



INTRODUCTION TO MANIFESTO

Lorna DAVIS



DANONE

TERMS AND DEFINITIONS

Our heritage (where we come from)
The 'dual project' of economic and social prosperity

Our Mission (why we are here)
Bringing health through food to as many people as possible

Our Values (the beliefs that drive us)
Humanism – Openness – Proximity
Enthusiasm

Our Manifesto (how we operate)

By writing a Manifesto, we reinforce our dual commitment to business success and social progress and, hereby, acknowledge that we cannot operate for healthier choices and lifestyles without caring about the health and wellness of our whole ecosystem, neither for healthier and attractive ideas without economic and social development for our communities.

This manifesto embodies our commitment to build an alimentation revolution for the health of Danone, the health of our planet and our whole ecosystem, the health of current and future generations...

OUR CONVICTIONS

At Danone, we believe that...

GOOD HEALTH IS EVERYTHING TO ALL OF US

Good health is a state of general well-being. It involves the mind as well as the body, and emotion as well as sensation.

FOOD IS HEALTH'S MOST SIGNIFICANT PARTNER

Healthy eating is an essential part of life, to build and to maintain our well-being. From the earliest times, all over the world, people have always understood this.

FOOD IS THE WARMTH BEHIND EVERY CULTURE

Healthy eating is an idea that goes beyond nutritional needs and appetites. Its richness is a part of every culture - always different and always special - and worth taking the time to understand.

HEALTH CANNOT LIVE LONG WITHOUT PLEASURE

Without appetite and delight, no-one would eat or keep eating well. Pleasure in food is a precondition of every healthy lifestyle.

THE WEALTH OF NATIONS GROWS FROM A HEALTHY PLANET

Everything we eat depends on the earth that it grows in or feeds on. As gardeners of this planet, we have a duty of care to manage its resources responsibly and sustainably.

RESEARCH IS OUR BEST ALLY

Food is more than nature. It is the outcome of human endeavour, combining technological progress with deeper understanding of its value and its potential.

PREPARING FOR TOMORROW IS THE BUSINESS OF TODAY

New ways can and will be found, to better serve this generation and the next, and to bring healthy, affordable food and safe water to the greatest number, across the world.

MISSION IN ACTION

At Danone, we stand for...

FOR HEALTH AND WELL-BEING

We will stand next to our employees and our consumers in their quest for good health, by encouraging diets and lifestyles that will bring the most benefit in people's lives.

WITH THE BEST WE CAN DO, ALWAYS

We will stand by all our products and services, with pride, as a guarantee of their quality and integrity - whatever a consumer may choose, and wherever they may choose it.

FOR EVERY INDIVIDUAL, AT EVERY AGE

We will stand for the widest range of products and services to feed the needs and wishes of every person at every key stage of life, encouraging balanced nutritional habits or delivering specific health benefits.

FOR YOUR HOME, NOT SOMEONE ELSE'S

We will stand up for the principle that every culture has the right to preserve its own way of eating and living well, by offering products inspired and developed out of local needs and ideas.

FOR OUR PLANET AND ITS LIVING HERITAGE

We will stand together for a healthy planet and devote all our energies to protect and preserve the abundance of life and the variety of nature, in all its forms and ecosystems.

FOR WHAT IS INVENTED AND WHAT STILL NEEDS TO BE INVENTED

We will always respect our obligation to prepare the future through new, sustainable ways to provide healthy food and access to safe water for all, by bonding with communities and stakeholders. We will keep our place at the forefront of these efforts.

NOT ALONE, BUT WITH PARTNERS AND FRIENDS

We will stand firmly by our belief that it is better to walk together than apart, by engaging always with more consumers and more communities, in our common quest to find better health through better food, for the greatest number.





THE FIRST 5 YEARS OF THE JOURNEY OF THE MANIFESTO

DANONE 2020*

There are 3 streams that will ensure Danone's
relevance to the challenges of our time :

People and Organisation

beyond traditional organization structure and process

Food and Water Cycle

beyond buying materials

Alimentation

beyond selling food and beverage products

