

DANONE ROADMAP

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Mission	★ June 2020: Danone becomes an <i>Entreprise à Mission</i>					★ 2025: Danone aims to become a certified B Corporation globally					
Call to Action Response		★ Nov 2020: Danone submits response to BMS Call to Action	★ 2023: Danone to publish interim progress report on its Call to Action commitments	★ 2020-30: Through unilateral steps and industry-wide change, Danone is committed to pursuing full compliance with the International Code of Marketing of Breast-milk Substitutes globally by 2030. Danone also calls for a new level of public-private engagement.							
Marketing Policy	★ 2020-30: Danone to uphold the highest applicable BMS marketing standards, complying with the WHO Code as implemented by national governments everywhere in the world and upholding our policy in all jurisdictions, even where regulations are absent or less stringent. Danone to continue to update its policy, starting with a new updated Health Care systems policy in 2021.										
Packaging		★ 2021: Develop Packaging guidelines	★ 2022-25: Progressive global implementation of new differentiated packaging better distinguishing between BMS (as defined by local law or Danone policy, where this goes beyond it) and other product categories.	★ 2025-30: Ongoing monitoring and updating							
External Reporting	★ 2020-30: Danone will continue to provide information on policies and practices to the Access to Nutrition Initiative (ATNI), while continuing to submit to auditing by FTSE4Good and Bureau Veritas and to publish yearly reports on BMS Marketing Practices.										
HCN Certification	★ 2021: Danone to co-develop new HCN adviser certification. 2022-23: Danone will implement new certification program for our Danone Health Care Nutrition advisors. As of 2024-25: Certification Program shared with other food companies. 2023-30: Ongoing monitoring and updating										
Science Platform	★ 2021: Danone to develop and launch a new open educational platform for HCPs to share our latest scientific and factual nutritional learning.										
Public Policy	★ 2021-30: Danone to actively collaborate with UN, national governments, civil society organizations and pediatric societies to build and promote an evidence based, shared policy agenda towards full compliance. Danone will help catalyze broader industry engagement with this process.										
External Advocacy	★ 2021-30: Danone to champion advocacy initiatives in all its markets supporting restrictions on the marketing of products for 0-12 months as a new global regulatory standard.										
1000 days Support	★ 2021-30: Danone to seek new partnerships with UN and Civil Society organisations in every country where we are present in order to promote and protect breastfeeding and support good nutrition in the first 1000 days.										
Investment	★ 2021-30: Danone to use its Ecosystem Fund to collaborate, invest in and co-fund activities to increase breastfeeding rates and improved infant and young child health status.										
	TODAY →										