

**2015 RB basis of preparation for brand social sustainability performance indicators selected for independent assurance**

**(RB brand social goal declared in 2013 Sustainability report: helping >200 million people to improve their health & hygiene behaviour by 2020)**

**1. Introduction**

Ernst & Young LLP (EY) has been appointed to provide limited assurance of selected brand social sustainability performance indicators. This Basis of Preparation document sets out how these brand social sustainability performance indicators, described in Section 2 below, have been prepared and reported, including their reporting periods.

This document has been prepared to align with our wider business goals and processes. As there are no mandatory guidelines or requirements applicable to the information in scope, we have captured all data through our internal data collection processes. These have been established in accordance with common industry practice, including appropriate estimates and assumptions.

**2. Scope**

This document summarises the definition, organisational reporting boundary and data preparation for the performance indicators listed below.

We have made all endeavours to prepare a complete, accurate and consistent dataset, which reflects true performance and is meaningful to the user of the information. This is a relatively new area of reporting for RB, and our data collection processes are emerging. Where any assumptions or estimations have been required, or specific exclusions are made, we have outlined these within this document. As with all our data processes, we aim for transparency and strive for continuous improvement.

**2.1. Brand social sustainability performance indicators**

The below brand social goals have been aligned to RB’s wider business goals and strategy.

| <b>Brand social goal</b>  | <b>Brand social sustainability performance measured</b>   | <b>Internal report, Jan 2015</b>                    |
|---|---|---|
| <b>Dettol/Lysol</b> (also including <i>Sagrotan and Napisan brands</i> )<br>Enable healthier & happier lives through better hygiene practices | Number of people reached by brand educational programmes on better hygiene practices since 2013 (incl. handwashing, food hygiene and home hygiene). | Approximately 73 million people reached since 2013  |
| <b>Durex</b><br>Reduce incidences of sexually transmitted infections and unwanted pregnancies by educating people about safe sex.             | Number of people reached by brand educational programmes on sexual health since 2013.   | Approximately 115 million people reached since 2013 |
| <b>Mortein</b> (also including SBP, Shieldtox and Pif Paf brands)<br>Reduce incidence of mosquito-  | Number of people reached by brand educational programmes on malaria/dengue prevention   | Approximately 20 million people reached since 2013  |

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| borne diseases through education on prevention & protection methods against malaria & dengue                                   | since 2013.   |  |
| <b>Harpic</b><br>Reduce incidence of diarrhoeal diseases through promoting and facilitating access to clean & hygienic toilets | Number of people reached by brand educational programmes on importance of sanitation & stopping open defecation practices coupled with education on hygienic maintenance of toilets since 2013. | Approximately 6 million people reached since 2013  |
| <b>Combined Dettol &amp; Harpic programme in India</b>   | Number of people reached by BSI (Banega Swachh India) joint brand educational programme on importance of hygiene practices & proper sanitation  | Approximately 25 million people reached since 2014 |
| <b>RB</b><br>Help >200 million people to improve their Health & Hygiene behaviour by 2020                                      | Number of people reached by brand educational programmes (4 brands listed in this table)  | Approximately 237 million since 2013*              |

\*To avoid potential double counting, Mortein numbers are excluded from total reporting in 2014, as some people could be reached by both Dettol and Mortein programmes.

## 2.2. Definitions

### Brand educational programme

Brand educational programme is defined as a brand-sponsored programme delivering health / hygiene related brand specific messages (e.g. personal & home hygiene education for Dettol) to specific brand target audience (e.g. new mums and schoolchildren for Dettol). The reported figures therefore measure the number of people reached via these sponsored campaigns.

### Reach

Reach is the total number of people encouraged to improve their health & hygiene behaviour as a result of brand educational programmes. The definition includes both 'direct contact' and 'indirect contact' programmes.

**Total reach** is calculated as the total number of direct contacts and indirect contacts per brand educational programme

**Direct contact** is defined as an individual who has attended in person a programme consisting of interactive elements such as educational video(s), power point presentation, lecture by health professional, talk by a presenter, play / show or road show demonstrating the benefits of health & hygiene behaviour, as well as demonstrations regarding health and hygiene. Some programmes use the distribution of educational materials, such as booklets, comic cartoon books and product samples, where there is implied endorsement via delivery from a professional (e.g. health professional).

**Indirect contact** is defined as an individual who has engaged with a programme via the following means:

- watching educational video content (the video must have educational format and focus on health & hygiene information; short product ads, even containing health &

hygiene information, do not qualify; any format counts – digital or mainstream, e.g. MTV SAF (Staying Alive Foundation) series on Someone Like Me & HIV prevention, NDTV reports on BSI, etc.)

- accessing educational content on brand website - e.g. health & hygiene tips (for example, Your Family, Illness & Prevention, Healthy homes and Personal Hygiene sections on Dettol website), malaria prevention tips for Mortein or any info on Someone Like Me Durex website; only unique visits counted and only if the visit was at least 60 seconds long
- pledging support to the cause (e.g. pledges on microsites like U&Me against dengue, Give Life a Hand, or on campaign Facebook pages, etc.)
- engaging with educational content placed on social platforms (e.g. SLM content placed on Facebook, Weibo, VKontakte), only non-duplicated reach audience is counted.
- interacting with educational materials provided by the brand (the brand provides the materials & content, while the actual event / programme is run by a 3<sup>rd</sup> party – for example, a school teacher, as per School Programme model for Lysol in the US). *To note, these contacts are to be added to tracking only if the activities and reports are audited (agency / other 3<sup>rd</sup> party).*

In case a programme involved a combination of the above interaction opportunities, only one of the above listed channels is to be counted (the one with higher count), to avoid multiple counting.

#### Examples of brand educational programmes are listed below

| Brand  | Programme  | Target Audience                   | Active Countries in 2015  | Primary Channels  | Direct Reach | Indirect Reach |
|--------|--|-----------------------------------|---|---|--------------|----------------|
| Dettol | <b>New Mums Programme</b> provides hygiene education to new mothers                              | New mothers                       | Australia, China, Cyprus, Germany, Greece, Indonesia, Italy, Malaysia, Mexico, Nigeria, Pakistan, Russia, Singapore, South Africa, South Korea, Thailand, UK, USA | <b>Direct:</b> face-to-face talks with health professionals (usually accompanied by samples and educational brochures); group presentations in hospital to new mums.<br><b>Indirect:</b> digital content via online newsletters; distributed brochures and samples; digital content delivered via mum forums. | 26,369,603   | 21,775,618     |
|        | <b>School Programme</b> teaches kids about basic hygiene, including handwashing with soap        | School-aged children              | Germany, India, Indonesia, Kuwait Malaysia, Mexico, Nigeria, Oman, Pakistan, Saudi Arabia, Singapore, South Africa, South Korea, Thailand, UAE, UK, USA           | <b>Direct:</b> lessons on hygiene delivered in schools<br><b>Indirect:</b> includes provision of educational materials to teachers to deliver in schools (incl. lesson plans and hand-outs for kids)  | 23,263,633   | 1,972,618      |
| Durex  | <b>“Someone Like Me”</b> (SLM) delivers sex education in a way that is relevant to young people, | Young people (under 25 years old) | Active in most countries where Durex is present with a focus on Australia, Brazil,  | Educational material on Durex / SLM Facebook (Weibo in China) social media pages. The campaign incorporates   | -            | 70,643,718     |

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|                | inviting them to join the conversation and inspire happier, healthier sex lives.   |  | China, Germany, India, Indonesia, Italy, Nigeria, Russia, South Africa, Saudi Arabia, Thailand, Turkey, UK and USA. | other channels (such as SLM content on MTV programs), but to avoid duplication, only social media channels were counted.  |         |            |
|                | <b>#CondomEmoji</b> drove the safe sex conversation by getting young people behind the idea of an official safe sex emoji. | Young people (under 25 years old)        | Active in 43 countries.   | Educational video views   | -       | 10,161,021 |
|                | <b>Your Love Your Education</b> delivers sexual health education in schools.   | School-aged children                     | Mexico  | Lessons on sexual health delivered in schools   | 319,704 | -          |
|                | <b>Unplanned Pregnancy Video</b>   | 18-45                                    | Russia  | Educational video views.  | -       | 24,733,450 |
|                | <b>World Contraception Day</b> educational campaign  | Young people (under 25 years old)        | China   | <b>Direct:</b> university events<br><b>Indirect:</b> views of online education content – videos and infographics.   | 180     | 9,007,397  |
|                | <b>MTV Staying Alive Foundation grantee projects</b> provide sexual health education to young people by young people       | Young people (15-27 years old)           | Nigeria<br>Mexico<br>Kenya<br>Colombia<br>Romania<br>Indonesia<br>India   | Nigeria (U-CARE)<br>Mexico (Jovenes Promotores por la VIHda)<br>Kenya (MAAYGO)<br>Colombia (ACOME)<br>Romania (Semper Musica Association)<br>Indonesia (VEDHA)<br>India (The Dove Foundation) | 19,694  | -          |
|                | Sexual Health Conferences  | <b>Young people (18-30)</b>              | Global (Conference in Bangkok, Thailand and Zimbabwe, Africa)   | Activities at multiple touch points to engage delegates at the booth/during conferences   | 8,300   | 34,425     |
| <b>Mortein</b> | <b>U &amp; Me Against Dengue</b> mosquito-borne disease education programme  | All                                      | India   | <b>Direct:</b> School visits<br><b>Indirect:</b> Educational video views  | 100,000 | 1,400,100  |
|                | New Mums and University Education Programmes   | New mothers and university aged students | Pakistan, Nigeria   | <b>Direct:</b> hospital and university visits<br><b>Indirect:</b> educational video views   | 641,000 | 232,748    |
|                | All Together Against Dengue  | All                                      | Brazil  | <b>Direct:</b> community events   | 200,000 | 17,051,273 |

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|                        |  |  |  | <b>Indirect:</b> digital educational content on Facebook  |           |            |
| <b>Harpic</b>          | <b>Save a Child Every Minute</b> – Save the Children partnership to stop diarrhoea | All, especially where open defecation is present | India, Nigeria   | Delivering WHO 7 point plan to stop deaths from diarrhoea – includes community meetings and demonstrations, individual interactions with women, lectures and handwashing demonstrations to children in schools. The programme also included actual construction / repair of toilets (incl. special toilets for disabled) and installation of water pumps along with educating the programme recipients on proper maintenance & use of new facilities. | 475,462   | -          |
|                        | <b>Toilet infrastructure and hygiene education</b>                                 | Rural population                                 | India  | In person education   | 268,000   | -          |
|                        | <b>Toilet demonstrations</b>   | Urban population                                 | India, Indonesia, Pakistan, Kenya, Bangladesh, Sri Lanka | In person hygiene demonstrations  | 5,120,000 |            |
| <b>Dettol / Harpic</b> | <b>Banega Swachh India</b>   | All  | India  | <b>Direct:</b> Hygiene education modules delivered at schools, community hygiene and handwashing<br><b>Indirect:</b> NDTV educational content viewership  | 7,408,000 | 17,328,000 |

## Organisational reporting boundary

The countries 'in scope' of this performance measure are all countries where RB has established commercial and brand operations.

## Performance data preparation and assumptions

Each individual attending one of the brand educational programmes is logged (accounted for) and consolidated into the total number of direct & indirect contacts per programme in each 'in scope' country.

Where different brand educational programmes are run in the same regions, exposure to more than one brand educational programme could happen. Where this occurs, we exclude direct contacts reached according to the following policy:

- Direct contacts of a programme run in the same area as another programme which meets the behaviour change criteria to a lesser degree will be excluded.

- Where two programmes are run in the same area and both meet behaviour change criteria to the same degree, the programme with lower reach (by direct contact) is excluded.

### **3. Data sources**

Our objective is to gather and report reliable and robust data. We are committed to providing transparency on the quality of the data where we consider there are matters which are material to users of the information. The information we report is subject to internal review processes and, where relevant and/or required, peer review.

#### **3.1. Continuous improvement of data**

Our data reporting systems for brand social sustainability targets and performance are evolving and we continue to work to align data recording and reporting methods across the RB organisation. This includes working with third parties where we rely on their data to provide input and support our performance.