

GRI Index

I. Beiersdorf Profile

Strategy and Analysis

Number	GRI asks about...	...and Beiersdorf replies
1.1	Statement from the most senior decision-maker of the organization.	Beiersdorf Sustainability CEO Statement See page 4 of the review.
1.2	Description of key impacts, risks, and opportunities.	Beiersdorf Sustainability Why Products Beiersdorf Sustainability Why Planet Beiersdorf Sustainability Why People Beiersdorf Risk Report

Organizational profile

2.1	Name of the reporting organization.	Beiersdorf AG
2.2	Major brands, products and/or services, including volume or quantity of products/services provided.	Beiersdorf Brands
2.3	Operational structure of the organization and major divisions, operating companies, subsidiaries, and joint ventures.	Beiersdorf Our Profile
2.4	Location of organization's headquarters.	Beiersdorf Contact
2.5	Countries in which the organization's operations are located.	Beiersdorf Global Presence
2.6	Nature of ownership and legal form.	Beiersdorf Shareholder Structure
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Beiersdorf Annual Report
2.8	Scale of the reporting organization, including: number of employees, net sales and total capitalization broken down in terms of debt and equity.	Beiersdorf Ten Year Overview
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	Beiersdorf Business and Strategy
2.10	Awards received in the reporting period.	We received numerous awards in 2012. Some examples can be found in the Appendix .

Report Parameters

Number	GRI asks about...	...and Beiersdorf replies
Report profile		
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	The reporting period is the calendar year 2012.
3.2	Date of most recent previous report (if any).	Beiersdorf Sustainability Reporting
3.3	Reporting cycle (annual, biennial, etc.).	Beiersdorf AG has an annual reporting cycle. More at: Beiersdorf Sustainability Reporting
3.4	Contact point for questions regarding the report or its contents.	Contact us at Beiersdorf Contact . Please select the 'Sustainability' category to contact us via email.
Report scope and boundary		
3.5	Process for defining report content.	Beiersdorf Sustainability Reporting
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	Beiersdorf Sustainability Reporting
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	Beiersdorf Sustainability Reporting
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	Beiersdorf Sustainability Reporting
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.	Beiersdorf Sustainability Reporting

Number	GRI asks about...	...and Beiersdorf replies
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g. mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	For several EN performance indicators we differentiate between production centers and, since 2012 office locations. We benchmark the data of the production centers with the figures of the preceding year (2011) and the base year 2005.
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	Performance breakdowns and trends can be found in the Appendix . When estimating the breakdown of our scope 1, 2 and 3 emissions on the basis of today available data, it was as follows: <ul style="list-style-type: none"> • Scopes 1 and 2 represented 38% of our total carbon footprint. Thereof our production centers represented 31% and our offices 7% of our total carbon footprint. • Scope 3 represented 62% of our total carbon footprint. Thereof business travel represented 10%, third party manufactures 11% and transport and distribution 41% of our total carbon footprint. Data by weight is not included in the 2012 reporting.

GRI content index

3.12	Table identifying the location of the Standard Disclosures in the report.	See page 23 of the review.
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Assurance

3.13	Policy and current practice with regards to seeking external assurance for the report.	Beiersdorf AG's annual report is externally assured. The 2012 standalone sustainability review is not externally assured.
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Governance, Commitments, and Engagement**Governance**

4.1	Governance structure of the organization.	Beiersdorf Corporate Governance Beiersdorf Corporate Governance Report See page 9 of the review.
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Number	GRI asks about...	...and Beiersdorf replies
4.2	Indicate if the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).	In accordance with the German Stock Corporation Act, the two executive bodies, the Executive Board and the Supervisory Board, provide Beiersdorf with a dual management and supervisory structure. There is no overlap of personnel between the two bodies. More at: Beiersdorf Management Structure
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	Not applicable.
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Our relevant mechanisms and representative bodies are the following: <ul style="list-style-type: none"> • Shareholder representatives on Supervisory Board • Employee representatives on Supervisory Board • Works Council
4.5	Linkage between compensation and the organization's performance for members of the highest governance body, senior managers, and executives.	See the Remuneration Report for the Executive and Supervisory Board in our Annual Report at: Beiersdorf Remuneration Report
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	See our Code of Conduct at: Beiersdorf Code of Conduct
4.7	Process of determining required qualifications and expertise of the members of the highest governance body to guide the strategy of the organization, including on issues related to economic, environmental, and social performance.	Beiersdorf Corporate Governance Report See page 9 of the review.
4.8	Internally developed mission and values statements, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	Beiersdorf Sustainability Responsible Sourcing See page 3 of the review.
4.9	Processes of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance.	Beiersdorf Sustainability Our Commitment See page 9 of the review.

Number	GRI asks about...	...and Beiersdorf replies
4.10	Processes for evaluating the performance of the highest governance body, particularly with respect to economic, environmental, and social performance.	The Supervisory Board regularly advises the Executive Board on the management of the company and supervises its activities. This includes sustainability-related issues and activities.
Commitment to external perspectives		
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	Beiersdorf Risk Report
4.12	Externally developed, voluntary economic, environmental, and social charters, sets of principles, or other initiatives to which the organization subscribes or which it endorses.	<ul style="list-style-type: none"> • Responsible Care • See page 8 of the review.
4.13	Significant memberships in associations (such as industry associations), and/or national/international advocacy organizations.	<p>Organizations with a focus on sustainability:</p> <ul style="list-style-type: none"> • Roundtable on Sustainable Palm oil (RSPO) • AIM-PROGRESS • Corporate Citizenship Center Deutschland (CCCD) • European Partnership on Alternative Approaches to Animal Testing (EPAA) • World Environment Center (WEC) <p>Industry associations in the cosmetics sector, some examples:</p> <ul style="list-style-type: none"> • IGA (Industrie Gemeinschaft Aerosole e. V.) • Industrieverband Körperpflege und Waschmittel (IKW), Deutschland • Cosmetics Europe (former: COLIPA), Europe • Consumer Goods Forum • European Brands Association (AIM)
Stakeholder engagement		
4.14	List of stakeholder groups engaged by the organization.	<p>Our most important stakeholder groups are:</p> <ul style="list-style-type: none"> • Employees • Consumers • Communities local to our manufacturing sites • Business partners, including customers and suppliers • Public policymakers and national/local authorities • Investors • Representatives of the scientific community • NGOs
4.15	Basis for identification and selection of stakeholders with whom to engage.	Every group or individual that has either a direct or indirect interest or impact on the larger scope of our business is considered to be a stakeholder. We recognize that our stakeholders have diverse interests, issues and interactions with us.
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	This is not included in the 2012 reporting.

We care.

Our commitment to sustainability.

Number	GRI asks about...	...and Beiersdorf replies
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics.	This is not included in the 2012 reporting.

II. Performance indicators

Number	GRI asks about...	...and Beiersdorf replies
Economic		
Economic performance		
EC 1	Economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and to governments.	Beiersdorf Annual Report
EC 2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	Beiersdorf Sustainability Why Planet See page 15 of the review.
EC 3	Coverage of the organization's defined benefit plan obligations.	Beiersdorf Notes Balance Sheet
EC 4	Significant financial assistance received from government.	We have not claimed any significant amount of subsidies.
Market presence		
EC 5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	This is not included in the 2012 reporting.
EC 6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	Beiersdorf works whenever possible with suppliers that comply with the Beiersdorf Manufacturing Footprint. This allows us to draw some 85% of our packaging and raw materials from suppliers that produce within the region or country where the respective Beiersdorf production center is located.
EC 7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	If possible, job openings are filled from within the company to encourage internal mobility of talent. In case that no appropriate candidate is found for the role, we search in the local job market for qualified applicants. This approach is different for executive roles. We have developed a standardized global process in which most of the executive role openings are advertised on our internal global network. We also look outside the company for a qualified candidate when necessary.
Indirect economic impacts		
EC 8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	Beiersdorf Sustainability Employee Development See pages 19, 21 and 22 of the review.
EC 9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	This is not included in the 2012 reporting.

Number	GRI asks about...	...and Beiersdorf replies
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Environmental

Materials

EN 1	Materials used by weight or volume.	Our raw materials consumption including non-renewable materials and direct materials totaled 121,080 tons.
EN 2	Percentage of materials used that are recycled input materials.	<p>Our plastic packaging consists of up to 30% recycled material.</p> <p>For transport (e.g. cardboard boxes, pallets), the packaging we use consists of more than 70% recycled material.</p> <p>As for the raw materials used in the formulation and manufacture of our cosmetic products, no recycled materials are used in the products themselves.</p> <p>More at: Beiersdorf Sustainability Packaging See page 12 of the review.</p>

Energy

EN 3	Direct energy consumption by primary energy source.	<p>In 2012 our total direct energy consumption was 382,870 gigajoules (GJ).</p> <p>See breakdown by primary energy source in the Appendix.</p>
EN 4	Indirect energy consumption by primary source.	<p>In 2012 our total indirect energy consumption was 382,641 gigajoules (GJ).</p> <p>See breakdown, including the part of renewables in the Appendix.</p>
EN 5	Energy saved due to conservation and efficiency improvements.	<p>Between 2005 and 2012 we reduced our total energy consumption in our production centers by 34.5% per finished product.</p> <p>See breakdown in the Appendix. See page 16 of the review.</p>
EN 6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	<p>Beiersdorf Sustainability Energy See pages 16 and 17 of the review.</p>
EN 7	Initiatives to reduce indirect energy consumption and reductions achieved.	<p>Beiersdorf Sustainability Energy See pages 16 and 17 of the review.</p>

Water

EN 8	Total water withdrawal by source.	<p>In 2012 our total water consumption was 887,240 cubic meters (m³).</p> <p>See breakdown by source in the Appendix.</p> <p>Between 2005 and 2012 we reduced the water consumption in our production centers by 32.2% per finished product.</p> <p>See page 18 of the review.</p>
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Number	GRI asks about...	...and Beiersdorf replies
EN 9	Water sources significantly affected by withdrawal of water.	We have no significant direct impact on water sources. The use of water is subject to strict guidelines. More at: Beiersdorf Sustainability Water
EN 10	Percentage and total volume of water recycled and reused.	Beiersdorf Sustainability Water
Biodiversity		
EN 11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	This is not included in the 2012 reporting.
EN 12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	This is not included in the 2012 reporting.
EN 13	Habitats protected or restored.	This is not included in the 2012 reporting.
EN 14	Strategies, current actions, and future plans for managing impacts on biodiversity.	This is not included in the 2012 reporting.
EN 15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	This is not included in the 2012 reporting.
Emissions, effluents and waste		
EN 16	Total direct and indirect greenhouse gas emissions by weight.	In 2012 our direct CO ₂ emissions were 22,017 tons; and our indirect CO ₂ emissions were 51,571 tons. See breakdown in the Appendix.
EN 17	Other relevant indirect greenhouse gas emissions by weight.	We are planning to extend our reporting in 2013 to include other material indirect GHG emissions such as from selected finished goods suppliers, business travel, transportation and other additional scope 3 emissions. When estimating the breakdown of our scope 1, 2 and 3 emissions, available data was as follows: <ul style="list-style-type: none"> • Scopes 1 and 2 represented 38% of our total carbon footprint. Thereof our production centers represented 31% and our offices 7% of our total carbon footprint. • Scope 3 represented 62% of our total carbon footprint. Thereof business travel represented 10%, third party manufactures 11% and transport and distribution 41% of our total carbon footprint. Data by weight is not included in the 2012 reporting.
EN 18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	Beiersdorf Sustainability Energy See pages 16 and 17 of the review.
EN 19	Emissions of ozone-depleting substances by weight.	There are no significant emissions of ozone-depleting substances produced by Beiersdorf.

Number	GRI asks about...	...and Beiersdorf replies
EN 20	NO _x , SO _x , and other significant air emissions by type and weight.	In 2012 our NO ₂ emissions totaled 15.47 tons. Since 2005, we have reduced the total NO ₂ emissions in our production centers by 38.4% per finished product. And our SO ₂ emissions totaled 1.95 tons in 2012. Since 2005, we have reduced the total SO ₂ emissions in our production centers by 57% per finished product.
EN 21	Total water discharge by quality and destination.	In 2012 our amount of waste water totaled 507,638 cubic meters (m ³) in our production centers, which represents a 26.3% decrease per finished product since 2005. See breakdown in the Appendix. See page 18 of the review.
EN 22	Total weight of waste by type and disposal method.	In 2012 our waste totaled 18,958 tons. Since 2005 we have reduced the total waste in our production centers by 35.6% per finished product. In 2012 82% of our non-hazardous waste and 62% of our hazardous waste were recovered, recycled or re-used. We define hazardous waste as per the European directive 91/689/EEC (EU). See breakdown in the Appendix. See page 18 of the review.
EN 23	Total number and volume of significant spills.	No significant incidents occurred in 2012.
EN 24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	We do not transport or dispose of any waste deemed hazardous under the terms of the Basel Convention Annex I, II, III and VIII. We define hazardous waste as per the European directive 91/689/EEC (EU).
EN 25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	This is not included in the 2012 reporting.
Products and Services		
EN 26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	Beiersdorf Sustainability Why Products See pages 10, 11, 12, 13 and 18 of the review.
EN 27	Percentage of products sold and their packaging materials that are reclaimed by category.	Beiersdorf Sustainability Packaging See page 12 of the review.
Compliance		
EN 28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	No non-compliance cases were reported in 2012.

Number	GRI asks about...	...and Beiersdorf replies
Transport		
EN 29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	Beiersdorf Sustainability Energy See page 17 of the review.
Overall		
EN 30	Total environmental protection expenditures and investments by type.	This is not included in the 2012 reporting.

Labor practices and Decent work

Employment		
LA 1	Total workforce by employment type, employment contract, and region.	In 2012 Beiersdorf employed 12,812 people worldwide. Our regional employee breakdown is: <ul style="list-style-type: none"> • Germany: 3,766 employees • Europe (excluding Germany): 3,337 employees • America: 1,813 employees • Africa/Asia/Australia: 3,896 employees
LA 2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	This is not included in the 2012 reporting.
LA 3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	Wherever we are in the world, our responsibility for our employees extends far beyond the legal requirements. We offer our employees, independent of the employment level, extensive additional benefits. These benefits vary from affiliate to affiliate, but are of a very high level overall. Employees on temporary contracts receive part of the voluntary and social benefits.
LA 15	Return to work and retention rates after parental leave, by gender.	This is not included in the 2012 reporting.

Number	GRI asks about...	...and Beiersdorf replies
Labor/management relations		
LA 4	Percentage of employees covered by collective bargaining agreements.	<p>The key collective bargaining agreements at Beiersdorf AG (headquarters) are the collective agreements reached by the chemical industry, and works agreements.</p> <p>Depending on their scope, the provisions of the collective and works agreements apply both to the employees formally covered by them and to employees exempt from them, but not to executive staff. Since employment contracts make reference to applicable collective and works agreements, employees need not be union members to benefit from their application.</p> <p>The principle at Beiersdorf is that the interests of all employees are assured under the Works Constitution Act (Betriebsverfassungsgesetz), whether they are covered by collective agreements or not. The Works Council members at the individual companies are responsible for representing these interests, for example in negotiations on works agreements with management or in various committees. In addition, agreements have been entered into on the Group Works Council level.</p> <p>At Beiersdorf AG (headquarters), 49 % of employees are employed under collective agreements. 39 % of the workforce is non-tariff employees.</p> <p>At European level, the Europe Dialogue serves to promote co-operation on the basis of trust.</p>
LA 5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	The employer keeps employee representative bodies informed in compliance with corporate and legal regulations.
Occupational health and safety		
LA 6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advice on occupational health and safety programs.	Beiersdorf Sustainability Employee Safety
LA 7	Rates of injury, occupational diseases, lost days, absenteeism and total number of work-related fatalities, by region.	<p>In 2012, Beiersdorf accounted no fatalities in its global operations.</p> <p>Globally, we can report a 17.7 accident rate resulting in more than one working day lost (per 1000 employees).</p> <p>Our global injury rate was 3.2 and our lost day rate 18.3 (per 1000 employees).</p> <p>See breakdown in the Appendix.</p>
LA 8	Education, training, counseling, prevention and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	Beiersdorf Sustainability Employee Safety See page 20 of the review.
LA 9	Health and safety topics covered in formal agreements with trade unions.	This is not included in the 2012 reporting.

Number	GRI asks about...	...and Beiersdorf replies
Training and Education		
LA 10	Average hours of training per year per employee by employee category.	The intensive training of our employees was also a focus of our human resources effort in 2012. Instructions tailored to practical applications provided targeted training and continuing education for skilled and managerial staff. This was complemented by training in occupational health and safety. At the present time we do not have any global figures for this aspect yet.
LA 11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	All employees may pursue continuing education in their specialties, in part with or without direct relevance to their own work, without having to consult their supervisors.
LA 12	Percentage of employees receiving regular performance and career development reviews.	In an annual review, all employees receive a performance appraisal and feedback about the scope for their development. This form of employee review has been conducted at Beiersdorf for over 40 years. Since 2006, the performance appraisal has been enhanced worldwide with a uniform process to identify and promote potential. This process is enhanced continually. Thus a refined Performance Management process will be implemented internationally in 2013.
Diversity and equal opportunity		
LA 13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	Currently, our Executive Board is exclusively male. Our Supervisory Board comprises of 67% male and 33% female and, at Executive level (Level 1+2), the balance is 75% male and 25% female.
LA 14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	This is not included in the 2012 reporting.

Human Rights

Investment and procurement practices

HR 1	Percentage and total number of significant investment agreements that include human rights clauses or that underwent human rights screening.	<p>Our success is based on the trust placed in us by consumers, customers, investors, and employees. That is why we set high standards when it comes to responsibility – both for ourselves as a Company and for each individual.</p> <p>The Code of Conduct is designed to help implement our Company's values in everyday working life. It aims to clarify what is expected of the Beiersdorf employees. Its objective is to show how to handle potential issues or difficult situations that affect our business practices or our dealings with each other.</p> <p>An introduction to the Code of Conduct and the Code of Conduct itself can be found at: Beiersdorf Sustainability Responsible Sourcing</p>
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Number	GRI asks about...	...and Beiersdorf replies
HR 2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	<p>For our suppliers, we have developed a Code of Conduct which sets out harmonized and binding criteria for responsible action.</p> <p>This is designed to ensure that our suppliers meet the same standards in the area of sustainability that are binding for us.</p> <p>We have developed an appropriate system with which we can monitor our suppliers' compliance with the Code and regulate how we deal with deviations.</p> <p>In order to increase effectiveness and reduce complexity in this process, we use the web-based database from Supplier Ethical Data Exchange (Sedex), in which suppliers can enter general information such as assessment reports or certificates and make them available to customers.</p> <p>Moreover, Beiersdorf has been an active member of the AIM PROGRESS committee since October 2010, which operates under the aegis of the European Brands Association (AIM).</p> <p>Its goal is to further improve sustainability over the entire supply chain, including conscientious purchasing principles.</p> <p>You can find the complete Code of Conduct for Suppliers as well as the introductory brochure for our suppliers at:</p> <p>Beiersdorf Sustainability Responsible Sourcing</p> <p>More information on the activities of AIM PROGRESS and Sedex can be found at:</p> <p>www.aim-progress.com and www.sedex.org.uk.</p>
HR 3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	Beiersdorf Sustainability Responsible Sourcing
Number	GRI asks about...	...and Beiersdorf replies
Non-Discrimination		
HR 4	Total number of incidents of discrimination and actions taken.	<p>We do not tolerate any form of discrimination, be it due to gender, age, physical appearance or origin. This anti-discrimination principle is firmly established in our Company-wide human resources policy and Code of Conduct.</p> <p>Possible individual cases of discrimination will be managed with the utmost seriousness and won't be tolerated.</p> <p>An introduction to the Code of Conduct and the Code of Conduct itself can be found at:</p> <p>Beiersdorf Sustainability Responsible Sourcing</p>

Freedom of association and collective bargaining

HR 5	Operations identified in which the right to exercise freedom of association or collective bargaining may be at significant risk, and actions taken to support these rights.	There have not been any such cases. More at: Beiersdorf Sustainability Responsible Sourcing
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Child labor

HR 6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	We do not tolerate child labor be it directly or indirectly related to our activities. More at: Beiersdorf Sustainability Responsible Sourcing
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Forced and compulsory labor

HR 7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures taken to contribute to the elimination of forced or compulsory labor.	We do not tolerate any form of forced or compulsory labor in direct or indirect association with our activities. More at: Beiersdorf Sustainability Responsible Sourcing
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Security practices

HR 8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	This is not included in the 2012 reporting.
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Indigenous rights

HR 9	Total number of incidents of violations involving rights of indigenous people and actions taken.	We are not aware of any such cases.
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Number	GRI asks about...	...and Beiersdorf replies
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Assessment

HR 10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	This is not included in the 2012 reporting.
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Remediation

HR 11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms.	This is not included in the 2012 reporting.
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Society

Local community

SO 1	Percentage of operations with implemented local community engagement, impact assessments, and development programs.	<p>We maintain open communication and long-term cooperation with our stakeholders. This approach leads to informing the public swiftly and comprehensively of any new developments as they happen.</p> <p>We are in a constant dialog with stakeholders and structure our business activities so as to minimize our social impact.</p> <p>At our sites, we try to fit in as well as we can with the local environment.</p> <ul style="list-style-type: none"> • Before constructing new premises, we conduct comprehensive location analyses in consultation with local authorities. • At existing sites, we make constant efforts to minimize our impact on the local environment. • An emergency and environmental management strategy is being implemented at all sites. • Comprehensive analyses and social plans are drawn up before any divestments are made. <p>In addition, we increasingly support social causes in our local communities.</p>
SO 9	Operations with significant potential or actual negative impacts on local communities.	This is not included in the 2012 reporting.
SO 10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	This is not included in the 2012 reporting.

Number	GRI asks about...	...and Beiersdorf replies
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Corruption

SO 2	Percentage and total number of business units analyzed for risks related to corruption.	<p>We are committed to fair competition. We therefore strictly reject any form of corruption.</p> <p>Compliance audits relating to corruption are also carried out on a regular basis.</p> <p>More at: Beiersdorf Sustainability Responsible Sourcing</p>
SO 3	Percentage of employees trained in organization's anti-corruption policies and procedures.	<p>The prevention of corruption is an important component of our company culture and a main principle of our Code of Conduct. It has been implemented and taught in consideration of an anti-corruption guideline that applies to the entire company.</p> <p>Employees in risk-relevant areas also receive training specifically on the subject of corruption.</p> <p>More at: Beiersdorf Sustainability Responsible Sourcing</p>

SO 4	Actions taken in response to incidents of corruption.	<p>We have an anti-corruption compliance program in place. If there are indications of potential risk processes, these are incorporated into appropriate measures, such as further training courses and guidelines.</p> <p>More at: Beiersdorf Sustainability Responsible Sourcing</p>
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Public policy

SO 5	Public policy positions and participation in public policy development and lobbying.	<p>Involvement in public decision-making is purely business-driven in its objectives and takes place as part of industry-wide initiatives.</p> <p>Outside this framework we do not form or influence public decisions or opinion.</p> <p>This statement only applies to Europe.</p>
SO 6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	This is not included in the 2012 reporting.

Anti-competitive behaviour

SO 7	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes.	Beiersdorf Sustainability Responsible Sourcing
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Number	GRI asks about...	...and Beiersdorf replies
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Compliance

SO 8	Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations.	This is not included in the 2012 reporting.
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Product responsibility

Customer health and safety

PR 1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	Beiersdorf Sustainability Why Products See page 13 of the review.
PR 2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	This is not included in the 2012 reporting.

Number	GRI asks about...	...and Beiersdorf replies
Product and service labeling		
PR 3	Type of product and service information required by procedures and percentage of significant products and services subject to such information requirements.	<p>Information for users:</p> <ul style="list-style-type: none"> • Users can find all information about our products' proper use, effects and ingredients at the different brand websites, e.g. at www.NIVEA.com, www.Hansaplast.com and www.Eucerin.com. • Information about ingredients in cosmetic products is provided directly on the product packaging using the "International Nomenclature of Cosmetic Ingredients" (INCI) as required by the "KosmetikV" law. • Warnings for specific product groups such as the labelling of aerosol sprays containing propane or butane with the "extremely flammable" hazard symbol. • Directions regarding packaging materials and recycling. • Customer information form with printed directions for use and product information, e.g. informing of possible intolerances or health data. • Aerosol cans are designated using the European Aerosol Dispensers Directive (75/324/EG). <p>Information for business customers:</p> <ul style="list-style-type: none"> • Although providing Material Safety Data Sheets (MSDS) for cosmetic products in their final packaged form is not required at European level, descriptions for sustainable use are reliant on MSDS instructions. These specifications are summarized for specific hazard groups and can be published in up to 22 languages. • Partners in the logistics chain are automatically provided with all necessary reference data for the execution of logistics processes. • Bulks and finished products are ranked according to the applicable dangerous goods regulations. They are packaged and labeled in compliance with regulations for transport. <p>For drivers transporting dangerous good, we utilize the instructions in writing made available by the UN containing information and safety instructions e.g. concerning characteristics, necessary equipment, emergency measures, etc.</p>
Number	GRI asks about...	...and Beiersdorf replies
PR 4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	We keep track of every single complaint and we conduct – particularly for new complaint issues – an intensive cause research. Each consumer receives an adequate compensation should a complaint be justified.

PR 5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	<p>Our consumers' wishes are our main concern. We are in constant dialog with our consumers, enabling us to address their needs during product development.</p> <p>We use internationally valid processes and an active global network of Consumer Relations Managers to guarantee compliance with uniform high quality standards regarding consumer contacts in local markets. Among other things, this framework ensures quick reaction times, qualified answers to all types of queries, and the constructive handling of complaints.</p> <p>In addition, complaints worldwide are evaluated centrally, their causes are analyzed, and optimization measures implemented.</p> <p>In order to continuously enhance customer satisfaction, the lessons learned from customer feedback worldwide are actively incorporated into new product development projects.</p>
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Marketing communications

PR 6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	This is not included in the 2012 reporting.
PR 7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	This is not included in the 2012 reporting.

Number	GRI asks about...	...and Beiersdorf replies
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Customer privacy

PR 8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	<p>Beiersdorf complies with national and international regulations on customer privacy.</p> <p>If customer and consumer data protection was ever impaired and a loss of data occurred despite all our security measures, we would take all necessary steps to correct the situation as quickly as possible.</p> <p>We provide corrective actions, and no complaint remains unanswered.</p> <p>We have appointed a data protection officer to monitor the observance in Germany of all applicable data protection provisions by all our German affiliates in accordance with the Federal Data Protection Act.</p> <p>In other countries, we assure that local data protection provisions are observed and that legal requirements are met for international data transfer.</p> <p>When we hire third parties to process personal data, we assure that they fulfill legal requirements and offer a level of protection corresponding to our requirements and the need to protect the data.</p>
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We care.

Our commitment to sustainability.

Compliance

PR 9	Monetary value of significant fines for noncompliance with laws and regulations concerning the provision and use of products and services.	This is not included in the 2012 reporting.
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Appendix

Awards

2.10

Beiersdorf Brazil won the Water Action Award

Beiersdorf Brazil received recognition for their tremendous efforts concerning the implementation of sustainable water use practices by earning the Water Action Award from the PCJ Consortium in the category “Water Reuse”.

**Beiersdorf Brazil won the ECO Award**

With the project “Sustainability in Point of Sale” in the category “Sustainability in Processes”, NIVEA Brazil is one of thirteen winning companies of the ECO Award 2012 from AmCham (American Chamber of Commerce).

**NIVEA, Hansaplast and Labello were named “Brands of the century”**

NIVEA, Labello and Hansaplast are among Germany’s strongest brands, and have now been named to the famous “Brands of the century – Flagships in the sea of brands” compendium.

With this award, the three Beiersdorf brands enter the exclusive circle of some 250 German brands that each represents their product category with outstanding features.

**NIVEA is the Most Loved Consumer Brand in Germany**

NIVEA is and remains the consumers’ favorite. Over the course of many years the skin care brand has won the trust and loyalty of consumers. The best thank you for this is the series of awards with which the consumers have bestowed upon NIVEA once again in 2012.

One of these awards is the “Best Brands Award,” which was created by Wirtschaftswoche, the GfK, the Serviceplan Group and the ProSieben Sat.1 Media AG.

Since 2004, the “Best Brands Awards” have recognized Germany’s most successful brands. In this year’s ranking NIVEA took second place in the category of “Best Product Brand,” achieving its highest result in the last 9 years.

From 2008 to 2012, NIVEA improved from 10th place to a fantastic 2nd place.

Beiersdorf also moved into the Top 10 ranking of the best German Business Brands.



NIVEA is the Most Trusted Brand in Europe

Readers of Reader's Digest, the most read magazine in Europe, once again voted NIVEA first place in 2012's "The Most Trusted Brands" rankings.

For the 8th year in a row NIVEA is the skin care brand that consumers all over Europe trust most with respect to quality, image and value for money.

Every year Reader's Digest asks 27,000 readers in 15 European countries in the largest consumer study in Europe about the brands that they trust the most. Consumers can freely enter their favorites in 100 categories.



Beiersdorf USA won Supplier of the Year Award

In recognition of Beiersdorf USA's successful competitively unmatched focus and ability to deliver strong 2011 financial and operational results within the skin care category, Target awarded Beiersdorf USA with their 2011 Supplier of the Year Award.

This award is given to the manufacturer that shares the strongest strategic partnership with Target, collaborates best with its Merchant and Merchandise Planning teams and most effectively owns and successfully delivers against the Joint Business Planning objectives.

In particular, Target appreciated the Beiersdorf team's commitment to developing unique offerings and promotional programs designed to delight their shoppers and drive sales. Winning this prestigious award required a strong cross functional company effort in order to deliver against Target's core strategies of Differentiation, Value and Reliability.

NIVEA: Number One for German Women

NIVEA is the favorite brand of German women. This is the conclusion of the 2012 communication analysis by women's magazine BRIGITTE.

More than 5,000 interviews were carried out with German women between the ages of 14 and 70 from September to November 2011. They provided input on all consumer-related features, as well as on the topics of brand recognition, credibility, sympathy, and use.

NIVEA Australia won three Product of the Year Awards

NIVEA is continuing to be at the forefront of skin care innovation and is the only brand in the Australian Awards 2012 to have won three awards.

The Product of the Year Awards is the world's largest 100% consumer-voted award for product innovation.

Anti-Counterfeit: Beiersdorf won two Special "QBPC" Awards in China

Beiersdorf was also recognized with a further "QBPC" award, which goes back to Beiersdorf's legal team managing a complicated trademark infringement case. This refers to the prosecution of manufacturers of a product branded as "NiYea." The "QBPC" states that in this case, Beiersdorf showed how investigations of fakes can be successful.

The fight against fakes and trademark infringements will remain an important subject for Beiersdorf. The two awards are a great validation of our work and demonstrate the importance of the issue.

NIVEA FÜR MICH Magazine received Best of Corporate Publishing Award

NIVEA FÜR MICH magazine was among the proud winners of the tenth Best of Corporate Publishing congress. BCP is the largest corporate publishing contest in Europe, with more than 700 competing publications.



NIVEA Turkey won Best New Product Awards

Over 14,000 Turkish consumers, who participated in the Best New Product of 2012 survey, honored five NIVEA products as the Best New Product of 2012. NIVEA products from the Visage, Deodorant and the FOR MEN range won the prestigious award, making NIVEA the most award-winning brand in the “Personal care & Beauty” category.



Beiersdorf Netherlands won three Consumer Prizes

In June over 180,000 Dutch Kruidvat consumers have voted for the annual Kruidvat Consumer Prizes. The Kruidvat Consumer Prizes is an annual independent award program focusing on Personal Care & Beauty and on Household Care. Beiersdorf products from the NIVEA Visage, NIVEA Body and Hansaplast Footcare range won the prestigious award, which made Beiersdorf the most award winning company in the ‘Personal Care & Beauty’ category.



Environmental

EN3		Production	Office buildings	[unit]
	Natural gas	330447.28	16212.35	GJ
	Fuel oil	23570.57	2494.08	GJ
	Crude oil (LPG)	10146.45	0.00	GJ
	Coal	0.00	0.00	GJ
	Total direct energy	364164.30	18706.43	GJ
	Total direct energy consumption per 1000 finished products* / per m ^{2**}	0,16*	0,10**	GJ

EN4		Production	Office buildings	[unit]
	Total indirect energy ¹	307328.30	75312.76	GJ
	Part of renewable energy	24.2%		
	Total indirect energy consumption per 1000 finished products* / per m ^{2**}	0,14*	0,39**	GJ
	¹ Including purchased electricity and steam			

EN5		Production	Office buildings	[unit]
	Total energy consumption	671492.60	94019.19	GJ
	Total energy consumption per 1000 finished products* / per m ^{2**}	0,29*	0,49**	GJ
	Reduction (Production)			
		2011-2012	2005-2012	
	Reduced total energy per finished product	4.7%	34.5%	
	Reduced direct energy per finished product	5.3%	37.0%	
	Reduced indirect energy per finished product	4.0%	30.1%	

EN8		Production	Office buildings	[unit]
	Total water consumption	806446.89	80793.14	
Total water consumption per 1000 finished products* / per m ² **	0,35*	0,43**		m ³
Surface water	0.00			m ³
Ground water	42249.00			m ³
Rainwater	0.00			m ³
Municipal water	764197.89			m ³
		Reduction (Production)		
		2011-2012	2005-2012	
Reduced total water per finished product	10.1%		32.2%	

EN16		Production	Office buildings	[unit]
	Total CO ₂ -emissions	62681.97	10906.22	
Total CO ₂ -emissions per 1000 finished products* / per m ² **	0,027*	0,057**		T
Direct CO ₂ -emissions	20923.16	1093.98		T
Indirect CO ₂ -emissions	41758.82	9812.25		T
		Reduction (Production)		
		2011-2012	2005-2012	
Reduction of total CO ₂ -emissions per finished product	5.0%		34.7%	
Reduction of direct CO ₂ -emissions per finished product	5.5%		38.3%	
Reduction of indirect CO ₂ -emissions per finished product	4.7%		32.7%	

EN20	Production	Office buildings	[unit]
	Total NO ₂ -emissions	14.70	0.77
Total SO ₂ -emissions	1.77	0.18	T
Reduction (Production)			
	2011-2012	2005-2012	
Reduction of total NO ₂ -emissions per finished product	5.4%	38.4%	
Reduction of total SO ₂ -emissions per finished product	13.6%	57.0%	

EN21	Amounts (Production)	[unit]
	Total waste water	507638.50
Total waste water per 1000 finished products	0.22	m ³
Discharge into surface waters	37546.00	m ³
Discharge into municipal sewer	426589.50	m ³
Discharge by other means	36882.00	m ³
Reduction (Production)		
	2011-2012	2005-2012
Reduced total waste water per finished product	7.0%	26.3%

EN22	Production	Office buildings	[unit]
Total waste	18101.87	857.00	T
Total waste per 1000 finished products* / per m ² **	0,008*	0,005**	T
Total non-hazardous waste	17114.60		T
Total hazardous waste	987.26		T
Percentage of disposal methods for non-hazardous waste		Production	
Disposed for landfilling		9.3%	
Recovery, recycling, reuse		82.0%	
Disposed for incineration		8.5%	
Disposed by other means		0.3%	
Percentage of disposal methods for hazardous waste		Production	
Disposed for landfilling		1.7%	
Recovery, recycling, reuse		62.1%	
Disposed for incineration		33.1%	
Disposed by other means		3.1%	
Reduction (Production)			
	2011-2012	2005-2012	
Reduced total waste water per finished product	0.4%	35.6%	

Labor practices and Decent work

LA7	Production				
	Region	Injury rate (IR)	Lost day rate (LDR)	Accident rate resulting in more than one working day lost per 1000 employees	Fatalities
	Europe	8.41	47.76	30.87	0
	Latin America	2.60	19.18	20.49	0
	Asia	0.26	0.15	1.21	0
	Africa	0.00	0.00	0.00	0
	Global	3.20	18.31	17.72	0

Note: "one day" is considered as one planned working day. Lost days are counted starting on the first day of absence.