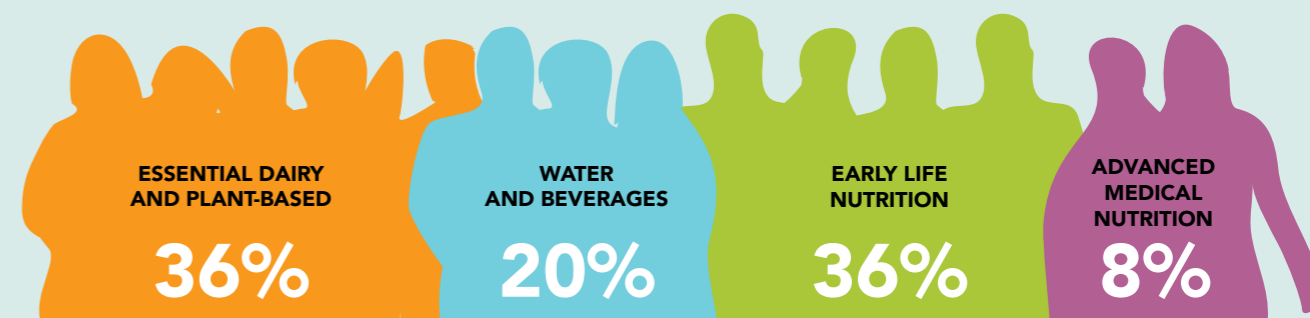
– this is half of the resources the European Commission allocated to the execution of an EU program for promoting good nutrition habits among Polish children in 2017/2018.

*“Corporate responsibility does not end at the factory gate or the office door. The jobs a business creates are central to the lives of employees, and the energy and raw materials we consume change the shape of our planet. It is clear that economic growth should no longer be a goal in itself, but rather a tool used to serve the quality of life without ever being detrimental to it.”*

This is a fragment of a speech made by DANONE CEO, Antoine Riboud, in 1972.

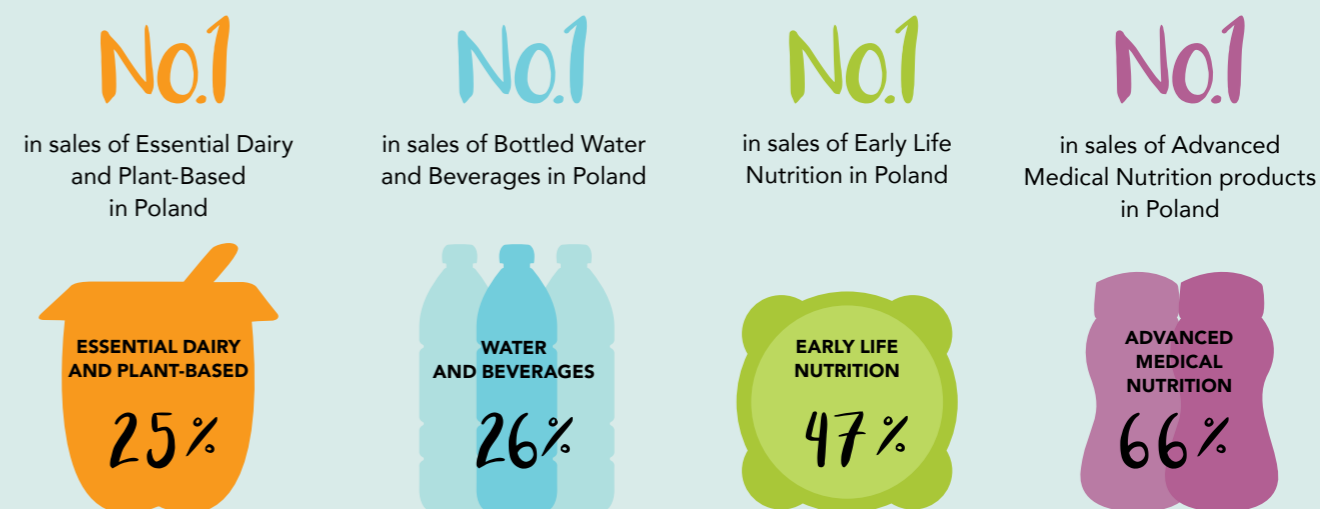
# DANONE companies in Poland

## EMPLOYMENT PER BUSINESS LINES

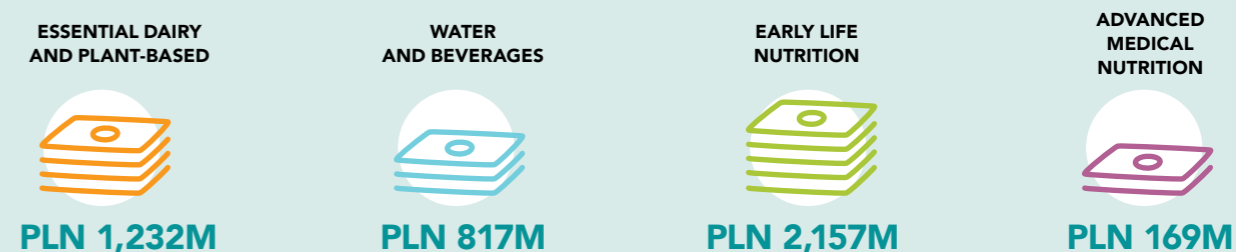


We employ more than **3 thousand** employees in all of Poland\*

## SALES PER BUSINESS LINES\*\*



## TOTAL SALES REVENUE, INCLUDING FROM EXPORT



\* The average number hired at the companies in 2016


\*\* Percentage values denote the market share of a given business line


# DANONE

companies in Poland




All DANONE companies have been included among the top 25 companies with the highest Effective Reputation Index<sup>1</sup>

 Danone is the only company from the FCMG – food category, whose Effective Reputation Index increased compared to 2015

 In 2017, Żywiec Zdrój has been considered the most socially responsible corporation among producers in Poland for the second time<sup>2</sup>

 Within the last 5 years, we have been introducing an average of 5 new water and beverage variants per year

 Within the last 10 years, we have introduced 10 new Advanced Medical Nutrition products

 Within the last 10 years, we have been increasing employment in companies handling the production and sales of Early Life Nutrition products on average by 20 people per year



## COMPANIES AND PRODUCT BRANDS

### ESSENTIAL DAIRY AND PLANT-BASED

#### Danone

- Danone Yoghurt
- Activia
- Danio
- Danonki
- Actimel
- Fantasia

### ADVANCED MEDICAL NUTRITION

#### Nutrimed

#### Nutricia Medyczna

- Nutridrink Protein
- NutriKid Multi Fibre
- Nutilis Clear
- Cubitan
- Souvenaid

### EARLY LIFE NUTRITION

#### NUTRICIA Polska

#### NUTRICIA Zakłady Produkcyjne

- Bebiko
- Bebilon
- BoboVita

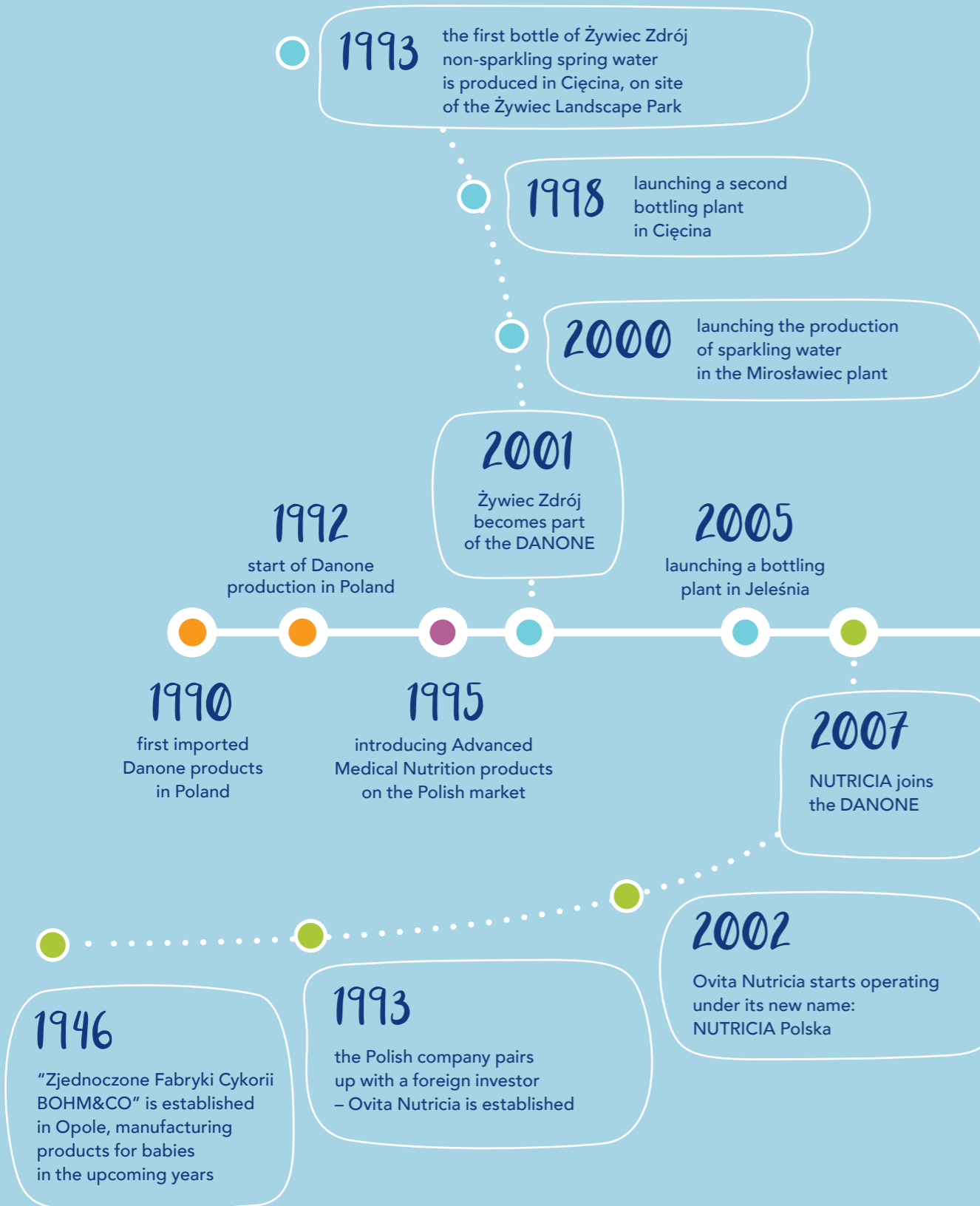
### WATER AND BEVERAGES

#### Żywiec Zdrój

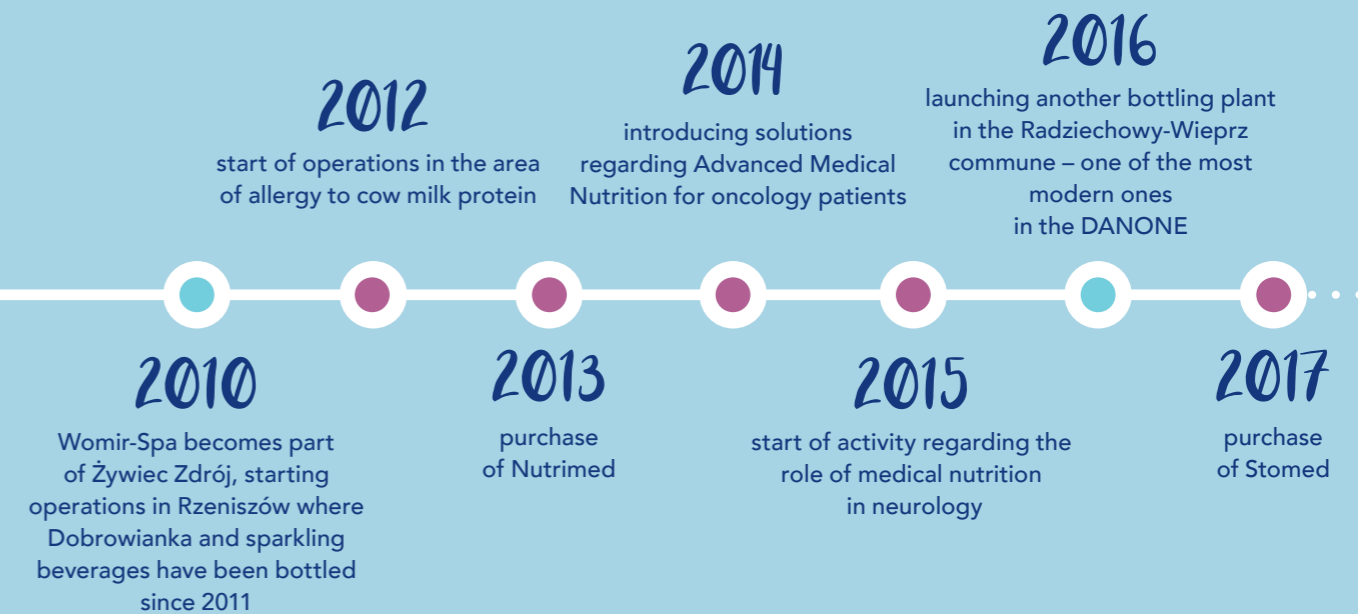
#### Womir-Spa

- Żywiec Zdrój plain still
- Żywiec Zdrój sparkling light
- Żywiec Zdrój sparkling strong
- Żywiec Zdrój with taste
- Żywiec Zdrój Juicy sparkling
- Żywiec Zdrój Juicy
- Żywiec Zdrój Green Tea
- Dobrowianka plain still
- Dobrowianka sparkling light

## HOW WAS THE DANONE ESTABLISHED IN POLAND?



## History of DANONE companies in Poland



## HISTORY OF THE GROUP'S COMPANIES

- **Danone**  
ESSENTIAL DAIRY AND PLANT-BASED
- **Nutricia Medyczna**  
ADVANCED MEDICAL NUTRITION

- **NUTRICIA**  
EARLY LIFE NUTRITION
- **Żywiec Zdrój**  
WATER AND BEVERAGES



DANONE strives to answer the current social needs, positively influencing the people and the environment.

DANONE's mission is: **"Bringing health through food to as many people as possible."**  
For this reason, we participate in activities whose purpose is to care for human health and for our planet.

This way, we also support the execution of global goals set by the UN – **Sustainable Development Goals (SDG)\***

## FUNDAMENTAL DANONE RULES

### LOCAL NEEDS ARE IN THE CENTRE OF OUR ATTENTION

We know that nutrition habits are the result of social habits and conditions. Therefore, our nutrition model includes knowledge about local customs as well as health and nutrition challenges present in specific communities. Based on this, in cooperation with local partners we develop solutions adapted to the needs of a given community. Thanks to such approach, our products are:

- coherent with local preferences,
- properly balanced,
- eagerly selected.

### PROPER NUTRITION STARTS WITH SUITABLE PRODUCTS

A balanced diet should be properly composed. The food and beverages we consume every day should be **diverse, properly balanced, rich in nutrients, while their quantities should satisfy our individual needs**. These are the types of products DANONE offers its customers – **nutritious products**. Our water, early nutrition products or Essential Dairy and Plant-Based follow the recommendations of public health institutes and dieticians. **We make sure that they include the necessary high quality nutrients.**

## WHAT WE SHARE

### THE PLEASURE OF EATING IS ONE OF THE MOST IMPORTANT ELEMENTS DETERMINING A PROPER DIET

We care so that our products are consumed **with pleasure**. We believe this is the key to shaping proper nutrition habits. The pleasure of eating is determined by its diversity, the size of meals, their calorific and nutritional value, but also their **flavour and consistency**. DANONE products are selected by consumers who take care of proper diet and have diverse flavour preferences at the same time.

### THE BEST, ALWAYS

We undertake to develop, produce and deliver safe and properly balanced products to our consumers. By doing this, we ensure that DANONE activities are balanced and socially responsible. We observe the strictest quality standards in order to exert a positive impact on the environment. **We fully guarantee the quality of our products – always and everywhere.**

### SCIENCE – OUR BIGGEST ALLY

We invest in research in order to execute **DANONE's nutrition vision**. We perform analyses of scientific and social data and we use their results to improve our products. We conduct **research programs**, which allows us to increase the nutrition value of products and encourage consumers to undertake a healthy lifestyle and balanced diet. We also measure the impact of initiatives on the nutrition education of consumers.

### NOT ALONE, BUT IN COOPERATION WITH PARTNERS AND STAKEHOLDERS

Challenges in the field of public health require the involvement of many parties – **local self-governments, the food industry, medical circles as well as social institutions and organisations**. Cooperation between those entities allows for finding solutions which improve health. We are convinced that cooperation is better than acting alone in this respect. **Together we are able to solve health problems that the world is facing today more efficiently.**

We believe that offering nutrition is not limited merely to the food and beverages we consume, but that it:

- provides nutrients to the human body,
- takes care of good flavour,
- considers social and cultural aspects.

That is what we have in mind when taking about nutrition. We want to help shape proper nutrition habits that improve the quality of living for all of us.



\* We marked our products with symbols which refer to specific goals that a given program is implementing.

# Nutrition DANONE commitments until 2020



## WHAT WE SHARE

We improve our products on an ongoing basis by raising their nutrient quality. We also make sure that our goals cater to the current consumer needs. Currently, we are executing new goals.

Our goals by 2020 are strictly linked with the guidelines of such renowned institutions as the World Health Organization and the European Food Safety Authority, and they are also based on conclusions drawn from studies undertaken by DANONE.

By 2020, 100% of our products will fulfil the nutrient profile goals we have set.

## WE UNDERTAKE TO:

### 1. CONTINUOUSLY IMPROVE THE NUTRITIONAL QUALITY OF OUR PRODUCTS. WE WILL IMPROVE OUR PRODUCTS, TAKING INTO ACCOUNT THE NEEDS OF CONSUMERS AS WELL AS LOCAL AND PUBLIC HEALTH CONDITIONS

Between 2007 and 2017, we have lowered the sugar content in the strawberry Danonki cheese **by 34% from 12.2 g to 8.1 g of sugar per 100 g of product.**



In our opinion, nutrition is much more than just "eating"; while promoting proper nutrition behaviour requires broad knowledge about local habits, practices and convictions.

For this reason, we are constantly seeking answers to these questions:

What do Poles eat and drink?

At what times of the day?

Why?

How?

Under the BoboVita brand, we have introduced the "PORCJA ZBÓŻ" cereal line – the broadest offer of sugar-free cereals **on the market.**



NO  
ADDED  
SUGAR

Most Żywiec Zdrój flavour variants are low-calorie products, i.e. **containing less than 20 kcal per 100 ml.**



Only  
19 kcal  
per 100 ml

This is a supplement to a diet based on breast or modified milk. Breastfeeding is the best option for a child.

## 2.

COUNTER NUTRITIONAL PROBLEMS  
IN POLAND IN COOPERATION WITH  
PARTNERS

We want to be involved in countering current health problems in Poland. We believe that the most effective way of acting is **to build partnerships** in close cooperation. This is especially important **when implementing and executing our educational programs** that exert a positive impact on the health and fitness of Poles.

HOW DO WE RESPOND TO THE CURRENT  
SOCIAL NEEDS IN POLAND?

Under the "Share Your Meal" programme, we have founded **17 million meals**. Each year, we collect **500 tonnes of food**, which is used to prepare **another million meals**.

The "Share Your Meal" programme ("Share Your Good Meal" since 2017), organised in Poland since 2003, counters malnutrition in children by offering good meals and education. To this end, we collect food in cooperation with Food Banks, at the same time changing improper nutrition habits through educational programs.

For 14 years, Food Banks together with Danone have been running the "Share Your Meal" programme. Throughout these years, we have organised millions of meals together and we have tried our best to eliminate quantitative malnutrition in Poland. We see that there is still much to do, especially in the area of shaping proper nutrition habits among children. The partnership between Danone and the Federation of Polish Food Banks, built for so many years, shows that joint initiatives lead to real social changes.



**Marek Borowski**

CEO of the Federation of Polish Food Banks

As part of the educational programme titled "First 1000 days for health" organised by the NUTRICIA Foundation,



we have organised **6 national media campaigns** to date, devoted to the impact of proper nutrition during the first 1,000 days, counted from the moment of conception, on children's future health. We also created **6 episodes** of a TV programme and **23 educational** pieces broadcast in TVP in the "Pytanie na Śniadanie" breakfast television programme. In cooperation with leading health experts, we prepared **4 free nutrition guides**, which you can download at [www.1000dni.pl](http://www.1000dni.pl).

In 2013–2016 we organised national grant competitions, under which NGOs, public institutions and Food Banks conducted workshops and educational meetings.



During the previous editions of the "Mum, Dad, I prefer water!" programme, Żywiec Zdrój funded nearly 11 thousand education kits for preschools in nearly 5 thousand towns, while in 2016 alone more than 200 thousand preschoolers from 2.4 thousand centres all over Poland participated in the programme.

**mamo, tato,  
wolę wodę!**

The purpose of the "Mum, Dad, I prefer water!" programme is to stress the role of water in everyday diet, to draw people's attention to the issue of environment protection and to support parents and teachers in shaping proper nutrition habits and eco-friendly behaviour in children. This is one of the biggest educational programmes aimed at Polish preschools.

During four editions of the competition, more than **1,200 events took place all over the country**, for nearly **80 thousand parents and caretakers of the youngest children**.

The purpose of the "First 1000 days for health" educational programme is to raise awareness about **the role of proper nutrition during the first 1,000 days of life, counted from the moment of conception**, among pregnant and breastfeeding women as well as parents of the youngest children.

The knowledge promoted within the programme is available at the educational platform [www.1000dni.pl](http://www.1000dni.pl).

During all the editions, the "Breakfast Gives Power" programme encompassed nearly 900 thousand children, while in 2016 alone 195 thousand participants took part.



The "Breakfast Gives Power" programme is aimed at children in early education age, their parents and teachers. Its purpose is to education about proper nutrition and the role of breakfasts in children's diets. We have been running the programme together with the Institute of Mother and Child, as well as the Biedronka and Lubella brands, as part of **Partnership for Health** programme.

Over **2M** people in Poland are facing malnutrition<sup>3</sup>.

More than **half of adults and one in eight children** in Poland are obese or overweight<sup>4</sup>.

**2.73M** people in Poland are battling diabetes<sup>5</sup>.

## 3.

MAINTAIN THE HIGHEST ETHICAL  
STANDARDS. WE WILL CONTINUE  
TO PROVIDE PROPER PRODUCT  
LABELLING AND APPLY RESPONSIBLE  
MARKETING PRACTICES

DANONE provides information about products in accordance with legal regulations. This is done via specially designed labels which allow our customers to quickly spot the key information about the product and number of portions in a package. By 2020, this information will be placed on all DANONE products in the world.

DANONE cares for maintaining the top ethical standards for all its stakeholders.

Regarding early life nutrition, DANONE's *Business Conduct Policy*, as well as other adopted policies follow the provisions of the WHO International Code of Marketing of Breast-Milk Substitutes.



## HOW DO WE CARE FOR THE PLANET?

The health of people and of the planet create a common ecosystem, in which one element cannot function without the other.

Each of us has only one health and we live on one planet; therefore, we perceive the care for both areas as our strategic role.

We cannot force people to eat or cook in a specific way, but we can encourage them to make the right choices and help them understand the consequences of the wrong ones.

This way, we want to counter food-related diseases which affect the lives of millions of people around the world.

We believe that a healthy body needs nutritious food. Nutritious food, in turn, depends on the condition of our planet.

## WHAT WE SHARE

### WE HAVE SET 5 GOALS AS MEANS OF CARING FOR A HEALTHY PLANET



#### CLIMATE

We understand climate protection as a fundamental change of business practices. Within the last 10 years, we have lowered the emission of greenhouse gases by 40% in the entire product life cycle.

**Goal: our goal is to reduce our carbon footprint by 2030 and to arrive at zero net emission of CO<sub>2</sub> in all business areas of the company by 2050.**



#### PACKAGING

Packaging plays a crucial role in delivering safe food to as many people as possible. However, this solution also creates a huge challenge for the environment in the form of plastic waste.

**Goal: our goal is to develop sustainable packaging by searching for new materials, as well as to support circular economy by constantly increasing the level of plastic recovery and recycling.**



#### WATER

We draw water directly from nature, therefore our task is to care for the natural environment. For this reason, we are executing specific events, such as related to minimising the use of water in production processes or planting trees and others which increase the retention of water in the environment. Thanks to this, we can protect natural water resources for the benefit of future generations.

**Goal: to create better, more responsible practices in all business dealings of the company, as well as to protect the circulation of water in the natural environment.**



#### PREVENTING FOOD WASTE

We live in times with depleting resources and their heavily restricted availability to the poorest.

**Goal: battling food waste, including cooperation between DANONE companies and Food Banks, as well as other activities undertaken jointly under the Share Your Good Meal programme, which involve collecting food products that can later be used for preparing meals for children.**



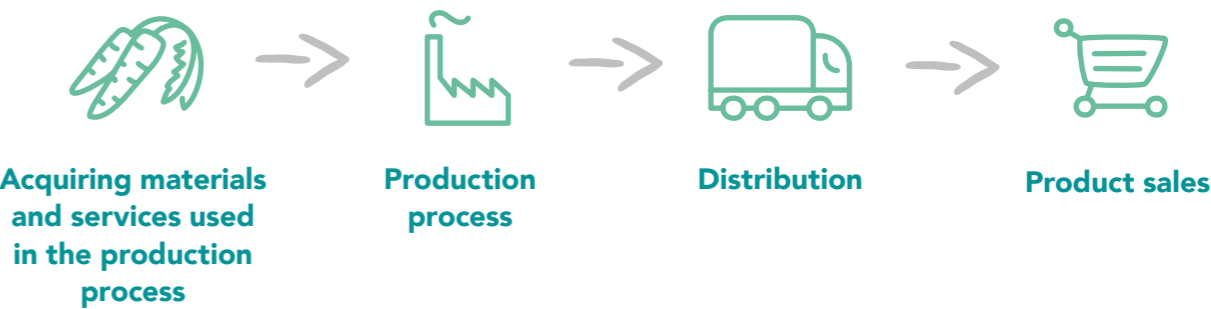
#### SUSTAINABLE FARMING

We obtain materials from proven farms which are audited annually. DANONE companies cooperate only with proven and trusted suppliers. Before the start of cooperation, each supplier undergoes strict selection procedures which test the fulfilment of our requirements, such as regarding the well-being of animals or testing the presence of heavy metals in soil.

**Goal: to promote sustainable approach to farming – one which protects and respects people, cares for the planet, as well as for the well-being of animals – without which we would not be able to produce valuable food.**

WE HAVE A SIGNIFICANT IMPACT ON THE DEVELOPMENT OF THE COUNTRY

We have distinguished several stages in DANONE's value creation chain:



We hire employees and provide jobs, pay salaries, generate added value and pay taxes at each of these stages. We have estimated our entire input using Wassily Leontief's Input-Output model<sup>6</sup>.

This method focuses on testing the dependencies between various branches of the economy. It allows one to see how the operations of one entity (in this case – DANONE companies) impact the development of the remaining economy branches and entities. We have depicted the effects we generated by using three variables: added value\*, employment and salaries.

Dimensions of our impact

Using the indicated variables: added value, employment and salaries, we can talk about three dimensions of exerted impact. For example, in the case of employment:

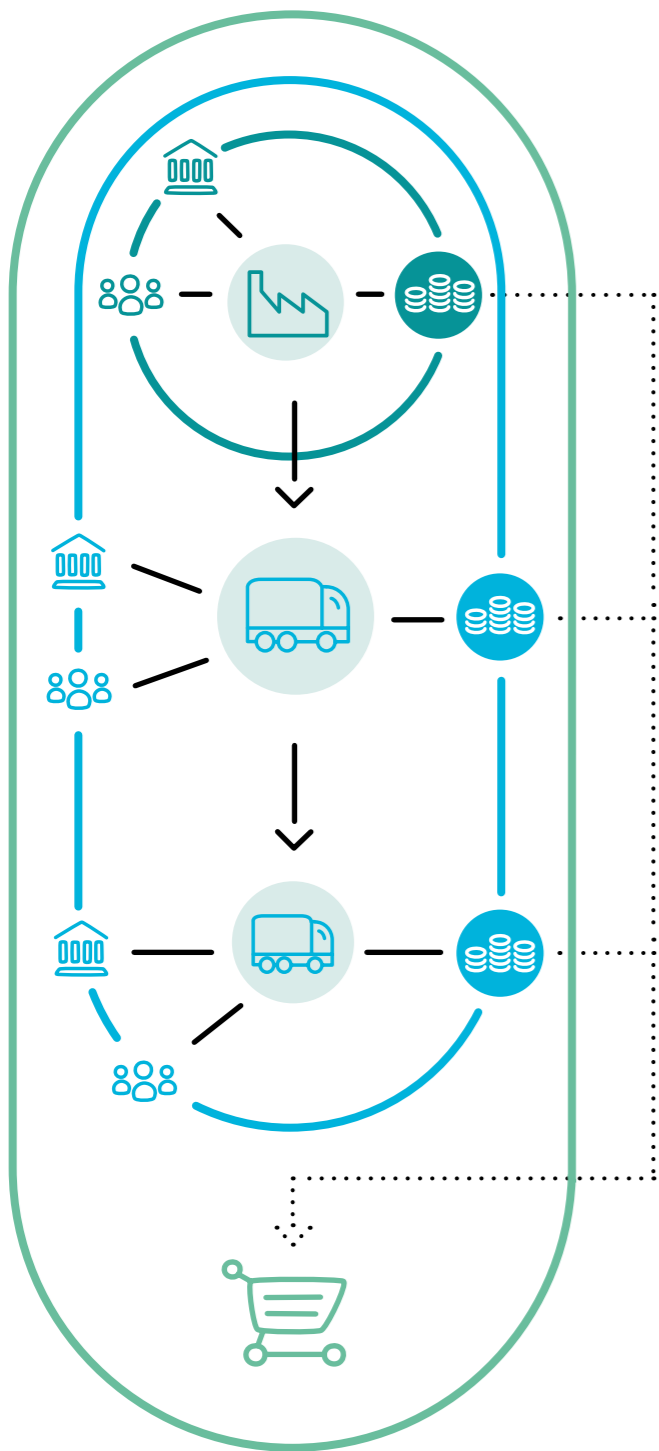
- ▶ direct impact denotes the number of people hired at DANONE companies,
- ▶ indirect impact is the number of people hired by our contractors and subcontractors,
- ▶ induced impact is the number of people hired in the economy as a result of additional consumption made possible thanks to salaries created as part of direct and indirect effects.

\* Added value is an important economic category. It measures the contribution of a company to the process of manufacturing goods and services. In the accounting sense, added value denotes the manufacturing part of a global company which is left after deducting the indirect consumption, i.e. the value of goods and services used as outlays in the production process. The bigger the share of added value in the final product of a company, the bigger its creative input in the production process and the higher the share in generating GDP. Added value is also the main component of the Gross Domestic Product (GDP), where GDP = sum of added value from all branches + taxes on products – subsidies to products.



Our contribution to the country's development

INPUT-OUTPUT MODEL



IMPACT AREAS:

- Added value
- Employment
- Salaries

IMPACT DIMENSIONS:

- Direct impact**  
resulting from the basic activity of the sector
- Indirect impact**  
generated among suppliers and entities from related sectors
- Induced impact**  
generated by expenditures of DANONE company employees and the employees of contractors and subcontractors

THESE ARE THE RESULTS OF OUR IMPACT

We retain several thousand jobs and contribute to generating billions of zlotys in added value. We have a considerable impact on creating social prosperity in Poland.

The results we present here are the sum of socio-economic impact exerted by **DANONE** companies on the Polish economy in their respective business categories:



Essential Dairy  
and Plant-  
Based



Water  
and Beverages



Early Life  
Nutrition



Advanced  
Medical  
Nutrition

We are showing results in key areas from the economic growth standpoint, i.e. added value, employment and salaries. We show results on a year-to-year basis, for 2016.



ADDED VALUE



EMPLOYMENT



SALARIES

# The impact of DANONE companies



## ADDED VALUE

**PLN 2,848.6M**  
of total added value



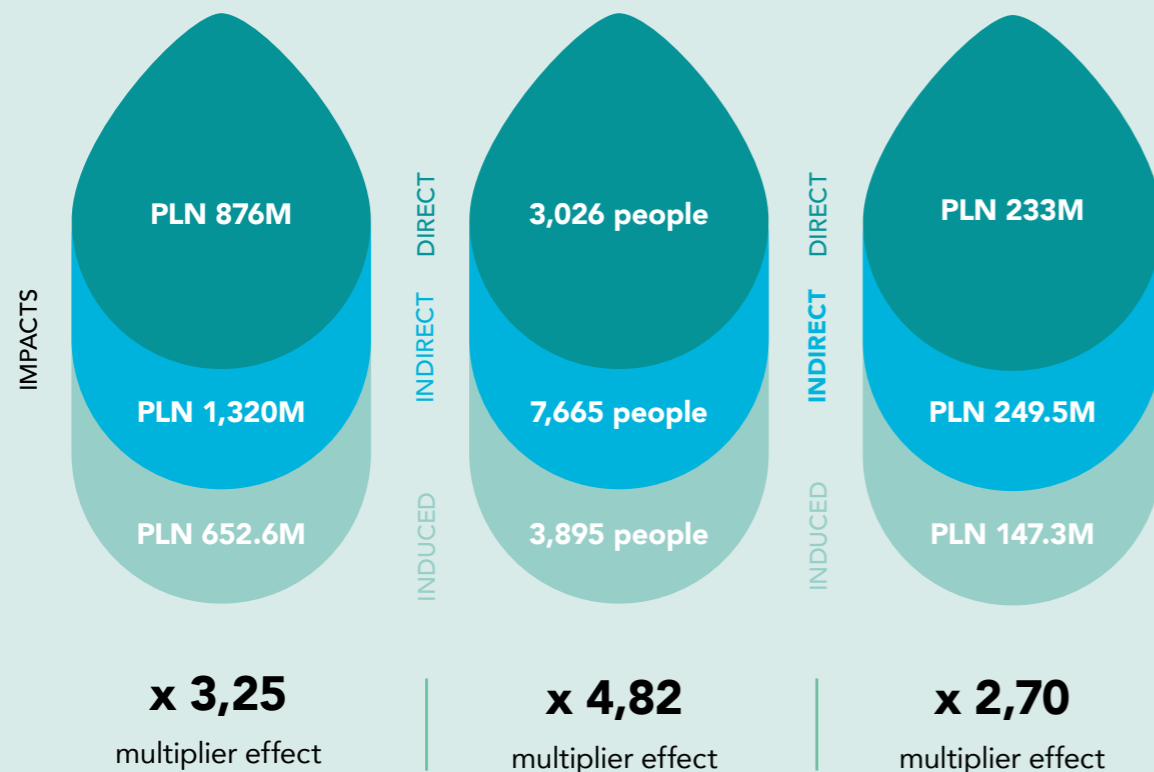
## EMPLOYMENT

**14,586**  
retained jobs



## SALARIES

**PLN 629.8M**  
of generated income



## OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT



**PLN 2.85B**

the total added value generated in the economy in 2016 thanks to DANONE companies. This amount is equal to **30% of budgetary outlays on agriculture, rural development and agricultural markets in 2017**.



**14,586 jobs**

the total number of jobs retained in the economy in 2016 thanks to the operations of **DANONE companies**. Such number of jobs would allow for reducing unemployment in Warsaw by half<sup>8</sup>.



**PLN 630M**

the total value of salaries generated in the economy in 2016 thanks to **DANONE companies**. **This amount would allow for purchasing 1,450 flats in Warsaw, i.e. 7.7% of all flats put into operation in Warsaw in 2016**<sup>9</sup>.

## MULTIPLIER

Calculated from formula: total effect / direct effect. The multiplier shows changes in added value, employment and salaries in the entire economy due to changes of those values in DANONE companies.

For example, a 4.82 employment multiplier for DANONE companies means that 1 job at DANONE companies allows for retaining additional 3.82 jobs in other sectors of the economy.

We have  
**POSITIVE IMPACT**  
on many sectors of  
Polish economy





## Essential Dairy and Plant-Based

### IMPACT ON THE ECONOMY

The presented effects pertain to activities related to the production and sales of Danone **Essential Dairy and Plant-Based** in 2016.



**PLN 1.1B**

of total added value. This is nearly **80% of the sum allocated to families in the Silesian province under the 500+ Programme in 2017<sup>10</sup>**.



**5,854 jobs**

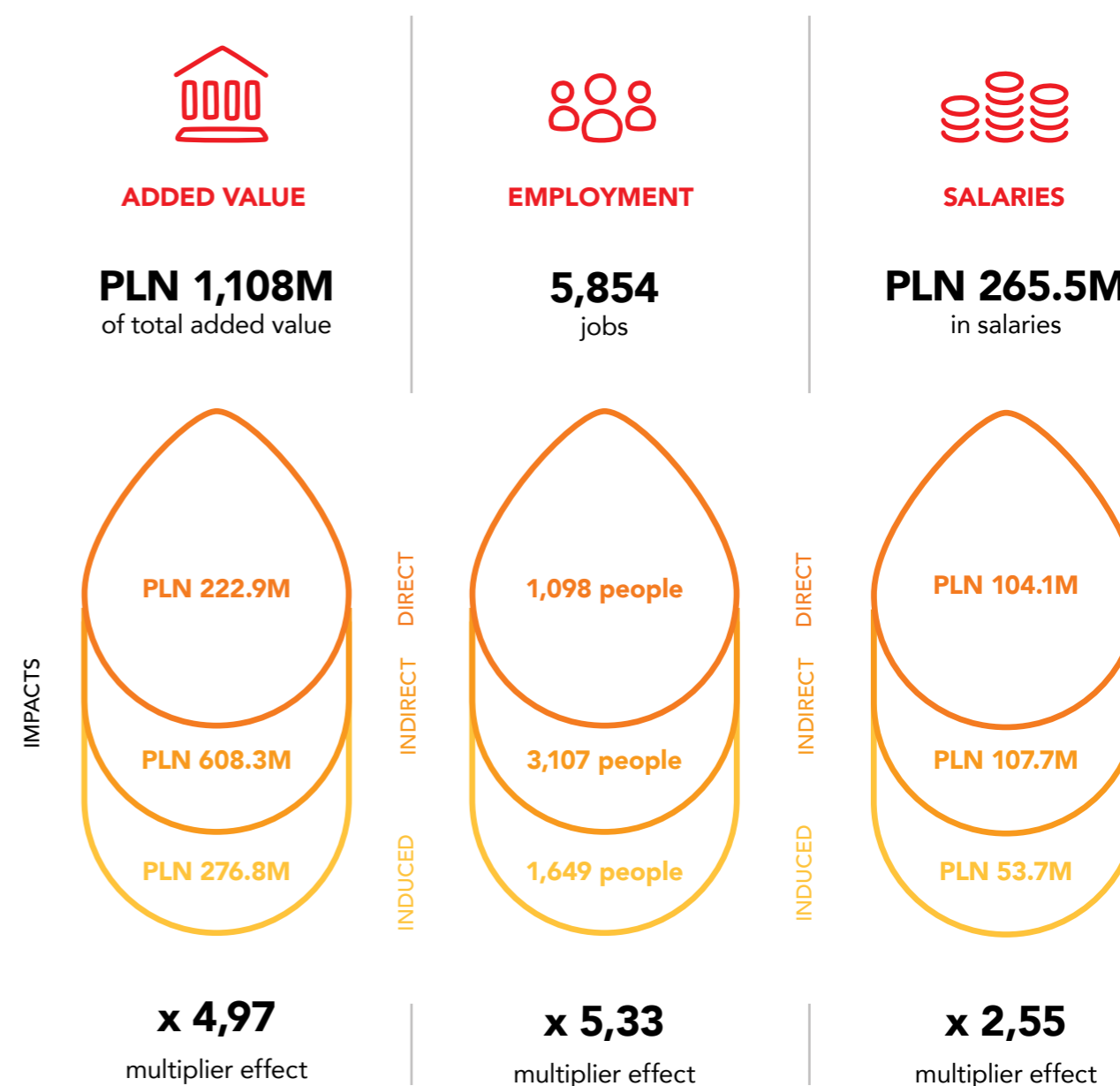
Such number of jobs would **allow all unemployed residents of Silesia, who never worked, to find a job<sup>11</sup>**.



**PLN 265.5M**

in household salaries. **This is 40M more than the total annual contribution of Polish self-governments to subsidising children's meals<sup>12</sup>**.

### OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT



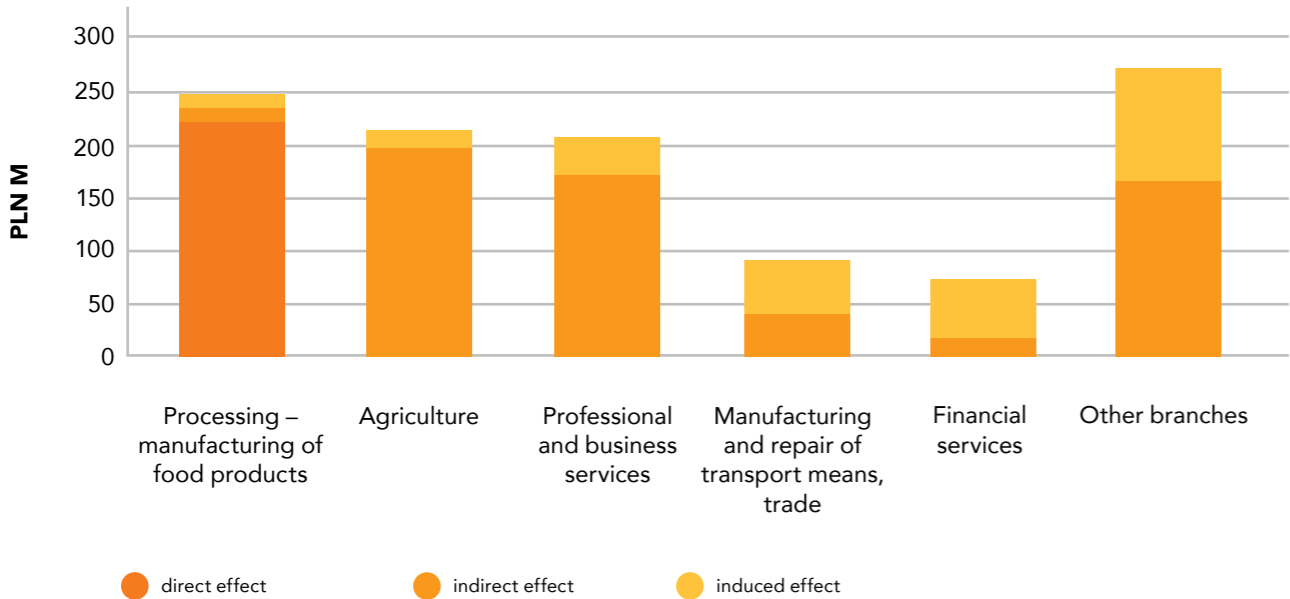
Source: Deloitte estimates



Polish economy classifies Danone's activities as food processing (manufacturing of food products). It is in this sector that direct effects are generated – added value at the level of PLN 223M, nearly 1,100 jobs and more than PLN 100M in salaries. The total effects generated thanks to the company's operations are felt in numerous other sectors of the economy and exceed the direct effects from 2.5 to over 5 times.

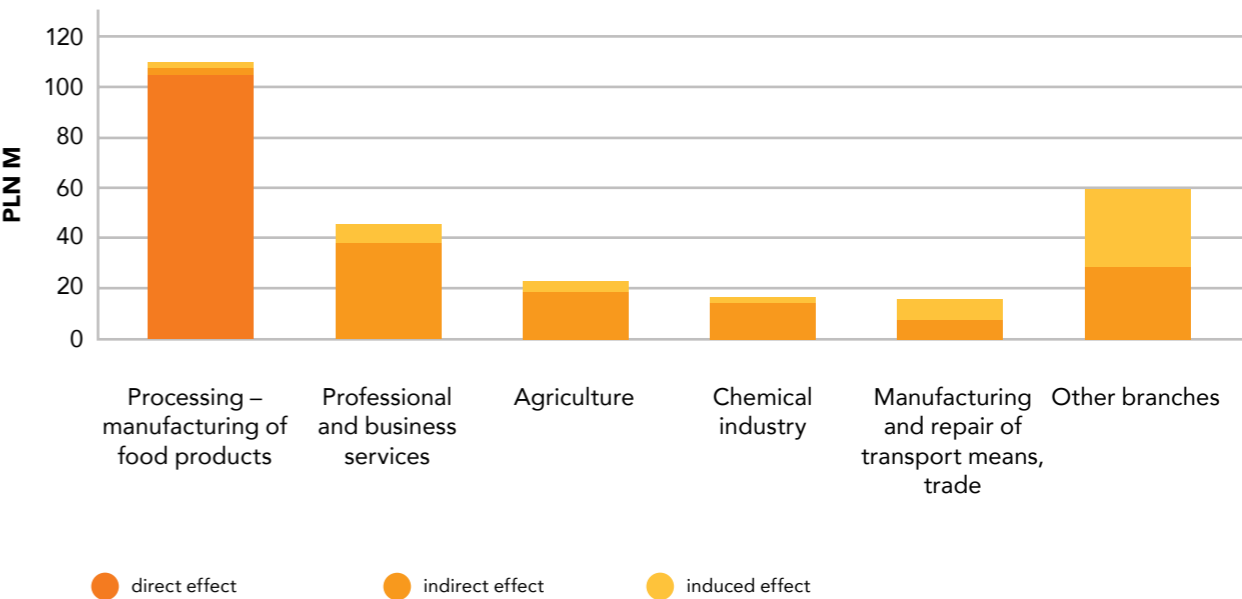
ADDED VALUE

Branches with the highest added value generated thanks to Danone's activity



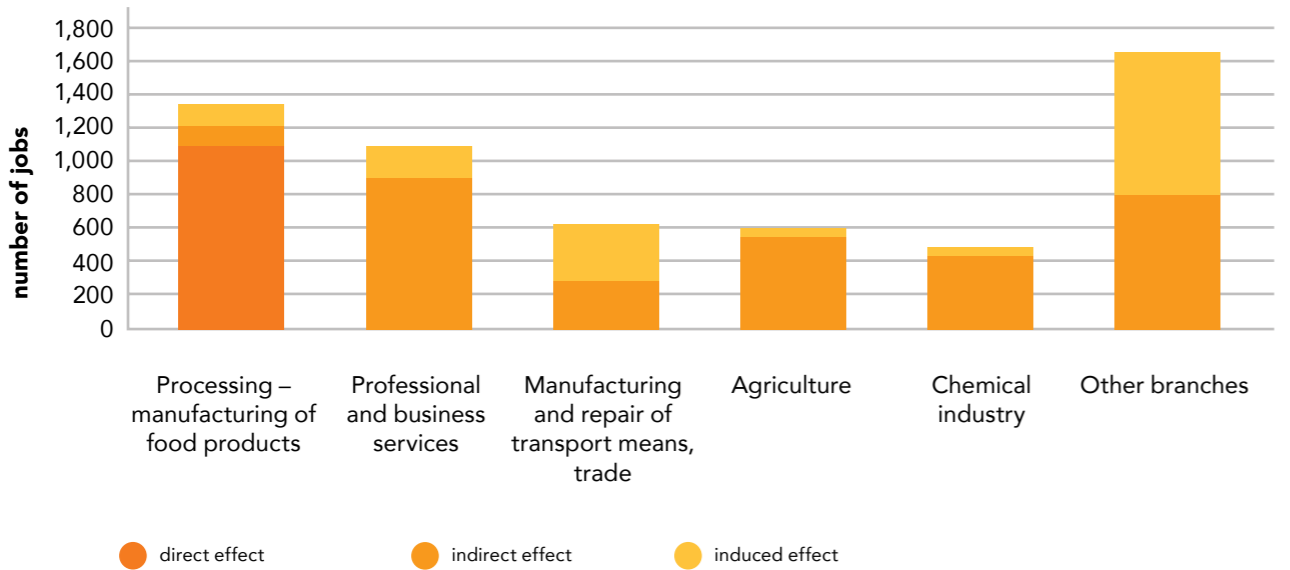
SALARIES

Branches with the highest salary generated thanks to Danone's activity



EMPLOYMENT

Branches with the highest number of jobs retained thanks to Danone's activity



TOTAL EFFECTS IN SELECTED BRANCHES:



Processing – manufacturing of food products

added value: PLN **247M**  
employment: **1,355** jobs  
salaries: PLN **109M**



Agriculture

added value: PLN **214M**  
employment: **599** jobs  
salaries: PLN **20M**



Professional and business services

added value: PLN **207M**  
employment: **1,105** jobs  
salaries: PLN **45M**



Manufacturing and repair of transport means, trade

added value: PLN **92M**  
employment: **629** jobs  
salaries: PLN **15M**



Financial services

added value: PLN **75M**  
employment: **232** jobs  
salaries: PLN **8.8M**



# Water and Beverages

## IMPACT ON THE ECONOMY

The presented effects pertain to activities concerning the production and sales of Żywiec Zdrój and Womir-Spa **waters and beverages** in 2016.



**PLN 759.4M**

of total added value. Such amount would cover **the annual treatment costs** of 1 in 20 patients who battle obesity<sup>13</sup>.



**4,017 jobs**

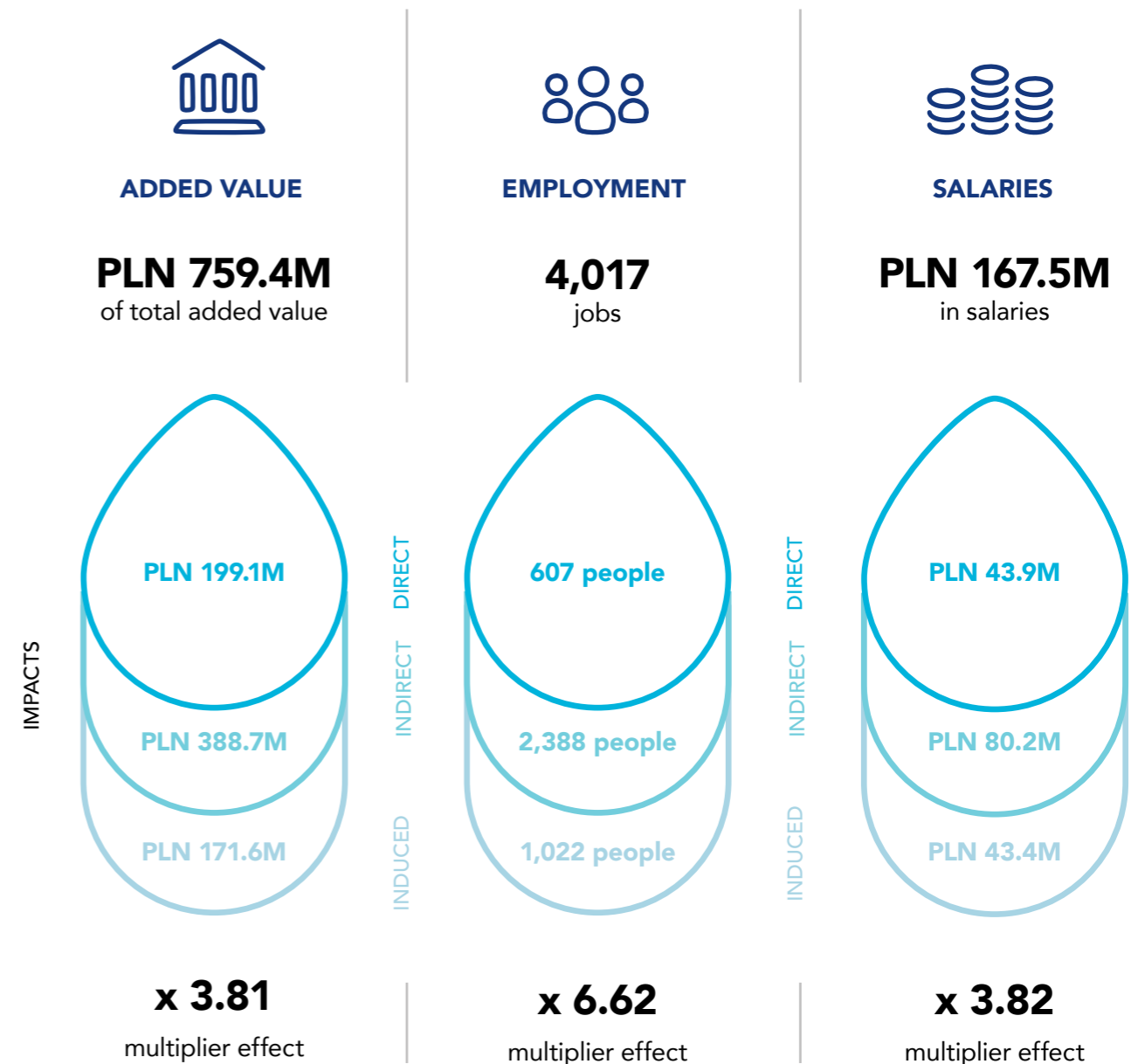
This nearly matches the total number of all workers employed in Jeleśnia and Mirosławiec<sup>14</sup>.



**PLN 168M**

in household salaries. Such amount could allow for buying **school starter kits for more than 200 thousand children**<sup>15</sup>.

## OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT



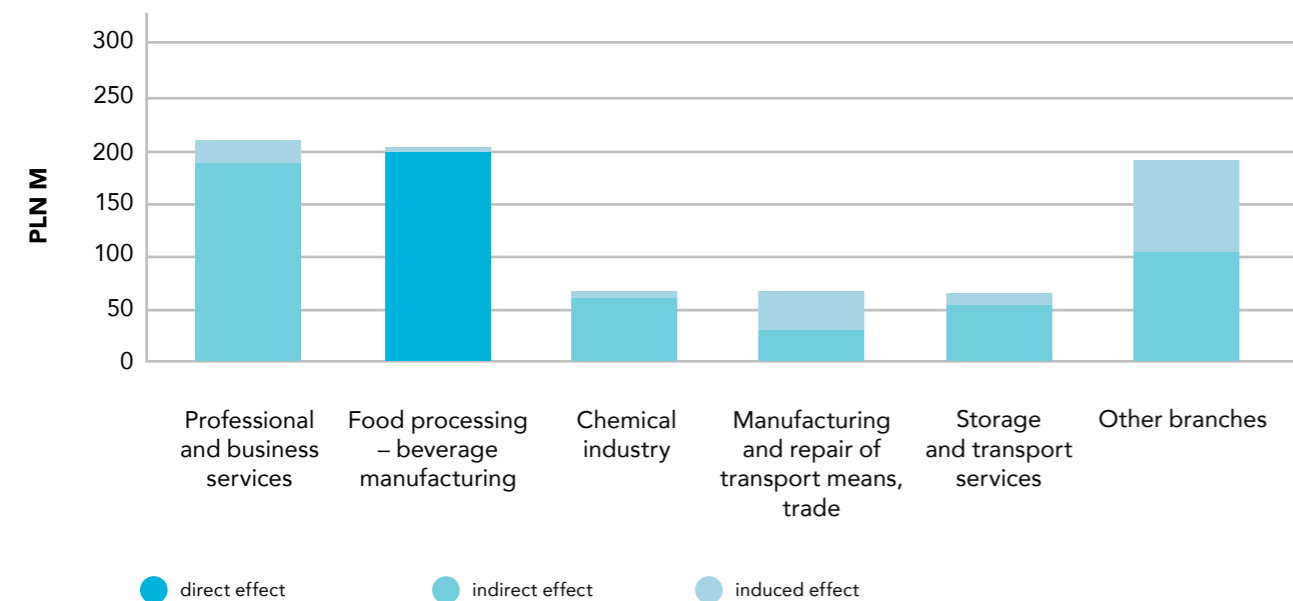
Source: Deloitte estimates



Polish economy classifies the activities of Żywiec Zdrój and Womir-Spa as food processing (manufacturing of water and beverages). In this sector, these companies generate direct effects – added value at the level of nearly PLN 200M, more than 600 jobs and nearly PLN 44M in salaries. The total effects generated thanks to the company's operations are felt in numerous other sectors of the economy and exceed the direct effects from 4 to over 6.5 times.

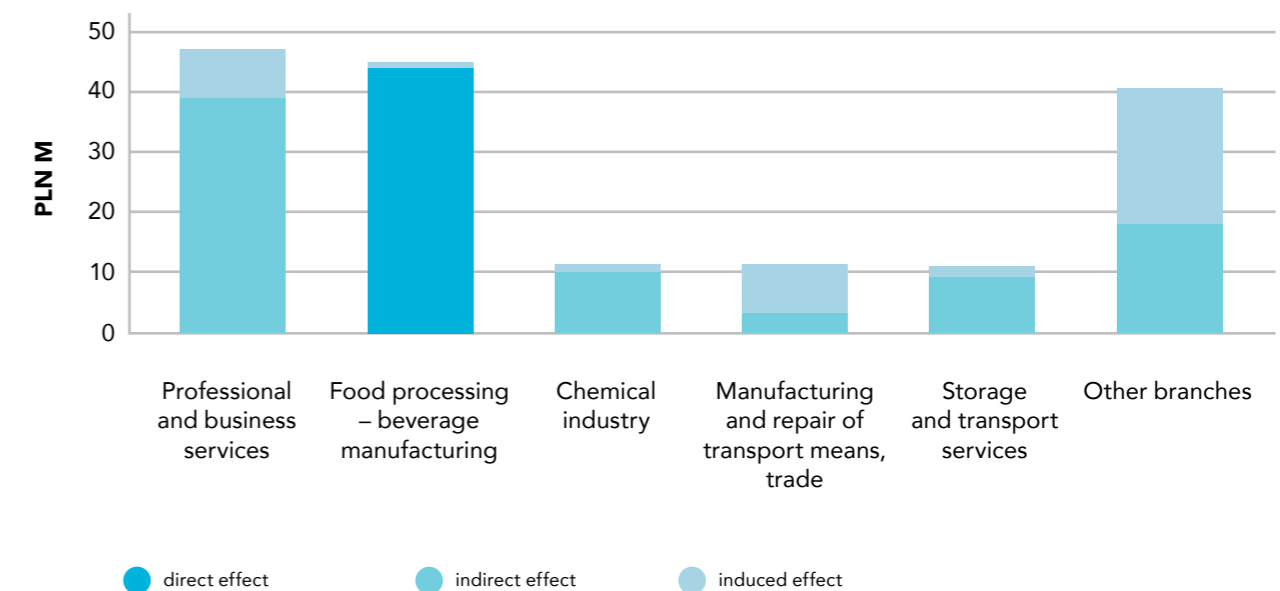
## ADDED VALUE

Branches with the highest added value generated thanks to the activity of Żywiec Zdrój



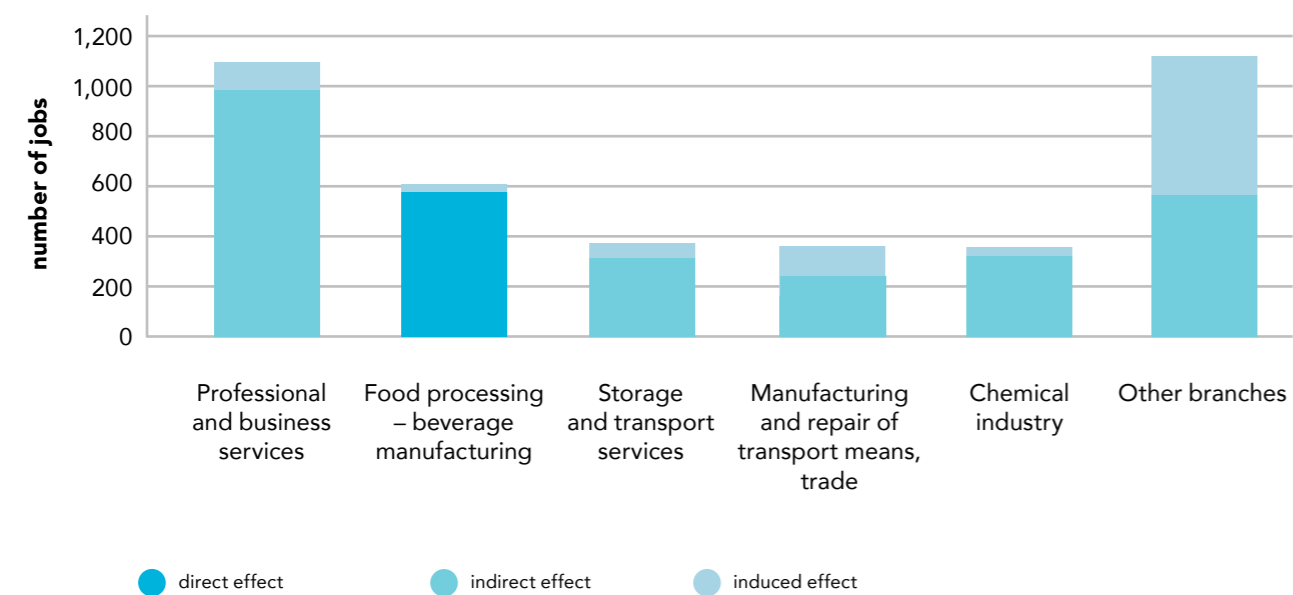
## SALARIES

Branches with the highest salary generated thanks to the activity of Żywiec Zdrój



## EMPLOYMENT

Branches with the highest number of jobs retained thanks to the activity of Żywiec Zdrój



## TOTAL EFFECTS IN SELECTED BRANCHES:



### Professional and business services

added value: PLN **212.5M**  
employment: **1,133** jobs  
salaries: PLN **46.8M**



### Processing – beverage manufacturing

added value: PLN **201.3M**  
employment: **616** jobs  
salaries: PLN **44.4M**



### Chemical industry

added value: PLN **53.9M**  
employment: **363** jobs  
salaries: PLN **11.9M**



### Manufacturing and repair of transport means, trade

added value: PLN **53.8M**  
employment: **368** jobs  
salaries: PLN **11.9M**



### Storage and transport services

added value: PLN **51.5M**  
employment: **377** jobs  
salaries: PLN **11.4M**

This is a supplement to a diet based on breast or modified milk. Breastfeeding is the best option for a child.



## Early life nutrition

### IMPACT ON THE ECONOMY

The presented effects pertain to activities concerning the production and sales of NUTRICIA **early nutrition products** in 2016.



**PLN 859M**

of total added value. This is nearly **the equivalent of the annual budget of the city of Opole planned for 2017<sup>16</sup>**.



**3,934 jobs**

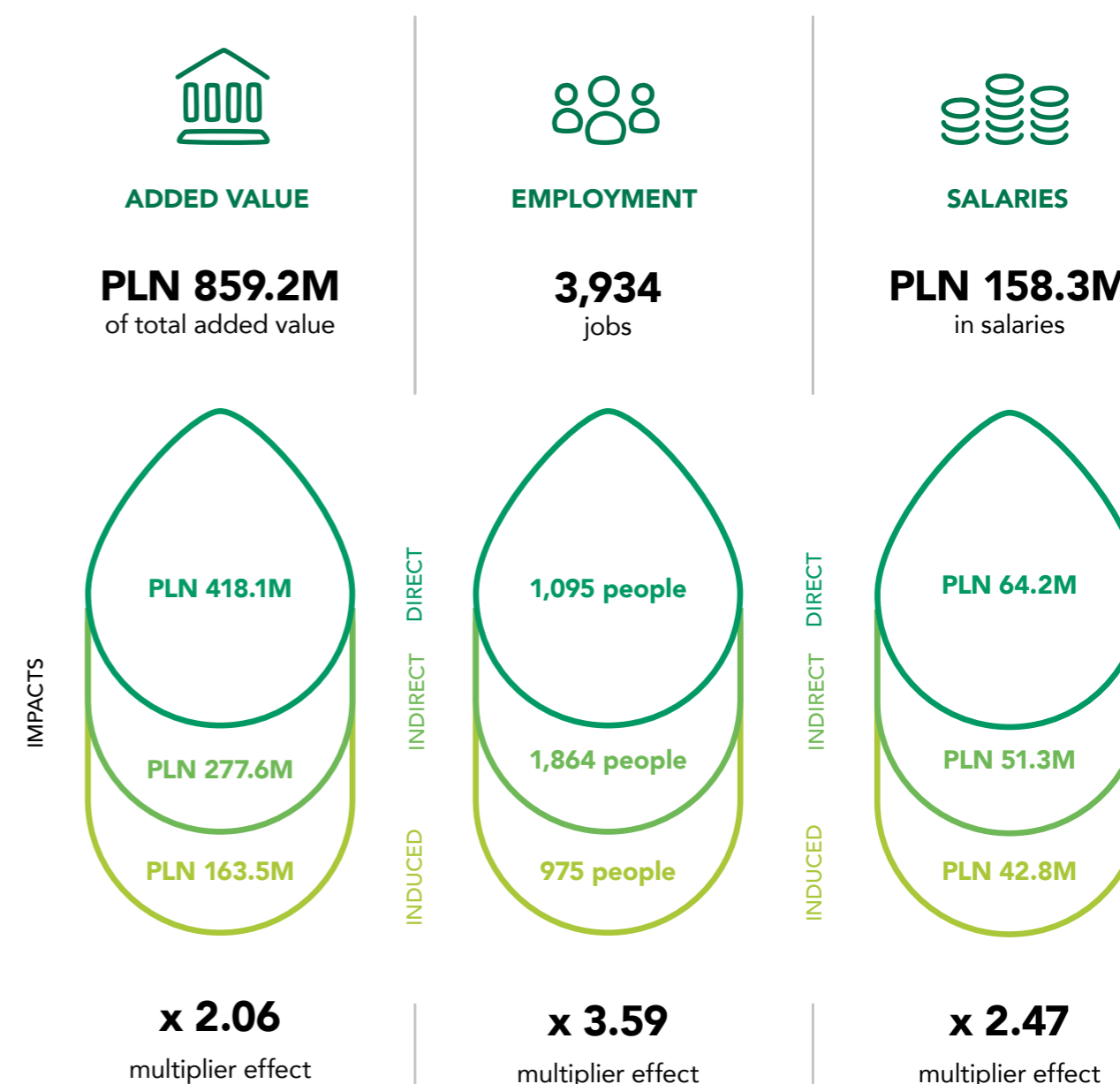
Such number of jobs would allow for **decreasing the migration balance from Silesia by nearly 60%<sup>17</sup>**.



**PLN 158M**

in household salaries. This amount would allow for financing **3-year costs of attendance of all children up to 3 years of age attending nurseries and kids clubs in the Opolskie province<sup>18</sup>**.

### OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT



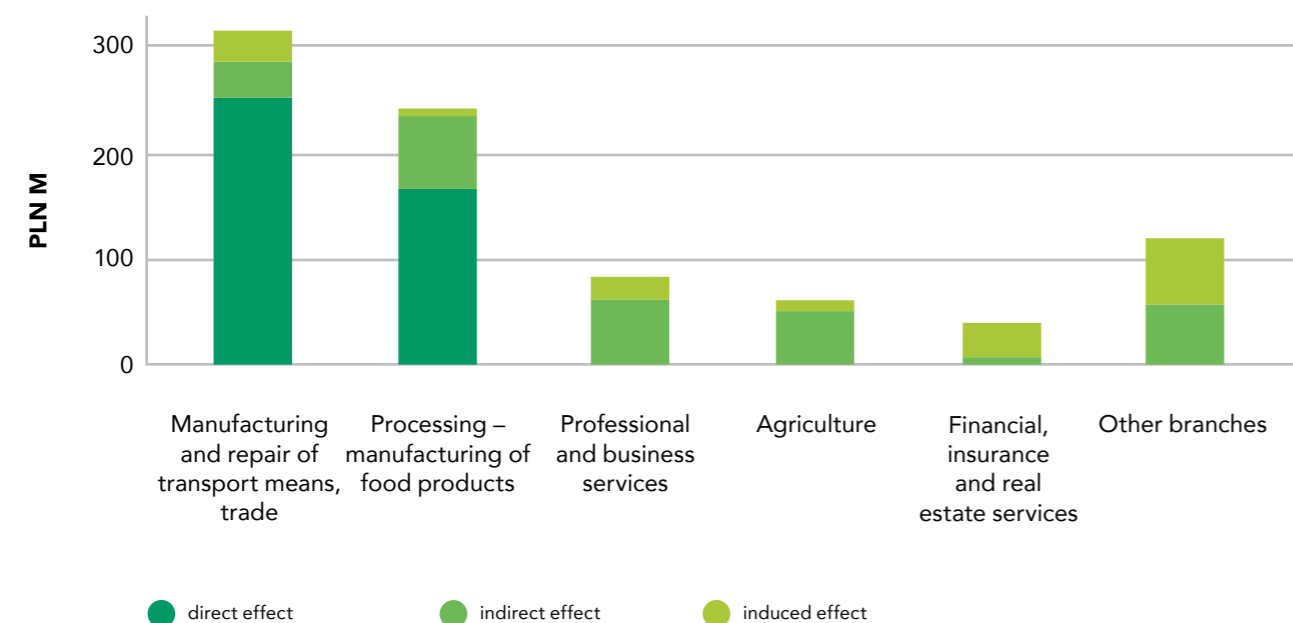
Source: Deloitte estimates



Polish economy classifies the activities of NUTRICIA Polska and NUTRICIA Zakłady Produkcyjne as food processing (manufacturing of food products) and trade activities. It is in this sector that direct effects are generated – added value at the level of PLN 418M, over 1,000 jobs and nearly PLN 65M in salaries. The total effects generated thanks to the company's operations are felt in numerous other sectors of the economy and exceed the direct effects from 2 to 3.6 times.

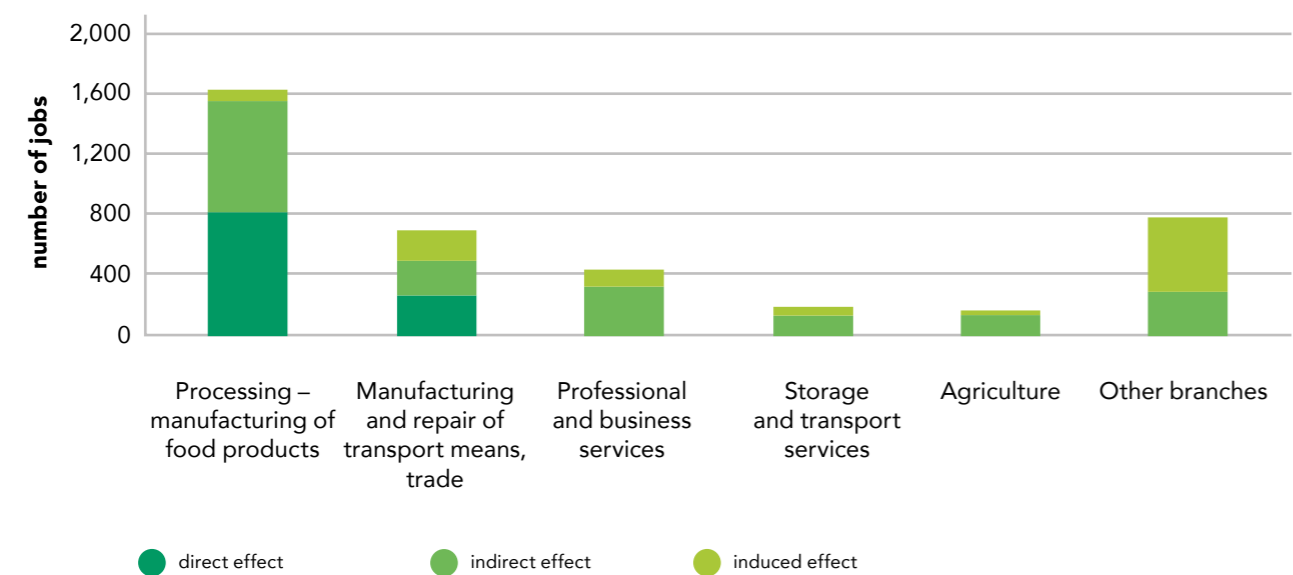
## ADDED VALUE

Branches with the highest added value generated thanks to NUTRICIA's activity



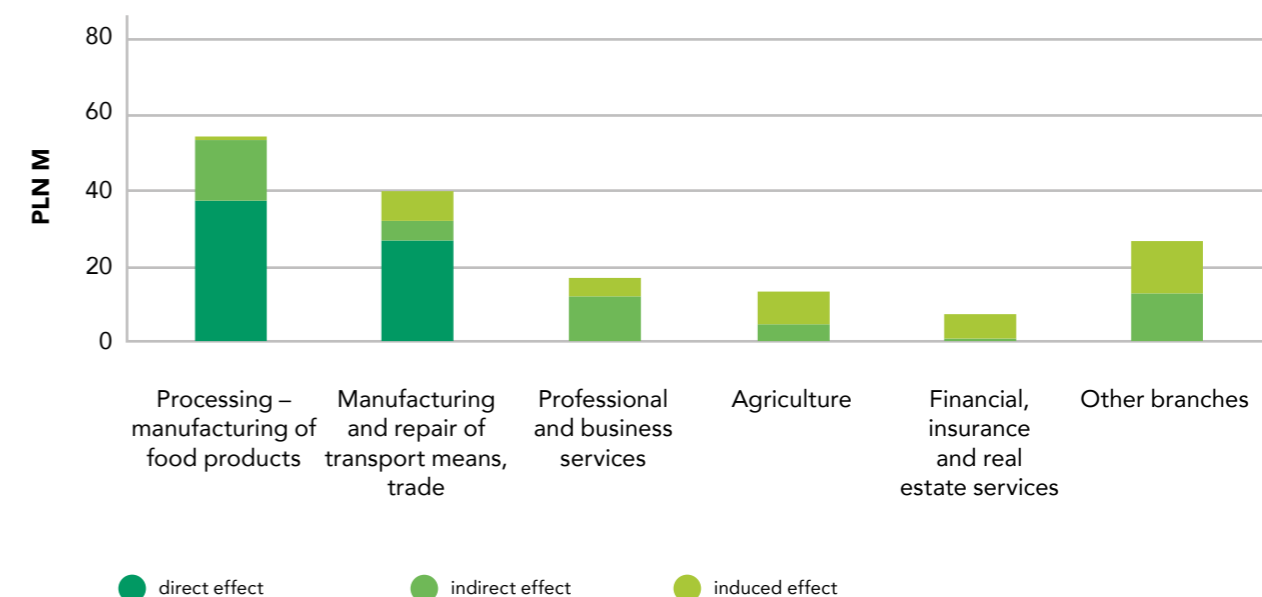
## EMPLOYMENT

Branches with the highest number of jobs retained thanks to NUTRICIA's activity



## SALARIES

Branches with the highest salary generated thanks to NUTRICIA's activity



## TOTAL EFFECTS IN SELECTED BRANCHES:



### Manufacturing and repair of transport means, trade

added value: PLN **315.3M**  
employment: **703** jobs  
salaries: PLN **39.8M**



### Processing – manufacturing of food products

added value: PLN **241.4M**  
employment: **1,636** jobs  
salaries: PLN **54.5M**



### Professional and business services

added value: PLN **82.8M**  
employment: **442** jobs  
salaries: PLN **16.9M**



### Agriculture

added value: PLN **61.0M**  
employment: **171** jobs  
salaries: PLN **13.2M**



### Financial services

added value: PLN **39.5M**  
employment: **122** jobs  
salaries: PLN **7.2M**



## Advanced Medical Nutrition

### IMPACT ON THE ECONOMY

The presented effects pertain to the activities of Nutricia Medyczna regarding the sales of advanced **medical nutrition products** and to operations of Nutrimed **providing medical services regarding home enteral nutrition** in 2016.



**PLN 122M**

of total added value. This is more than **60% of the amount dedicated to improving access to prevention, diagnosis and rehabilitation allowing people to stay employed longer and to return to work** in the Silesian province<sup>19</sup>.



**781 jobs**

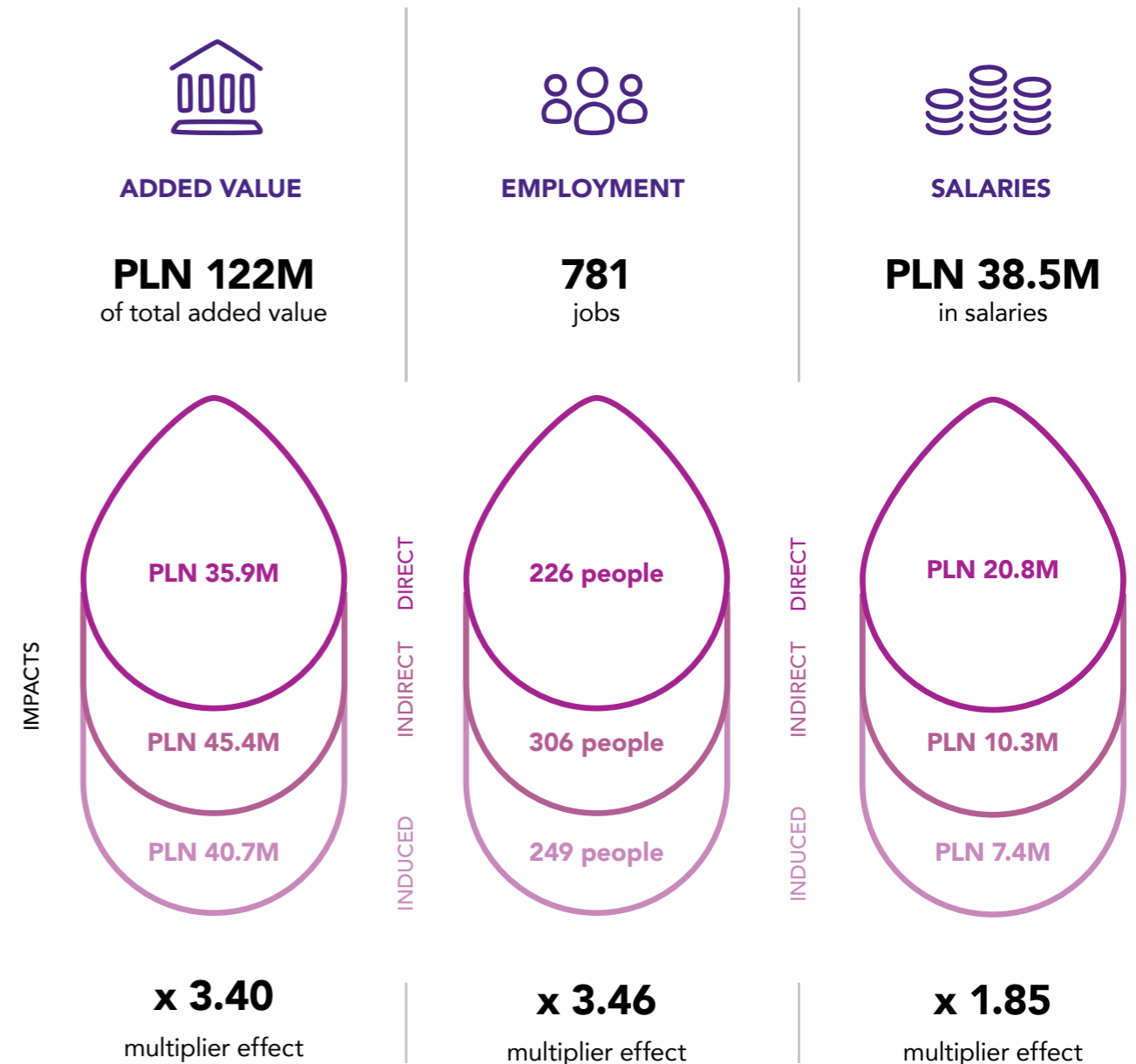
Such number of jobs would allow for **reducing unemployment by nearly half among men residing in Opole**<sup>20</sup>.



**PLN 39M**

in household salaries. This amount is **160% of resources allocated to the Regional Program for Overweight, Obesity and Diabetes Prevention** in the Silesian Province for 2017–2020<sup>21</sup>.

### OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT



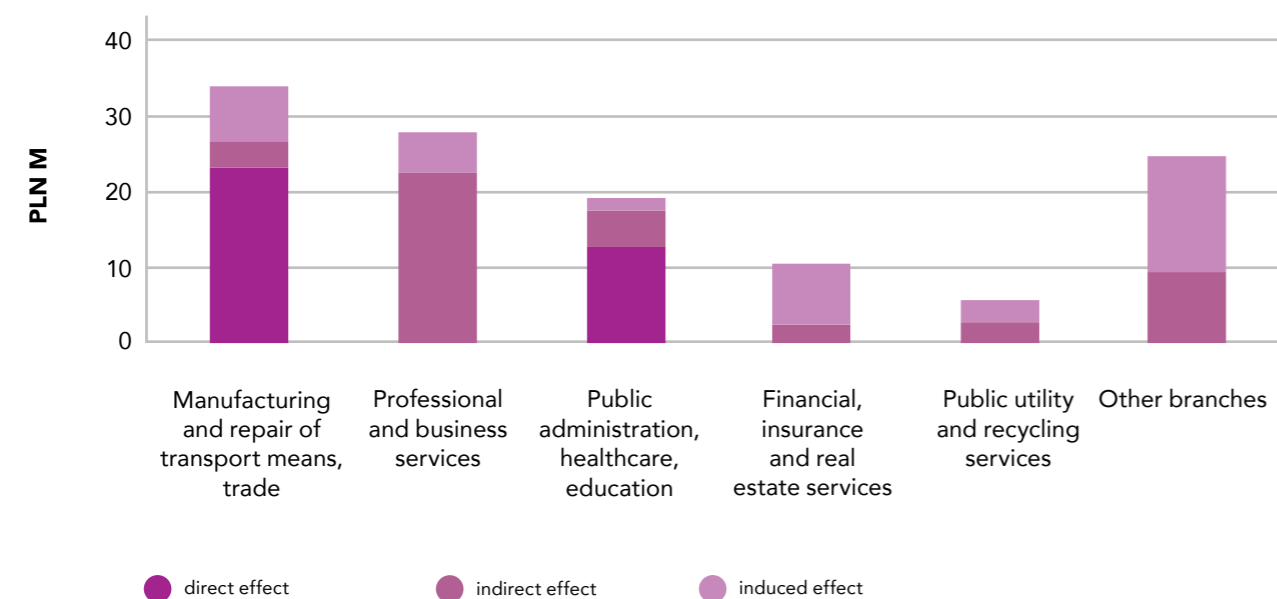
Source: Deloitte estimates



Polish economy classifies the activities of Nutricia Medyczna as trade activities, while Nutrimed's activities are classified as activities in the area of health care. In these sectors, these companies generate direct effects – added value at the level of nearly PLN 36M, nearly 230 jobs and more than PLN 21M in salaries. The total effects generated thanks to the company's operations are felt in numerous other sectors of the economy and exceed the direct effects from 2 to nearly 3.5 times.

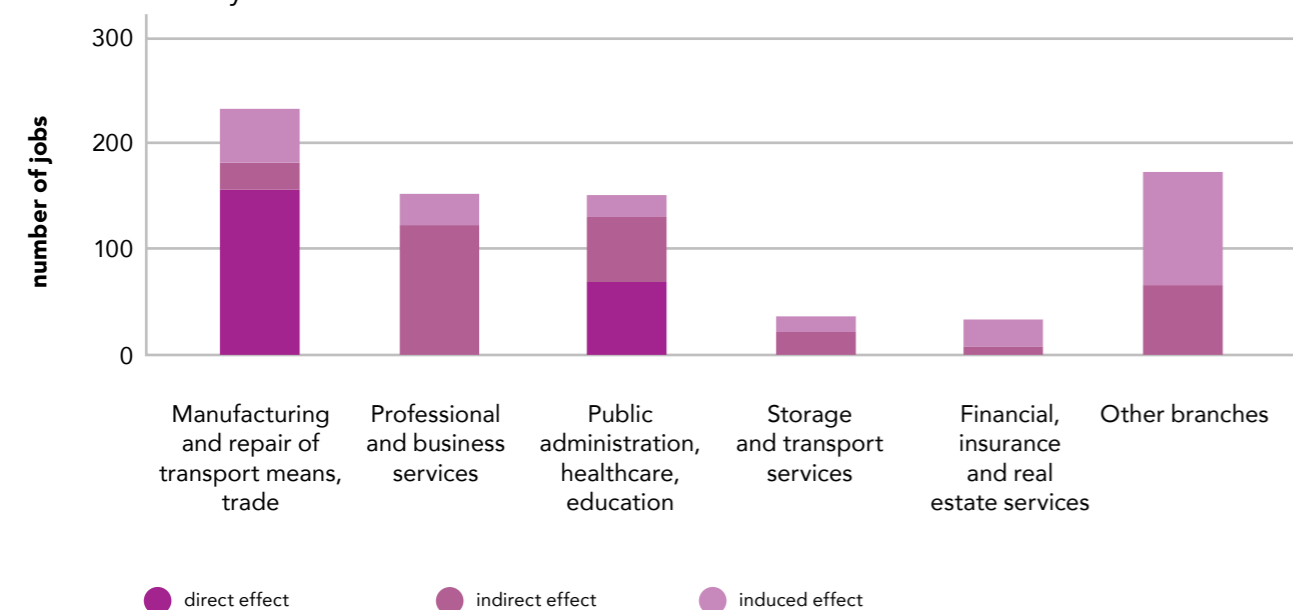
## ADDED VALUE

Branches with the highest added value generated thanks to the activity of Nutricia Medyczna and Nutrimer



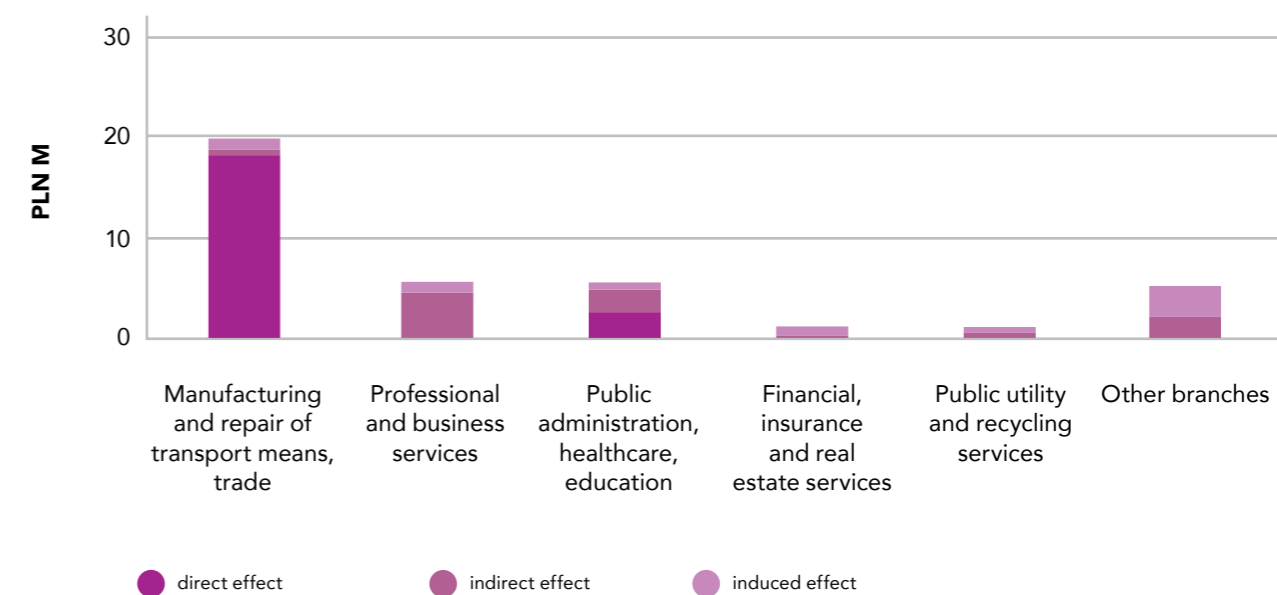
## EMPLOYMENT

Branches with the highest number of jobs retained thanks to the activity of Nutricia Medyczna and Nutrimer



## SALARIES

Branches with the highest salary generated thanks to the activity of Nutricia Medyczna and Nutrimer



## TOTAL EFFECTS IN SELECTED BRANCHES:



### Manufacturing and repair of transport means, trade

added value: PLN **34.0M**  
employment: **234** jobs  
salaries: PLN **19.9M**



### Professional and business services

added value: PLN **27.9M**  
employment: **152** jobs  
salaries: PLN **5.6M**



### Public administration, healthcare, education

added value: PLN **19.2M**  
employment: **151** jobs  
salaries: PLN **5.5M**



### Financial services

added value: PLN **10.5M**  
employment: **34** jobs  
salaries: PLN **1.2M**



### Public utility and recycling services

added value: PLN **5.7M**  
employment: **27** jobs  
salaries: PLN **1.1M**

## WE SUPPORT COMMUNES, DISTRICTS AND PROVINCES IN WHICH WE OPERATE

Our contribution to the growth of national and local economy is not limited merely to creating added value, jobs and salaries; by paying taxes and fees, we are also supporting the financing of numerous tasks, including those related to road construction, environmental, social, health or educational investments.

### PLACES WHERE WE PAID MOST TAXES AND FEES IN 2016<sup>22</sup>

**Warsaw**  
PLN 9.8M



This amount would cover nearly **15% of annual costs** of supporting all 1,600 residents of **nursing homes in Warsaw**<sup>23</sup>.

**Bieruń**  
PLN 5.6M



Such amount could cover **50% of costs related to building a bike path** from Tychy to Bieruń<sup>24</sup>.

**Opole**  
PLN 2.5M



This is the equivalent of **Opole's citizens budget for 2018**<sup>25</sup>.

**Jeleśnia**  
PLN 2M



This amount would **fully cover the budgetary expenditures** of the Jeleśnia commune for removing effects of natural disasters in 2016<sup>26</sup>.

**Węgierska Góra**  
PLN 1.9M



This constitutes **70% of asset-related expenses** under the Rural Development Programme in Węgierska Góra in 2016<sup>27</sup>.

**National budget**  
PLN 55M



Such amount would cover the **annual costs of national subsidies for land forestation**<sup>28</sup>.

## THE IMPACT OF DANONE COMPANIES ON THE GROWTH OF SUPPLIERS

**With the development of the Polish market in mind, we purchase materials mainly from domestic suppliers and, caring for the quality of our products, we establish direct and long-term relations with local suppliers. We are tied by strong relations and long-term cooperation; e.g. we have created**

the **New Farmers Generation** programme for milk suppliers, through which we support and share knowledge with our trade partners. Another example involves fruit and vegetable suppliers – **the BoboVita brand has established long-term relations with most of them – lasting more than 10 years.**

## HOW DO WE EDUCATE FARMERS? FROM PERSONAL GROWTH TO FARM DEVELOPMENT

### New Farmers Generation

is a tailor-made programme for Polish milk manufacturers, launched in 2015 in cooperation with the TROP Foundation – the authors of a methodology for supporting the growth of family businesses, adapted to backing up the development of Polish family farms. The programme focuses on **prosperous farms** from Poland and strives to make them the best in the country. This way, we educate our current and future suppliers. **New Farmers Generation is the first initiative implemented in Poland under the global Danone Ecosystem fund.**

**The Danone Ecosystem fund was created to strengthen and develop partners who create the DANONE ecosystem: farmers, suppliers and subcontractors, carriers and logistics operators, distributors and the local government. The Fund supports activities aimed at creating jobs, professional integration as well as the development of SMEs.**

Through the programme, we have an indirect impact on the Polish economy by supporting the development of farms. Our priorities include:

- **developing entrepreneurship**, by transitioning from the ethos of hard physical labour to managing farms as small companies;
- **creating a community and network of contacts**, thanks to developing the awareness that partnerships lead to various business benefits.

The program **focuses on personal development**, so the participants had the option of choosing forms of education coherent with their individual educational goals and with goals set for their dairy farms.

We offered the following forms of education to the participants: **conferences, study visits, coaching, mentoring or specialist workshops** in the area of accounting, finances, law or negotiations.

We assumed that the **individual growth of farmers would lead to the business development of their farmsteads**, including the improvement of their self-organisation and optimisation of dairy production.

## OUR CONTRIBUTION TO THE COUNTRY'S DEVELOPMENT



The programme received a special distinction from the Polityka weekly for projects which may inspire other companies due to their subject matter or manner of execution:  
Danone – the project titled “New Farmers Generation: From Farmstead to Family Business”  
– for supporting entrepreneurship development and building cooperation with stakeholders.

*Participation in the New Farmers Generation project was a very valuable experience for me, because it made me change my attitude to many issues related to running a farm, including my approach to communication with my workers and loved ones. Thanks to the programme, we now know how we want to perceive our farmstead in the future. The issue of succession is especially vital to us and we are already working on it. We also appreciate the opportunity to share experiences among programme participants. The trip to Paris was a particularly pleasant summary. We appreciate all the opportunities that the company provides.*



**Ryszard Krychowiak**

milk producer, participant of the New Farmers Generation programme

## EFFECTS OF THE NEW FARMERS GENERATION PROGRAMME WHAT DID THE PARTICIPANTS GAIN?



### PERSONAL GROWTH, I.E. SOFT RESULTS

- They gained **self-confidence** and became aware of their **advantages**.
- They gained **trust towards one another**. Thanks to relations established during the programme, they established a **cooperation network**.
- They reinforced **the feeling of sense** related to running a farm; they became more **enthusiastic and proactive**.
- They developed **communication, negotiation and conflict management skills**.
- They understood what **entrepreneurship** is and why it is so important.



### BUSINESS GROWTH, I.E. HARD RESULTS

- Participants opened up to **group purchases**, which leads to savings for their farmsteads.
- A producers group was created which allows farmers to achieve better benefits, including optimisation of production costs. **The group includes 6 farmsteads** participating in the Programme.
- As a result of the Programme, **a community of farmers was established, which regularly meets** and undertakes joint strategic-business and integration initiatives.



3.



Everything we do,  
we do for health

# Our products

Each day we deliver products which help us cover the demand from babies, children, teenagers and adults for nutrients necessary for the proper functioning of the human body. By delivering high quality products to Poles, we supplement their diets with nutrients (e.g. recommended milk portions) necessary for the proper functioning of human bodies, while our projects and campaigns contribute to shaping and improving people's eating habits.



Moreover, while caring for Poles' health, we also care about the balance between humans and nature. We make our consumers aware of the fact, that a healthy environment is necessary for creating valuable food. Thanks to this, we are raising environmental awareness. By growing this awareness among consumers, we create products that constitute part of a balanced diet.



**WE INVEST IN RESEARCH ON NUTRITION AND COLLECT KNOWLEDGE ABOUT POLES' DIET WE MAKE IMPORTANT DISCOVERIES.**

In caring for Poles' health, science is our biggest ally. Thanks to it, we keep developing new solutions and products, and we support studies on the diet of children and adults in Poland. We are able to recognise current nutrition challenges and to answer those challenges with suitable initiatives. For examples: in 2016, together with the Institute of Mother and Child, we have conducted a study<sup>29</sup> titled "Comprehensive Assessment of Nutrition Among Children 5–36 Months of Age", which indicated that the **diet of children aged 1–3 is improperly balanced: as many as 88% children eat insufficient amounts of vegetables.** In ¾ of children too much energy comes from saccharose, while 83% consumes too much salt because excessive amounts of it are added to meals. This leads to improper eating habits which can have a negative influence on the health of the entire population. That is why it is important to promote knowledge about proper diet balancing, as well as to check the nutrition habits in the society. Disseminating information about eating habits and education regarding eating may prevent the creation and reinforcement of improper eating habits.

We know a lot about the everyday diet of Poles. We have identified its deficient ingredients. In the last year, we discovered that:

- **42% of children** aged 2–3 have calcium deficiency<sup>30</sup>,
- **94% of children** aged 2–3 have vitamin D deficiency<sup>31</sup>,
- water constitutes only 1/5 of fluids consumed by children, whereas it should be the main source of hydration<sup>32</sup>.

Babies are born with a natural preference for sweet flavour. Their diet should be composed in a way that does not reinforce this preference.



**THANKS TO OUR KNOWLEDGE, WE CREATE PRODUCTS ADAPTED TO THE NUTRITION NEEDS AND TASTES OF POLES. REGARDING DANONKI AND ŻYWIEC ZDRÓJ PLAIN STILL WATER, WE HAVE TURNED TO TRUSTED AND RESPECTED INSTITUTIONS THAT ISSUED POSITIVE OPINIONS, WHICH MADE US PROUD.**

The positive opinion for Danonki and the Żywiec Zdrój non-sparkling water issued by the **Institute of Mother and Child** serves as confirmation of our commitment to the promotion and actual co-creation of a healthy lifestyle among Poles by offering nutritious products. We have undertaken to continue to improve their nutritious qualities.

**We treat our commitments seriously and continuously improve the quality of our products based on the latest nutritional knowledge.** Here is an example: for the last 10 years, we have **lowered the amount of sugar added in strawberry Danonki cheese by 34%, eliminated preservatives** from non-sparkling Żywiec Zdrój beverages, as well as introduced the BoboVita PORCJA ZBÓŻ cereal line **with no added sugar.**



**WE REMEMBER ABOUT THE FLAVOUR. WE COMBINE PROPER DIET WITH THE PLEASURE OF EATING.**

In our opinion, the basis for shaping proper nutrition habits is to make eating a **source of pleasure** – contrary to the popular belief that tasty things are not nutritious and vice versa. Tasty and nutritious products are possible to achieve, especially if we learn the eating preferences at each stage of human life well, sometimes subconsciously.

For example, we know that babies are born with a natural, genetically predetermined preference for **sweet flavour** – this is the first flavour they experience in life. By understanding how newborns learn new flavours, we accompany them in their **discovering.** That is one of the reasons why we introduced milk porridges and cereals with fruit and without added sugar (precisely not to reinforce the natural preference for sweet flavour) or vegetable soups and meals with a delicate consistency, whose flavour is determined only by the combination of vegetables and meat. We remember that eating is pleasant and we offer our consumers of all ages products which will be tasty and nutritious at the same time.



**DANONKI**  
Valuable source of calcium and vitamin D



**FACTS ABOUT DANONKI**



IT IS A NUTRITIOUS DAIRY PRODUCT ADAPTED TO SPECIFIC NUTRITIOUS NEEDS OF CHILDREN.



EACH CUP OF CHEESE IS CREATED FROM **2 CUPS OF MILK.**



IT CONTAINS ADDED **CALCIUM AND VITAMIN D**, WHICH CONTRIBUTE TO PROPER GROWTH AND DEVELOPMENT OF BONES IN CHILDREN.



DANONKI HOLD A POSITIVE OPINION OF THE INSTITUTE OF MOTHER AND CHILD<sup>33</sup>.



DANONKI OCCUR IN SEVERAL VARIANTS ADAPTED TO VARIOUS NEEDS AND CIRCUMSTANCES. THESE INCLUDE CHEESES, YOGHURT IN HANDY SACHETS TO-GO, AND DRINKING YOGHURT WITH DIFFERENT FLAVOURS.



DANONKI DO NOT CONTAIN PRESERVATIVES.

Issuing opinions regarding food intended for children is among the tasks included in the statute of the Institute of Mother and Child. When assessing food, special focus is put on the quantitative & qualitative composition of products, as well as on so-called added value which may be defined in terms of raw material quality, ingredients or modern manufacturing technology. Danonki are one of the products which received a positive opinion from the Institute of Mother and Child. Danonki are cheeses and yoghurts whose ingredients have been composed in a way that satisfies the important nutrition needs of children. Danonki may be used in the nutrition of preschoolers and school children, because they supplement their diet with vitamin D and calcium – ingredients which are important for the proper growth and development of bones.



**Professor Halina Weker, MD, PhD**  
Institute of Mother and Child

Source  
of calcium  
and vitamin D



## CHILDREN RESPOND WELL TO DANONKI

As indicated by studies, calcium deficiency in diets affects 50% of Polish 4-year-olds, while vitamin D deficiency – 98% of children<sup>34</sup>; therefore children's meals should include a sufficient amount of products containing these ingredients.

**One of the important sources of calcium in a diet includes dairy products, so they should become an important element of a child's everyday diet.** Dairy products can be part of a child's meal, such as packed lunch or teatime. Products for children should not only be tasty, but they should contain nutrients important for their health. **Danonki cheeses and yoghurts contain both calcium and vitamin D which facilitates the absorption of calcium from food.**

A diverse and balanced diet, as well as a healthy lifestyle are very important.

Danonki also provide **vitamin D to the body**. More than 90% of children and 90% of adults in Poland battle vitamin D deficiency<sup>35</sup>.

## VITAMIN D AND CALCIUM ARE NECESSARY FOR THE PROPER GROWTH OF BONES IN CHILDREN

It is precisely due to the share of calcium that **food experts recommend 3–4 portions<sup>36</sup> of dairy products<sup>37</sup> in the everyday diet of preschool children**. Such number of portions satisfies the daily demand for calcium. A portion may be a glass of plain yoghurt, a cup of fruit yoghurt or a glass of milk.

**Vitamin D deficiency in diets affects 98% of Polish children<sup>38</sup>.**

**Calcium deficiency in diets affects 50% of Polish children<sup>39</sup>.**

## VITAMIN D AND CALCIUM ARE NECESSARY FOR THE PROPER GROWTH OF BONES IN CHILDREN



Dairy products constitute an important element of a child's everyday diet.



Dairy products are the source of calcium in a diet.

The sugar included in the Danonki ingredients **results from the presence of lactose, i.e. sugar naturally occurring in milk, from the presence of fruit-originating sugars, as well as saccharose, which is an added sugar.**



The flavours of our products, including the sweet flavour, cater to our consumer's preferences because we know that the pleasure of eating is very important in shaping proper nutrition habits. The gradual decrease of sugar content allows for an evolutionary change of consumers' flavour preferences.



# ACTVIA

## Calcium and live bacterial cultures

### - proper digestion



Activia contains calcium which helps in the proper functioning of digestive enzymes, as well as live yoghurt bacteria cultures which improve the metabolism of lactose included in the product. This is especially important for people who have difficulty digesting lactose. A diverse diet and healthy lifestyle are also important.

#### FACTS ABOUT ACTIVIA



ONLY ACTIVIA CONTAINS THE BIFIDUS ACTIREGULARIS STRAIN.



EACH 125 G CUP OF ACTIVIA YOGHURT CONTAINS 4 BILLION STRAINS OF BIFIDUS ACTIREGULARIS®.



IT OCCURS IN TWO VARIANTS: YOGHURT IN A CUP AND FOR DRINKING.



IT IS A DELICATE SNACK WITH A LIGHT FLAVOUR AND CREAMY TEXTURE.

#### EVERYTHING WE DO, WE DO FOR HEALTH

Activia Plain is a nutritious product which may be an element of a balanced and diverse diet. Activia Plain contains a specially selected bacteria strain called **Bifidus Actiregularis**®, 4 billion of which are included in each cup. It is also an abundance of ingredients which help to take care of healthy metabolism: calcium which helps in the proper functioning of digestive enzymes and yoghurt bacteria which improve the metabolism of lactose contained in the product for people who have problems with its digestion.



Activia® is available in the entire spectrum of fruit flavours and in many different types, including classic fruit yoghurt and layered yoghurt with chunks of fruit.

Everything pertaining to fruit is very closely monitored. Starting with how fruits are grown and collected, through their chopping, preparing and storing – at each step we are trying to make sure that everything fulfils our rigorous standards.

From field to cup – it is a meticulous process. The fruits are collected, most of them manually, and then they are washed and peeled, chopped into smaller or bigger chunks and frozen. Such prepared fruits are stored in controlled conditions in order to preserve their nutritious value and flavour, before they will be added to a plain yoghurt containing **BIFIDUS ACTIREGULARIS**® bacteria, thus creating Activia®.

#### HOW ACTIVIA FITS WITHIN A HEALTHY LIFESTYLE

Calcium helps in the proper functioning of digestive enzymes.

150 g of yoghurt may be 1 of 2 portions of dairy products daily recommended by food experts<sup>40</sup>.

Yoghurt bacteria improve the metabolism of lactose contained in the product for people who have problems digesting it.



# Water and beverages

how encourage people to maintain proper hydration



## STILL SPRING WATER – HEALTH FROM NATURE

Thanks to its delicate taste, low mineralisation and low sodium content, the Żywiec Zdrój water is suitable for daily drinking for everyone, regardless of their age or health condition. It is also recommended for babies and children, as well as pregnant and breastfeeding women.

### FACTS ABOUT ŻYWIEC ZDRÓJ



THE ŻYWIEC ZDRÓJ BRAND IS THE **BIGGEST MANUFACTURER ON THE NON-SPARKLING BEVERAGES MARKET**<sup>41</sup> AND **THE MOST RECOGNISED BRAND OF WATER IN POLAND**<sup>42</sup>. CONSUMERS TRUST ŻYWIEC ZDRÓJ AND APPRECIATE IT FOR ITS **QUALITY, FLAVOUR AND NATURAL ORIGIN**<sup>43</sup>.



THE ŻYWIEC ZDRÓJ PLAIN STILL WATER CONSTITUTED **20% OF THE TOTAL VOLUME OF BOTTLED WATER PURCHASED BY POLES** IN 2016.



THE FLAVOUR VARIANTS OF ŻYWIEC ZDRÓJ ARE FREE FROM PRESERVATIVES. THEY ARE MANUFACTURED IN MODERN ASEPTIC TECHNOLOGY, ENSURING THE SAFETY AND HIGH QUALITY OF BEVERAGES.

Water makes up for approx. 60% of a grown human body. We cannot store bigger amounts of it, and yet every day, depending on the sex of the person and other factors, we lose approx. 2–2.5 litres<sup>44</sup>. Water should be drunk regularly, in small sips, all day. Water helps to maintain proper physical and cognitive functions if we drink at least 2 litres per day, from various sources. Being healthy involves also having a balanced diet and a healthy lifestyle.

## EVERYTHING WE DO, WE DO FOR HEALTH

According to the 2010 EFSA recommendations adapted in 2011 by the Institute of Food and Nutrition, we should provide 1 ml of water per 1 kcal of food or **1 l per 30 kg of body mass**, which means daily consumption from approx. **1.5 l of water in the case of children** aged 4–9 **to even 2.5 l in the case of adults**. This amount takes into account the water included in meals and food products, whereas it is estimated that the average diet satisfies nearly 20% of the demand, while the remaining volume should be consumed in the form of fluids.

The demand for water depends on the body mass, physical activity, ambient temperature, physiological condition, health condition or diet.



A proper hydration level ensures the optimum psycho motor and cognitive functioning, while water deficiency in the human body bears serious consequences for human health. Even small deficiency of water in the body can lead to a decrease of fitness during physical activity, as well as to mood swings, concentration and memory problems<sup>46</sup>.

Over 50% of Poles drink insufficient amounts of water compared to the recommendations of EFSA and the Institute of Food and Nutrition<sup>45</sup>.

Children aged 4–9 drink an average of one glass of water daily per 5 recommended glasses of fluid from different sources<sup>47</sup>.

The average Pole drinks from 0.5 litre to 1 litre of water per day<sup>48</sup>, i.e. only ¼ to ½ of the recommended amount of fluids per day. What is more, **11% of Poles do not drink water at all**, supplementing water deficiency with other fluids<sup>49</sup>.

In order to support proper memorising and help maintain concentration, a teenager should consume at least 2 litres of water daily from different sources<sup>50</sup>.

## ŻYWIEC ZDRÓJ FLAVOUR VARIANTS

In line with our mission, we aim at bringing health through nutrition, which also involves proper hydration. However, **not all Poles treat still water as an optimum source of hydration, mainly because they do not accept its natural taste**. These people reach for other fluids. In order to meet our consumers' expectations, we offer two variants of our flavoured products: sparkling or non-sparkling. Most of our flavour offers are low-caloric products containing less than 20 kcal per 100 ml.

These products can constitute the **first step towards reaching for still water that provides the optimum source of hydration**. They are also intended for people who drink water on a daily basis but want to try out a fruit product from time to time.

Water is only 28% of fluids consumed by Poles during the day. As many as 50% **are beverages with high sugar content**. With consumers who want to change their habits in mind, we created low-caloric non-sparkling flavour variants of Żywiec Zdrój<sup>51</sup>.

These fluids alone provide 415 kcal per day, out of which most is delivered by hot beverages, i.e. 146 kcal. Recalculated into sugar, this energy value constitutes nearly 21 table spoons. Beverages with high sugar content provide “only” 70 kcal, i.e. 3.5 table spoons. Over 35% of adult Poles exceed the WHO standards regarding consumption of added sugars in diet with beverages alone<sup>52</sup>.

## ŻYWIEC ZDRÓJ FOR KIDS

Part of our mission involves encouraging Poles to drink healthier and we are on nature's side. At Żywiec Zdrój we are convinced that healthy nutrition habits are best developed at early age; that is why we are implementing a number of educational programs and campaigns about the impact of water on health.

In order to encourage children to drink water, we introduce attractive products in colourful packaging for them, with heroes from their favourite cartoons and alluding to seasonal topics.



Wanting to support parents in creating the habit of drinking water in children, Żywiec Zdrój has been introducing new lines of products aimed at the youngest since 2016. Water in bottles with images of heroes from the beloved "Frozen", "Smurfs" or "The Avengers" have started appearing in store shelves.



# Plain yoghurt

## natural source of calcium and protein



A plain yoghurt can be a nutritious element of everyday diet, because it contains easily absorbed calcium and protein. It has different applications – it can be consumed on its own, e.g. as a snack during the day or as an addition to salads, soups, sauces and desserts.

### FACTS ABOUT PLAIN YOGHURT



IT CONTAINS LIVE BACTERIA CULTURES



IT IS A SOURCE OF WHOLESOME PROTEIN AND EASILY ABSORBED CALCIUM.



IT HAS VARIOUS APPLICATIONS: IT CAN BE CONSUMED ON ITS OWN OR ADDED TO SAUCES, SALADS, SOUPS AND DESSERTS.



Taking care  
of young once.  
Our favourite meals  
from vegetables,  
cereals and fruits



We want to especially support parents in the crucial period of the **first 1,000 days of life**, i.e. from the moment of conception to the first years of age. It is the time for shaping metabolism and nutrition habits that will impact the way we eat in the future. If we start by introducing **vegetables** in a baby's diet, they will be more prone to consume them later on than children who started with fruit.

We know how important proper nutrition of babies is. As a manufacturer of food, we supply products for babies and small children which are adapted to their needs at every step of development.

The care and warmth babies experience during the first 1,000 days of their lives will bear fruit in the future. Thanks to the closeness and care of parents, children can discover the world with joy.

Caring about babies is also taking care of their proper nutrition which has a very big impact on the proper development of a young body. Babies can grow in harmony, because their mothers take care of their diet. BoboVita supports children in feeding their babies, by fulfilling strict quality and safety standards, as well as by caring for the best – now in new, tasty packaging!

## FACTS ABOUT BOBOVITA



BOBOVITA MEALS WITH AGE INDICATION ARE PRODUCED FROM INGREDIENTS THAT PASS STRICT NORMS AND ARE SUBJECTED TO AS MANY AS **600 QUALITY TESTS**.



AS PER LEGAL REGULATIONS, THE STANDARDS FOR VEGETABLES THAT WE USE TO CREATE BOBOVITA MEALS ARE **EVEN 5,000 TIMES MORE STRICT** THAN THOSE FOR GENERAL PURPOSE VEGETABLES<sup>53</sup>.



BOBOVITA HELPS TO BALANCE THE DIET WITH FRUIT AND VEGETABLES IN **65 THOUSAND KIDS<sup>54</sup> IN POLAND**, AGED 0.5 TO 3.



WE SELECT OUR SUPPLIERS WITH CARE – BEFORE COOPERATION IS ESTABLISHED, THEY SPEND APPROXIMATELY 2 YEARS ADAPTING TO OUR QUALITY REQUIREMENTS. COOPERATION WITH MOST OF OUR FARM SUPPLIERS HAS BEEN LASTING FOR MORE THAN 10 YEARS.



THE MEALS INCLUDE: **22** NUTRITIOUS VEGETABLES, **17** DELICIOUS FRUITS, **7** TYPES OF MEAT, LIKE VEAL, LAMB AND RABBIT AND **2** TYPES OF WILD SEA FISH FROM CERTIFIED CATCHES (FISHING IS DONE AS PER CERTIFIED RULES OF SUSTAINABLE FISHERY).

*We grow carrots as if we were doing it for our own children – in a natural way, with commitment and great care. In growing vegetables, we base our activities on research. Our raw materials undergo even 600 different types of quality tests and only then are they included in BoboVita meals. We select proper carrot varieties, with suitable flavour qualities, structure and colour. Growing vegetables for babies and small children requires knowledge – how to take care of the field in order to deliver a safe, top quality material.*



**Klaudiusz Matejka**  
vegetable supplier for BoboVita for more than 10 years

The numerous received awards are proof of the trust people place in our products. In 2016 we received a distinction for BoboVita Carrot 4+ months – a perfect product to start expanding a baby's diet. It was elected a HIT by Mamo, To Ja magazine and chosen it as the best vegetable meal in 2016 by Babyonline.pl. In the SuperMama Awards 2016, in the "Baby Nutrition" category, the BoboVita Turkey in Herbs with Vegetables 9+ months won the gold. BoboVita products were also voted the favourite products among readers of the "M jak Mama" monthly and mjakmama.pl.

The menu of **30% of children** aged 1–3 in Poland does not include vegetables every day<sup>55</sup>.

**88% of children** after the 1st year do not consume enough vegetables in their daily diet<sup>56</sup>.

**32% of children** 5–36 months old have an incorrect body mass<sup>57</sup>.

# BEBILON 2

## Supporting development of immunity and brain



The first 1,000 days of a child's life, counted from the day of conception through the first years, is a crucial time for the development of a young body. Breast milk is the best food for a baby, also in terms of immunity and brain development. **The World Health Organisation (WHO) recommends only breastfeeding for the first 6 months of a child's life**, followed by continuation of breastfeeding up to 2 years of age or longer, at the same time expanding a child's diet.

### FACTS ABOUT BEBILON 2



THE UNIQUE PRONUTRA\* FORMULA CONTAINS VITAMINS A, C AND D TO ENSURE THE PROPER FUNCTIONING OF THE IMMUNE SYSTEM, AS WELL AS  $\alpha$ -LINOLENIC ACID, IMPORTANT FOR THE DEVELOPMENT OF THE BRAIN AND NERVE TISSUES\*.



THE COMBINATION OF INGREDIENTS SUPPORTING THE IMMUNITY AND BRAIN DEVELOPMENT OF A CHILD HAS BEEN CREATED THANKS TO LONG-STANDING STUDIES ON BREAST MILK AND THE RESULTS OF DISCOVERIES OF NUTRICIA SCIENTISTS.



BEBILON 2 AND BEBILON JUNIOR Z PRONUTRA\* PROVIDES A BROAD RANGE OF PRODUCTS WHICH CONTAIN INGREDIENTS IMPORTANT FOR THE IMMUNITY AND BRAIN DEVELOPMENT OF A CHILD\* – FROM BABY TO PRESCHOOLER. THE BEST FOOD FOR A BABY – ONE WHICH SATISFIES THEIR NEEDS – IS BREAST MILK. IF, FOR JUSTIFIED REASONS, A MOTHER CANNOT BREASTFEED, SHE SHOULD CHOOSE THE CORRECT MODIFIED MILK TOGETHER WITH A PAEDIATRICIAN.

## IMMUNITY AND BRAIN DEVELOPMENT

Supporting the immunity and brain development of children in the first 1,000 days of life, i.e. from the moment of conception through the first years of their lives, has a significant impact on the functioning of a young body.

A child's body, including their immunity and brain, develops most already from conception within the first 1,000 days. This process, both at the foetal stage as well as during babyhood, is largely impacted by nutrition, first the mother's and then the child's.

- The first 1,000 days is a very important time in a person's life. In this key period immunity and the brain undergo intense development.
- In the first years of a child's life, their immunity and brain, i.e. the human "super organ", are not yet fully developed. A proper diet adapted to the needs of a baby, and then a small child, is necessary to ensure their harmonious growth.
- Parents can support the proper development of their children through proper nutrition, providing their young ones with suitable nutrients.

The shaping of the immune system, as well as the growth and development of a child's brain after the 1st year should be supported with a **properly balanced diet**. The World Health Organisation (WHO) recommends continuing breastfeeding until a child turns 2 or even longer, at the same time expanding their diet. From the point of view of the immune system, it is vital to deliver vitamins and minerals such as iron or zinc. With the brain development in mind, a child's brain has to consume food rich in polysaturated long-chain ALA fatty acids from the omega-3 group. Therefore, in order to take care of the immunity and development of a child's brain, they should consume specially prepared modified milk adjusted to their needs – still an important element of everyday diet. Following legal regulations, it contains vitamins A, C and D, which are important for the proper functioning of the immune system, as well as alpha-linolenic acid from the omega-3 group, important for the brain development.

Mothers have a huge impact on the development of children in the crucial 1,000 first days of their lives. The best guidelines in this area come from suggestions made by paediatricians. **In order to support the process of immunity and brain development, mothers should ensure the best way of feeding. A mother's milk is the best food for a child, supporting their proper growth.** Especially for babies who, for various reasons, cannot be breastfed, Bebilon 2 z Pronutra\* was created – number 1 among follow-on milks recommended by paediatricians<sup>58</sup>.



A 1-year old child has unique nutrition demands, typical for this period of growth. **A 2- and 3-year old is experiencing dynamic growth – as many as 10 cm per year<sup>59</sup>. All this time, the brain is developing intensely – at the age of 3, a child's brain will achieve 85% of its final mass.** During this time, new nerve connections are still being created in the nervous system. **At the same time, the process of shaping the immune system is still under way – it will achieve full maturity only when the child turns approx. 12.** That is why it is important to **support the development of a young body, among others by creating a suitable menu.** Although nowadays one-year olds eats at the dining table with the family more often, we cannot forget that their nutrition needs still differ from those of adults. A child's body needs energy for playtime and other activities; therefore, junior menus should be rich in nutrients, which are necessary for their proper functioning and growth.

**Important:** Breastfeeding is the best and cheapest way of feeding babies and it is recommended for small children, together with a diverse diet. A mother's milk contains nutrients which are necessary for the proper development of a child and protects them against diseases and infections. Breastfeeding gives the best effects when a mother eats well during pregnancy and lactation, and when there is no room for unnecessary additional feeding of a child. Before making the decision about changing the way of feeding, the mother should turn to her physician for advice.

\* As per legal regulations, Bebilon 2 Pronutra\* and Bebilon Junior z Pronutra\* contain vitamins A, C and D, as well as  $\alpha$ -linolenic acid.



## Innovation patient care

Advanced medical nutrition involves the use of innovative nutritious products created for patients who, due to diseases and accompanying problems, are not able to intake suitable amounts of energy and nutrients – proteins, carbohydrates, fats, vitamins and minerals – by way of traditional nutrition.

Advanced medical nutrition is used both in **prophylaxis**, as well as in **treating malnutrition caused by a disease**.

**Malnutrition** accompanies numerous diseases, while in oncology it coincides most often **with cancers** of the digestive tract, head and neck, and more rarely in patients with cancers of soft tissues, urological or gynaecological.

Malnutrition can occur even in 80–85% of pancreatic cancer patients, 65–85% of gastric cancer patients and 60–80% of oesophageal cancer patients<sup>60</sup>.



## Medical nutrition is answering the needs of patients

One of the consequences of cancer is so-called **cancerous cachexia**. This is a set of symptoms leading to severe, chronic and unintended body mass loss cause by cancer. It manifests itself through loss of appetite, anorexia, change of smell or taste. Cachexia increases the risk of surgical complications and it may have an impact on the treatment response.

In 2016, there were 180 thousand cancer patients in Poland.

Cachexia caused by lack of proper nutrition may be the direct cause of death in as many as 20% of cancerous patients<sup>61</sup>. **Malnutrition is diagnosed in 30–90% of cancerous patients<sup>62</sup>.**

Malnutrition is also a huge problem among patients suffering from chronic **neurological diseases** – it is diagnosed in as many as 62% of patients with brain stroke<sup>63</sup>. The risk of malnutrition pertains also to 80% of Parkinson's patients and 62% of Alzheimer's patients<sup>64</sup>.

Lack of proper nutrition:

- leads to cachexia,
- may delay convalescence,
- may be the source of additional complications,
- in certain situations – may speed up the disease's progress.



# MEDICAL NUTRITION YOUR NUTRITIONAL REINFORCEMENTS IN BATTLING THE DISEASE

read more on [www.posilkiwchorobie.pl](http://www.posilkiwchorobie.pl)



## Treating disease through nutrition

An integral part of a therapy should involve **nutrition treatment**, which entails assessing each patient in terms of their nutrition condition and demand for all necessary nutrients and, if necessary, administering – preferably orally – suitable amounts of energy, proteins, electrolytes, vitamins, trace elements and water, as well as monitoring their clinical condition.

Nutrition treatment introduced at an early stage may not only **considerably impact a patient's quality of life**, but may also contribute to increasing the effectiveness of applied therapies, alleviating undesirable side effects of treatment and shortening the hospitalisation time.

The best, most convenient and, more importantly, physiological form of advanced medical nutrition is **oral feeding**. In situations where it is not possible to cover the demand for protein and energy in a malnourished patient with weak appetite through traditional diet with large caloric density,

the Polish Society for Parenteral, Enteral Nutrition and Metabolism (POLSPEN) recommends hypercaloric and high-protein oral nutrition products. **One of them is Nutridrink whose small amount delivers a concentrated amount of protein, calories and nutrients.**

Advanced medical nutrition is a method which supports treatment in many diseases and, if needed, **can completely replace a traditional diet** or serve as its important supplementation.



Krzysztof & Dorota, protagonists of the film titled "Medical Nutrition, My History"

# NUTRIDRINKS

## Specialist nutrition assistance in therapy

Products from the Nutridrink portfolio – manufactured by Nutricia Medyczna – are specialist nutrition products whose small volumes deliver concentrated, high dose of energy and nutrients: protein, fats, carbohydrates and complete vitamins and minerals. Thanks to this, they nourish the body.

There are many different Nutridrink products available, adapted to special nutrition needs of patients suffering from different diseases. The products have different flavours as well, so they can be selected according to personal preferences.

### FACTS ABOUT MEDICAL NUTRITION



**1–3 BOTTLES OF NUTRIDRINKS PER DAY (300–900 KCAL) CAN SUPPLEMENT A PATIENT'S DIET WITH THE NEEDED NUTRIENTS<sup>65</sup>.**



**ADVANCED MEDICAL NUTRITION HAS A POSITIVE IMPACT ON THE QUALITY OF LIFE OF PATIENTS AND THEIR CARETAKERS<sup>66</sup>.**



**PROPER ADVANCED MEDICAL NUTRITION CAN HELP LOWER THE COSTS OF TREATMENT IN VARIOUS THERAPY AREAS<sup>67</sup>.**

## WHO ARE NUTRIDRINKS FOR?



PATIENTS WITH CANCERS



PATIENTS BEFORE AND AFTER OPERATIONS



CHRONICALLY ILL



ELDERLY PEOPLE



SICK CHILDREN

Thanks to the application of nutrition treatment supplemented with Nutridrinks, the loss of body mass among patients may be smaller **by 85%** than in case of lack of proper diet<sup>68</sup>.

Proper application of advanced medical nutrition may decrease treatment costs and may raise the quality of life of patients and their caretakers.

Malnourishment problems during diseases are especially common in the case of patients with stomach and pancreatic cancer. Consuming Nutridrinks could **prevent considerable weight loss of 10 thousand patients** battling these cancers<sup>69</sup>.



NUTRIMED

## Bringing support right to their homes

Our vision involving offering comprehensive patient care is executed also by Nutrimer which takes the nutrition of seriously ill patients one step further – outside the hospital walls and straight into their homes.

Nutrimer has been active since 2004, and currently assumes care over more than 2.5 thousand patients in all of Poland, based on contracts with NFZ. Nutrimer provides home services also to those who are unable to intake food orally – these include neurological and oncological patients who do not require hospitalization. Both children as well as seniors can use this service. For example, symptoms of malnutrition or cachexia occur even in 85% of cancerous patients.

Enteral feeding involves administering a ready-made formula of nutrients in the form of a specially prepared so-called commercial diet through a tube into one's digestive tract. The service provided by Nutrimer also involves assessing the nutrition condition and administering suitable energy doses and includes monitoring patients' conditions.

### FACTS ABOUT NUTRIMER



**NUTRIMER ASSUMES CARE OVER NEARLY 2.5 THOUSAND PATIENTS** IN VARIOUS PARTS OF POLAND, ADMINISTERING HOME ENTERAL NUTRITION.



**97% OF PEOPLE** USING THE SERVICES OF NUTRIMER **ARE SATISFIED** WITH THE RECEIVED CARE<sup>70</sup>.



**99% WOULD RECOMMEND THE COMPANY TO OTHERS<sup>71</sup>.**



HOME ENTERAL NUTRITION IS FREE FOR PATIENTS AS PART OF SERVICES FUNDED BY THE NATIONAL HEALTH FUND<sup>72</sup>.

Enteral nutrition can be administered to patients who lost 10–15% of their body mass within 3–6 months or if their BMI index dropped below 18.5, as well as to patients who will not be able to eat to more than 7 days. This type of nutrition may be recommended in the case of malnutrition or insufficient nutrition as a result of trauma or disease: swallowing disorders, narrowing of the upper section of the digestive tract, extensive burns, short bowel syndrome, post-operative enteric fistula, chemo- and radiotherapy, digestion and absorption disorders, long healing wounds, psychogenic eating disorders (anorexia), infectious diseases (e.g. cachexia in AIDS).

**Currently, approximately 6 thousand patients in Poland are treated at home, which means that Nutrimer helps over 40% of patients treated this way.** According to experts, ca. 20 thousand people will require this type of treatment in the future. On the one hand, this means the necessity to increase outlays on such services; on the other hand, this procedure favourably impacts the course of the disease, improves the nutrition condition and, in consequence, lowers the costs of the entire treatment.

An important aspect of Nutrimer's functioning includes scientific operations – **Nutrimer organises training sessions and conducts research not only in the areas of nutrition treatment and metabolism, but also in other fields of medicine.**

Apart from providing medical services (home nutrition), **Nutrimer also conducts training activities aimed at physicians and nurses.** The training revolves around nutrition treatment and metabolism, as well as related medical issues. Training sessions are most often organised in the form of workshops or training which combines lectures and practical workshops. Lecturers always include experts in a given field of medicine.

# Our programs

## HOW DO WE ENCOURAGE PEOPLE TO MAKE THE RIGHT NUTRITION CHOICES?

We are proud of our DANONE companies. A top quality offer is not all we are trying to do. The activities of our company, as Antoine Riboud, the first CEO of DANONE said, do not end at the factory gate or the office door. To the contrary, DANONE companies have been conducting various forms of activity in the spirit of corporate social responsibility for nearly half a century. We care for the health of our consumers – but not only in the basic nutrition sense. We want to make the right choices every day, as well as contribute to the sustainable development of our planet. We remember **that food may be of good quality only if the soil that bears it is nutritious**. That is why we undertake decisive initiatives for our common good, the environment, as well as for various groups of stakeholders at each stage of life – from the earliest age, through difficult times of sickness, up to old age.

*The On Nature's Side programme allows us to spread our wings and inspires us to set our first steps in spaces we have never experienced before. The CultureLab foundation runs the [tuptuptup.org.pl](http://tuptuptup.org.pl) educational portal where it publishes fairy tales, games and fun activities in order to promote Sustainable Development Goals as part of the PSN activities in 2017, we wrote three fairy tales and decided to direct their message at 400 children from the Ursus commune. However, new materials and contacts allowed us to go one step further. We have already started preparations for training courses for teachers not only from the Ursus commune, but from all of Warsaw. We are happy to have earned the trust of the On Nature's Side programme; thanks to this, what we are creating together today will continue to live its life and will educate the youngest generation for many more years.*



**Monika Miłowska**  
CEO of the CultureLab foundation

From protecting water sources and changing nutrition habits among children, through academic and science grants, up to lessons in entrepreneurship for farmers – DANONE companies take care of the current and

important social issues. Thanks to this, we have been enjoying the reputation of leaders of corporate social responsibility for a long time<sup>73</sup>.

# Our projects

## CARE FOR POLES AND THE NATURE IN POLAND

### Danone

- Kids Yoghurt Academy
- DanEdu
- New Farmers Generation
- Share Your Good Meal
- Breakfast Gives Power

### Nutricia Medyczna

- Medical Nutrition campaign – your nutritional reinforcements in battling the disease
- Nutricia Academy e-learning platform for doctors
- NutriClub – training courses for nurses
- NutriDay – nutrition workshops for patients and their loved ones
- HOPE employee voluntary service – summer and holiday edition

### NUTRICIA Polska, NUTRICIA Zakłady Produkcyjne

- HOPE employee voluntary service – summer and holiday edition

### NUTRICIA Foundation

- Evidence-based medicine course in Evidence-based Medicine (EBM) basics
- Research grants
- Research regarding human nutrition
- First 1000 days for health
- Lactation grants
- What youth used to
- Academic scholarships
- Parents for health
- Eating healthy, growing healthy

### Żywiec Zdrój

- Mum, Dad, I prefer water!
- On Nature's Side
- Flowery Meadows
- I choose water
- Let's catch water
- Be safe on the road



**PLN 60M** – the amount DANONE companies spent for all programmes and social events since 2003. **Such amount would cover the annual budget expenses for meals provided under social aid in the Silesian and Opolskie provinces.**



**63.5 thousand** hours were devoted by our voluntary workers to the execution of social programmes of DANONE companies within the last 7 years. **This is the equivalent of 32 years of work of one employee.**

*The Bieruń plant has had ties to Danone for over twenty years. It became a permanent element of Bieruń's landscape and is a significant employer, recognised among locals. After the renovation conducted in recent years, the plant currently employs over 900 employees. We appreciate the company's commitment to initiatives undertaken by the city, NGOs and other entities which operate for the benefit of our local community. We also notice the local support through national programmes conducted by Danone for years, such as Share a good meal, under which more than 40 thousand meals were issued in Silesia last year. The company remains open to the youngest children – the plant is visited by large groups of preschoolers every year. We hope for continuous development and reinforcement of cooperation between the city and Danone, as well as for the company's involvement in activities aimed at maintaining high quality of the environment and the plant's surroundings, which is part of its corporate social responsibility strategy.*

**Krystian Grzesica**  
Mayor of Bieruń



## THROUGH PROJECTS AND CAMPAIGNS, WE CONTRIBUTE TO SOLVING SOCIAL PROBLEMS IN POLAND.



### THE EDUCATIONAL PROGRAMME OF THE NUTRICIA FOUNDATION, "FIRST 1000 DAYS FOR HEALTH" SHAPES PROPER NUTRITION HABITS IN POLISH CHILDREN

**Too many babies in Poland are fed improperly in the first period of their lives.** This may negatively influence their growth, as well as the health condition of the entire Polish society. 61% of Polish newborns stop being breastfed too early and their diets are expanded too soon. Nearly all Polish children aged 1+ (94%) receive insufficient amounts of vitamin D in their diet; as many as 88% of children at this age do not eat enough vegetables, while ¾ eat too much sugar. Another big problem is the fact that 83% of children after 12 months of age receive meals with added salt<sup>74</sup>. **As a result, 1 in 3 children in Poland (32%) aged 5–36 months have an improper body mass.** Nutrition irregularities within the first 1,000 days of life can lead to very detrimental health effects in further years of children's development and in their adult lives. **The consequences of these mistakes are already noticeable – nearly 1 in 5 pupils of primary and middle schools in Poland (22%) struggle with overweight or obesity<sup>75</sup>.**

By facing the harmful phenomenon of obesity, as well as the negative trends in early nutrition (giving up breastfeeding too soon, expanding the diet too quickly and diet leading to deficiencies), we have been helping current and future parents in making proper nutrition choices since 2013. We warn them against mistakes that can impact their children's health not only now, but also in the future. By conducting educational campaigns related to breastfeeding, diet expanding and nutrition for children aged 1+, we provide future parents, mothers and fathers with solid knowledge based on experts' opinions.

During the first 1,000 days a child adapts to life. Long after being born, during the breastfeeding and diet expansion periods, children still experience brain and immune system development, their digestive system is maturing and their metabolism is being programmed. During this time, nutrition habits are shaped. Thanks to proper nutrition during this intense development and growth period, we have a real and long-lasting impact on our children's health now and in the future.

### WHAT ARE WE DOING?

As per our rules, we want to effectively educate people regarding the role of proper nutrition during the first 1,000 days of a child's life, counted from the moment of conception. Conveying information to parents of the youngest children about proper nutrition and what mistakes not to make, is of fundamental importance. That is why the "First 1000 days for health" programme of the NUTRICIA Foundation is done in cooperation with Partners, **under honorary patronage of the Ombudsman for Children.**

In 2017, the NUTRICIA Foundation, initiator of the Polish national educational programme titled "First 1000 days for health", **together with the Institute of Mother and Child** diagnosed the dietary irregularities of the youngest Poles thanks to a national survey titled "Comprehensive nutrition assessment of children aged 5–36 months", carried out on a representative group of 1,059 children. The survey showed that **programmes pertaining to nutrition education, such as "First 1000 days for health", considerably impact the awareness of parents and improvement of children's nutrition, but such activities need to be continued on a consistent basis.**

We conduct various educational activities that promote knowledge about healthy eating during the first 1,000 days of a child's life. These include:

#### Educational platform

www.1000dni.pl is a basic source of information and knowledge promoted under the programme. It is accompanied by media campaigns in TV, the press, radio, internet and outside advertising.

#### Educational campaigns in the media

So far, we have carried out 6 media campaigns:

- a **"controversial"** campaign treating about the consequences of vitamin D deficiency in children and about the risk of obesity due to insufficient consumption of vegetables,
- the **"Genes are not everything"** campaign treating about the impact that environmental factors have on the future health of children, including especially proper nutrition within the first 1,000 days of a child's life,
- **"Mum, we'll learn how to breastfeed together",** promoting natural feeding and informing that this is a process that both mothers and children need to learn,
- **"Safe nutrition matters"** regarding the role of safety and quality in the nutrition of the youngest children at the earliest stage of life,

- a unique and emotional film – **The first 1,000 days seen through the eyes of a child** – which was created on the occasion of the programme's 5th year of operation.

#### Free nutrition guides

In cooperation with leading experts in the field of nutrition, we created four free publications, available at [www.1000dni.pl](http://www.1000dni.pl):

- a nutrition guide for pregnant women,
- a breastfeeding guide,
- a baby nutrition guide (step by step from birth to a child's first birthday),
- nutrition guide for children aged 1–3

#### In 2013–2016, 4 editions of the grant programme took place

Thanks to it, NGOs, public institutions and Food Banks, among others, conducted workshops and education meetings about the role of proper nutrition during the first 1,000 days.

#### Social media

The programme is active on Facebook, where it shares guides and information regarding nutrition recommendations for the first 1,000 days of a child's life.

#### Lectures and classes

devoted to the role of proper nutrition during the first 1,000 days (from conception) for midwives and at antenatal classes.

### THE PROGRAMME IN NUMBERS



**5 editions**



**The number of people** educated in matters of proper nutrition in cooperation with the Federation of Food Banks in 2013–2016 equals **76,811**



**66** – the number of institutions with which we have cooperated within 5 years executing the educational activities of the "First 1000 days for health"

This way we execute goals\*:



\* The symbols refer to the Sustainable Development Goal that a programme is executing.

## BREAKFAST GIVES POWER FOR PROPER NUTRITION

Under the “Breakfast Gives Power” programme, we have been battling another important nutrition problem in Poland since 2012 – **a quarter of a million primary school pupils on average have improper eating habits**<sup>76</sup>. This happens often due to the lack of proper breakfast which would deliver the necessary nutrients and energy for learning and playing all day.

The “Breakfast Gives Power” programme is another activity undertaken within the Partnership for Health strategy which, apart from activities aimed at battling malnutrition of children in Poland, promotes widespread education of the youngest and involves both parents and children in issues of proper child nutrition.

### WHAT ARE WE DOING?

Thanks to the “Breakfast Gives Power” programme conducted within the Partnership for Health – with Biedronka, Lubella and the Institute of Mother and Child **we contribute to lowering the level of malnutrition and to improving the nutrition of Polish children aged 7–9** through:

- education and play (including education through games),
- promoting proper nutrition,
- increasing awareness regarding proper nutrition and the role of breakfast in a child's diet,
- involving teachers and parents in educating children about proper nutrition.

The protagonists of the programme are **Tola and Maks** – two galactic agents looking for All-Eaters, roaming the cosmic space. They manage to find one specimen on Earth. They undertake the difficult attempt to teach him the 12 rules of proper nutrition before he devours the planet and escapes.

In solving malnutrition problems in specific regions, we cooperate with **local leaders of opinion** within the programme. The “Breakfast Gives Power” programme is included under honorary patronage of the Minister of National Education and the Ombudsman for Children.

### THE PROGRAMME IN NUMBERS

**6** 6 editions

In 2016, **60% of Polish primary schools**, i.e. nearly 8 thousand, participated in the programme.

In 2016, our education activities involved **195,650 children**, which gave over **800 thousand** within 5 years.

By 2016, we allocated **PLN 1,282,000** to solving the malnutrition problem within the programme.

In 2015, programme participants broke the **Guinness record** in the number of people preparing a nutritious breakfast at the same time. **148 towns** participated in the record breaking.

This way we execute goals:



## “MUM, DAD, I PREFER WATER!” THE FASCINATING WORLD OF WATER

Last year, TNS Polska prepared a report titled “A study on the hydration and nutrition of school children”, prepared per order of Żywiec Zdrój. The report revealed that **1/3 children do not like to drink water**. As per recommendations, the youngest children should drink 1.3 l of fluids per day, with the standard being 1.6 l for preschoolers and 1.9 l for school pupils. Among the total amount of fluids consumed daily by children, water should constitute 60–80%. Moreover, the discussed report argues that 60% of adult Poles take the habits learned at their family homes into their own families.

Unfortunately, Polish children do not drink enough water and they are more likely to consume drinks or juices with high sugar content. What is more, the problem is not only the quality but also the quantity of drunk fluids: more than 50% of children and teenagers in Poland drink less fluids than they should<sup>77</sup>. Water constitutes only 1/5 of the fluid they drink, while fluids containing sugar make up for approximately half a litre<sup>78</sup>.

**As a response to the insufficient consumption of water among children, we created an educational programme for preschools in 2009. The Institute of Food and Nutrition as well as the Institute of Mother and Child have served as substantive partners of the programme since its first edition. The purpose of the Programme is to encourage the youngest children to drink water and to educate them about its role in life.**

### WHAT ARE WE DOING?

Under the programme, education materials are created, including class scenarios. So far, more than one million preschoolers benefited from them, learning about the role of water in nature and its significance for our bodies. **During classes, children could learn about the rules of proper nutrition, expand their knowledge about the role of water in creating a sustainable and human-friendly environment, as well as learn more about its properties, applications and saving.**

Each preschool can participate in the programme by registering on [www.wolewode.pl](http://www.wolewode.pl)

In the programme, a protagonist emerged – **Zdrojek** who, through a series of phone and tablet applications, teaches children about water and lets them measure their hydration level during the day. Zdrojek prepared water riddles, rhymes and stories for the children. What is more, he makes them aware of how important it is to care for nature, where crystal clear water comes from. This is an additional element of the programme which, apart from healthy nutrition, is aimed also at increasing the environmental awareness of preschoolers.

The beneficiaries of the programme include children aged 3–6, their parents, preschool teachers and principals.

### THE PROGRAMME IN NUMBERS

**9** 9 editions

**PLN 5.3M** allocated to the execution of the programme until the end of 2016

**more than 10 thousand preschools** actively participated in the programme

**from 10 to 20%** – the increase of total water consumption among Polish children aged 3–6<sup>79</sup>

**44% of children** participating in the programme restricted the drinking of sweet beverages in favour of water<sup>80</sup>

**54% of children** participating in the programme started saving water<sup>81</sup>

**58% of children** participating in the programme drank more water and more often<sup>82</sup>

*The programme plays a very important role in a child's preschool education. I value it for its clear message, interesting scenarios and valuable teacher aids. The programme discusses important topics such as ecology, environmental protection and healthy nutrition habits. The children could learn many facts about water, thanks to which they know that it is a source of health and it is worth drinking. The “Mum, Dad, I prefer water!” slogan encourages parents to draw attention to what is important for their children.*

**Monika Marszałek**  
preschool teacher, “Leśna Kraina”  
private preschool in Osielec



This way we execute goals:





## "MEDICAL NUTRITION – YOUR NUTRITIONAL REINFORCEMENTS IN BATTLING THE DISEASE" – WE KNOW HOW TO SUPPORT PATIENTS

**Cancers are the 2nd cause of deaths in Poland. Malnutrition is diagnosed in 30–90%<sup>83</sup> of patients.**

Specialist nutrition can positively impact the functioning of the immune system and the reconstruction of damaged tissues; it may improve a patient's frame of mind, and, in effect, favourably impact therapy results.

There is still lack of common knowledge that proper nutrition is beneficial to cancerous patients. Many patients and their closed ones are not aware of the fact that, because of a traditional diet, not every patient can satisfy their individual need for nutrients and it is often necessary to apply medical nutrition.

### WHAT ARE WE DOING?

In response to the needs of people battling malnutrition<sup>84</sup>, especially cancerous patients, in 2016 we have initiated the **Medical Nutrition – your nutritional reinforcements in battling the disease** educational campaign aimed at the broad public opinion. In cooperation with a group of experts, academic associations and patients' organisations, **we wanted to raise the social awareness of the role of specialist nutrition during diseases, especially oncology ones** and to educate people on the issue of medical nutrition as an integral part of treatment.

For the purposes of the initiative, was created website [www.posilkiwchorobie.pl](http://www.posilkiwchorobie.pl), where patients and their caretakers can learn about specialist nutrition in disease.

Under specific projects, we joined forces with academic and patient circles, which supported the campaign: Polish Society for Parenteral, Enteral Nutrition and Metabolism (POLSPEN), Polish Society of Oncology (PTO), Polish Society of Surgical Oncology (PTChO),

Polish Society of Clinical Oncology (PTOK), Polish Society for Clinical Nutrition of Children (PTŻKD), Oncology Education Programme (PEO), Polish Society of Oncology Nurses (PSPO), Polish Cancer Patient Organisation (PKOPO), the Amazon Association and the Alivia Oncology Foundation.

The campaign was launched by the "Me" documentary directed by Aneta Kopacz, an Oscar nominee for the film "Joanna". Its protagonists discuss their battles with cancer and the changes that it brought about in their lives.

### THE PROGRAMME IN NUMBERS



Nearly **1 in 5** respondents visited [www.posilkiwchorobie.pl](http://www.posilkiwchorobie.pl)<sup>85</sup>



Thanks to the campaign, the awareness that medical nutrition is specialist nutrition for patients grew **by 35%**



We organised pilot education events at Universities of the Third Age (UTW) in Bydgoszcz, Lublin and Kraków, which saw the participation of **330 people**

This way we execute goals:



*Research and the experienced of medical circles prove that the benefits of applying specialist nutrition support cannot be overestimated. Educational activities are crucial for the future of the category. This is an indispensable element of Nutricia Medyczna's mission which involves providing patients and their caretakers with comprehensive solutions in the area of specialist nutrition during a disease. Our ambition is to put our message regarding medical nutrition across to the entire society. This would not be possible without the knowledge and experience of the medical circles and representatives of patients with whom we cooperate.*



**Adam Aleksiejuk**

CEO of Nutricia Medyczna in Poland, Russia & CIS, the Baltic States and the Ukraine



## WHAT YOUTH USED TO

In 2013 we realised the need for organising additional workshops because of the low awareness among young doctors regarding the issue of nutrition in the first years of a child's life. **The purpose of the programme is to promote and disseminate the latest knowledge regarding early nutrition among young doctors specialising in paediatrics and among medical students.** So far, 700 physicians from 15 of the largest cities in Poland participated in them.

### WHAT ARE WE DOING?

Activities include: organisation of nutrition workshops, distribution of a cyclic newsletter, a dedicated website.

The programme is executed in partnership with the Department of Paediatrics of the Warsaw Medical University and with the Healthy Generations Association.

The educational programme was created thanks to the substantive support of Professor Hanna Szajewska, MD, PhD, head of the Department of Paediatrics of the Warsaw Medical University.

Nutrition Workshops cover:

- rules of proper nutrition of children up to 3 years old,
- standards of nutrition and diet-therapy process in children with special nutrition needs in paediatric practice,
- rules of fact-based medicine,
- elements of discussion about nutrition at a paediatrician's office.



## ON NATURE'S SIDE. THE MORE TREES THERE ARE, THE MORE WATER THERE IS IN NATURE

One of the natural resources is water which is necessary for human life. **However, still not enough people realise the important role that trees and plants play in preservation and treatment of water by gathering and retaining it.** Groups of trees and plants preserve the ecological balance of rivers and the biological flow – i.e. one which ensures the survival of an ecosystem. Thanks to this balance, it is possible to obtain water for food purposes in an undisturbed manner. Therefore, we need to care for our natural resources already today, so that future generations can benefit from them.

Together with the Warsaw Academy of Paediatrics, on April 1, 2017 we organised an event for all those interested in the topic of gastroenterology, diabetology and child nutrition, titled "Little Tummies", where discussed topics included problems related to allergic stomatitis or the advantages of natural feeding and the issue of supplementary food.

### THE PROGRAMME IN NUMBERS



**700 doctors and medicine students** participated in interactive workshops about early nutrition



We conducted **17 workshops** in the largest Polish cities



**PLN 800 thousand** were allocated to the programme until the end of **2016**



**More than 1,800 people** receive our newsletter with the latest news on paediatric dietetics

This way we execute goals:



Care for nature is part of Żywiec Zdrój's mission and constitutes the foundation of the brand's functioning. We take care of people's health by giving them the best that nature offers – crystal clear water. In order to ensure its availability in the future, together with partners and consumers we are undertaking activities for the sake of nature, one of them being our "On Nature's Side" programme. **This programme was initiated in 2009 in response to the problem with the tree stand in Beskid Żywiecki, considerably weakened by the European spruce bark beetle.** Thanks to plantings carried out for many years, revitalisation of considerable parts of the former Carpathian Primeval Forest proved successful.

## WHAT ARE WE DOING?

We undertake regular education activities for children and adults, shaping their attitude and ecological awareness.

We support the execution of local ecological initiatives through grant competitions. From the beginning of the programme, we have subsidised 115 projects.

As part of the programme, we have been cooperating with partners such as the State Forests, the "Arka" Ecology Foundation, and the Polish Tourist and Sightseeing Society. Within 9 years, as many as 580 institutions were involved in projects.

During ecological picnics organised in 2017 in the entire country, participants could receive a sapling in exchange for 10 plastic bottles.

In May 2017, the Chairman of the Board of Żywiec Zdrój and Martyna Wojciechowska, ambassador of the "On Nature's Side" programme, signed a commitment to protect water resources. The text of the commitment is: **"Nature is the source of health. Water is optimum for health, so we undertake to care for its natural resources in Poland"**<sup>86</sup>. **This simple, it seems, thought carries an important message – everyday, seemingly small gestures are important because if everyone in Poland acted with respect for the natural environment, millions of people would be on nature's side.**

*Żywiec Zdrój has natural ties to the city of Żywiec. For years, we have been acting for the benefit of our surroundings – so that we, as residents, can lead good lives here. Żywiec Zdrój supports the organisation of local events which promote the city and the region, invests in infrastructure and education, as well as provides water for kids events. It supports the orphanage and local schools. Each year, Żywiec Zdrój also performs plantings as part of its flagship programme "On Nature's Side", while following the October 2017 wind storm, the company also helps in alleviating the effects of the disaster in the Żywiec municipal park.*

**Antoni Szlagor**  
Mayor of Żywiec



This way we execute goals:



## THE PROGRAMME IN NUMBERS



**9 editions**



During 9 years, Żywiec Zdrój together with partners planted 6 million trees on an area of approx. 1,000 hectares – **this is the total area of the Załęcze Landscape Park located in the Silesian province**<sup>87</sup>



Throughout all the editions, **we subsidised over 100 ecological initiatives submitted by Poles**



We renovated **over 1,000 km** of tourist trails, ensuring the safety of tourists admiring nature's beauty – **this is twice the length of the longest tourist trail in Poland – The Main Beskid Trail**<sup>88</sup>



In the projects were involved **580 institutions**



**PLN 7M** were allocated to the execution of the programme in 2016



## FLOWERY MEADOWS WE PROTECT WATER RESOURCES AND CARE FOR BIODIVERSITY

**Poland has small water resources – they are 3 times smaller than the European average**<sup>89</sup>. Only 13% of our water resources are formed in the country, while the actual water resources of Poland in the dry period amount to merely 250 m<sup>3</sup> annually per person.

Meanwhile, water is a precious resource, necessary for human functioning. For this reason, in 2011 Żywiec Zdrój initiated the "Flowery Meadows" project whose aim is to actively protect natural habitats and water resources in Poland in selected areas of the Żywiec district – especially in mountain areas which are natural "water towers" for the local population.

## WHAT ARE WE DOING?

A dispersed land ownership structure has been a big problem in the Silesian province for a long time. Due to intense farming and shepherds' activities in these areas, the biodiversity of the Żywiec Landscape Park decreased, which also had a negative impact on local water resources. **In agreement with landscape parks from the Silesian province, we drafted a project that land owners in indicated areas can join.** Thanks to Żywiec Zdrój, in exchange for giving consent to ecological education, involvement in active environmental protection and aborting certain activities, **land owners can benefit from a compensatory programme in the amount of PLN 2,500 per hectare.** As opposed to various other programmes, this one does not specify the minimum plot area and even owners of small lands can receive proportional compensation.

*Thanks to the cooperation with Żywiec Zdrój, together we have been executing important goals related to protecting biodiversity in the Beskid mountains. The "Flowery Meadows" programme answers a real demand, it creates tangible effects for nature and has a very positive reception among many stakeholders – especially local residents of the Żywiecczyzna region. The use of knowledge and tools offered by the programme provide the opportunity to restore numerous plant species, not seen in those areas for a long time, but still remembered by the older generations. "Flowery Meadows" is important for nature and people.*



**Patrycja Adamska**  
UNEP/GRID-Warsaw Centre,  
coordinator of the project  
"The Carpathians Unite  
– Flowery Meadows"

The interested owners also receive recommendations regarding other available compensation programmes – from external resources.

Apart from caring for ecological education, we have set three strategic goals to protect water resources. Firstly, **continuation or restoration of proper habitat usage**, e.g. mowing, with an indication of suitable dates, techniques and methods. Secondly, shaping the species composition suitable for natural habitats, **by removing expansive and invasive species**. Thirdly, **removing the effects of mechanical damage** and devastation of natural habitats. In 2017, the partner of "Carpathians Unite – Flowery Meadows" became the UNEP / GRID-Warsaw Center. In addition, the project is implemented as part of the idea of "Carpathians Unite", which implements the provisions of the Carpathian Convention.

## THE PROGRAMME IN NUMBERS



**5 editions**



Currently, the protected area includes already **120 hectares**



We have allocated **over 400 thousand zlotys to compensations** for farmers



The programme is active on site of **3 communes of the Żywiec district**: Jeleśnia, Węgierska Górka, Radziechowy Wieprz



As a result of the programme, **two native plant species** were restored in the commune

This way we execute goals:





## THE "I CHOOSE WATER" EDUCATIONAL PROGRAMME SUGGESTS HOW TO HYDRATE YOUR BODY BEST.

The "I choose water" educational programme draws special attention to the importance of proper body hydration in maintaining health. As indicated by results of the Liqin7 survey conducted in 13 countries in the world, including in Poland, Poles drink insufficient amounts of fluids, with an improper structure, because water should be the main source of hydration. Proper hydration is important in groups with special risk of dehydration; therefore, the programme is aimed at social groups with special risk of insufficient body hydration: pregnant and breastfeeding women and their little children, school pupils, seniors and people exercising sport regularly.

### WHAT ARE WE DOING?






"I choose water" is a joint initiative of the Polish Association of Nutrition and the Institute for the Promotion of Health and Diet Therapy, carried out in partnership with manufacturers of bottled water (including Żywiec Zdrój), **waterworks, school boards** and academic centres related to the protection of the environment and water resources **under the honorary patronage of the Minister of Health**.

Education regarding proper body hydration is conducted in the context of a properly balanced diet. Activities undertaken in the programme stress the role of water not only in preserving health, but also in the environment, economy, industry and agriculture. Due to the need to protect natural water resources, one of the key tasks of the project involves also promoting rational water management and its saving.

As part of the project, the [www.wybieramwode.pl](http://www.wybieramwode.pl) website was created, together with a panel for registering schools and other centres participating in the programme.

Moreover, educational events are organised for local communities – picnics or thematic meetings, but especially classes at schools. The programme also includes an information campaign in national and local media.

### THE PROGRAMME IN NUMBERS

-  **2 editions**
-  Over **2,850 involved schools**
-  **Approx. 800 thousand children** participated in the programme
-  Educational materials reached **1, 275,000 Internet users**
-  We organised **6 competitions** for pupils

This way we execute goals:



WE CREATE A SAFE AND FRIENDLY WORK ENVIRONMENT

We create a safe and friendly work environment, based on top safety standards which lie at the heart of our operations. The safety of all employees, both at and out of work, is our main and most important priority, while the care for employees starts from the moment of their hiring.

"ZERO WORK AND HOME ACCIDENTS" – A SAFETY PROGRAMME FOR EMPLOYEES

We believe that every accident can be prevented and the best way to do this is to increase safety awareness and the involvement of all employees in safety activities.

WHAT ARE WE DOING?

We care for the safety of employees by implementing a cohesive safety programme in our companies – **WISE** (Work In Safe Environment). The system focuses on preventive measures, i.e. preventing dangerous occurrences. Our work is based on 13 elements which build the safety culture and on 12 basic standards. The implementation of the WISE system returns fantastic results and drastically improves the safety of not only our employees, but also of all people in our offices and plants. We have set a "zero accident" goal; therefore, for many years we have been offering training sessions regarding safety at work, home, road traffic or when on holiday to our workers and cooperating external companies. Moreover, we are constantly raising awareness and taking care of motivation through educational activities, meetings with experts and competitions.

We first implemented safety programmes at Żywiec Zdrój in 2005, at Danone in 2006 and at NUTRICIA in 2009.

In the last couple of years, we have undertaken numerous training and educational activities, as well as equipped employees with accessories increasing safety, including:

- training sessions for our employees regarding:
  - first aid,
  - safe and defensive driving,
  - behaviour on the road, including driving in forest areas with a risk of animals occurring on the road.
- machine safety,
- chemical substances,
- securing hazardous energy,
- ergonomics,

- we have provided seatbelt adapters for pregnant women,
- we have provided ergonomic equipment for office work.

We are constantly upgrading and raising standards in order to increase the safety culture at work. In order to check the development directions of DANONE companies regarding care for work health and safety, each year we conduct audits – both external, carried out by independent companies, as well as internal, allowing for ongoing monitoring. An external WISE system audit is based on a point system and consists of 13 elements which pertain to culture and 12 safety standards. Plants can achieve max. 65 points in the culture area and 100% in the area of standard implementation at plants, offices and the sale department.

During an external audit in 2016, the plant in Jeleśnia received the highest score – 57.5 points.

Increasing involvement and safety culture, as well as implementation of standards is observed in all our locations.

After a conducted audit, we create recommendations regarding further development. Moreover, the following factors are monitored every month:

- the number of accidents,
- the number of potentially hazardous events (near-misses),
- the number of threats and improvements reported
- the number of conducted behaviour audits.

The execution of the action plan for a given year is regularly discussed at meetings of the Safety Committee.

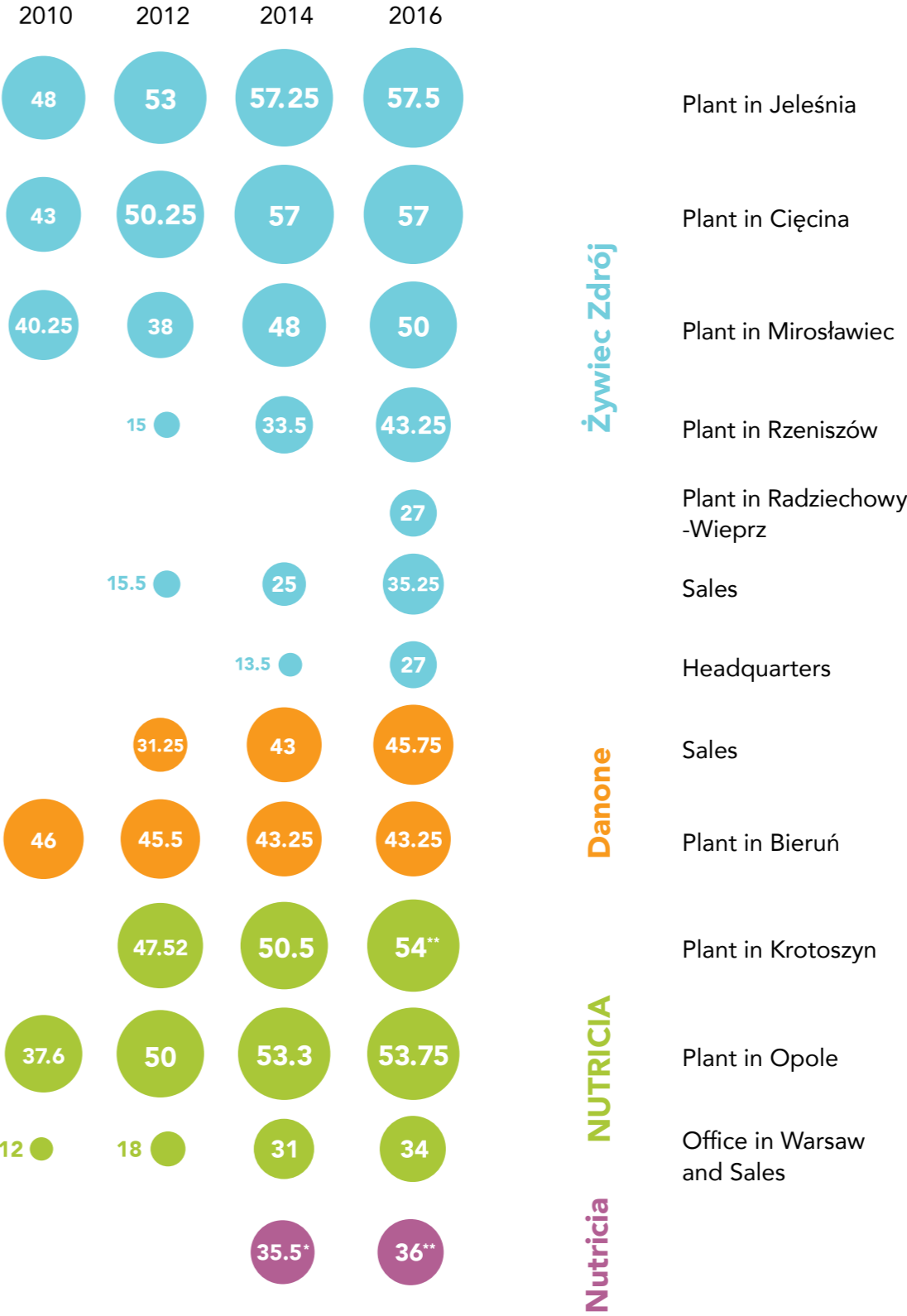
This way we execute goals:



THE PROGRAMME IN NUMBERS

The results of external safety audits for selected years in specific locations of DANONE companies

The bigger the score, the higher the safety standards provided The maximum number of points possible to obtain in each location: 65 pts.



\* data for 2016.

\*\* data for 2017.

## WE CARE FOR OUR EMPLOYEES

DANONE is one of the most desirable employers. They have been appreciated and distinguished for many years for their care for employees' professional development and comfort of living as well as competitive working conditions. One of the most recent distinctions was a place on the podium in the 2017 survey titled "The most desirable employers according to specialists and managers", conducted by the Antal recruitment company<sup>90</sup>. The survey was based on the opinion of 3,300 specialists and managers from all over Poland. They took into account factors such as company prestige, innovation, management, amount of remuneration, as well as availability of training, benefits, employment stability and possibility of promotion. We feel honoured by this distinction, as well as committed to constantly increasing the level of employee care. Moreover, for the 5th year in a row NUTRICIA Polska won the title of Best Employer for creating the most committed work environment in the category of companies hiring up to 250 employees.

### HOW DO WE TAKE CARE OF EMPLOYEES?

We have known for a long time that people work better if they are positively motivated. By setting ethical goals and offering tangible benefits to employees, we guarantee that they will be properly motivated for work and acting. DANONE companies care not only for employees, but also for their loved ones, offering a number of benefits.

DANONE employees receive **holiday vouchers**. In certain plants, before Christmas workers receive **from PLN 150 to 800**, depending on their income. Parents also receive **holiday packages from PLN 100 up to PLN 200**. Similarly, employees receive additional funds as part of **"company-subsidised vacation"**, from PLN 150 to PLN 800, or subsidies for children's holidays from PLN 200 to PLN 650.

When **a child is born**, the employee-parent receives a gift or **store vouchers valued at PLN 150–400**.

Employees can also receive **swimming pool, fitness club and gym passes**. Workers can also use these passes together with their spouses and children.

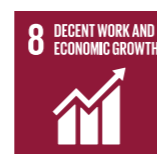
If an employee has to relocate to a different city because of a promotion or change of job responsibilities, they are entitled to **a relocation allowance at the amount of PLN 1.5–2.2 thousand, depending on the city**.

Moreover, employees can receive **low-interest loans** from the Company's Employee Benefits Fund, which may equal **even PLN 20 thousand**.

DANONE companies also care for their employees by offering quick access to medical services as part of **medical packages**, which also cover their families. Moreover, we offer **private labour service** to pregnant women working at our companies. Employees also have life insurance coverage sponsored by the employer, extended also to business trips. They can also count on **subsidising the purchase of glasses or contact lenses**.

DANONE's family-friendly policy is extremely important to us. Parents are **entitled to fully paid days off for prenatal tests**. Each pregnant woman may use 3 x half a day off for this purpose. Moreover, mothers returning to work may count on **reduced working hours**, part-time work, work from home e.g. on Fridays or varying hours of starting and finishing work, depending on individual needs. All these activities are obviously a supplement to what the Polish law guarantees, i.e. paternity or father leaves.

This way we execute goals:



## Estimated value of services offered to DANONE employees per year



**PLN 175 thousand**  
subsidising the purchase of glasses / contact lenses



**PLN 2.77M**  
financing sports activities (Multisport, Calypso, Edenred)



**PLN 5.34M**  
medical care for employees



**PLN 1.33M**  
in insurance (life insurance, travel insurance)



**PLN 4.73M**  
value of company benefits, like "company-subsidised vacation" or "school allowance" paid out during the year



### HOPE EMPLOYEE VOLUNTARY SERVICE

Social problems are common phenomena to which our employees will not turn a blind eye. They reach all the places which can use the help and work of a united group of employees-voluntary workers.

#### WHAT ARE WE DOING?

Since 2010, we have been financing school aids for local communities created by NUTRICIA employees as part of the **HOPE** voluntary workers program.

Our employees are people with passion who want to change the world for better. NUTRICIA values are close to their hearts: **Humanism Openness Proximity Enthusiasm**. Especially for them, NUTRICIA created a fund of voluntary projects. It is used to finance projects which have one goal: to carry help to local communities; everyone can create their own project, become its leader and head a team. When analysing leaders' ideas, a special committee considers whether a given project caters to a real, significant need of the local community, the number of people affected by it, as well as whether and to what degree the project involves and inspires representatives of the local community to act.

### THE PROGRAMME IN NUMBERS



**7 editions**



In 2016, our employees executed **74 projects**, with a total of 406 project activities throughout all the editions



Within 7 years, we have allocated more than **PLN 800 thousand** to the execution of activities



**4.1 thousand voluntary workers** devoted their time



From the start of the HOPE voluntary programme, **32 thousand recipients** received aid

This way we execute goals:



4.



# About report

This report was prepared in order to summarise the activities of DANONE companies in Poland in the last twenty five years. It contains a thorough discussion of aspects pertaining to the impact that DANONE companies exert on the Polish economy, society and the natural environment.

## THE IMPACT OF DANONE COMPANIES WAS PRESENTED IN THREE KEY AREAS:

1. the impact of DANONE's operational activities in Poland on the socio-economic surroundings,
2. the impact of DANONE products on supporting proper nutrition and satisfying nutrition needs, on selected examples from all companies,
3. the impact of programmes and campaigns initiated by specific DANONE companies on raising nutrition and ecology awareness, as well as building a healthy capital for community growth, with suitable use of natural resources based on examples of activities of DANONE companies.

The impact of operational activities of DANONE companies in Poland was quantified using Leontief's input-output model. It reflects the dependencies between specific branches of the economy and allows for estimating the effects that the activities of a given entity generate in the entire economy, in categories such as: added value, employment, household income.

## THE FOLLOWING COMPANIES WERE SUBJECTED TO ANALYSIS:

- **ESSENTIAL DAIRY AND PLANT-BASED**  
Danone Sp. z o.o. dealing with the manufacturing and sales of Essential Dairy and Plant-Based,
- **WATER AND BEVERAGES**  
Żywiec Zdrój S.A. and Womir-Spa Sp. z o.o., dealing with the manufacturing and sales of water and beverages,
- **EARLY LIFE NUTRITION**  
NUTRICIA Polska Sp. z o.o. dealing with the sales of food products for babies and toddlers, and NUTRICIA Zakłady Produkcyjne Sp. z o.o. dealing with the manufacturing of food articles for babies and toddlers,
- **ADVANCED MEDICAL NUTRITION**  
Nutricia Medyczna dealing with the supply of specialist nutrition products and an educational service devoted to medical nutrition, as well as Nutrimed Sp. z o.o. providing services of home enteral nutrition.

The results of the applied economic model illustrate the effects of activities of the mentioned companies in 2016. Calculation was done using financial data for 2016, provided by DANONE companies as well as the input-output tables for 2010, published by the Chief Statistical Office in 2014. New tables are published every five years, so these are the most current ones.

The impact of selected products and projects of DANONE companies was estimated based on information provided by DANONE companies and on statistical data from publicly available sources. Calculations in the report are based on data supplied by DANONE companies. DANONE companies are responsible for the completeness and correctness of data.

The analyses presented in this report were conducted by the Sustainability Consulting Central Europe team from Deloitte Advisory Sp. z o.o. in the period of April – September 2017. The Corporation Centre team of the DANONE companies (General Secretary Nordics, Poland & Baltics) was responsible for coordinating works on the side of DANONE companies.

LITERATURE

1. The Effective Reputation Index is an international standard used for assessing companies against 3 key factors: leadership and success, integrity towards consumers, public liability. The presented results are derived from a study conducted by MillwardBrown in June 2017.

2. The Effective Reputation Index defines the “public liability” category as “being involved in pro-social activities, care for the natural environment and supporting just causes.”

3. GUS (2017). Basic data pertaining to the reach of poverty in Poland in 2016.

4. Zgliczyński W. S. (2017). Overweight and obesity in Poland, Office of Parliament Analyses.

5. [www.naukawpolsce.pap.pl/aktualnosci/news%2C409246%2Cnizp-pzh-w-polsce-odsetek-chorych-na-cukrzyce-siega-8-proc.html](http://www.naukawpolsce.pap.pl/aktualnosci/news%2C409246%2Cnizp-pzh-w-polsce-odsetek-chorych-na-cukrzyce-siega-8-proc.html)

6. The model was based on the most up-to-date input-output models in current base prices for national production in 2010, published by GUS in 2014.

7. [www.gazetaprawna.pl/artykuly/986276,bogucki-wydatki-na-rolnictwo-wzrosna-w-2017-r-o-15-proc.html](http://www.gazetaprawna.pl/artykuly/986276,bogucki-wydatki-na-rolnictwo-wzrosna-w-2017-r-o-15-proc.html)

8. Chief Statistical Office (GUS): the number of unemployed equalled 29,135, state as of 09/2017.

9. Emmerson Evaluation, E-Valuer Index 2016, Analysis of transaction prices and forecasts for the housing market in Poland – primary and secondary market, March 2016.

10. Ministry of Development, Family 500+ Report. State as of July 31, 2017.

11. Chief Statistical Office (GUS): the number of unemployed men equalled 5,631, state as of 09/2017.

12. [www.wiadomosci.onet.pl/kraj/rzad-przedluzyl-program-dozywiania-na-lata-2014-2020/244c6](http://www.wiadomosci.onet.pl/kraj/rzad-przedluzyl-program-dozywiania-na-lata-2014-2020/244c6)

13. [www.blizejbiznesu.pl/firmy-budzet-panstwa-traca-otylosci-polakow-nawet-kilkanascie-miliardow-rocznie/](http://www.blizejbiznesu.pl/firmy-budzet-panstwa-traca-otylosci-polakow-nawet-kilkanascie-miliardow-rocznie/)

14. Chief Statistical Office (GUS): the number of employed men in Jeleśnia equalled 3,279; the number of employed men in Mirosławiec equalled 748, state as of 07/2017.

15. Adopted average price of school starter kit: PLN 800.

16. [www.opole.pl/dzial/samorzad/finanse/budzet-miasta-opola/](http://www.opole.pl/dzial/samorzad/finanse/budzet-miasta-opola/)

17. [www.katowice.stat.gov.pl/vademecum/vademecum\\_slaskie/portret\\_wojewodztwa/wojewodztwo\\_slaskie.pdf](http://www.katowice.stat.gov.pl/vademecum/vademecum_slaskie/portret_wojewodztwa/wojewodztwo_slaskie.pdf)

18. Chief Statistical Office: Nurseries and kids clubs in 2016 – state as of 07/2017; adopted average cost of attendance of on child in a preschool in Opole: PLN 1,400/month

19. [www.slaskie.pl/strona-n.php?jezyk=pl&grupa=10&art=9203](http://www.slaskie.pl/strona-n.php?jezyk=pl&grupa=10&art=9203)

20. Data for 07/2017, [www.stat.gov.pl/obszary-tematyczne/rynek-pracy/bezrobocie-rejestrowane/liczba-bezrobotnych-zarejestrowanych-oraz-stopa-bezrobocia-wedlug-wojewodztw-podregionow-i-powiatow-stan-w-koncu-lipca-2017-r-,2,60.html](http://www.stat.gov.pl/obszary-tematyczne/rynek-pracy/bezrobocie-rejestrowane/liczba-bezrobotnych-zarejestrowanych-oraz-stopa-bezrobocia-wedlug-wojewodztw-podregionow-i-powiatow-stan-w-koncu-lipca-2017-r-,2,60.html)

21. Regional Program for Overweight, Obesity and Diabetes Prevention in the Silesian Province for 2017–2020.

22. Taxes considered: withholding PIT, CIT tax (current part), VAT (subject to payment to the Tax Office for 2016), tax on transportation means, real estate tax, tax for perpetual usufruct, stamp duties, environmental fees. All of the indicated amounts include suitable deductions of shares for self-government authorities.

23. Pertains to costs incurred by the city, constituting 76% of the total amount; [www.um.warszawa.pl/budzetwpigulce/2017-budzet-pomoc-spoleczna](http://www.um.warszawa.pl/budzetwpigulce/2017-budzet-pomoc-spoleczna)

24. [www.katowice.wyborcza.pl/katowice/1,72739,21192567,sciezka-rowerowa-za-10-mln-zl-polaczy-tychy-i-bierun.html](http://www.katowice.wyborcza.pl/katowice/1,72739,21192567,sciezka-rowerowa-za-10-mln-zl-polaczy-tychy-i-bierun.html)

25. [www.opole.pl/dzial/samorzad/finanse/budzet-miasta-opola/](http://www.opole.pl/dzial/samorzad/finanse/budzet-miasta-opola/)

26. Report no. 1/2017 of the Jeleśnia Commune Voyt of 29 March 2017. Budget implementation report for the Jeleśnia commune for 2016.

27. Budget implementation report of the Węgierska Górka commune for 2016.

28. [www.minrol.gov.pl/Wsparcie-rolnictwa/Platnosci-bezposrednie/Platnosci-bezposrednie-w-2017-r](http://www.minrol.gov.pl/Wsparcie-rolnictwa/Platnosci-bezposrednie/Platnosci-bezposrednie-w-2017-r)

29. Nutricia Foundation, Institute of Mother and Child, 2017, Comprehensive nutrition assessment of children aged 5–36 months – national Polish study, 2016.

30. ibidem.

31. ibidem.

32. Guelinckx et al. Water and beverage consumption in children and teenagers in 13 countries. Eur J Nutr 2015; doi:10.1007/s00394-015-0955-5

33. The substantive basis for opinions issued by the Institute include valid legal regulations binding in Poland and the European Union, medical standards and recommendations pertaining to babies, children, women during pregnancy and lactation, guidelines of the national consultant for paediatrics and neonatology and paediatric associations, as well as objectivised results of scientific studies.

34. Polish study on the calcium and vitamin D content in diets of children aged 4, *Pediatrica Współczesna Gastroenterologia, Hepatologia i Żywnienie Dziecka*, 2006; 8: 107-109.

35. Płudowski P. et al. (2014). Assessment of the vitamin D provision in the adult population in Poland; *Standardy Medyczne/Pediatrica* vol. 11 609-617

36. E.g. 150 g of yoghurt or kefir, 200 ml of milk or buttermilk.

37. Position of a team of experts pertaining to preventing calcium deficiencies in Poles' diets and the role of dairy products, including yoghurt, in healthy nutrition, worked out as a result of a meeting of experts of scientific associations and institutes organised by the PAS Human Nutrition Committee and the Polish Society of Nutritional Sciences on September 3, 2013. Healthy Nutrition Rules related to the Healthy Nutrition Pyramid and Physical Activity of Children and Teenagers of the Institute of Food and Nutrition. Under these rules, the daily recommended consumption of milk is 2–4 glasses, which may be substituted with plain yoghurt, kefir and partially with cheese; more information at [www.izz.pl](http://www.izz.pl).

38. Polish nutrition studies on a group of children aged 4, 2007.

39. ibidem.

40. Estimated based on the recommended daily intake of calcium as per the RDA Nutrition Norms for the Polish population from 2012.

41. 10.4% based on: Żywiec Zdrój following Nielsen – Retail Trade Panel, All Poland (as a sum of markets: hypermarkets, supermarkets, discount stores, grocery stores – large, medium, small, chemical networks, wine and bakery stores, gas stations and stands); volumetric share, in 2016 in the Alcohol-free beverages category

42. MillwardBrown for Żywiec Zdrój, tracking of bottled waters, 1.02-18.12.2016, CAWI, n=2192, people aged 18–55 buying bottled water at least once per week, based on the question: “Which brand of bottled water do you buy most often?” – spontaneous knowledge of the brand at the level of 79%,

43. MillwardBrown for Żywiec Zdrój, tracking of bottled waters, 1.02-18.12.2016, CAWI, n=2192, people aged 18–55 buying bottled water at least once per week. Most trusted among water manufacturers (40% indications), Outstanding quality (42%), Best flavour and natural origin (30% and 46% of answers, respectively).

44. Jarosz M. Szponar L, Rychlik E. Wierzejska R. Woda i elektrolity in: *Normy żywienia dla populacji polskiej – update.* ed. M Jarosz, Institute of Food and Nutrition, Warsaw 2012.

45. Ferreira-Pêgo et al. Total fluid intake and its determinants: cross-sectional surveys among adults in 13 countries worldwide. Eur J Nutr 2015 54 Suppl (2): S35-43.

46. ibidem.

47. TNS in 2014 per order of Żywiec Zdrój (2014). U&A 2014 Beverages in Poland.

48. ibidem.

49. ibidem.

50. J.D. Stookey, J. Koenig, 2015, Advances in water intake assessment, *European Journal of Nutrition*, Vol 54/2.

51. TNS in 2014 per order of Żywiec Zdrój (2014).

52. Guelinckx et al. Intake of water and different beverages in adults across 13 countries. Eur J Nutr 2015 54 Suppl (2): S45-55.

53. Pertains to norms of pesticides in vegetables. Early nutrition products fulfil special quality standards resulting from European and domestic law. These norms are much more restrictive compared to general purpose food.

54. assuming, that they constitute 70% of consumption of fruit and vegetables recommended by dieticians for this age group.

55. Weker H. et al.: “Comprehensive nutrition assessment of children aged 5–36 months in Poland”; Institute of Mother and Child in cooperation with the NUTRICIA Foundation, 2016.

56. ibidem.

57. ibidem.

58. Based on a survey of TNS Polska S.A. from May 2017, statistical error up to 5.6%.

59. Smorczevska-Czupryńska B., Ustymowicz-Farbiszewska J., Rygorczuk B., Maksymowicz-Jaroszuk J., Karczewski J., Energy value and share of basic nutrients in diets of 2- and 3-year olds attending nurseries in Białystok, *Bromat. Chem. Toksykol.* – XLIV, 2011, 3, pp. 380–384.

60. Von Meyenfeldt M. Cancer-associated malnutrition: an introduction. Eur J Oncol Nurs. 2005;9 Suppl 2: S35-8.

61. Standards of nutrition treatment in oncology. Tumours. *Journal of Oncology* 2015: 65 (4): 321.

62. Nitenberg G, Raynard B., 2000, Nutritional support of the cancer patient: issues and dilemmas. *Critical Reviews in Oncology/ Hematology* 34.

63. Mosselman MJ et al., 2013, Malnutrition and Risk of Malnutrition in Patients With Stroke: Prevalence During Hospital Stay. *Journal of Neuroscience Nursing*. 2013 Aug;45(4).

64. Fozia Khan et al., 2015, Assessment of Nutritional Status of Alzheimer Patients in Riyadh, Saudi Arabia. *IJHSR*. Year: 2015, Volume: 5, Issue: 10; Gillette-Guyonnet S, Nourhashemi F, Andrieu S, de Glisezinski I, Ousset PJ, Riviere D, et al., 2000, Weight loss in Alzheimer disease. *Am J Clin Nutr* 2000;71; White H, Pieper C, Schmader K., 1998, The association of weight change in Alzheimer's disease with severity of disease and mortality: a longitudinal analysis. *J Am Geriatr Soc* 1998;46; Gillette-Guyonnet S, Abellan Van Kan G, Alix E, Andrieu S, Belmin J, Berrut G, et al., 2007, IANA (International Academy on Nutrition and Aging) Expert Group: weight loss and Alzheimer's disease. *J Nutr Health Aging*, 11.

65. Survey titled “Assessment of patients' and their caretakers' satisfaction with services provided by Nutrimed”, conducted by Millward Brown in August – September 2016 on a group of 400 patients and their caretakers, customers of Nutrimed, by way of CATI phone interviews in all of Poland.

66. ibidem.

67. ibidem.

68. [www.laboratoria.net/aktualnosci/\\_item,26711,print,1.html](http://www.laboratoria.net/aktualnosci/_item,26711,print,1.html)

69. Nitenberg G, Raynard B., 2000, Nutritional support of the cancer patient: issues and dilemmas. *Critical Reviews in Oncology/ Hematology* 34.

70. Survey titled “Assessment of the medical nutrition campaign”, conducted by Millward Brown between 3/30 – 4/01/2016 (pre-test) and Combine between 1/27–1/31.2017 (post-test) on a representative group of 400 Poles aged 25–65 years, by way of an internet survey (CAWI).

71. ibidem.

72. ibidem.

73. In 2015, in the fourth listing of socially responsible corporations, DANONE received the highest distinction – a gold CSR Leaf from the Polityka weekly and Deloitte. The company has been recognised also in subsequent editions of the rank. The test is conducted as per ISO 26000 standards in seven areas: corporate governance, human rights, behaviour towards employees, environmental protection, customer service, business integrity and social involvement. In the Effective Reputation Index acc to MillwardBrown, all DANONE companies are among the top 20 Polish companies recognised as the most socially responsible. Żywiec Zdrój remains the indisputable leader (following: MillwardBrown, Effective Reputation Index, July 2017, n=1500)

74. Nutricia Foundation, Institute of Mother and Child, 2017, Comprehensive nutrition assessment of children aged 5–36 months – national Polish study, 2016.

75. Supreme Chamber of Control, information regarding the results of inspecting the execution of tasks concerning the prevention of overweight and obesity in school children and teenagers.

76. According to studies (interviews with head teachers of classes 1–6 in primary schools) conducted in April 2011 by MillwardBrown SMG/ KRC per order of Danone and Food Banks: nearly 40% of classes 1–6 in Polish primary schools include children who do not eat packed lunch.

77. J.D. Stookey, J. Koenig, 2015, Advances in water intake assessment, *European Journal of Nutrition*, Vol 54/2.

78. I. Guelinckx, 2015, Intake of water and beverages of children and adolescents in 13 countries, *European Journal of Nutrition*, Vol 54/2.

79. Results of a survey conducted among preschool facilities participating in the programme.

80. ibidem.

81. ibidem.

82. ibidem.

83. [www.onkologia.org.pl/nawotwory-zlosliwe-ogolem-2/](http://www.onkologia.org.pl/nawotwory-zlosliwe-ogolem-2/)

84. Health-threatening malnutrition means BMI lower than 18.5 kg/m or unintended body mass loss by more than 10% within 3–6 months before the start of treatment.

85. Survey titled “Assessment of patients' and their caretakers' satisfaction with services provided by Nutrimed”, conducted by Millward Brown in August – September 2016 on a group of 400 patients and their caretakers, customers of Nutrimed, by way of CATI phone interviews in all of Poland.

86. Water helps to maintain proper physical and cognitive functions if we drink at least 2 litres per day, from various sources. Being healthy involves also having a balanced diet and a healthy lifestyle.

87. [www.zpk.com.pl/galerie/zaleczanski-park-krajobrazowy?id=166](http://www.zpk.com.pl/galerie/zaleczanski-park-krajobrazowy?id=166)

88. [www.cotg.pttk.pl/gsb/regulamin.html](http://www.cotg.pttk.pl/gsb/regulamin.html)

89. Department of Hydrology and Water Management, Water Resources, University of Łódź, [www.hydro.geo.uni.lodz.pl/index.php?page=zasoby-wodne](http://www.hydro.geo.uni.lodz.pl/index.php?page=zasoby-wodne)

90. Antal, Najbardziej Pożądani Pracodawcy w opinii Specjalistów i Menedżerów – 7. Issue <https://antal.pl/trendy/raporty-rynku-pracy/18-najbardziej-pozadani-pracodawcy-w-opinii-specjalistow-i-menedzerow-3>

