

Ferrero's social responsibility

Ferrero's social responsibility goes back a long way. The first conference on social issues organised by Ferrero and entitled "L'adattamento dell'uomo al lavoro nell'industria" took place in May 1961, long before the notion of corporate social responsibility was coined.

FOR THE FERRERO GROUP, THE TERM CORPORATE SOCIAL RESPONSIBILITY HAS ALWAYS STOOD FOR CARING FOR PEOPLE AND FOR THE LOCAL AREA, IN PARTICULAR FOR EMPLOYEES AND FORMER EMPLOYEES, WHO OVER THE YEARS HAVE ACTIVELY CONTRIBUTED TO THE GROWTH OF THE GROUP, CARING FOR CONSUMER, THE MAIN PARTNER WHO GUIDES THE COMPANY'S DECISIONS, THE FAMILIES AND LOCAL COMMUNITIES WHERE IT OPERATES.

These principles of social responsibility guided Ferrero's first steps over 65 years ago in Alba and remain unchanged to this day. For the Ferrero Group, the most important report has never been the annual statement filed with the register of businesses; instead it is the social responsibility report, **whose aim is to promote respect for those who have worked and those who are currently working for the Group**, the sourcing of sustainable raw material and the protection of the environment.

This vision led Ferrero to define its four social responsibility pillars, which have been described in previous reports: the Products, the Ferrero Foundation, Ferrero Social Enterprises and Kinder+Sport.

The Group's international growth brought about a **change in approach**: today, care for people and the country has been extended to encompass the entire value change, from employees of Ferrero produc-

tion plants around the world to the families of people who grow the raw materials, from the care for the Alba area to environmental protection on a global scale.

The Group's activities continue to be guided by its firm and unchanged values and by its commitment to creating value for the communities where it is present by creating strong ties with the community, a commitment that is reinforced through the Ferrero Foundation's motto: **Work, Create, Donate**. Furthermore, Ferrero is committed to respecting the planet, with policies to reduce CO₂ emissions and water consumption, and to strengthen a sustainability strategy for the supply of the Group's main raw materials.

These actions are part of a change in strategy, a guiding light for all Ferrero Group activities in all the areas in which it is active: an approach that has evolved through the actions and commitments of the past few years.

This strategy is based on the following two themes:



PEOPLE

At Ferrero, customer focus isn't just a value, it's something we put into practice every day, based on a sense of responsibility that goes beyond commercial goals. This responsibility is made into reality through Ferrero's nutritional strategy, ongoing innovation, the quality and freshness of the products, food safety and responsi-

ble communication. Moreover, Ferrero shows a constant interest in the lives of its current employees and former employees and people living in the communities where it works. This commitment is evident through the activities of the Foundation, Ferrero Social Enterprises and the Kinder+Sport educational programme.

PLANET

Monitoring and improving the impact of its activities throughout the entire supply chain is a priority for the Ferrero Group, pursued through the sustainable sourcing of its main raw materials. In addition, the Group is committed to production that respects the environment, by making use of the best technology available, ensuring the efficient use of energy,

materials and natural resources and consuming water responsibly and reasonably. In the knowledge of this responsibility, Ferrero is strongly committed to minimising its environmental impact, from raw materials to production plants and logistics, down the whole value chain.