

Code for Responsible Business Conduct and Marketing Practices

innocent has always wanted to stand up for what matters and leave things better than we find them. That's why we've worked hard to grow a culture that respects and invests in our people and encourages everyone at innocent to act in a positive, responsible and sustainable way.

We're on a journey to be good all round for people and the planet in everything we do. It's the reason why we:

- started the innocent foundation to help feed the world's hungry,
- always give 10% of our profits to people and planet
- are committed to being carbon neutral by 2025
- have built "the blender" (our sustainable all-electric drinks factory)
- will never stop looking for more ways to make our packaging more sustainable.

We are committed to being transparent about everything we do and share our story via our annual "[Good All Round Report](#)" and on our [website](#).

We support the EU Commission's Farm-to-Fork Strategy objective to accelerate the transition to sustainable food systems. innocent appreciates the opportunity provided by the European Commission to contribute to the voluntary Code for Responsible Business Conduct and Marketing Practices. Our ambition is to ensure that for our consumers the healthier and more sustainable choice becomes the easy choice. We outline below the commitments and actions we are undertaking that are in line with the code.

Health and Nutrition (Aspirational Objective 1)

Support improved food consumption patterns in the EU

- We never ever add sugar to any of our drinks. The only sugar you find in our Fruit Juice & Smoothies is what is there naturally in the fruit itself.
- Our Core Smoothies are designed so they contain a whole portion of crushed whole fruit (at least 80g) as well as a portion of fruit juice.
- We are committed to a 5% reduction of naturally occurring sugar (in Fruit Juice and Smoothies) by 2025 with a year-on-year reduction and at least 1 major sugar reduction initiative per year.
- We offer lower sugar choice across our Fruit Juice and Smoothies (FJS) portfolio (-30% less sugar).
- We were the first to clearly label in plain English how much fruit and veg was in a bottle e.g., 3 ½ pressed apples, 1 ½ crushed mangos.
- We are committed to optimising the nutritional values of our products. For example:
 1. All our drinks are a natural source of at least 1 micro-nutrient and lots of them offer up to 4 different vitamins and minerals. Take our Strawberry and Banana Smoothie – as well as being low in fat and a source of fibre it's a natural source of vitamin C, potassium, folic acid and manganese.
 2. We recognised the nutritional need for Vitamin D in the diet and we now offer the choice to top up your Vitamin D levels with 4 of our drinks.
 3. We also developed a range of kids' smoothies paying particular attention to what kids need in their diets, so our new kids smoothies now contain fibre, iron, Vitamin D, Vitamin C and of course no added sugar.

A food environment that makes it easier to choose healthy and sustainable diets

- We adhere to the enhanced responsible marketing commitments from both the EU Pledge and UNESDA stipulating that we will not market any of our beverages to children younger than 13 years old and will not market or advertise in any media that has an audience where 30% or more of that audience consists of children under 13 years old across the EU.

Prevention and reduction of food loss and waste (at consumer level, within internal operations, and across value chains)

- Our UK Harvest and Felix Project partnerships show how we are supporting initiatives to inform or raise awareness of consumers in order to help them to prevent and reduce food waste (e.g., storage instructions, meal planning, date marking, recipes for leftovers). The ambition is to roll out this work across EU markets.

Climate (Aspirational objective 3)

Our main aim is to keep the carbon footprint of our drinks as low as possible. We're committed to reducing our carbon footprint per bottle (from farm to fridge) by 50% by 2030 as part of our verified Science Based Target (SBT).

Our ingredient suppliers account for 57 % of our carbon emissions and our wider supply chain accounted for 99% in 2020, so we won't stop at our direct operations to achieve our climate ambitions. For many of our suppliers, carbon reduction is a new thing. That's why we've focussed on our Farmer Innovation Fund to help our farmers reduce carbon and bring new ways of working to the wider industry.

We support a net zero Europe by 2050 and our commitments towards achieving this are:

- Reducing absolute scope 1 and 2 emissions to zero by 2030*
- Reducing scope 3 emissions by 50% per litre by 2030*
- Going carbon neutral by 2025.

*from a 2019 base year

- Supporting the EU Climate Pact

Packaging (Aspirational objective 4)

- We support well-designed Deposit Return Schemes (DRS) which help improve the amount and quality of recycled material. In many countries deposit return schemes get much higher recycling rates. We support any system that increases the recycling rates for plastic, makes economic sense and improves the quality of recycled plastics so they can be used more widely.
- All our juice and smoothie bottles contain at least 50% recycled plastic (rPET).
- We recently announced our 'future bottle' - our greenest bottle yet as it has absolutely no virgin oil-based plastic in it. It's made using only good stuff: 50% plant plastic and 50% recycled plastic. Using recycled and plant plastic reduces the carbon footprint of our bottle.
- We are signatories to the Plastics Pacts in the UK and France and the Ellen MacArthur Foundation global commitment on plastics.
- Looking longer term, working with our partners, we are also starting to combine plastic recycling with looking at ways to reduce the total amount of plastic produced and consumed by:
 - Continuing to increase the recycled content in bottles,

- Reducing the amount of plastic in each bottle with an aim to reduce 2500 tonnes of plastic by 2023.
- Exploring reuse alternatives and beginning to pilot reuse solutions in core markets.
- As part of our commitment to the Ellen MacArthur Foundation global commitment on plastics setting a target of reducing our absolute use of virgin plastic by 15% by 2025.

Water (Aspirational objective 4)

Our drinks factory, coined 'the blender' is born out of the ambition to do good – good for our planet, our drinkers, and our community. We want to inspire wider change and showcase what a factory should be.

Sustainable water management has been a key strategy in the design of the blender from the very beginning. The blender's water saving strategy including Fluivac line cleaning and purging, efficient and compact pipe layouts, low pipe diameters and equipment volumes, a high level of automation and production planning to minimise waste and water consumption has resulted in almost 50% reduction in potable water demand, equivalent to 290,000 litres per day.

We are committed to continuing this journey as the blender ramps up to full capacity.

Decent work for all (Aspirational objective 5)

a) improving business resilience and competitiveness

Our drinks are made from fruit, vegetables and nuts, the majority from European origins. To be a resilient business we recognise that our farmers also need resilience to the challenges facing the agricultural sector including changing labour dynamics and climate change. Building farming livelihoods is a priority.

One way innocent supports this is through our Farmer Innovation Fund. Launched in 2021 it's an annual £100k fund to support farmers to test and the transition to sustainable farming practices of the future.

innocent has a legacy of supporting innovation in farming. For example, in 2020 we launched our beacon project to better support wild pollinators and improve yields on apple and orange farms in Spain. Farm interventions include reducing pesticides and planting additional native wildflowers, alongside quantifying farm productivity and the reduction in the farm's carbon footprint. The performance indicators of this trial project are aligned to the corresponding targets in the EU farm to fork strategy for 10% high-value landscapes, 50% reduction in pesticide use and a contribution towards reducing the farm carbon footprint.

Sustainable sourcing (Aspirational objective 7)

a) Transforming commodity supply chains

- All of our wood-derived primary packaging is FSC certified.
- 91% of the ingredients used by innocent drinks are sourced to an independently verified, internationally recognised sustainability standard. We are committed to 100% sustainable sourcing of ingredients by 2023.
- Our ingredients are sourced to a range of sustainability standards, but we also require continuous improvement recognising that sustainable management practices need to be dynamic to adapt to changing societal and environmental pressures.

Policies and support schemes should be tailored for different farming systems and actors, including the needs of smallholder farmers, so everyone has the opportunity to participate in, and demonstrate, credible sustainable food value chains.

b) Improving social performance in (global) food supply chains

We implement the UN Guiding Principle on Business and Human Rights through our human rights strategy. In this strategy we're committed to:

- Being example setters in our own due diligence through our human rights policy, risk assessment, compliance programme and the governance structure that manages these.
- Empowering our direct suppliers through training and benchmarking supplier performance to direct continuous improvement in working conditions.
- Engaging on systemic challenges as guided by our risk assessments. For example, our funding and participation of the Spanish Ethical Trade Forum which provides best practice guidance and training on human rights. We also have a specific commitment for investing in farming livelihoods as an enabler for improving social performance in supply chains.

Building 10,000 farming livelihoods by 2023 is one of our sustainability commitments. So far, we're supporting this by:

- Purchasing Rainforest Alliance certified bananas and are using the scheme's requirements on living wages to advance our understanding of, and support for, fair remuneration.
- Funding a leadership and financial literacy programme run by the NGO Emerging Leaders. This training empowers farmers and workers to identify cost savings and self-lead investments into projects that sustainably increase income.
- Evolving our procurement practices. We pay a premium for several ingredients when farmers reach a verified performance level for sustainability. We've also piloted a longer-term contract with an apple supplier to spread risk and build trading security with this strategic supplier.

Legislation in EU Member States (e.g., the forthcoming Act on Corporate Due Diligence in Supply Chains in Germany) and in Brussels (the draft EU legislation on Corporate Due Diligence) helps hold large businesses to the same expectations in protecting and promoting safe and inclusive workplaces for all. In addition to labour laws, we support wider adoption of human rights due diligence.

Progress against all of the above commitments will be monitored and findings will be made public, either through the associations for the commitments they have submitted or through our own yearly ESG reporting. We look forward to a constructive multi-stakeholder dialogue that will accompany the roll out of this Code of Conduct to exchange with all interested parties the progress made, the opportunities for intensified collaboration among all actors and the necessary enablers to help accelerate this process.