

Creating Shared Value



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About this report

As a global consumer products company with brands loved by millions around the world, Newell Brands (NASDAQ: NWL) is well-positioned to make a positive impact through our people, products, operations and partnerships. Our third annual Corporate Citizenship Report outlines our philosophy, goals, initiatives and progress across areas of critical importance to our company, our communities and our stakeholders. We take seriously our responsibility to serve as a force for good in the world and while we know there is much work yet to be done, we are proud of the progress we've made in this important endeavor.



Introduction

Creating Shared Value

With products used around the world, our brands touch the lives of millions of people each day. We know that growing and operating sustainably and giving back to our communities are critical to the long-term success of our company. At every level, our people are guided by our Vision, galvanized by our Purpose and unified by our Values, all of which shape our corporate citizenship efforts.

In this section:

OUR VISION, PURPOSE AND VALUES

CORPORATE CITIZENSHIP GOALS

CORPORATE GOVERNANCE

ETHICS & COMPLIANCE

A Message From Our President & CEO

In our annual Corporate Citizenship Report, we share the dedication and ingenuity demonstrated by Newell Brands employees around the world in service to our products, our planet, our people and our communities. Each year presents new circumstances, challenges and opportunities to navigate as a team, and in 2021, I was continuously reminded of the power of our people to effect positive change in the face of global supply chain pressures, inflation, labor shortages and the latest evolutions of the COVID-19 pandemic.

Together, as One Newell Brands, we faced these challenges head on. We launched Project Ovid which will transform our supply chain operating model in the U.S. and improve our end-to-end experience for customers. Our future structure, called the Newell Service Network, will streamline 23 unique supply chains into a single integrated supply chain in the U.S. and offer a simplified “One Newell” experience across the company: One Order, One Truck, One Invoice.

We also reiterated our commitment to our frontline workforce with Project Bedrock, a significant cross-functional initiative to attract and retain talent at our manufacturing facilities and distribution centers and maintained COVID-19 safety protocols to ensure the health and wellbeing of our employees.

In addition, we renewed our focus on our Purpose—to build beloved, planet friendly brands that enhance and brighten consumers’ lives at home and outside by creating moments of joy, building confidence and providing peace of mind—with the launch of our Values: Truth, Transparency, Teamwork and Trust. These Values serve our ambition to be a force for good in the world by guiding our actions and our relationships with consumers, customers, suppliers and each other.

In that spirit, we continued to show progress as a good corporate citizen, while considering new ways to challenge ourselves and increase our impact in the future. As a company, we are committed to being a great place for employees to work, grow and thrive. I am thrilled to share that through our renewed focus on our people we received a 75 on our global employee engagement survey, which is in line with global benchmarks, and a dramatic improvement from previous scores. We have maintained our focus on making Newell a diverse and inclusive workplace where everyone feels a sense of belonging and demonstrated this commitment by increasing the overall representation of people of color in the United States.

We supported our communities by donating nearly \$17 million in product to nonprofit organizations around the world. We also conducted our first-ever materiality assessment to better understand the corporate citizenship topics most important to our stakeholders, and we are using the findings to inform the evolution of our corporate citizenship strategy. I am pleased to share that in addition to our current goals, in 2021 we launched new goals for philanthropy and packaging sustainability, along with furthering our commitment to operating sustainably with the launch of a carbon neutrality achievement target. We aspire to be a best-in-class partner to our customers and their own corporate citizenship ambitions, and these new goals will help us to ensure we are creating value beyond the walls of Newell Brands.

We know that investing in sustainable solutions is not only the right thing to do, but is imperative to long-term shareholder value and the viability of our resources, communities and business. As such, a cross-functional Climate Task Force was established in 2021 to create a climate policy and establish a plan for our carbon neutrality ambitions. I am very proud to share our commitment to achieve carbon neutrality by 2040 for all Scope 1 and Scope 2 emissions across our global portfolio. This commitment represents a significant milestone in our corporate citizenship journey.

This year’s report, *Creating Shared Value*, showcases how we are innovating to create more sustainable products, collaborating to reduce the impacts of our operations, investing in the success and growth of our people, dedicating ourselves to our communities and bringing our Values to life in all we do.

I am excited about what we can achieve in the years to come, and I want to thank our employees, shareholders, customers and consumers for continuing to trust in Newell Brands.

Onwards and upwards,

Ravi K. Saligram
President & CEO

Ravi



Our Company and Brands

Newell Brands' iconic, category-leading brands can be found in households and businesses throughout the world—helping make sustainable practices a part of everyday life. We are proud to have been named by Newsweek as one of America's Most Responsible Companies.

100+
brands

32,000
employees

\$10.6B
2021 net sales

35%
international sales

227
sites around
the world

8
Operating
Business Units

Business Units

Writing



Food



Home Fragrance



Commercial



Baby



Outdoor & Recreation



Home Appliances



Connected Home & Security*



Purpose and Values

VISION

Become a consumer led, innovation powerhouse and growth engine that is a force for good and an amazing place to work, grow and thrive!

PURPOSE

Our beloved, planet friendly brands enhance and brighten consumers lives at home and outside by creating moments of joy, building confidence and providing peace of mind.

GOAL

Deliver top quartile returns to shareholders by driving sustainable top line growth, margin improvement and strong free cash flow generation, while maximizing capital returns.

VALUES

Passionate employees seeking the **TRUTH**, being **TRANSPARENT**, revering **TEAMWORK** and building **TRUST**.

ASPIRATIONAL PERCEPTIONS



Consumers

Trusted, innovative brands, reliable quality, great value, omni present with a deep, personal connection to consumers' lives.



Customers

Committed, reliable, strategic partner of choice, thought leader, easy to work with.



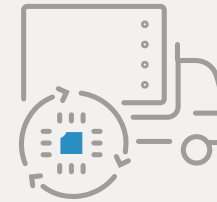
Shareholders

Reliable, predictable, transparent company that delivers top quartile returns and is committed to ESG.



Employees

"One Newell" that provides opportunities to grow, thrive and fulfill potential while encouraging diverse, authentic voices and fostering inclusion and belonging.



Suppliers

Promotes respectful, collaborative, mutually beneficial strategic partnerships.



Communities

A visible and cherished neighbor that enhances life in the community and is a champion of inclusivity.

Newell Brands' Go-To-Market Approach

Newell Brands' commitment to growing beloved brands has endured for nearly 120 years. Today, our portfolio includes iconic brands such as Rubbermaid, FoodSaver, Calphalon, Sistema, Sharpie, Paper Mate, DYMO, EXPO, Elmer's, Yankee Candle, Graco, NUK, Rubbermaid Commercial Products, Spontex, Coleman, CAMPINGAZ, Contigo, Oster, Mr. Coffee and many more.

Since joining the company in 2019, President and CEO, Ravi Saligram, has driven our journey toward sustainable long-term growth with a focus on forward-thinking design and product innovation. Recognized by the Atlanta Business Chronicle as a Most Admired CEO, he has successfully returned the company to growth, built a diverse, world-class Leadership Team, increased employee engagement significantly and renewed Newell's commitment to corporate citizenship.

With trusted brands and products that millions rely on, Newell Brands' strategy is based on a framework of principles and practices, known as the "5 Cs," designed to create a winning culture, provide excellent customer service, achieve a competitive advantage in eCommerce and delight consumers around the world.



CULTURE OF WINNING

Our people are collaborative, resilient and passionate and the driving force of our success. We employ a world-class Leadership Team with years of experience leading global consumer products companies. Teamwork, inclusivity and belonging are fostered at every level of the company as we identify and create solutions and products that our consumers will love.



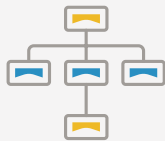
CONSUMER-FIRST INNOVATION

Informed by advanced consumer insights and foresights, we're building a robust, sustainable innovation pipeline to rejuvenate our iconic brands and sharpen brand positioning. Rooted in a history of entrepreneurship, we've strengthened our innovation muscle to design sustainable, attractive products that are on-trend and delight consumers around the world.



CUSTOMER COLLABORATION

We view our relationships with our customers as trusted partnerships based on integrity, transparency and the highest ethical and legal compliance standards. We continue to work towards renowned customer collaboration to meet our retail customers' needs through joint business planning, consumer insights, fulfillment accuracy and excellent customer service, and have a number of initiatives in progress to make it easier for customers to do business with us.



CHANNEL MANAGEMENT

We're enhancing our digital strategy to achieve a competitive advantage in eCommerce and social marketing. Our goal is to become a truly digital-first company by improving the overall digital IQ of the businesses and accelerate enhanced omnichannel capabilities across the company. We know that we must have a digital-first mindset and provide our consumers with brilliant brand experiences wherever, whenever and however they choose to shop.

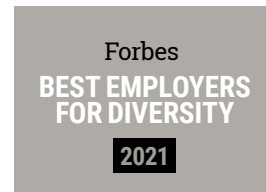


CONTINUOUS IMPROVEMENT & OPERATIONAL EXCELLENCE

We recognize that a culture of continuous improvement is imperative to achieving and maintaining excellence across our operations. As we build operational excellence internally—including through productivity and automation initiatives that foster alignment and connectedness across our Business Units—we extend our commitment to continuous improvement to our partnerships with suppliers through training and engagement on responsible sourcing and respect for human rights.

Awards and Recognition

Corporate



Brands

Rubbermaid®, Graco® and Crockpot® brands recognized by Newsweek as

America's Most Trusted Brands

Rubbermaid Brilliance™ and Calphalon Premier™ were selected as

Good Housekeeping Best
in their categories

People Magazine named Century as one of the editors' **Favorite Sustainable Brands**

Rubbermaid Commercial Products' European team won first place in the

Tomorrow's Facilities Management Awards and the Tomorrow's Cleaning Awards

JPMA 2021 Innovation Award winners

- The Baby Jogger City Turn won the **Innovation Award** in the **Child Restraint Systems** category
- The Graco 4Ever DLX and licensed product Premium Foam Crib and Toddler Mattress both won "Tried and True" awards
- The Century Drive On won two awards in the Green/Environmentally Friendly category and as an Editor's Pick

2021 Highlights



70

designers participated in the Earth Day Design Jam developing concepts for turning waste into new products



3

new leadership development programs for employees around the world



Donated

>15M

products worth nearly \$17 million to support communities in need



13

facilities around the world submitted projects for consideration during the Sustainability Excellence Awards



.62

global recordable incident rate, a world-class result



Launched our give@newell

Matching Gift Program

to all employees globally



Launched

carbon neutrality goal

for Scope 1 and Scope 2 emissions



Completed

498

social compliance audits



Improved employee engagement score to

75,

in line with global benchmarks



~83,000 lbs

of Home Fragrance products collected for recycling by TerraCycle®



Donated

\$125,000

to 14 nonprofits in eight communities through our Local Impact Grant Program



6.2 M kWh

energy saved during pilot energy management program



Achieved representation of

35%

women among the direct reports of Business Unit CEOs and center-led Functional Heads



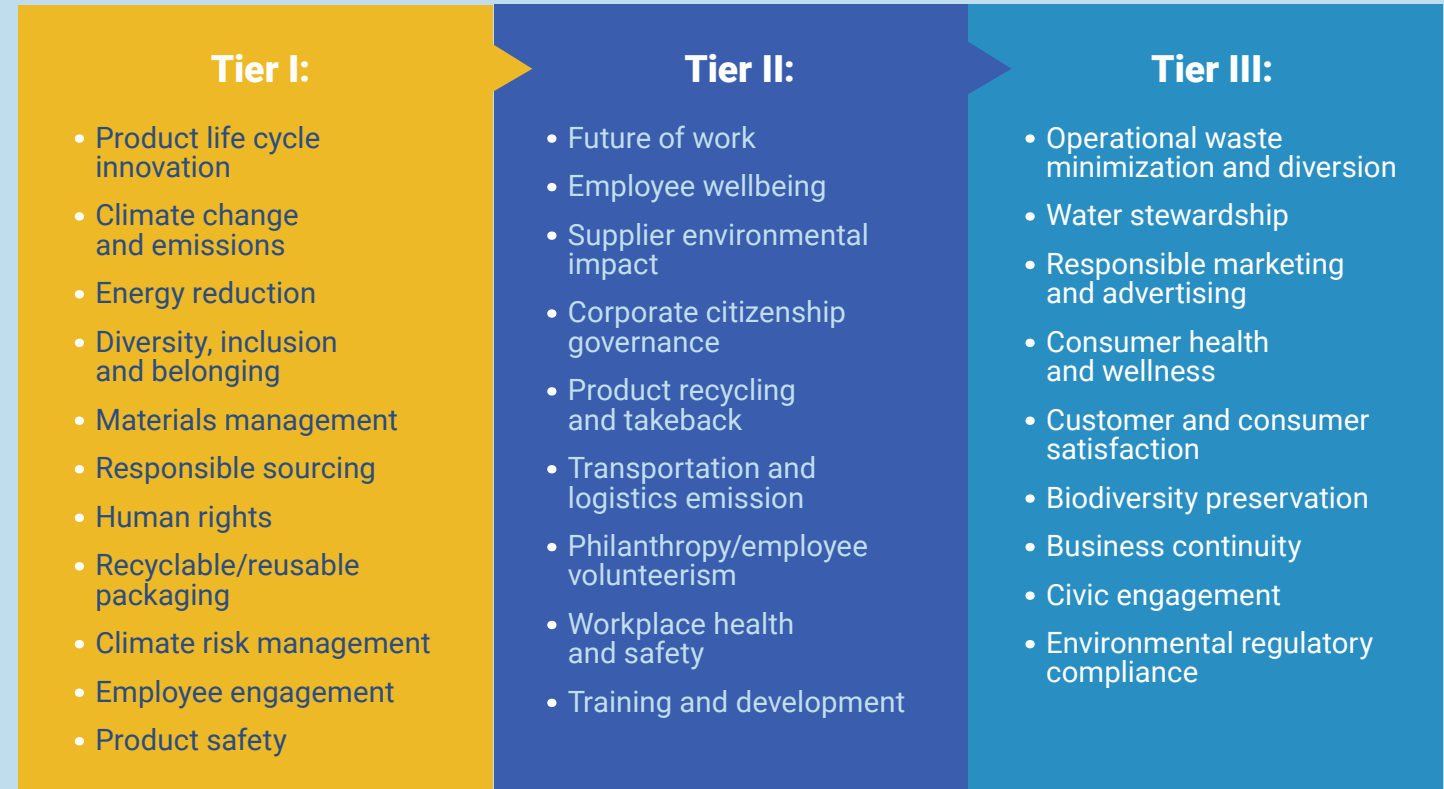
Our Approach to Corporate Citizenship

As a global corporate citizen, we are committed to addressing important environmental, social and community issues.

In 2021, we conducted our first materiality assessment to better understand the corporate citizenship topics most important to our stakeholders. Working with a third-party expert, we gathered inputs based on a peer benchmark, industry research, surveys and interviews of internal and external stakeholders. We then aggregated and scored the results to prioritize 29 material topics that will inform the evolution of our strategy.

Newell Brands' material topics were divided into three tiers, with Tier I demonstrating the greatest corporate citizenship opportunities and risks for Newell to manage. Because the topics identified are often interrelated, we have uncovered three themes that demonstrate the interconnectivity between them: Sustainable Products, Climate Change and Workplace of Choice.

Newell Brands' corporate citizenship topic issues prioritization



While the Tier I topics are where we believe we can make the greatest difference, all of the topics identified are important to Newell. Many Tier II and Tier III topics are critical to responsible business operations but are not significant avenues for Newell to demonstrate our most impactful leadership and differentiation. While the majority of our reporting and data will focus on Tier I topics, we will address and include data on Tier II and Tier III topics where appropriate.

Corporate citizenship focus areas

Based on our materiality assessment, we shifted from corporate citizenship philosophies to four corporate citizenship focus areas which guide our reporting.



Our Products

We are committed to innovating across our portfolio and dedicated to delivering products to customers and consumers that promote a circular future and keep people safe. Our commitment to product and packaging sustainability focuses on demonstrating progress across four key areas: combating climate change, valuing resources, promoting human health and preserving ecosystems.



Our Planet

We recognize the significant impact of climate change and the threat it represents for future generations, and we understand our duty to act as good stewards of the environment. We take seriously our responsibility to meaningfully reduce our impacts across our brands, operations and products.



Our People

We aim to be an employer of choice and an amazing place for people to work, grow and thrive. We are dedicated to investing in our people, fostering an environment that encourages transparency and communication and creating a culture that views diversity and inclusion as an imperative.



Our Communities

As a global business with operations in over 40 countries, we have a responsibility to give back to the communities in which we operate. We are committed to making the world a better place through the power and reach of our brands and the passion and talent of our employees.

Corporate Citizenship Goals

Clear goals in our focus areas allow us to set our sights high.

While early in our journey, we will continue to share our progress in future Corporate Citizenship Reports.

	GOAL YEAR	2021 PROGRESS
Our Products		
Source 100% of our direct-sourced paper-based packaging from certified, verified or recycled sources	2025	Sourced 90% of direct-sourced primary and secondary packaging in North America from certified, verified or recycled sources.
Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging	2025	Assurance mechanisms for reporting on this goal are underway, and we will report on our progress in the next Corporate Citizenship Report.
Use at least 20% non-virgin (recycled content) in plastic packaging for Newell manufactured goods	2025	This is a new goal and we will report on our progress in the next Corporate Citizenship Report.
Our Planet		
Reduce Scope 1 and 2 GHG emissions by 30% (2016 baseline)	2025	Achieved a cumulative reduction of 28%.
Reduce waste to landfill by 90%	2025	Achieved a reduction of 58%.
Use SmartWay-approved carriers for over 90% of ton-miles traveled	2025	Traveled 89% of ton-miles with SmartWay-approved carriers.
Convert 30% of Newell's manufacturing electricity to renewably produced electricity	2030	Converted 8% of manufacturing electricity to renewably produced electricity.
Achieve carbon neutrality for all our Scope 1 and 2 emissions across our global portfolio at all manufacturing, distribution, warehousing and office sites	2040	This is a new goal and we will report on our progress in the next Corporate Citizenship Report.

Corporate Citizenship Goals (cont'd)

	GOAL YEAR	2021 PROGRESS
Our People		
Establish and implement a Diverse Slates Policy that slates for roles at the Director level and higher in terms of gender, race and sexual orientation	2021	Achieved through the implementation of a <u>Diverse Slates Policy</u> .
Create a Leadership Team of at least 30 percent women	2025	Achieved representation of 30% women.
Achieve representation of at least 30 percent women among the direct reports of Business Unit CEOs and center-led Functional Heads	2025	Achieved representation of 35% women.
Work toward representation of women and people of color at the people manager level in the U.S. to match the relevant talent market in terms of geography and function	2025	Realized YOY improvement in the representation of people of color at professional, people manager and VP+ levels.
Our Communities		
Invest \$1 million in our communities through our Local Impact Grant Program	2025	Donated \$530,000 in Local Impact Grants since the program's launch in 2019.
Achieve \$50 million in product donations	2025	Distributed \$25.4 million in product donations in 2020 and 2021.

Corporate Governance

Newell Brands' Board of Directors establishes the long-term strategic direction of the company and the framework of principles and practices that ensure accountability and fairness.

The Board also provides oversight of management practices and advises on succession planning and risk management for topics including ESG, finance, legal and regulatory matters, supply chain, competition, privacy and information technology. They receive reports and offer feedback on delegated areas to the Board Committees.

The Nominating/Governance Committee oversees corporate citizenship topic areas, including environmental health and safety, ethics and compliance policy and practices, government relations, sustainability, philanthropy and diversity, inclusion and belonging.

The Audit Committee holds responsibility for ensuring the ethics and integrity of financial statements, company compliance and audits, enterprise risk management and data privacy, cybersecurity risk monitoring and management and oversees any potential material issues that may surface throughout the course of enterprise risk assessments.

The Compensation and Human Capital Committee reviews executive compensation and pay-for-performance, as well as policies and procedures relating to succession planning of critical roles, employee retention, pay equity and human capital management and development.

The Finance Committee oversees capital structure and allocation, acquisitions and divestitures, insurance programs and financial plans, policies, practices and performance.

The independence and diversity of Newell Brands' Board of Directors helps to ensure effective oversight.

Board composition

AS OF 12/31/21

Number of Directors	10
Percent Director Independence	90%
Women and Minority on Board	50%
Percent Women on Board	20%
Percent Minority on Board	30%
Percent Under 30 Years Old	0%
Percent 30 – 50 Years Old	30%
Percent Over 50 Years Old	70%
Average Director Tenure	3.5 yrs

The Company intends to prioritize gender diversity when filling the next vacancy on the Board.

Our Leadership Team brings a wealth of domain expertise and employs a people-first approach that drives business results and value for our shareholders. The diverse team is focused on building a winning culture, driving operational excellence through teamwork, prioritizing the consumer and strengthening customer partnerships by providing a superior customer experience and optimizing our supply chain while pursuing breakthrough innovation. In 2021, Newell Brands was named in the Top 250 Best-Managed Companies by The Wall Street Journal, a testament to the strength of our Board of Directors and Leadership Team.

Additional details regarding our corporate governance policies and disclosures can be found in our most recent [Proxy Statement](#) and on our [Investor Relations](#) website.

CREATING SHARED VALUE

We ensure **trust** and **transparency** in our relationships with stakeholders through Board oversight of all areas of our business, including corporate citizenship.





Corporate Citizenship Council

The Corporate Citizenship Council is a cross-functional forum for ongoing dialogue, decision making and accountability in support of Newell's current and future ESG management and corporate citizenship aspirations and goals. The Council is comprised of leadership across all corporate citizenship areas including HR, Environmental Compliance, Legal Services, Diversity, Inclusion & Belonging, Philanthropy, Sustainability, Safety and Ethics & Compliance.

Demonstrating the importance of corporate citizenship at Newell, the Council has seven Executive Sponsors that include the Chief Legal & Administrative Officer; Chief Procurement Officer; Chief Supply Chain Officer; Chief Customer Officer; Chief Human Resources Officer; SVP, Design & Innovation, and Business Unit CEO, Home Appliances. Council members regularly update the Board of Directors and its Committees on ongoing ESG programs, initiatives and risks.

Public Affairs Council

Chaired by our Chief Product Safety Counsel and Segment Counsel, Learning & Development, with leaders from Communications, Legal and Human Resources, our Public Affairs Council monitors federal, state and local laws and regulations that may affect our business. The Council also identifies opportunities for us to advocate for our interests through our industry association memberships and internal and external communications to stakeholder groups.

Risk Management

The purpose of Newell Brands' Risk Management team is to select and implement strategies to protect our people, property, customers and cash flow. This is accomplished through an ongoing evaluation of the risks facing our organization, and by selecting the most effective means of responding. While this includes the purchase of insurance, it also involves risk reduction through safety programs, and the deliberate retention or avoidance of certain risks.

Stakeholder engagement

Being a good corporate citizen means fostering strong, transparent relationships with our stakeholders. Below is a list of key stakeholders and examples of how we engage with them on corporate citizenship topics.

CREATING SHARED VALUE

We build **trust** by communicating openly, consistently and in a timely manner.



STAKEHOLDER	HOW WE ENGAGE	SAMPLE ISSUES OF CONCERN
Employees	<ul style="list-style-type: none"> • Conducting surveys to understand how we can improve the employee experience • Establishing programs, including Employee Resource Groups, to help us build diverse and inclusive teams • Providing training on ethical conduct, unconscious bias, professional development and more • Offering compensation, benefits and schedule flexibility to remain a workplace of choice • Ensuring the safety of our employees at all our locations 	<ul style="list-style-type: none"> • Desire to grow and thrive in careers • Future of work and flexible work options • Interest in making a positive impact in communities • Engaging and ethical culture
Customers	<ul style="list-style-type: none"> • Sharing updates on our social compliance program • Disclosing data to help customers meet their own targets for emissions reduction and other goals • Creating exclusive products with sustainable attributes and/or sustainable packaging 	<ul style="list-style-type: none"> • Environmental performance • Respect for human rights • Logistics efficiency • Recyclable or reusable packaging
Consumers	<ul style="list-style-type: none"> • Maintaining a Consumer Care team that handles product complaints, safety and feedback related to our products • Transparently sharing information about recalled products • Monitoring consumer trends to deliver products that meet people's needs • Demonstrating inclusivity in the marketing of our products 	<ul style="list-style-type: none"> • Interest in seeing leading brands speak out on relevant social, environmental and civic issues • Desire for products that are safe and responsibly made
Investors	<ul style="list-style-type: none"> • Providing regular updates on our progress through investor events and our annual Corporate Citizenship Report • Assessing investors' ESG priorities relative to our company's corporate citizenship goals 	<ul style="list-style-type: none"> • Corporate governance • Climate change strategy • Increasing shareholder value
Regulators	<ul style="list-style-type: none"> • Participating in third-party safety audits to ensure that our products meet federal standards • Conducting outreach meetings with investor stewardship personnel • Establishing internal processes to meet safety review protocols 	<ul style="list-style-type: none"> • Focus on emerging issues related to plastic and resins • Engaging as necessary with governments in countries of operation based around international trade and regulation
Suppliers	<ul style="list-style-type: none"> • Conducting audits to ensure responsible sourcing practices and social compliance • Providing regular training 	<ul style="list-style-type: none"> • Need for clear understanding of sourcing policies • Interest in training that will create opportunities for increased sourcing spend
Community Partners	<ul style="list-style-type: none"> • Building and managing strategic partnerships with nonprofits whose work aligns with our business, Values and the focus areas of the Newell Brands Charitable Foundation 	<ul style="list-style-type: none"> • Philanthropy and employee volunteerism • Positively impacting the communities in which we operate

Ethics and Compliance

Our success hinges on our ability to gain and maintain the trust of our employees, customers, consumers, business partners and other stakeholders. We are committed to operating with the highest ethical standards and in full compliance with the law.

Our Chief Ethics & Compliance Officer reports to our Chief Legal & Administrative Officer and provides regular updates to the Nominating/Governance Committee and Audit Committee of the Board of Directors.

In 2020, we completed a focused risk assessment to better understand risks related to bribery, corruption and trade sanctions across our international operations. We evaluated Business Units in particular locations, known as markets, based on various objective and subjective factors and calculated a risk score for each. Based on the relative risk of the markets, we followed up with certain markets in 2021 to obtain additional information and provide relevant guidance. This assessment will inform how we develop and enhance our Ethics & Compliance program.

Ethics and compliance policies

We have several policies that provide guidance to our employees and suppliers on ethical behavior and legal compliance. Key policies include our Employee Code of Conduct, Vendor Code of Conduct, International Export Compliance Policy and Global Anti-Bribery and Anti-Corruption Policy.

Our Employee Code of Conduct, available in 12 languages, enumerates standards for ethical and honest behavior at all levels of the company. The Code guides our Board of Directors, executive officers and employees globally, and includes guidelines for dealing with external stakeholders, such as industry groups, vendors and others. It covers complying with legal regulations, dealing fairly and transparently, avoiding conflicts of interest and reporting ethics violations. We review the Code on a regular basis, and our next update is planned for 2022.

Our Vendor Code of Conduct establishes the standard of conduct we expect from our suppliers in several areas, including human rights, labor, environmental compliance and management practices. In addition, our Responsible Sourcing Manual provides detailed, technical specifications for factory standards, as well as corrective actions suppliers can take should they fail to meet those standards.

We are constantly updating and evolving our standards and our Code to keep pace with emerging issues, regulations and customer expectations. In 2021, we updated our Vendor Code to solidify our position on zero-tolerance issues and to incorporate our expectations that suppliers do not charge recruitment fees to workers.

Newell Brands maintains an International Export Compliance Policy to address trade sanctions, export controls and anti-boycott regulations. This policy provides practical guidance and internal resources for employees involved in international transactions. We also comply with anti-corruption and anti-bribery laws of the countries in which we do business. Our Global Anti-Bribery and Anti-Corruption Compliance Policy describes employees' responsibility to deter and detect fraud and corrupt, dishonest or illegal activities.

Reporting concerns

Over the past several years, Newell Brands has enhanced the process for handling, documenting and tracking reports of employee misconduct. Our Ethics & Compliance team reviews all reports as they are received, informs individuals of the status of reports they have made, follows our internal procedure to thoroughly investigate all reports and conducts analysis to understand reporting trends. We provide a quarterly summary of reports received to the Board's Audit Committee and Nominating and Governance Committee. Additionally, we regularly promote our Ethics Hotline and ensure that employees are aware of our anti-retaliation policy.

Newell employees can submit questions, concerns or suspected violations of the Code of Conduct through the following channels:

Online: [Reporting Website](#)
Email: ethics@newellco.com
Phone: (888) 255-8163 (U.S.)

Phone numbers for callers outside the U.S. are available [here](#).

No employee will be retaliated against in any way for raising a concern in good faith.

Ethics training

Code of Conduct training is mandatory for all online, full-time salaried professional and clerical employees. We also periodically offer Code of Conduct training for employees who work in our manufacturing facilities and retail sites who do not have email addresses. The training covers various topics from our Code of Conduct such as cultivating a respectful workplace, conducting business in an ethical and legal manner and reporting issues. We review Hotline reports to ensure that Code of Conduct training topics address areas where compliance may be a concern. In addition to annual Code of Conduct training, we offer training throughout the year on targeted topics such as data privacy and trade sanctions.

Our goal is for 100 percent of eligible employees to complete the online Code of Conduct training each year. In 2021, over 99 percent of these employees completed training.

CREATING SHARED VALUE



We demonstrate our commitment to **truth** through strong ethics policies, training and reporting processes.

Human rights

Human rights is a focus of both our [Code of Conduct](#) and [Vendor Code of Conduct](#), including requirements related to:

- Wages and benefits
- Child labor
- Working hours
- Forced or indentured labor and human trafficking
- Discrimination, harassment and disciplinary practices
- Freedom of association

Human rights due diligence risk assessments are covered by a combination of internal and external third-party social compliance audits against the Newell Brands Vendor Code of Conduct. We also accept shared industry audits such as the Business Social Compliance Initiative certification and the Sedex Members Ethical Trade Audit. Learn more about Newell's approach to [responsible sourcing](#).

Data privacy

An increasingly important aspect of operating ethically is maintaining strong practices related to data privacy. Our Director of Data Privacy reports to the Chief Ethics & Compliance Officer, and they are developing a comprehensive data privacy program that addresses existing and emerging regulations throughout the world. Our Chief Ethics & Compliance Officer and Director of Data Privacy provide periodic updates on data security and privacy to the Audit Committee of the Board of Directors.

Our external [Privacy Statement](#) describes how we honor the privacy and security of our users, customers and suppliers, as well as their representatives, in relation to all products, services, applications and websites that we provide.



Our Products





Our Products

Newell Brands is dedicated to creating products that are safe, sustainable and responsibly made—from design and sourcing to manufacturing, packaging, distribution, use and end-of-life. With a portfolio of products that can be found in millions of households around the world, we embrace opportunities to bring sustainable solutions to everyday life.



In this section:

PRODUCT LIFE CYCLE INNOVATION

CONSUMER SAFETY
AND SATISFACTION

RESPONSIBLE SOURCING
AND SOCIAL COMPLIANCE

In 2021, we announced a new vision and principles for product and packaging sustainability which we will roll out across the business more broadly in 2022. We are dedicated to creating innovative products for our consumers that have reduced environmental impacts and promote a circular future.

VISION

We aspire to shape the future of responsible consumption by creating innovative products that are better for the environment and enable our consumers to live more sustainably.

PRINCIPLES

Combat climate change: We will measure and reduce greenhouse gas emissions to mitigate the worst effects of climate change.

Value resources: We will take responsibility for the resources we use, maintaining their value for future generations.

Promote human health: We will protect and enhance human health and wellbeing with better material choices and by designing safe interactions with products and services.

Preserve ecosystems: We will promote the preservation and regeneration of ecological solutions throughout our products' life cycle.

How Newell Brands products make a positive impact



Reducing consumers' reliance on individually packaged goods



Helping frontline workers keep public spaces clean



Bringing families together around food



Feeding kids' minds with educational tools



Nurturing and protecting families



Helping people discover the great outdoors



Creating moments of joy in people's lives



Protecting what's important

Design and Innovation

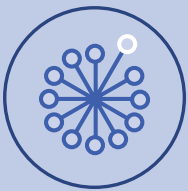
Reducing environmental impacts while ensuring our products remain safe and effective requires us to think differently and design products in new ways. Newell Brands takes a proactive and integrated approach to design by considering emerging trends and regulations and designing sustainability into products and packaging from the beginning.

Today, our Product and Packaging Sustainability team consults across Business Units, recommending eco-conscious materials and advising on end-of-life considerations and best practices for sustainable packaging. This centralized approach allows us to apply consistent design thinking across our brands while accounting for the different needs and capabilities of each of our products. As this work matures over time, we expect that all our products will be designed through a sustainability lens.

CREATING SHARED VALUE 

We are committed to learning about sustainable practices and consumer behaviors, which help us reveal new **truths** and foster innovation.

SUSTAINABILITY ACTIONS for Product Design



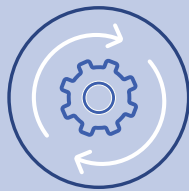
REIMAGINE THE OFFERING

Alternative ways to meet consumer needs that reduce environmental impacts.



RESPONSIBLE MATERIAL CHOICES

Material decisions that minimize natural resource depletion and are sourced responsibly.



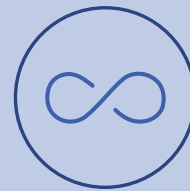
SYSTEM EFFICIENCY

Design to prevent and minimize resource waste throughout each phase of the life cycle.



MODULARITY & COMPATABILITY

Adaptable design to increase the useful life of a product or provide a second life.



PRODUCT LONGEVITY

High quality products that will look and function beautifully, long into the future.



END-OF-LIFE CONSIDERATION

Promote circularity and minimize environmental impacts at the end of a product's useful life.



In 2021, Newell Brands introduced the Innovation Operating Model, a strategy for product design and innovation that will include a Design for Sustainability strategy and incorporates tools such as life cycle assessments (LCAs) to understand a product’s greatest impacts and most meaningful opportunities for improvement.

An important aspect of Design for Sustainability—and Newell’s efforts to mitigate climate change—is product circularity. Circular economy principles guide us to consider the entire life cycle of our products in an effort to reduce their environmental footprint, including increasing their longevity, seeking out recycled materials and avoiding landfills. These principles align with the best practices outlined by the [Ellen MacArthur Foundation](#), of which Newell participates as a community partner.

Our Circular Design Principles

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

CASE STUDY

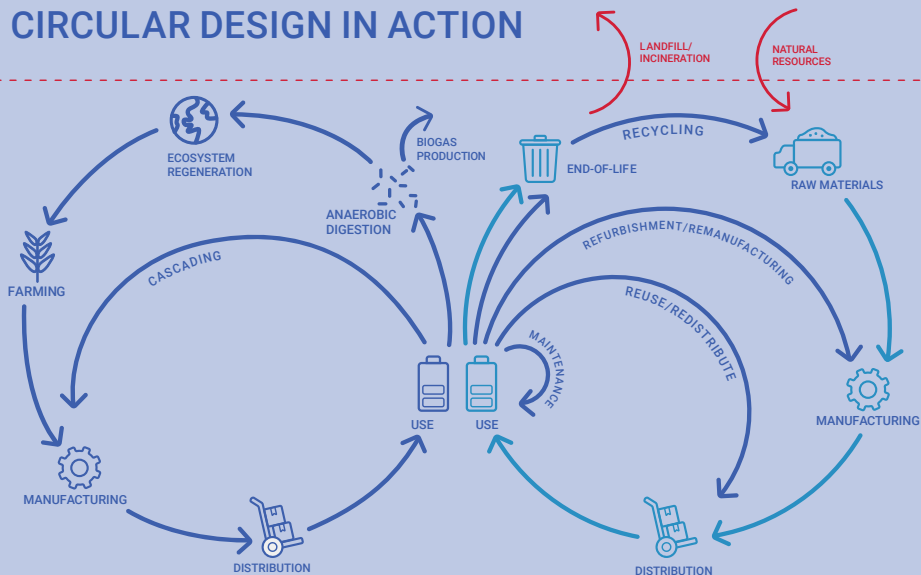
Using LCAs to reimagine product design

What is the environmental impact of a home appliance, like a kettle or a toaster? The Newell Design team and our European brand Breville worked together to answer this question.

The teams conducted exploratory LCAs on the Breville Mostra toaster and kettle to understand the life cycle stages with the greatest environmental impact in order to design changes to improve environmental performance. For both appliances, the majority of environmental impact came from energy consumption during use—toasting bread or boiling water. Materials had a moderate impact, while impacts from processing, transportation and end-of-life were minimal, according to the assessment.

The LCAs revealed that some of the products’ energy consumption was due to design inefficiencies—such as energy escaping through toasters’ open slots—or customer-driven inefficiency, such as over-boiling and re-boiling. These insights led to new design ideas that reimaged how the products function and emphasized recycled and recyclable materials, modularity and longevity. The resulting proposals were shared across other Newell Business Units to showcase the possibilities of circularity and increase understanding of sustainable design.

CIRCULAR DESIGN IN ACTION



Integrating sustainable design across our brands

re:Newell is a sustainable design program run by a team at Newell Brands' Design Center. In 2021, members of the re:Newell team, along with the Product Sustainability team and others, led a six-week Design Institute to introduce designers to the concepts of Design for Sustainability and circular design, including discussions of life cycle thinking, product life extension, design for disassembly and developments in sustainable materials. As part of the curriculum, participants were challenged to disassemble and analyze one of Newell's products, discuss its environmental impacts and share new ideas for sustainable design across the product portfolio. By the end of 2022, we expect that all Newell designers and R&D team members will have taken courses on sustainable product development, and we hope to expand it to employees from other parts of the business in the future.

As part of our Design for Sustainability framework launch, and in celebration of Earth Day, we held a one-day innovation workshop in April 2021 to generate new product ideas that make use of 16 different types of manufacturing waste. Approximately 70 designers from all of our Business Units participated in the workshop, creating more than 60 concepts to show how to turn waste into something new and functional. We hope to bring these creative concepts, and others, to life in the future.

In 2021, several cross-functional teams and working groups were introduced within our Business Units and brands that are dedicated to advancing sustainability across the organization. Within our Writing business, for example, a 35-member team is developing a sustainability roadmap based on benchmarking, baselining and capability assessments. The strategy is in sync with Newell's corporate goals and Design for Sustainability framework. Our Commercial and Food Business Units, as well as our Coleman brand, have also established similar teams.



INSPIRING SUSTAINABLE INNOVATION

Featuring the latest Lithium-Ion technology, the Coleman® OneSource™ product range brings rechargeable, interchangeable battery power to a range of Coleman products. Rather than burying the battery within each device, the Design team treated it as a focal point. This created a cohesive battery system with all modern conveniences and no unnecessary bulk. While camping, users can recharge cellphones and other devices from their OneSource product while it is in use. The Lithium-Ion battery is also rechargeable, eliminating single-use alkaline battery waste.





SHARING OUR LOVE OF RECYCLING

Rubbermaid Commercial Products (RCP) is extending our vision of responsible consumption to our customers through its Love Recycling campaign. The campaign began in 2020 with a manifesto stating that businesses can be leaders in the recycling revolution. By offering both durable products and trusted expertise, RCP is helping businesses improve their commercial recycling and waste management practices.

Over the last two years, RCP has released three research reports on the state of commercial recycling in continental Europe and the UK and is consulting with customers to help them decrease the cost of their recycling programs while increasing recycling output. The brand has also celebrated two cohorts of Love Recycling Heroes, which are made up of employees at our customers' organizations who demonstrate a commitment to creating better processes for recycling. Heroes are nominated by their peers and chosen by an independent panel of experts.



Product and Packaging Sustainability

In addition to creating planet friendly products, we aim to reduce the environmental impacts of the packaging in which they are shipped and sold. Choosing our materials selectively—and seeking opportunities to minimize them without compromising integrity—is an essential element of our approach to packaging sustainability. When assessing our material use, we prioritize using only what is needed, and when necessary, explore the responsible sourcing of additional sustainable materials, such as recycled plastics and sustainable fibers. We also encourage the responsible disposal of our packaging by designing for recyclability and promoting consumer education through the use of How2Recycle and On-Pack Recycling Labels.



Product materials

Given the use of plastic resins in many of our products, it is important that we identify new ways to recycle plastics. Like many materials, plastic resins can have negative environmental impacts during manufacturing and at end-of-life, and also increase our business exposure to supply chain risks and pricing volatility. We are exploring the possibilities of “advanced recycling,” which goes beyond typical mechanical recycling to return post-use plastics to their basic chemical building blocks. The process then uses emerging technologies to create new plastics, chemicals, fuels and other products. Our Fine Writing brands’ manufacturing plant in Nantes, France achieved International Sustainability and Carbon Certification (ISCC) in 2021, which ensures the credibility of our use of advanced recycled resins. To further our efforts in this space, Newell Brands hosted a Sustainable Resins Summit in 2021 which featured presentations from nine of our key plastic suppliers who discussed new developments in their portfolios to bring sustainable materials to the market.

Sustainable materials can be found in many of the products produced by our Outdoor & Recreation and Commercial businesses. For example, Marmot introduced tents with solution-dyed fabrics, which use fewer chemicals and less energy and water, as well as apparel made from recycled fish nets. And Spontex has achieved 100 percent sustainably sourced wood fibers in its cellulose products, such as sponges. One hundred percent of Spontex factories producing or transforming cellulose are also now certified by the Programme for the Endorsement of Forest Certification (PEFC). The brand also introduced 100 percent post-consumer recycled microfibers made from recycled PET plastic bottles, and 100 percent recycled plastic floor tools such as brooms, buckets, dustpans and mops. A FSC® latex protection glove has also been launched along with scouring sponges without coloring, including 100 percent PET recycled fibers and nut shells as natural scrubbing power.

CREATING SHARED VALUE



We communicate transparently about what is in our products and packaging to build **trust** with consumers and empower them to make informed purchasing decisions.



DYMO: Sustainable at Every Step

DYMO, our labeling solutions brand, is investing in sustainability in its products, packaging, production and transportation, and the brand has established a dedicated team striving for improvements across the board. Through this work, they have made enhancements to their products' life cycles:

MATERIALS

- Use of water-based solvents—which use fewer chemicals than non-water-based solvents—in 40 percent of labels
- Use of 100 percent post-industrial waste recycled materials in plastic external cassettes
- Use of 80 percent post-consumer waste recycled materials in cardboard sleeve and box label packaging
- Use of 60 percent recycled materials in plastic blister label packaging
- Use of FSC® Mix paper in all paper products
- All LabelWriter™ paper labels are BPA-free

MANUFACTURING

- ISO 9001 and 14001 certifications
- Restriction of Hazardous Substances Directive (RoHS) compliance across all products
- Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) compliance across all products

CONSUMER USE

- Use of thermal printing technology in all labelers, eliminating the need for ink or toner cartridges
- A single, long-lasting, rechargeable battery in the majority of our labelers

DISTRIBUTION AND TRANSPORTATION

- Central location of factory in Belgium allows for efficient distribution of products around Europe



Product recycling and takeback

By designing materials for longer life and recyclability, we help to avoid the extraction of virgin materials and reduce landfill emissions.

Rubbermaid, Mapa and Spontex and all of our Home Fragrance brands have product recycling partnerships with TerraCycle®, through which consumers can send products to be recycled at no cost. After empty Yankee Candle, WoodWick and Chesapeake Bay Candle products are dropped off in stores or mailed to TerraCycle, they are recycled into new products like garden benches, tote bags and watering cans. In 2021, our Calphalon and Century brands also began participating in the TerraCycle partnership.

Nearly 83,000 pounds of Home Fragrance products have been collected and recycled since the launch of the TerraCycle partnership in 2020.

Since partnering with TerraCycle, the Calphalon Cooking Tools Recycling Program has collected 5,973 items of cookware, bakeware and cutlery. One hundred percent of the material TerraCycle receives is recycled, yielding more than 97 percent of the original material. The three percent that is lost in TerraCycle's recycling process is due to thermoset plastics in cookware handles, which melt during the recycling process.



CENTURY EMBRACES CIRCULARITY

The Century brand is a recently relaunched baby brand with a complete line of budget and planet friendly baby gear. The brand's Do More Promise is to Recycle, Reimagine and Give Back, which includes using recycled materials and encouraging the recycling of their products and packaging. The Century Happy Planet™ Collection uses fabrics made from recycled water bottles in all its car seats, strollers, high chairs and playards—the first baby gear brand to do so. The brand's goal is to recycle over 10 million bottles into materials to be used in Century products by 2024. In addition, the Dine On™ High Chair is made with 100 percent recycled fabrics (excluding fiberfills and reinforcements) and the Drive On All-in-One Car Seat is made from 68 percent recycled fabrics.

The Century brand is the first baby gear brand to partner with TerraCycle, making it easy for consumers to recycle their products. Consumers can return their baby gear products to TerraCycle, where they are cleaned, separated by material and manufactured into new products. The brand has also partnered with How2Recycle™, which provides easy and convenient instructions on how to recycle packaging.



Packaging

As a member of the Sustainable Packaging Coalition since 2019, we have aligned with the organization's mission to source responsibly and optimize and recover packaging resources where possible. At Newell, our approach is to seize every opportunity to reduce or avoid packaging. In cases where packaging is necessary, we prioritize formats and materials that are most sustainable. In 2019, we set two packaging goals for 2025 that guide our work:

- Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging
- Source 100 percent of our direct-sourced paper-based packaging from certified, verified or recycled sources

In 2021*, we successfully sourced 90 percent of direct-sourced primary and secondary packaging in North America from certified, verified or recycled sources and we will share an update on global progress against this goal in the next Corporate Citizenship Report. We are actively working on assurance mechanisms in support of eliminating the use of PVC and EPS in our packaging and will plan to provide an update in the next Corporate Citizenship Report.

In furtherance of our commitment to packaging sustainability, we have also added a new packaging goal for 2025:

- Use at least 20% non-virgin (recycled content) in plastic packaging for Newell manufactured goods

Based on a survey of our top suppliers, we estimate that less than 10 percent of the packaging used for our manufactured goods is made of plastic, and this goal will help us to reduce our impacts where plastic is utilized. In 2022, we will begin efforts to better understand plastic use in all packaging and continue to identify new ways to eliminate the use of plastics where possible.

Many of our products also include clear packaging labels to help consumers recycle products correctly. We have developed How2Recycle labels—created by the Sustainable Packaging Coalition's nonprofit arm—for 1,000 SKUs and On-Pack Recycling Labels (OPRL), used in the UK, for more than 500 SKUs.

*2021 reporting reflects prior year data

Recent sustainable packaging accomplishments across our brands and Business Units include:

WRITING

Brands in the Czech Republic and France have eliminated PVC blisters for 100 percent of SKUs, replacing them with PET blisters.

In Europe, all Pure Glue glue sticks come in plastic-free packaging and all Elmer's glue bottles are fully recyclable.

100%
PVC blisters
replaced with PET
blisters

OUTDOOR AND RECREATION

Contigo has replaced 25 plastic sleeves on hydration and thermal ranges with paper wraps made from sustainably sourced fibers.

25
plastic sleeves
replaced with
paper wraps

FOOD

Ball has reduced fiber material usage by an average of 70 percent in packaging for its specialty product line by transitioning its carton paperboard packaging structure to trays.

70%
reduction in fiber
materials usage

COMMERCIAL

Spontex replaced plastic foil packaging with certified paperboard for the PU sponge scourer range sold in the UK. Spontex also sources 100 percent of corrugated cardboard from sustainably managed forests or recycled materials for products made in European factories.

100%
recycled or
sustainable forest
sourced corrugated
cardboard

CREATING SHARED VALUE

We break down silos, leverage our scale and build trust through the power of teamwork.



GIFTS THAT DO GOOD

Improving packaging sustainability can do more than just decrease our use of materials. As a recent life cycle assessment (LCA) for Yankee Candle's core gifting range of products revealed, it can also help reduce emissions, water use and harm to freshwater ecosystems associated with manufacturing. By eliminating the plastic window from its gift sets, the brand reduced the environmental impact of these products and reduced packaging weight, which further decreases transportation emissions.



Embracing teamwork with Project Fulcrum

Project Fulcrum is a company-wide initiative to standardize packaging, with sustainability as a key driver. As part of the project, a cross-functional team of leaders from Packaging, Engineering, Procurement, Sustainability and Design created a Packaging Playbook to provide our brands with tools, resources and best practices to develop sustainable packaging. The playbook lays out seven key tactics which align with our new Innovation Operating Model for sustainable design.

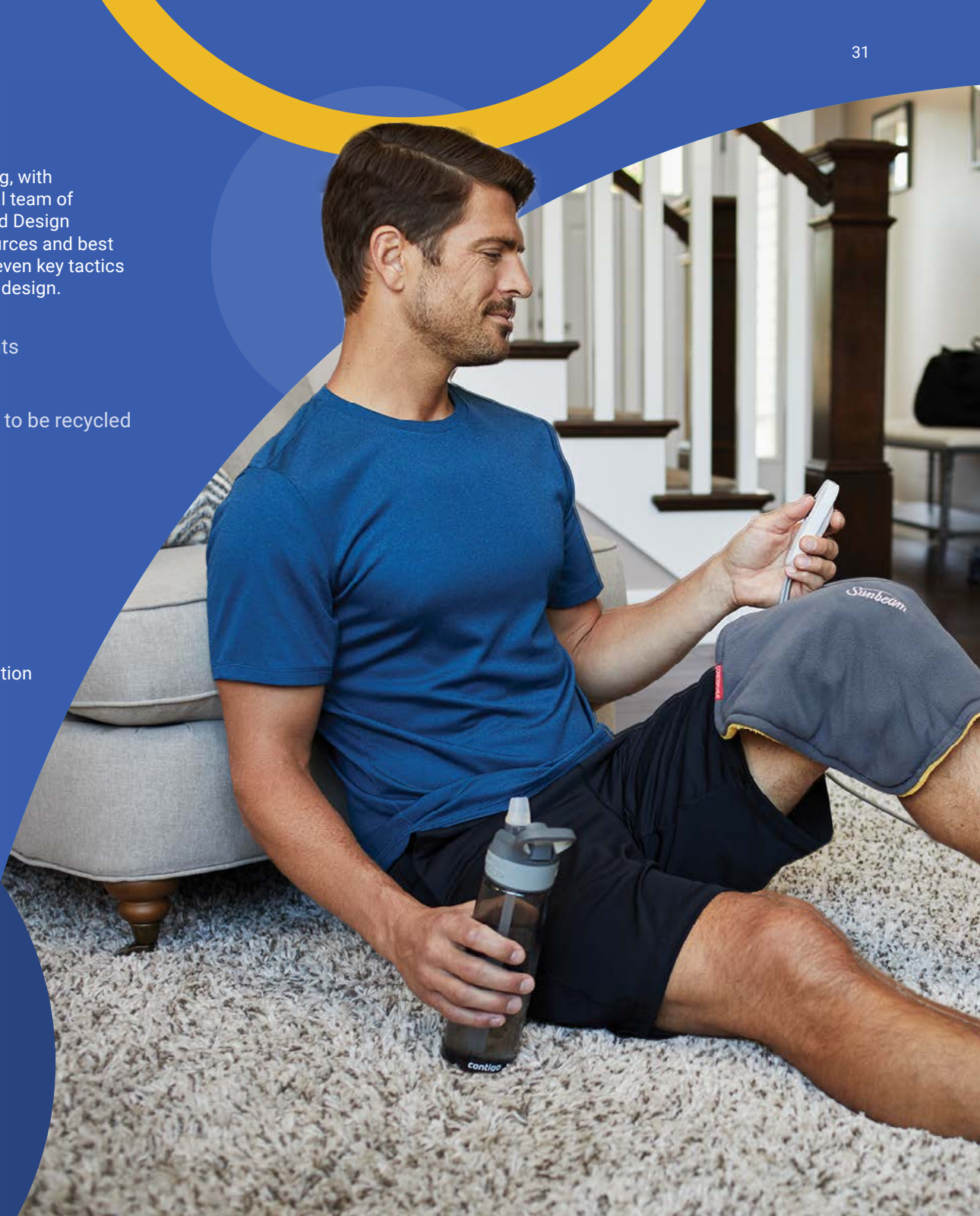
1. Optimize material use and eliminate unnecessary components
2. Measure and reduce environmental impacts
3. Use materials that are widely recycled and design packaging to be recycled
4. Increase the use of recycled and sustainably sourced fibers
5. Eliminate problematic materials
6. Increase recycled content of plastic packaging
7. Provide clear recycling instructions

The playbook provides guidelines for packaging engineers, from eCommerce packaging regulations to material specifications and packaging life cycle assessments. It is updated regularly with information and best practices from the packaging engineering community.

UNIVERSITY ENGAGEMENT

To promote sustainable packaging best practices and support advancements in the field, Newell Brands partners with several universities in the U.S. to conduct research, share expertise, recruit graduates and showcase innovations.

In 2021, our partnerships with Clemson University, Virginia Tech and Michigan State University enabled access to rapidly developing technology and thought leadership in areas of Packaging Innovation and Sustainability. We collaborated by sharing Newell's approach to sustainable packaging design and sponsoring student project work in this area.



Consumer Safety and Satisfaction

The safety and wellbeing of our people and our consumers is our highest priority. We continually test our products to ensure they meet or exceed all applicable safety regulations. While individual Business Units are responsible for ensuring products are compliant with applicable regulatory requirements, the diversity of our brand portfolio means that best practices from one Business Unit can often be shared with others. For example, our product safety review process was largely developed and refined over many years by our Baby business, which is part of a highly regulated industry. This cross-functional teamwork-driven approach has since been adopted by other Business Units. Each Business Unit regularly reports on compliance issues to the Leadership Team and Board of Directors.

We test and evaluate our products to identify potential issues before they are experienced by our consumers, and many of our products receive third-party safety audits to ensure they meet federal standards.

Product safety testing includes our Design Failure Mode and Effect Analysis (DFMEA) tool. DFMEA identifies potential risks or failures in new products and recognizes when an existing product's design changes. Using the DFMEA tool, our product design teams can identify potential points of product failure, assign them a hazard score and determine remedies.

Business Unit cross-functional teams, including Research & Development (R&D), Quality, Compliance, Legal, Engineering and Consumer Care, meet regularly as part of our product safety review process. The teams review field data, such as consumer reviews, Consumer Product Safety Commission database posts or calls into our Consumer Care team and address potential health and injury risks to anyone that may interact with our products.

While this procedure once focused on products with increased inherent risk—including products intended to be used by or for children under 12; products with a cord; certain glass products; camping (and other products) using fuel and/or pressurized gas and products providing home safety features—it now applies to all of our products. For North America alone, our Baby Business Unit conducted over 136 safety reviews in 2021. Globally, all products for children go through a third-party compliance audit at least once annually. In addition, all Graco and Century branded products that are eligible for Juvenile Products Manufacturing Association (JPMA) certification are so certified. JPMA is the voice of the industry on quality and safety for baby and children's products.

During the development of each product in our Home Appliances Business Unit, an average of 75 tests are conducted that must meet or exceed regulatory and consumer testing requirements before going to market. All production runs are inspected with an average of 60 inspection tests to ensure that product quality and compliance are sustained throughout each product's life cycle.

Product recalls

We have a global product recall guide that applies to all Business Units, and a global cross-functional team that is prepared to convene in the unlikely event that a product defect or safety issue is identified, and a product recall is required.

In 2021, we had two voluntary product recalls. The first was a recall for the Baby Jogger® prams and pram kits. Approximately 4,382 units of the Baby Jogger prams and pram kits were recalled in Canada as they had not been tested to the Canadian Cribs, Cradles and Bassinet Regulation and may not meet the bassinet safety requirements for sleep accommodations. The second recall was for the Coleman® Classic 2-Burner Stove. Approximately 65,234 units of these products were recalled in Canada due to lack of child resistant packaging and hazard labelling.



Hazardous substances and chemicals of concern

Newell Brands works to ensure that products are compliant with all applicable laws and regulations in the markets in which they are sold, including those that relate to chemical substances in our products. Each of our Business Units maintains its own restricted substances protocol at the Business Unit or brand level, containing individualized requirements tailored to product or product category. These requirements, at a minimum, incorporate those of applicable international, federal, state and local law. They may also be based upon published chemical lists of industry associations. In each case, protocols are rigorously monitored and regularly updated as regulations change. We require our suppliers to provide materials, components and products that comply with all regulations. Products manufactured in-house follow similar procedures, with each Business Unit responsible for product compliance. Compliance is screened through a variety of mechanisms and tools selected by the Business Units, such as certificates of conformity, full substance disclosures and/or product testing.

Additional compliance practices of relevance to a particular Business Unit are also employed. For example, our Writing Business Unit participates in the Duke Toxicology Program for a large number of products, which maintains a database of over 1,500 chemicals and provides toxicological assessments of consumer and commercial products necessary to comply with federal and state laws.

Our Business Units may explore opportunities or implement practices to exceed compliance, in alignment with the needs and desires of our consumers and our communities. For example, our Baby business maintains a robust restricted substances list with over 500 entries. It considers not only the mandatory requirements in the regions it operate in but also proactively restricts chemicals as they are reviewed under the Stockholm convention or by localities and states. As states add reporting requirements for certain chemicals, those chemicals are proactively eliminated from the Business Unit's supply chain.

In some products, regulations requiring certain performance standards may require the use of added chemicals to achieve the designated performance criteria; for example, to obtain the fire resistance required by NHTSA, flame retardant chemicals are often added to the fabric of car seats. In such instances, we work with our suppliers and contractors to stay abreast of regulatory changes that allow us to eliminate restricted substances.

Our Corporate Environmental Compliance Program and our [Safety Excellence and Leadership \(SEAL\) program](#) require compliance with all applicable chemical laws and regulations in our company operations, including those governing chemical use and handling, storage, transportation and disposition. Compliance assurance includes commitment of staff and resources beginning at the facility level; development and implementation of corporate compliance standards; training for company facilities on chemical transportation, handling, storage, disposal and emergency response and periodic audits and self-assessments.

In the interest of our consumers and communities, we continually explore opportunities to exceed compliance, which may include proactively reducing or removing chemicals in or from products, packaging and operations. For example, in 2021, one of our Food facilities in Brazil implemented changes allowing for the elimination of hydrochloric acid in its processes.

Building trust with consumers

Our Consumer Care team has more than 10,000 conversations with consumers daily through phone lines, social media, websites, email and more. This team helps with product use and care, answers product questions, assists with purchases and handles product complaints. The Consumer Care team has a formalized product complaint-handling protocol, including documentation, retrieval for inspection, and product replacement. We review complaints daily and share the results with the Business Units' R&D and Quality teams, including trends and reporting of potential product safety complaints for further investigation.

Avoiding animal testing

As outlined in our animal testing policy, none of our finished products undergo animal testing, including our Oster® brand line of animal care products. We strongly encourage our direct suppliers to work with their partners to avoid animal testing. However, we cannot guarantee that every product input or material does not undergo animal testing by third-party, indirect suppliers.

Responsible Sourcing and Social Compliance

Producing thousands of products for more than 100 brands requires a robust and global supply chain. Newell Brands is the 16th largest importer into the U.S. and spends billions of dollars annually on both finished goods and direct materials, such as metals and resins, that are manufactured into products at the company's own facilities. Our responsible sourcing program, which includes both social compliance and supply chain security, aims to increase transparency across our supply chain so we can ensure our customers and consumers receive high-quality and ethically produced or sourced products.

The objective of our social compliance work is to responsibly source from suppliers that align with our Vendor Code of Conduct, while also enhancing the satisfaction of our customers and consumers. Additional benefits of social compliance include reducing disruptions to our supply chain, improving transparency, protecting our brand reputation and enhancing supplier capabilities.

We have established rigorous standards on human rights that prohibit child and forced labor and cover health and safety, wages and benefits, laws and regulations and anti-bribery. In addition, we have four ongoing targets, which we successfully achieved in 2021:

- Achieve a 90 percent corrective action plan closure rate
- Conduct quarterly training webinars for suppliers
- Hold annual supplier training events (conducted virtually due to COVID-19)
- Audit 100 percent of vendors on a three-year rolling basis

Our brands work alongside supplier partners on social compliance. We meet with them and customers to share program updates, align on emerging trends and partner on social compliance objectives.

CREATING SHARED VALUE

We promote responsible practices and are committed to continuous improvement in our business and across our network of suppliers which helps build **trust** with stakeholders.

Creating a transparent supply chain through audits

To create a more transparent supply chain, we audit all finished goods suppliers when they are added and then on a three-year rolling basis. These audits include both Newell Brands' audits and industry audits that are accepted according to shared audit guidelines. Our audits of new suppliers provide us with a comprehensive risk profile of each supplier and serve as a starting point for driving long-term sustainable solutions with them.

Once an audit is completed, we review our findings with the supplier and establish corrective action plans where necessary to ensure any concerns are addressed for the long term. In 2021, we completed 498 social compliance audits and closed 93 percent corrective actions, three percent above our goal. This included all new suppliers and those due for audits based on our three-year rolling target. Additionally, we recently invested in more direct resources with the goal of increasing the frequency of social compliance audits from every three years to every two years by the end of 2023.

Supply chain security audits

U.S. Customs and Border Patrol and other international trade regulations, such as the Customs-Trade Partnership Against Terrorism, require adherence to strict guidelines when importing and exporting goods. Therefore, in addition to social compliance, Newell Brands' Responsible Sourcing team also conducts supply chain security audits. The Responsible Sourcing Audit team partners with the Customs and Trade team to ensure suppliers follow all required processes and procedures related to supply chain security. We completed 340 supply chain security audits in 2021.

Sharing knowledge to help suppliers succeed

We provide frequent training for suppliers that focus on sharing best practices, continuously improving, ensuring alignment with the Vendor Code of Conduct and internal legal requirements and celebrating achievements. The Vendor Code of Conduct was updated in 2021 with new content on data security and zero-tolerance issues (see below). It is available online in English, Chinese, Vietnamese, French, Malay, Italian and Spanish. Our annual Vendor Code of Conduct confirmation process was launched in September 2021 and had an end of year completion rate of 99 percent.

We recognize that meeting our guidelines can be challenging due to entrenched operating procedures and cultural differences. We use training not only to provide critical updates and guidance to meet program requirements, but also as an opportunity to build closer relationships with our suppliers in order to help reduce violations.

In 2021, we completed our 14th annual supplier training event with 368 participants, which was held virtually due to COVID-19 and focused on zero-tolerance issues and forced labor mitigation. To augment this training, we held two virtual supplier roundtables on supplier accountability and management systems and Newell's customer standards. We also conducted four webinars in English and Mandarin on meeting program expectations, establishing effective management systems, developing a proactive culture around fire safety and preventing forced labor.

Taking a stand against issues of concern

Newell Brands takes a zero-tolerance stance on certain issues, which means that if any instances of these issues are uncovered at suppliers' operations, Newell may exit the partnership. These issues include:

- **Child labor**
- **Forced or prison labor**
- **Bribery attempts in any form**
- **Discrimination**
- **Harassment**
- **Corporal punishment**
- **Unauthorized subcontracting**
- **Falsified documents**
- **Denial of access**
- **Circumvention of the audit process**
- **Wastewater discharge into the environment without treatment**
- **Contraband container content**

Our Zero-Tolerance Committee, made up of executive leadership, seeks to increase oversight of compliance on these issues. On the ground, individuals within supplier factories can report grievances or violations to the 24-hour Ethics Hotline, a retaliation-free outlet which any Newell Brands employee or suppliers' employees can use to issue a complaint. Audits also ensure that suppliers have established the appropriate grievance mechanisms for their own employees in their factories. Our annual supplier training and our quarterly webinars include tracks on zero-tolerance issues. Read more about our policies, tools and progress in our [U.K. Modern Slavery Act Statement](#) and [Australian Modern Slavery Act Statement](#).

Addressing conflict minerals

The term "conflict minerals" encompasses tin, tungsten, tantalum and gold (3TG), which can be found in everyday products such as cellphones, cars or jewelry. Trade in these minerals is sometimes controlled by armed insurgent groups using forced labor, particularly in the Democratic Republic of Congo (DRC) and surrounding regions. We survey the sources of all 3TG minerals used in our products to avoid those that come from conflict-affected areas. We publish the results in an annual [Conflict Minerals Report](#), which is filed with the U.S. Securities and Exchange Commission.



Our Planet



A stylized, light green globe graphic is positioned on the left side of the page, partially overlapping the 'Our Planet' title. It features a grid of latitude and longitude lines.

Our Planet

As we face the long-term impacts of climate change, biodiversity loss and plastic waste, Newell Brands is looking at ways to meaningfully address the environmental impacts of our operations by expanding our measurement and management programs, investing in new technologies for environmental reporting, setting strategic goals and sharing our progress. Through these efforts we become better stewards of the planet and a more efficient and strategic organization.

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In this section:

CLIMATE CHANGE AND EMISSIONS

RESOURCE CONSERVATION

SUSTAINABILITY ENGAGEMENT

Climate Change and Emissions

Climate change is one of the most important issues facing humankind and it is irrefutably linked to business resilience and growth. The climate-related risks impacting our business include frequent extreme weather events, higher costs for goods and commodities, instability in consumer markets and mandatory financial, legal and regulatory disclosures. In addition to these risks, in 2021, Newell Brands continued to experience pandemic-related operational complexities, including supply chain disruptions and consumer demand surges.

Our carbon neutral commitment

In 2021, Newell Brands established a Climate Task Force to better support our internal desire to advance our climate stewardship, address customer and investor requirements and to drive action toward our carbon neutral goal. The task force is a cross-functional group with representatives from Newell's Operational Sustainability, Environmental Affairs, Supply Chain, Procurement, Design, Communications and Finance teams, which leverages its close ties to the Corporate Citizenship Council, Newell's Leadership Team and Board of Directors for guidance.

The Climate Task Force focused on two key deliverables for 2021:

1. Establishing a plan and timeline for Newell Brands' carbon neutrality ambitions
2. Developing a climate policy focused on evaluating the impact of climate-related risks on operational strategies and reporting accordingly

We are proud to announce our commitment to achieve carbon neutrality by 2040 for all Scope 1 and Scope 2 emissions across our global portfolio at all manufacturing, distribution, warehousing, storage and office sites. We plan to assess the breadth of our Scope 3 emissions and pathways for efficiencies and reductions prior to including Scope 3 emissions in our plans for a carbon neutral future. In December 2021, the Climate Task Force also achieved its goal of establishing an internal climate policy that outlines standardization requirements, identifies stakeholder accountabilities and creates pathways for achievement.

CREATING SHARED VALUE

Recognizing the **truth** of climate change compels us to take decisive action such as establishing our carbon neutrality goal.





Sustainability goals

We continue to pursue our established 2025 sustainability goals. With Newell Brands' commitment to carbon neutrality, our previously established 2025 goal to reduce energy consumption by 25 percent will be replaced with an ambition to shift 30 percent of our global electricity to renewable sources by 2030. We recognize that changing an in-progress goal is challenging, however, we believe that our commitment to carbon neutrality is significantly more impactful to Newell's climate strategy. Our new ambition to shift our global electricity to renewable sources will serve as an important foundation for ultimately achieving our 2040 carbon neutrality commitment and we will continue to push towards successfully achieving our remaining 2025 sustainability targets.

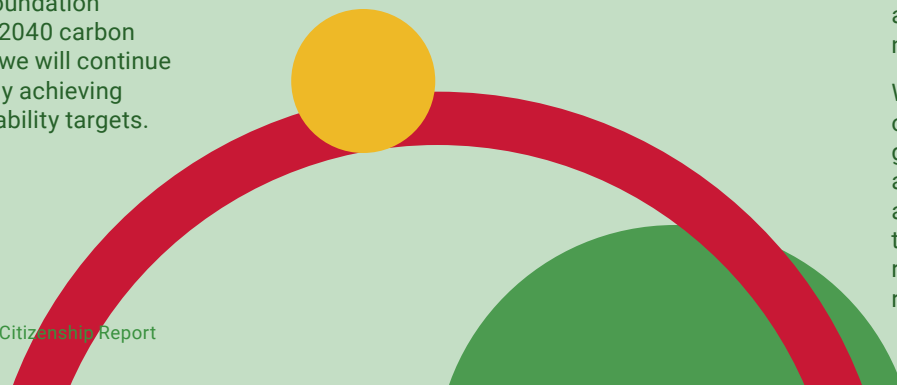
2025 GHG emissions reduction goal

	2020	2021	2025
Scope 1 & 2 GHG emissions reduction	11%*	28%*	30%

*Cumulative reduction

Our 2025 GHG emissions reduction goals are tied to our direct-owned manufacturing sites, and we encourage these sites to set their own incremental reduction goals. In addition to this report, we disclose progress annually to CDP, a leading nonprofit global disclosure system. Transparency is one of our four company Values, and we are committed to sharing clear, consistent communications on our energy usage and GHG emissions. We use the Greenhouse Gas Protocol and industry standards for baselining and reporting. As our operational footprint changes, we will report on potential impacts to our sustainability goals in our annual Corporate Citizenship Report. To ensure reporting accuracy, in 2021 we commissioned a third-party audit of our energy use and [GHG emissions](#). With their help, we discovered our emission factors needed to be adjusted. As a result of updating our emission factors, in combination with the effects of our focus on renewable energy, we saw significant progress against our GHG emissions reduction goal. We will continue to assess progress against this goal in the years to come and will make adjustments as needed should we achieve this goal ahead of the expected timeline.

We participate in Project Gigaton, a Walmart initiative to eliminate one billion metric tons (a gigaton) of greenhouse gases from the global value chain by 2030. Walmart has recognized Newell Brands as a "Giga Guru," meaning that we have set specific, measurable, achievable, relevant and time-bound (SMART) goals; reported on these goals publicly and reduced emissions in our most recent reporting year. In 2021, we saw increased interest from other retail partners in developing similar reporting partnerships.



Embracing energy efficiency

In support of reducing our environmental impacts, we are focused on opportunities to improve energy efficiency, as well as investing in renewable energy solutions for the first time. Our operations portfolios are continuously evolving, presenting the need for a robust and adaptable platform to measure and manage operational sustainability data. As a result, beginning in 2022, we are implementing the use of globally recognized software to collect, analyze and report on our energy, waste and water consumption. This technology will enable us to quickly expand our sustainability efforts and metrics beyond our manufacturing locations to all our distribution centers and office locations globally.

In 2021, we piloted an eight-week energy management program across eight sites. The eight North American sites that participated learned how to leverage real-time data, site/production analysis and audits to create an energy reduction roadmap unique to their progress and operations. The program resulted in the identification of 6.2 million kWh of excess energy that could be reduced. Due to the success of the pilot, the program will be rolled out to additional sites in 2022. As part of our energy conservation efforts, we will be incorporating ISO 50001 standards and methodologies into our 10 largest sites before 2030. Utilizing this global standard will streamline and solidify our process for improvements and reporting.

LED STANDARDIZATION

We recently completed the conversion of all United States manufacturing and distribution sites to LED lighting technology. This process began with a national site audit and market analysis to help us improve lighting conditions for frontline employees while lowering our electrical consumption. We are excited to report an annual reduction of more than 6.7 million kWh through this standardization. In addition, our vendors recycled more than 42,000 used bulbs. At a Connected Home & Security distribution center in El Paso, Texas, replacing halogen light bulbs with LEDs improved lighting energy efficiency by 93.6 percent. LED bulbs also have a longer lifespan, so this initiative will reduce waste and save money over time.

2021 GHG emissions

	2016*	2019	2020	2021	2025
Scope 1 & 2 GHG emissions (MT CO ₂ e)	416,440	366,639	368,186	299,421	—
Cumulative percent GHG emissions reduction (30% 2025 Reduction Goal)	—	-12%	-11%	-28%	-30%

Baseline adjustments to align with operational and portfolio changes

*Baseline year

Investing in renewable energy

As part of our carbon neutral commitment, we have implemented renewable energy projects at facilities around the world, including in the U.S., Germany, Brazil and India. We will continue to explore other markets for similar opportunities in the future.

Renewable Energy Goal

	2020	2021	2030
Shift 30% of our global electricity to renewable sources by 2030	2%	8%*	30%
Renewable Electricity (MWh)	10,744	47,116	-

*Does not represent a full 12 months of renewable energy. A full year would represent ~10 percent.

Our Coleman facility in Wichita, Kansas began participating in their utility’s renewable program making them our first net-zero electricity plant. We committed to a 20-year participation in the program for 100 percent of our site’s electrical needs. While the facility is the fourth largest consumer of energy in our real estate portfolio—using 48,000 MWh of energy per year—the use of renewable energy is projected to eliminate the facility’s Scope 2 GHG emissions by 100 percent. Our NUK facility in Zeven, Germany is participating in a similar program, making it net-zero electricity with zero Scope 2 GHG emissions. We also have a Writing manufacturing site in Chennai, India that implemented an on-site solar system which produced about 10 percent of the site’s electricity in 2021.

SmartWay certification

Newell Brands outsources the majority of our transportation needs to hundreds of logistics partners. As such, we partner with the U.S. Environmental Protection Agency’s SmartWay® Transport Partnership to help us measure, benchmark and improve freight transportation efficiency with emissions accounting methodologies and tools.

2025 Transportation and Logistics Goal

	2020	2021	2025
Ton-miles traveled in the U.S. with SmartWay® certified transporters as a percentage	95%*	89%	90%

Reporting reflects prior-year data
*Restated figure

We have set a goal to use SmartWay® approved carriers for 90 percent or more of the total ton-miles traveled to transport our products. The 2020 progress percentage has been adjusted to reflect corrected data that was previously misstated with information from the incorrect year. We are committed to communicating restatements with transparency and we have the support of Newell Brands’ Global Internal Audit, Transportation and Legal teams to provide assurance on this data going forward.

Our 2021 total decreased slightly from 2020 due to complexities in the transportation industry as a result of COVID-19 and changes to how this data is collected. We remain committed to achieving and maintaining our ambition of 90 percent and we are proud to be an industry leader with a 2021 peer group average of 58 percent ton-miles traveled with SmartWay certified transporters.

Resource Conservation

Making smart use of materials

In line with consumers' desire for products with lower-impact materials and packaging, Newell Brands is also reducing waste across our operations. We work with each of our sites to reduce landfill waste through production optimization and increased recycling. Our 2025 goal is to reduce waste to landfill by 90 percent. 2021 presented new challenges as we worked to meet consumer demand, resulting in a temporary increase in our total manufacturing waste. In prior reports we stated in error that this goal was measured against a 2016 baseline. We have removed this reference going forward because we measure our waste diversion on an annualized basis.

2025 Waste Goal

	2020	2021	2025
Waste diverted from landfill	58%*	58%	90%

*Restated figure

Manufacturing waste (metric tons)

	2020	2021
Waste (MT)	34,877*	40,946
Recycled material (Refers to off-site recycled content)	20,246*	23,838

*Restated figure

In 2021, while establishing a new KPI process, we discovered a conversion error in the waste data reported in 2020. We have adjusted our calculations to accurately reflect our year-over-year progress against our waste reduction target (see 2025 Waste Goal table). We have made adjustments to our data collection process going forward and we are committed to maintaining internal and external assurance mechanisms for data accuracy.

Recent waste reduction accomplishments across our Business Units include:

- The distribution center for First Alert products has transitioned to recycled and reusable pallets for shipping, saving money and decreasing the demand for virgin materials.
- Our Outdoor & Recreation site in Saint-Genis-Laval, France set up boxes to collect used surgical masks. The masks are collected by a group of French companies to be recycled and transformed into technical t-shirts. The site diverts approximately 2,000 masks from landfill each month.
- In 2019, Newell's Corporate Environmental Affairs and Corporate IT teams began a cross-functional collaboration for safe disposal of obsolete electronic devices, or e-waste. By developing a joint policy and educating teams across the company, we have certified the recycling of over 11,000 pieces of e-waste to date.
- At Newell's Commercial site in Malgrat, Catalonia, Spain, team members gather tree and plant trimmings and compost them for use in onsite gardens. This effort saves the site money and reduces the environmental impacts associated with the transportation and management of landscaping waste.

A large component of our Design for Sustainability strategy is to eliminate or reduce product packaging, which can also reduce operational waste. Considering the full life cycle of a product helps to reduce waste to landfill even before a product has left our distribution centers.



Protecting Earth's most precious resources

Because most of our manufacturing sites do not require fresh water for production, we use minimal water in our operations. Nonetheless, we recognize that water is a limited resource and are committed to being good stewards of local water sources. Accordingly, we track consumption and encourage our sites to conserve water. In 2021, Newell's global water consumption was more than 460 million gallons. We engage several closed-loop water systems to reduce local water use and environmental outflow. In the future we plan to create a water use intensity framework using our new sustainability measurement platform. This will enable us to more effectively track and measure water consumption.

In partnership with the Arbor Day Foundation, Newell Brands contributed to the planting of a total of 16.7 hectares of forest, or 15,000 trees, in 2021. Newell has committed to continuing this partnership in 2022.

Driving environmental compliance

Newell Brands is committed to maintaining the highest levels of environmental performance by integrating sustainable compliance best practices across the organization and reducing the environmental impact of our operations. Our Corporate Environmental Compliance Program enables the achievement of our policy goals while minimizing both regulatory risk and risk to brand reputation.

The Corporate Environmental Compliance Program is led centrally by Newell's Environmental Affairs team. It is designed to ensure that each of our facilities worldwide has the necessary tools for compliance with local laws and regulations and internal standards. The cornerstone of the program is management commitment. As part of this commitment, each of our manufacturing, distribution and R&D facilities is staffed with an Environmental Champion who coordinates the implementation and management of the environmental compliance program at the facility and maintains information pertaining to our Corporate Environmental Compliance Standards.

These standards govern all relevant environmental operations including waste management, stormwater management and spill response, as well as training modules on ongoing and emerging compliance topics to serve as foundational tools for their facilities. To maintain compliance with both applicable local laws and these standards, facilities submit periodic self-assessments, and the Environmental Affairs team conducts third-party compliance audits at a selection of facilities each year.

We take responsibility for environmental remediation obligations that may arise from events such as spills, or with regard to properties that were impacted by historical operations, in some cases operations by other entities for which we have assumed responsibility. As needed, we work with relevant authorities and stakeholders on remediation projects, including federal, state, and/or local agencies. Our reserves for environmental remediation projects totaled \$36 million as of December 31, 2021.

CREATING SHARED VALUE

We are proud of our progress and **transparent** about our challenges. When facility audits identify issues, we resolve them in a timely manner.



Working Together to Do More

Newell Brand's Global Sustainability team is responsible for managing our environmental impacts related to operations. Sustainability and climate strategy are governed through participation in our Corporate Citizenship Council, which meets regularly to drive strategy, collaborate and share information from across various departments and locations.

Newell strives to educate, engage and empower employees to reduce their own environmental impact and improve the sustainability performance of their respective locations. Ongoing environmental training for employees focuses on topics such as operational effectiveness, efficient resource use, product innovation through sustainability and environmental regulatory compliance. We also engage employees through our Sustainability Champions Program, which brings together more than 150 distribution and manufacturing site employees in over 20 countries to engage fellow site employees in creating a more environmentally friendly culture at Newell. Champions nominate their sites annually for Newell's Sustainability Excellence Awards in the categories of Employee Engagement, Resource Reduction and Product Stewardship. Our Corporate Citizenship Council determines and awards our top three sites for sustainability excellence.

2021 Sustainability Excellence Award Winners

GOLD AWARD: NANTES, FRANCE

Our **Fine Writing** facility in Nantes, France reprocesses plastic waste from its own workshops, eliminated PVC in its packaging and replaced nickel with copper in all of its products.

SILVER AWARD: ZEVEN, GERMANY

Our **Baby** facility in Zeven, Germany launched a compressed air efficiency project that reduced energy consumption by 17 percent over three years.

BRONZE AWARD: HAVRAN, CZECH REPUBLIC

At our **Home Fragrance** facility in Havran, Czech Republic, new cooling and ventilation systems will significantly reduce energy, water use, chemical use and CO2 emissions.



CREATING SHARED VALUE

Our Sustainability Champions demonstrate **teamwork** by promoting collective action, education and awareness.

Our People





Our People

Newell Brands takes seriously our responsibility to foster a diverse and inclusive environment and to be a great place for people to work, grow and thrive. We are committed to providing fulfilling careers and development opportunities for our people at all levels and supporting their wellbeing at work and at home. By living our Values of Truth, Transparency, Teamwork and Trust, we drive a winning culture in which employees feel a true sense of belonging and are proud to work for Newell Brands.



In this section:

DIVERSITY, INCLUSION AND BELONGING

EMPLOYEE ENGAGEMENT

TALENT ACQUISITION AND DEVELOPMENT

EMPLOYEE HEALTH, SAFETY
AND WELLBEING



Diversity, Inclusion and Belonging

We believe people are the most fulfilled, engaged and successful when they are encouraged and empowered to bring their whole selves to work, and we fundamentally believe diversity of thought and experience is essential to innovation and growth. In this spirit, we aim to foster an environment where all employees feel welcome and valued. At Newell Brands, we define Diversity, Inclusion and Belonging (DI&B) as:



DIVERSITY

The blending of many backgrounds, experiences and perspectives within our teams



INCLUSION

Fostering a collaborative workplace that equally values open participation from individuals with different ideas and viewpoints



BELONGING

The ability for employees to feel empowered to bring their whole selves to work



CREATING SHARED VALUE

We celebrate our diversity and embrace the unique **truths** each employee brings to the company to drive diverse and better outcomes.

We are proud of the meaningful progress we've made on our DI&B journey in the last two years. In 2020, we announced our first-ever DI&B goals, and in early 2021 we appointed a new Global Head of DI&B, whose leadership has supported the advancement of our DI&B efforts. In addition, we engaged a preeminent third-party consultant to complete a diagnostic assessment of our DI&B strategy and programs. This process included a survey of nearly 5,500 Newell employees, a talent flow analysis and focus groups designed to capture the perspectives of colleagues at all levels. Focus groups included randomized sets of employees from across our corporate offices, factories and distribution centers, representing several demographic groups including women, people of color, LGBTQ+ employees, people with disabilities and native Spanish speakers.

The diagnostic found that Newell Brands has increased the representation of women at the Executive Committee level and increased representation among both women and people of color at the Senior Vice President and Vice President levels since 2019. In addition, survey data produced three key themes around employee perceptions of DI&B at Newell:

- **Employees value leadership’s commitment to DI&B**
- **There is a desire to integrate DI&B across Newell’s policies and practices**
- **There is an inconsistent DI&B experience across employee groups**

Based on the assessment findings, we have sharpened our DI&B approach through a strategic framework focusing on three areas:

- **People** – Attract, hire, develop and retain a skilled, high-performing workforce that is representative of the diverse talent in the global communities where we operate.
- **Culture** – Foster an inclusive culture through education, programs and practices that embrace our differences, sustain a sense of belonging and drive innovation to accelerate growth.
- **Marketplace** – Grow and maintain partnerships to amplify consumer engagement, strengthen customer and supplier relationships and drive positive change within our communities around the world.

By focusing our efforts in these areas, we can positively impact five key indicators for DI&B:



The framework we’ve established will be bolstered by a new DI&B global governance body comprised of cross-functional members across the company whose guidance and leadership will help us make an impact in our three strategic areas of People, Culture and Marketplace. This new governance body will support our objectives of further empowering and engaging employees globally, ensuring shared responsibility for our DI&B commitments and driving accountability for building an inclusive culture throughout the organization.



We are confident that 2022 will be another year of progress and growth as we establish new DI&B training and education programs, a DI&B recognition program, a stronger DI&B voice demonstrated through our brands and more.

How we're improving

In 2020, we established four DI&B goals and we are pleased to share that, in 2021, we successfully achieved three of them:

- ✓ **Created a Leadership Team of at least 30 percent women.**
- ✓ **Achieved representation of at least 30 percent women among the direct reports of Business Unit CEOs and center-led Functional Heads.**
- ✓ **Established and implemented a Diverse Slates Policy for roles at the Director level and higher which includes gender, race and sexual orientation.**

We continue to make progress on our fourth DI&B goal to increase representation of women and people of color at the people manager level in the U.S. to match the relevant talent market in terms of geography and function. Our DI&B strategic framework will help position us to achieve this goal.



I'm extremely proud of the Leadership Team and where we're going as a company and think we're making great strides towards being a more diverse, inclusive organization."

- NEWELL EMPLOYEE, DI&B SURVEY

While we are proud of what we've accomplished in a short period of time, our DI&B goals are not a finish line. We intend to achieve these goals, make continuous improvements year-over-year and assess opportunities for new goals in the future. In 2021, we were pleased to demonstrate our continued commitment to workplace diversity through our overall increase in people of color (POC) in the United States, particularly amongst Asian and Hispanic/Latinx employees. We were honored to be named by Forbes as one of The World's Top Female-Friendly Companies and Best Employers for Diversity in 2021.

For more information about our workforce demographics, see our [EEO-1 workforce data](#). We continue our annual practice of analyzing pay equity followed by remediation and process improvements to close any wage gaps based on gender and race. This information is reported to the committees of our Board of Directors on a periodic basis.

EMPLOYEE DEMOGRAPHICS

POC U.S.

As of 12/31/21

	ALL	PROFESSIONAL	PEOPLE MANAGER	DIRECTOR	VP/SVP+
Black/ African American (U.S.)	10.70%	7.30%	6.20%	3.30%	2.50%
Latino/Hispanic (U.S.)	11.20%	7.90%	7.60%	5.40%	4.20%
Asian (U.S.)	7.00%	7.50%	5.80%	4.50%	6.70%
Two or More Races (U.S.)	1.80%	2.00%	1.60%	0.90%	3.30%
American Indian/ Alaskan (U.S.)	0.70%	0.30%	0.30%	0.00%	0.00%
Native Hawaiian/ Pacific Islander (U.S.)	0.50%	0.20%	0.40%	0.30%	0.80%
	ALL	PROFESSIONAL	PEOPLE MANAGER	DIRECTOR	VP/SVP+
POC	32.00%	25.20%	21.90%	14.40%	17.50%
White	68.00%	74.80%	78.10%	85.60%	82.50%

Gender - Global

As of 12/31/21

	ALL	PROFESSIONAL	PEOPLE MANAGER	DIRECTOR	VP/SVP+
Women	51.00%	45.90%	39.80%	34.20%	30.80%
Men	49.00%	54.10%	60.20%	65.80%	69.20%

Fostering connection and inclusion

Building connected, inclusive communities starts within our walls, and Employee Resource Groups (ERGs) contribute to making Newell Brands an inclusive and welcoming workplace for all. Newell has seven ERGs, which are global, employee-led organizations that play an important role in connecting employees and building community. Our newest ERG, ABLE, launched in 2021 with a focus on people with disabilities and allies. We also added Executive Sponsors for each ERG, ensuring that they have senior leaders advocating for and championing their efforts.

Our seven ERGs:



Women and allies



NAAPA

Asian and Pacific American employees and allies



Hispanic/Latinx employees and allies



Black employees and allies



Veterans and allies



Employees with disabilities and allies



LGBTQ+ employees and allies

Throughout 2021, ERGs continued to provide a meaningful source of community and connectivity for employees, particularly those working remotely. NAAPA and HOLA, for example, each led volunteering and fundraising efforts for nonprofit organizations such as the [Care BuHi Initiative](#) and the [Latin American Association](#). BEACON and OPEN partnered for a special private viewing of the documentary Ailey in honor of Pride Month and Juneteenth. RAY hosted a virtual panel with medical experts from Georgia CORE during Breast Cancer Awareness Month, and VETS spearheaded efforts to recognize Newell Brands employees who served in the military to mark Veterans Day and Remembrance Day. In 2022, we will focus our efforts on furthering the impact of our ERGs by increasing membership and engagement around the world.

We are proud that for the second consecutive year, the Human Rights Campaign (HRC) awarded us the highest score of 100 percent on their 2022 Corporate Equality Index. The Index benchmarks companies based on their corporate policies and practices related to LGBTQ+ workplace equality. OPEN, our ERG for LGBTQ+ employees and allies, positively contributed to these efforts through their leadership and commitment to educational programming throughout the year.

Our commitment to DI&B extends to the communities in which we operate. Newell Brands joined [ATL Action for Racial Equity](#), an effort of the Metro Atlanta Chamber (MAC) to accelerate racial equity by leveraging the size and scale of the business community, and the power of collective impact. As a participant in this important work, we also committed to disclose the percentage of Black employees in our workforce, as well as our spend with Black-owned suppliers, to the Metro Atlanta Chamber. These disclosures will drive our own accountability and enable us to measure our progress against other Atlanta-area employers.

We also remain an active participant in [CEO Action for Diversity & Inclusion](#), the largest CEO-driven business commitment to advance diversity and inclusion in the workplace. Our Global Head of DI&B regularly participates in discussions with this group to share best practices and drive change among the business community. In April, Newell Brands observed CEO Action's third annual Day of Understanding, Real Dialogue for Real Change, by providing employees with resources and training opportunities designed to make Newell a more diverse, inclusive and innovative company.

Finally, the Newell Brands Charitable Foundation (the Foundation) is proud to include DI&B as one of its [giving pillars](#). The Foundation maintains strong relationships with and provides financial and in-kind product donations to several nonprofits working to end inequality and promote diversity and inclusion in our communities. These nonprofits include Teaching for Change, The National Black Arts Foundation and Asian Americans Advancing Justice, among others.

ELEVATING PEOPLE OF COLOR

Outerwear brand Marmot is passionate about helping more people explore the outdoors. In 2021, the brand teamed up with L. Renee Blount, cofounder of [The Elevation Grant](#), to support aspiring outdoor photographers and filmmakers who identify as Black, Indigenous or people of color (BIPOC). The two grants, funded by Marmot, included cash stipends and merchandise from Marmot, Coleman, and other brand partners.

A panel of mentors—all BIPOC creatives themselves—chose two winners: [Janelle Paciencia](#), whose photography features BIPOC and Latinx women who mountaineer and ice climb; and [Jade Begay](#), an Indigenous filmmaker focused on environmental justice.

Employee Engagement

Our people are the driving force of our success, and we are proud of how we've supported them throughout the pandemic, including adapting to new ways of working and using their feedback to inform our plans.

Listening to employee voices

In 2021, we conducted a company-wide engagement survey in partnership with a prominent third-party organization. Nearly 23,000 employees participated in the survey, which was available in 33 languages, and more than 30,000 verbatim comments were collected. Newell scored a 75, in line with global benchmarks and a significant improvement compared to prior engagement surveys.

The survey highlighted strengths across three key areas:

- **Authenticity:** Employees are comfortable being themselves at work
- **Feedback:** Managers provide direct reports with feedback that helps them improve
- **COVID-19 response:** Employees believe the company handled the pandemic well

The survey also demonstrated areas where employees see opportunities for growth:

- **Career opportunities:** Employees are interested in improving their career opportunities
- **Growth:** Employees are eager to take advantage of more learning and growth initiatives
- **Well-being:** Employees want the company to take a greater interest in their well-being

NEWELL BRANDS KEY STRENGTHS: Above Global Benchmarks



NEWELL BRANDS AREAS OF OPPORTUNITY



The company-wide results were shared with all employees at a Global Meeting, followed by individual Business Unit and function meetings where specific results were reviewed. In 2022, we are hosting roundtable discussions with members of the Leadership Team for employees to share their thoughts on the results and our action plans will be informed by these discussions.

Partnering with collective organizations

Newell Brands maintains strong partnerships with its collective organizations around the world, including unions, trade unions, local works councils and our European employee forum. We welcome and encourage our employees to give us feedback and we take action where appropriate. We offer many ways for employees to share their thoughts, including confidential company-wide surveys, roundtable discussions and our Ethics Hotline, among others.



“ I am extremely proud to be a part of this organization and the good work being done in communities around the globe. I understand our responsibility to shareholders and profits but feel so privileged to work for a company that also makes the world a better place, not only through our products, but by our actions towards sustainability, inclusion, and the pure act of caring for those less fortunate in the world.”
 - NEWELL EMPLOYEE, ENGAGEMENT SURVEY

“ From the beginning, all prevention procedures against COVID-19 were adopted in the company.”
 - NEWELL EMPLOYEE, ENGAGEMENT SURVEY

“ My direct supervisor gives me feedback and helps me build my performance to advance my career. She supports my ambitions.”
 - NEWELL EMPLOYEE, ENGAGEMENT SURVEY

Adapting to new ways of working

Given the nature of our work and our industry, we believe that a significant level of in-person collaboration will always produce the best outcomes for our people, our customers, our consumers and other stakeholders. We also believe that working together in-person provides better growth, development and networking opportunities—particularly for those new to the workforce—and that in-person work is central to building a strong corporate culture and great place to work. At the same time, we acknowledge that the pandemic has presented new ways of working. Accordingly, following a gradual return for office-based employees, we will maintain a hybrid model that offers the opportunity to work from home and the office, at least through the end of 2022.



Supporting our frontline

Our frontline employees in manufacturing facilities, distribution centers, R&D labs and retail stores make up more than two-thirds of our workforce. Throughout the pandemic, we've put a particular focus on this population to ensure their safety and wellbeing and show appreciation for the important role they play in bringing our products to life for customers and consumers. One of our most impactful tactics for engaging our frontline employees is a program called PEAK (Planning, Engagement, Achievement and Knowledge). PEAK provides employees with the skills, tools and time to solve problems, create sustainable results and build a culture of operational excellence. Combining the power of our people with the right processes, technology and tools has unlocked tremendous outcomes, and since its launch in 2019, the program has grown from two sites to 42 sites.

In 2021, we significantly strengthened our commitment to our frontline with a major initiative focused on attracting and retaining these employees and being an employer of choice in the communities where we operate. The initiative, called Project Bedrock, included four workstreams:

1. Pay, benefits and incentives
2. Policies and systems
3. Marketing, recruiting, screening and onboarding
4. Culture and engagement

Led by cross-functional working groups, Project Bedrock has made significant strides in this effort including implementing a new compensation analysis tool which allows us to competitively evaluate and adjust our wages in our local markets where appropriate, a single medical premium pay band, streamlined hiring processes, new mechanisms which make it easier to apply to jobs and the development of guides to effectively onboard new hires. We will continue to explore additional ways to enhance the experience for our frontline employees in 2022. Additionally, we have several projects underway to decrease our reliance on temporary workers and ensure the large majority of our workers are full-time employees.

Building community and driving engagement

Newell Brands places significant importance on communicating with employees. We believe that timely, transparent communication is critical to achieving our Purpose, empowering employees and building a sense of community.

In 2021, we surveyed employees to hear their thoughts on our communications efforts. We were pleased to learn that:

- ✓ **93.2 percent of respondents agreed or strongly agreed that Newell Brands does a good job of communicating with employees**
- ✓ **91.3 percent agreed or strongly agreed that company leadership communicates in a timely and transparent manner**
- ✓ **89.6 percent agreed or strongly agreed that Newell Brands communications instill confidence in leadership**

In addition to traditional methods of communication like email and town halls, we communicate with employees in ways that meet them where they are.

Newell Now, our employee-facing mobile app, is an important way employees learn about what is happening across the company and receive news and updates. The app has played a critical role in driving connectivity globally throughout the pandemic. Currently, 76 percent of our office-based employees use Newell Now. Leaders Live is an internal podcast which aims to help employees get to know the company's leaders and learn about topics of interest. In 2021, we published 16 episodes.

Both programs were recognized by the Georgia chapter of the Public Relations Society of America (PRSA). Newell Now received the PRSA Georgia Excellence Award for Internal Communications and Leaders Live received the PRSA Georgia Phoenix Award.

Talent Acquisition and Development

At Newell Brands, attracting, developing and retaining the best talent is critical to achieving our ambitions. We do this in several ways including robust training programs, performance management and internal mobility.

Attracting early career professionals

Our summer internship program offers college students the opportunity to learn about our business, while providing us with a pipeline of talent. We strategically focus our recruiting efforts on a broad cross-section of universities, including Historically Black Colleges and Universities (HBCUs) and those with strong connections to organizations such as the Society of Women Engineers and the National Society of Black Engineers. To further grow our visibility among early-in-career talent, in 2021 we relaunched the Campus Champions program, through which representatives from our businesses foster relationships with universities and create recruitment strategies.

Providing opportunities for growth and career advancement

Our performance and talent development platform, grow@newell, identifies opportunities for recognition and growth and allows us to create consistent processes for approaching development goals, performance reviews, check-in meetings and exit interviews. Each year, employees set three performance goals linked to company objectives and one development goal focused on individual career growth. At year end, managers and employees review accomplishments, discuss challenges and prepare to set goals for the upcoming year. This process is designed to support employees on their career journeys and provide tools, training and resources for professional development.

We furthered our commitment to internal mobility in 2021 through the launch of a new internal mobility website. Through this site, employees can create a profile, explore openings that match their skills and interests and refer friends and colleagues to open positions. The site enhances employees' opportunities for internal growth and makes it easier to find a new role in the company.

Investing in a leadership development strategy for the future

Our people strategies are grounded in building our capabilities and preparing high-potential talent for broader roles in the organization.

In 2021, we launched three new programs to develop our employees' leadership skills and prepare them for roles of increasing responsibility.

For employees at the Vice President level, we established a new executive coaching program where select leaders are strategically matched with executive coaches in a process that encourages both personal and team growth through a robust development planning process. The program has allowed leaders to maximize their leadership potential while addressing key team and organizational initiatives.

For employees at the Director and Senior Manager level, we offered a similar opportunity to participate in a six-month skills development offering. The program focused on obtaining 360-degree feedback, building detailed development plans and accessing curated learning resources through Harvard Business Publishing to enhance leadership skills and accelerate employee career development.

Finally, in support of our people managers, we launched the Values-Centered Leader program for over 400 managers from across the business. Values-Centered Leader is a five-month program focusing on the development of practical leadership skills that support our Values. The program combines virtual modules, voluntary special interest sessions, professional assessments and online learning support designed to help managers become more effective and hone their leadership skills.

Employee Health, Safety and Wellbeing

The safety and wellbeing of our employees is unequivocally our number one priority, and we have several comprehensive programs in place to support this commitment.

Putting safety first

Established over 15 years ago, our Safety Excellence and Leadership (SEAL) program supports our goal of zero injuries, zero unsafe conditions and zero unsafe behaviors by helping our sites build consistent, reliable safety programs and educating team members on safety policies. While each location can customize its policies based on national regulations, every site undergoes a formal annual review to ensure SEAL guidelines are working effectively.

SEAL assessments evaluate incident management, safety culture, proactive safety processes and compliance, with sub-categories in each area. Each year, we look for opportunities to improve the program by adding new assessment categories, refining the scoring methodology and incorporating best practices. In 2021, these assessments were conducted onsite in the U.S., and virtually in many other parts of the world due to the pandemic.

Safety performance metrics¹

	2018	2019	2020	2021
Recordable injuries	517	336	235	207
Global recordable incident rate	1.41	.99	.74	.62

¹Data in this chart applies to full-time Newell employees, as well as temporary and part-time workers.

Newell Brands has achieved a steadily decreasing global recordable incident rate over the past five years, a level of performance that is world-class among manufacturers. We attribute this to the effectiveness of the SEAL program, our leaders' commitment to emphasizing the importance of safe behaviors and our employees' dedication to our safety protocols. By examining our safety data, we have determined that the few incidents that occur tend to be concentrated at a small number of sites. We are working closely with these sites to strengthen their safety cultures.

CREATING SHARED VALUE



Safety is a team effort. Collaboration, communication and teamwork are at the heart of our efforts to keep every employee safe.

SAFETY ON THE FRONT LINES

In 2021, Newell asked frontline workers across brands a simple question: "Why do you stay safe?" Each site was invited to respond, and we compiled some of our favorite responses in this video.



I stay safe for my family at home and here at work."

- LYNDI MOORE, RUBBERMAID, MOGADORE, OHIO



Staying Safe during COVID-19

Across our frontline facilities, including manufacturing plants, distribution centers and research labs, we continue to require heightened safety measures such as following Centers for Disease Control and Prevention (CDC) guidance on face masks, staggered scheduling, plexiglass barriers, exposure protocols, increased cleaning and sanitation and social distancing measures. We are also strongly encouraging vaccination and boosters and provided monetary incentives to frontline employees who got vaccinated. In 2022, we are offering on-site vaccination clinics to make it even easier for our frontline employees to be vaccinated.

In December 2021, we mandated vaccination for all U.S. office-based employees and provided a paid day off for employees to get a vaccination or booster. We are proud to report that 92 percent of U.S. office-based employees are vaccinated against COVID-19.



Promoting personal wellness

We offer competitive benefits and resources that empower employees to prioritize their health and wellbeing and thrive inside and outside of work. Based on our global employee engagement survey, we know that wellbeing is an area where employees would like to see us improve and we are working to identify new solutions.

Through the well@newell program, we provide health insurance and dental and vision coverage for our full-time, U.S.-based employees and equivalent benefits to our full-time team members globally. We also provide paid parental leave; a 401(k) plan with a 6 percent company match; access to fitness classes; and support with tuition, fertility solutions and dependent care. In late 2021, we made enhancements to our 2022 U.S. benefits program, including:

- A simplified medical plan premium structure for hourly employees
- Automatic enrollment in 401(k) plans for new hires
- No cap on short-term disability for hourly employees
- A new mental wellness tool, known as digital cognitive behavioral therapy, with self-guided modules to help employees cope with stress, anger, anxiety, depression and low self-esteem
- A plan comparison tool that makes it easier for employees to choose the plans that meet their needs

In 2021 we also offered our first virtual benefits fair, where employees had the opportunity to explore wellness classes, attend live discussions and listen to recorded sessions. We put wellness at employees' fingertips with a new website and a mobile app for accessing benefits enrollment and information.

We know that a critical part of employee wellbeing is mental health, and we continue to provide employees with excellent resources through our Employee Assistance Program (EAP). The EAP is available to all employees globally to help them and their families manage life's challenges such as anxiety and depression, family dynamics, substance abuse, child and elder care needs and legal or financial issues.

In addition, given the mental health strain so many are experiencing because of COVID-19, we put a special emphasis on Mental Health Awareness Month in 2021. Throughout the month, we provided tips, resources and webinars, along with hosting company- and ERG-sponsored panels featuring internal and external speakers.

See our [careers site](#) for a full listing of benefits.



Our Communities

Our Communities

As a global business with operations in over 40 countries, we have a responsibility to give back to the communities in which we operate. We are committed to making the world a better place through the power and reach of our brands and the passion and talent of our employees. We support nonprofit organizations whose missions align with our business, Values and philanthropic priorities through the Newell Brands Charitable Foundation, in-kind product donations and employee volunteer efforts.

In this section:

THE NEWELL BRANDS
CHARITABLE FOUNDATION

DISASTER RELIEF

EMPLOYEE VOLUNTEERISM

CIVIC ENGAGEMENT

The Newell Brands Charitable Foundation

The Newell Brands Charitable Foundation (the Foundation) supports nonprofits doing meaningful work in the areas of Child Safety & Development; Outdoor & the Environment; Hunger; Education; Diversity, Inclusion and Belonging and Disaster Relief. In addition to providing financial support to our nonprofit partners, we offer two strategic programs annually: our Local Impact Grant Program and our Matching Gift Program.

In 2021, we established our first-ever philanthropic goal for the Foundation:

- Invest \$1 million in our communities through our Local Impact Grant Program by 2025



Having the sustained financial and in-kind support of local companies like Newell Brands means so much to community nonprofits like Big Brothers Big Sisters of Metro Atlanta. Every dollar and volunteer truly makes a difference. With your support, we created 201 new Big and Little matches in 2021. We hope to do even more in 2022 with our strategic priorities focused on expanding our services throughout the city with satellite mentoring hubs.”

**-TARA SPANN, SENIOR CORPORATE RELATIONS MANAGER
BIG BROTHERS BIG SISTERS OF METRO ATLANTA**

Local Impact Grant Program

The Local Impact Grant Program provides employees in select locations with the opportunity to nominate and vote on nonprofits working on initiatives and projects that align with the Foundation’s Giving Pillars. The program enables us to engage employees in our giving efforts while supporting our local communities in a meaningful way. In the program’s third year, we awarded \$125,000 in grants to 14 nonprofits in eight locations across the U.S. Since the program’s inception in 2019, we have awarded over \$530,000 to 61 nonprofits, some of which are multi-year recipients.

Through these grants, our recipients can further the work they are doing in our local communities. For example, one of our grantees was the Food Bank of Western Massachusetts, who used their Local Impact Grant to distribute over 14.8 million pounds of food to 171 emergency food partners. A 2020 grantee, Zoo Atlanta, used their funding in 2021 to host Virtual Zoo Exploration Programs that reached over 9,000 students with the Foundation’s support. After participating in the program, 97 percent of students said their appreciation for science, wildlife and conservation had increased.

2021 Local Impact Grant Program Recipients

ATLANTA, GEORGIA

- Atlanta Community Food Bank
- Veterans Empowerment Organization
- Big Brothers Big Sisters Atlanta
- Children’s Healthcare of Atlanta

BENTONVILLE, ARKANSAS

- Northwest Arkansas Children’s Shelter

CHICAGO/AURORA, ILLINOIS

- Northern Illinois Food Bank
- Chicago Collegiate, Inc.

HIGH POINT, NORTH CAROLINA

- Ronald McDonald House of Winston Salem

HOBOKEN, NEW JERSEY/ NORWALK, CONNECTICUT

- Community Center of Northern Westchester
- The Hoboken Shelter

HUNTERSVILLE, NORTH CAROLINA

- Angels and Sparrows

KALAMAZOO, MICHIGAN

- Kalamazoo Loaves and Fishes

SOUTH DEERFIELD/ WHATELY, MASSACHUSETTS

- The Food Bank of Western Massachusetts
- Big Brothers Big Sisters of Franklin County



Matching Gift Program

On GivingTuesday 2021, we launched a new, global Matching Gift Program. Through this year-round program, Newell Brands employee donations to [The Nature Conservancy](#), [No Kid Hungry](#) and [Save the Children](#) are matched dollar-for-dollar by the Newell Brands Charitable Foundation, up to a total match of \$25,000 per nonprofit on an annual basis. We plan to augment our support through volunteer opportunities and product donations, as well as providing education to our employees on the important work these organizations are doing.

These nonprofits were thoughtfully selected based on the impactful work they are doing around the world in the areas of hunger, education, the environment, child safety and development and disaster relief.

Supporting diverse and inclusive causes

An important aspect of our philanthropic efforts is to support causes that reflect the diversity of Newell employees around the world. In 2021, the Foundation partnered with ERGs to select nonprofits for donations in honor of important cultural moments:

- In honor of Martin Luther King Jr. Day, members of BEACON worked with the Foundation to identify a new donation recipient, the [National Black Arts Festival](#) (NBAF). The NBAF is a nonprofit that provides artistic and educational programs in music, dance, film visual arts, theater and literacy arts.
- For Pride Month in June, the Foundation partnered with OPEN to contribute to [True Colors United](#), which implements solutions for homelessness among LGBTQ+ youth.
- In celebration of Hispanic Heritage Month, members of HOLA helped identify the [Hispanic Heritage Foundation](#) as a donation recipient. The nonprofit offers an award-winning leadership and workforce development program for budding Latinx leaders.
- In support of Veterans Day, members of VETS joined the Foundation in embarking on a new relationship with [Operation Homefront](#), which provides programs to military families focused on critical financial assistance, transitional and permanent housing and caregiver support.

In addition to donations made in partnership with the ERGs, the Foundation made contributions throughout the year in support of mental health awareness and social justice.

For Mental Health Awareness Month, the Foundation contributed to [Crisis Text Line](#). Crisis Text Line has a team of volunteer counselors trained on responding to crisis texts related to COVID-19, anxiety, eating disorders, depression, suicide or self-harm. In honor of Juneteenth, the Foundation renewed its partnership with [Teaching for Change](#), an organization that provides teachers and parents with the tools to create schools where students learn to read, write and change the world. The donation was personally matched by Newell's President & CEO, Ravi Saligram, and his wife, Dr. Nalini Saligram.

In addition, the Foundation remained committed to responding to instances of racial injustice and made donations to [Georgia Black United Fund](#), [Black Women's Health Imperative](#) and [Black Emotional and Mental Health Collective](#) to honor the memories of those who lost their lives at the hands of racially motivated violence. In response to the racism, violence and xenophobia targeted at the Asian and Asian American community throughout the COVID-19 pandemic, the Foundation also contributed to [Asian Americans Advancing Justice \(AAJC\)](#), an organization that aims to advance civil and human rights for Asian Americans. The funding supported AAJC's Bystander Intervention Virtual Trainings, which Newell employees were invited to attend.

Disaster Relief

Newell Brands takes seriously our responsibility to support communities in need during times of crisis and disaster.

To help address the surge in COVID-19 cases in India in early 2021, the Newell Brands Charitable Foundation donated \$10,000 to [CARE](#), a nonprofit that works globally to save lives, defeat poverty and achieve social justice.

Throughout the year, we also responded to hurricanes and wildfires in the United States, earthquakes in Haiti and southwest Mexico, the humanitarian emergency in Afghanistan and the ongoing COVID-19 pandemic. To support relief and recovery efforts and help communities rebuild, we were proud to donate over \$1 million in products, including Rubbermaid Commercial Products storage totes, cleaning products and hand sanitizers; Rubbermaid consumer products including food storage containers; Coleman tents; Marmot sleeping bags; ExOfficio clothing; Sunbeam blankets; Contigo water bottles; Graco playards, strollers and travel systems; and Sharpie, Paper Mate and Expo writing supplies.

In December, several midwestern and southern states in the United States were impacted by severe tornadoes that resulted in more than 90 deaths and the destruction of thousands of homes and businesses. In response to these disasters, the Foundation made a \$15,000 donation to the [American Red Cross](#) (ARC). The ARC had a large volunteer force on the ground providing aid in several communities that experienced destruction at the hands of these tornadoes. Volunteers provided victims with safe places to stay and emotional support, along with conducting damage assessments to identify the needs of impacted individuals and families.

We also partnered with [Good360](#), as part of our Resilient Response Pledge, to provide tents, sleeping bags and products from the Rubbermaid Commercial Products' portfolio based on the needs identified within the impacted communities.

In addition to being matched as part of our Matching Gift Program, donations made to [Save the Children following the tornadoes](#) directly impacted the organization's Children's Emergency Fund which provided hygiene kits and other needed supplies, including NUK bottles and pacifiers, to families in Mayfield, Kentucky, one of the hardest hit areas.

Finally, in response to the tragic destruction of the Mayfield Consumer Products candle production facility in Mayfield, Kentucky, the Home Fragrance Business Unit made a \$10,000 donation to the [MCP Candles Tornado Victims Fund](#), which directed 100 percent of funds raised to victim relief.

CREATING SHARED VALUE



Our community partners **trust** us to be a good corporate citizen. We support causes where we can make a meaningful impact, such as providing essential products in the aftermath of disasters.



Corporate Giving and Volunteerism

In addition to financial support from the Foundation, Newell Brands provides ongoing corporate support to nonprofit organizations through monetary and in-kind donations and employee volunteer hours.

In-kind donations

As a global consumer products manufacturer, we are well-positioned to provide product donations which we augment with financial contributions whenever possible. In 2021, we distributed nearly \$17 million* worth of in-kind donations, our most impactful year of in-kind giving to date.

To further our in-kind giving impact in the future, in 2021 we established our first-ever goal for product donations:

- **Achieve \$50 million in product donations by the end of 2025**

We are proud to have donated \$25.4 million in product throughout 2020 and 2021 and look forward to accelerating our giving efforts in order to meet our 2025 goal.

In 2020 and 2021, children around the world were affected by the largest education disruption in modern history. After nearly a year of school closures, it's estimated that over one billion children worldwide were at risk of falling behind. The crisis worsened preexisting disparities by reducing educational opportunities for many of the world's most vulnerable children—those living in poor or rural areas, girls, refugees and children with disabilities.

*In-kind donations exceeded typical annual values because of increased urgent demand as a result of COVID-19.

Through its emergency education efforts, [UNICEF](#) is addressing learning losses for children in Egypt and Jordan, among other places. Newell Brands supported them in this effort by donating over 2.8 million essential school supplies, including Sharpie and Expo markers and Paper Mate pens, pencils and erasers, all of which will provide nearly 90,000 vulnerable children with classroom resources.

As schools reopened throughout 2021, Rubbermaid Commercial Products (RCP) donated \$1.3 million worth of Rubbermaid Hand Sanitizer product to under-resourced schools through its partnership with [Kids In Need Foundation](#) (KINF). The donation marked the launch of RCP's Back to Clean initiative, which provided products, tools and resources for cleanliness to ensure a safe start to summer school and the fall academic year, and a safe return to office buildings, food service centers and retail locations. The donation included more than 270,000 hand sanitizer bottles which were delivered to schools across the country from California to Pennsylvania and benefitted over 295,000 students.

In addition to at-risk students, we provide in-kind product donations to organizations that serve a wide range of underserved populations. In 2021, we donated products from our Food and Home Appliance brands to [Not 4Gotten NY](#), an organization that provides victims of domestic violence and sexual assault with critical resources as they transition out of shelters. Not 4Gotten NY works with other area nonprofit organizations to ensure resources are distributed equitably among people who need them most.



Employee volunteerism

Through the give@newell program, we empower employees to donate their time to causes they are passionate about through both company-sponsored and locally driven volunteer initiatives. All full-time employees in the U.S. and Canada annually receive eight hours of paid time off to use for approved volunteer opportunities.

Our give@newell Ambassadors team is composed of employees who are nominated by fellow colleagues based on their ability to lead and inspire through their involvement in their local communities. More than 30 dedicated Ambassadors located around the world serve as champions for company-sponsored volunteer opportunities. They lead volunteer initiatives, encourage other employees to participate and gather feedback that provides valuable insights to ensure successful programming year after year. Members of an engagement group from the Huntersville, North Carolina office ran a week of service called Give Week, which provided employees with in-person and virtual volunteer opportunities around the greater Charlotte area. In 2021, Meals on Wheels, Promising Pages and Classroom Central, among others, all benefitted from Give Week.

Newell Brands also organizes events year-round where employees can give their time to make a difference. For Martin Luther King Jr. Day 2021, we partnered with [Meals on Wheels Atlanta](#) for a week of service projects, both in-person and virtual. Volunteers loaded and decorated food boxes, delivered meals and wrote letters of encouragement to homebound seniors.

To celebrate the back-to-school season, we supported Atlanta Public Schools' annual Back-to-School Bash for the seventh year, a community event where students receive free school supplies, health care and more, including thousands of items from our brands like Sharpie, Paper Mate, Rubbermaid and Contigo, along with products and information supplied by other Atlanta-based companies. By providing monetary and in-kind donations to [The Empty Stocking Fund](#), a nonprofit that brings disadvantaged children essential goods year-round and partner of Atlanta Public Schools, we are proud to support students' positive social and emotional development and academic success.

Finally, in recognition of the 20th anniversary of the September 11th attacks, Newell volunteers in Atlanta, Georgia, and Hoboken, New Jersey, helped pack 300,000 meals to assist children, families, seniors and military veterans at risk of hunger in partnership with [911day.org](#), an organization dedicated to transforming the anniversary of September 11th into a worldwide day of unity and doing good.

CREATING SHARED VALUE



The many ways in which our employees give back to our communities demonstrates our commitment to **teamwork**.



Civic Engagement

As outlined in our [Government Affairs Policy](#), we do not use corporate funds to make contributions to support federal, state or local political parties, candidates, campaigns, ballot measures, political organizations or social welfare organizations. Consistent with this policy, since at least 2016, we have not made any political expenditures to these groups, nor do we have any intention to do so in the future.

We do, however, believe that core tenets of our democracy—such as facilitating access to voting rights—are nonpolitical. Newell Brands is a member of [Civic Alliance](#), a non-partisan coalition of businesses working to strengthen democracy. The Alliance equips employees to vote and take part in civic discourse. This partnership builds on our commitment to offering voter-friendly workplace policies and increases the number of nonpartisan tools, resources and programs we can share with our teams to create an inclusive culture of civically engaged employees. In January 2021, we joined other members of the Alliance in releasing a [statement](#) condemning the attack on the U.S. Capitol and supporting a peaceful transition of power.

Later in the year, Newell Brands signed a letter, published in The New York Times and The Washington Post and signed by hundreds of other corporations and CEOs, opposing any discriminatory legislation or measures that restrict eligible voters from casting ballots.



Appendix

This report references widely adopted standards for sustainability reporting including Global Reporting Initiative (GRI), Sustainability Accounting Standards Board (SASB) and the Task Force on Climate-related Financial Disclosures (TCFD), all of which can be found on the pages that follow.

For more information or questions regarding this report or corporate citizenship at Newell, please contact media@newellco.com.

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Forward-looking information

Some of the statements in this report, particularly those related to future goals, commitments and programs as well as business performance and objectives are forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements generally can be identified by the use of words or phrases, including, but not limited to, "intend," "anticipate," "believe," "estimate," "project," "target," "plan," "expect," "setting up," "beginning to," "will," "should," "would," "resume" or similar statements. We caution that forward-looking statements are not guarantees because there are inherent difficulties in predicting future results. Actual results may differ materially from those expressed or implied in the forward-looking statements. Important risk factors that could cause actual results to differ materially from those suggested by the forward-looking statements can be found in our current and periodic reports filed with the U.S. Securities and Exchange Commission, including with limitation our 2021 Annual Report on Form 10-K.



GRI General Disclosures

Organizational Profile

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
102-1	Name of the organization	Newell Brands
102-2	Activities, brands, products, and services	Newell Brands' Go-To-Market Approach 2021 10-K: Business
102-3	Location of headquarters	Atlanta, Georgia, USA
102-4	Location of operations	2021 10-K: Properties
102-5	Ownership and legal form	Newell Brands is a publicly traded company on the New York stock exchange under the symbol "NWL"
102-6	Markets served	About Newell Brands
102-7	Scale of the organization	2021 10-K: Financial Statements and Supplementary Data
102-8	Information on employees and other workers	2021 10-K: Human Capital Management
102-9	Supply chain	2021 10-K: Business Strategy; Coronavirus (COVID-19); Supply Chain and Raw Materials and Sourced Finished Goods
102-10	Significant changes to the organization and its supply chain	2021 10-K: Business Strategy; Coronavirus (COVID-19); Supply Chain and Raw Materials and Sourced Finished Goods
102-11	Precautionary Principle or approach	Newell does not follow the precautionary approach, but has a comprehensive risk management plan in place. See also Risk Management 2021 Proxy Statement: Board and Management Roles in Risk Oversight
102-12	External initiatives	Newell supports numerous external initiatives. Please see a sample list below: <ul style="list-style-type: none"> - ASTM International - Business Social Compliance Initiative - Civic Alliance - Ellen MacArthur Foundation - International Organization for Standardization (ISO) - Sedex Members Ethical Trade Audit
102-13	Membership of associations	Newell participates in and is affiliated with numerous industry trade organizations. Please see a sample list below: <ul style="list-style-type: none"> - ASTM International - Juvenile Products Manufacturers Association - Sustainable Packaging Coalition

GRI General Disclosures

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
Strategy		
102-14	Statement from senior decision-maker	CEO Letter
102-15	Key impacts, risks, and opportunities	Our Approach to Corporate Citizenship 2021 10-K: Risk Factors
Ethics and Integrity		
102-16	Values, principles, standards, and norms of behavior	Purpose and Values; Ethics and Compliance
102-17	Mechanisms for advice and concerns about ethics	Reporting concerns
Governance		
102-18	Governance structure	Corporate Governance
102-19	Delegating authority	Corporate Governance
102-20	Executive-level responsibility for economic, environmental, and social topics	Corporate Governance
102-21	Consulting stakeholders on economic, environmental, and social topics	Corporate Governance
102-22	Composition of the highest governance body and its committees	Corporate Governance
102-23	Chair of the highest governance body	https://www.newellbrands.com/our-company/board-of-directors
102-24	Nominating and selecting the highest governance body	2021 Proxy Statement: Director Nomination Process
102-25	Conflicts of interest	2021 Proxy Statement: Code of Ethics
102-26	Role of highest governance body in setting purpose, values, and strategy	https://www.newellbrands.com/our-company/board-of-directors
102-32	Highest governance body's role in sustainability reporting	Corporate Governance
102-35	Remuneration policies	2021 Proxy Statement: Compensation Discussion and Analysis
102-36	Process for determining remuneration	2021 Proxy Statement: Compensation Discussion and Analysis
102-37	Stakeholders' involvement in remuneration	2021 Proxy Statement: Compensation Discussion and Analysis; Stockholder Engagement
102-38	Annual total compensation ratio	2021 Proxy Statement: Pay Ratio

GRI General Disclosures

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
Stakeholder Engagement		
102-40	List of stakeholder groups	Stakeholder engagement
	Collective bargaining agreements	Newell Brands maintains strong partnerships with its collective organizations around the world, including unions, trade unions, local works councils and our European employee forum.
102-42	Identifying and selecting stakeholders	Stakeholder engagement
102-43	Approach to stakeholder engagement	Stakeholder engagement
102-44	Key topics and concerns raised	Stakeholder engagement
Reporting Practice		
102-45	Entities included in the consolidated financial statements	2021 10-K: Business
102-46	Defining report content and topic Boundaries	Our Approach to Corporate Citizenship
102-47	List of material topics	Our Approach to Corporate Citizenship
102-48	Restatements of information	Restatements are noted where applicable throughout this report.
102-49	Changes in reporting	Our Approach to Corporate Citizenship
102-50	Reporting period	This report is applicable to 2021.
102-51	Date of most recent report	March 31, 2021
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	media@newellco.com
102-54	Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with GRI Standards: Core Option.
102-55	GRI content index	GRI Index
102-56	External assurance	Sustainable Futures was engaged by Newell Brands to conduct an internal audit and provide a third-party review and verification statement regarding selected GHG/energy consumption, water consumption and nonhazardous-disposed waste data for 2021 calendar year.

GRI Specific Disclosures

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
Anti-corruption		
103-1	Explanation of the material topic and its Boundary	Ethics and Compliance Policies , Reporting concerns , Ethics training
103-2	The management approach and its components	Ethics and Compliance Policies , Reporting concerns , Ethics training , Code of Conduct
103-3	Evaluation of the management approach	Ethics and Compliance Policies , Reporting concerns , Ethics training
205-1	Operations assessed for risks related to corruption	Ethics and Compliance Policies , Reporting concerns , Ethics training
205-2	Communication and training about anti-corruption policies and procedures	Ethics training
Materials		
103-1	Explanation of the material topic and its Boundary	Design and Innovation , Product and Packaging Sustainability
103-2	The management approach and its components	Design and Innovation , Product and Packaging Sustainability
103-3	Evaluation of the management approach	Design and Innovation , Product and Packaging Sustainability
301-2	Recycled input materials used	Design and Innovation , Product and Packaging Sustainability
301-3	Reclaimed products and their packaging materials	Design and Innovation , Product and Packaging Sustainability
Energy		
103-1	Explanation of the material topic and its Boundary	Climate Change and Emissions
103-2	The management approach and its components	Climate Change and Emissions
103-3	Evaluation of the management approach	Climate Change and Emissions
302-4	Reduction of energy consumption	Climate Change and Emissions
Water and Effluents		
103-1	Explanation of the material topic and its Boundary	Water and Biodiversity
103-2	The management approach and its components	Water and Biodiversity
103-3	Evaluation of the management approach	Water and Biodiversity
303-1	Interactions with water as a shared resource	Water and Biodiversity
303-2	Management of water discharge-related impacts	Water and Biodiversity
303-5	Water consumption	Water and Biodiversity

GRI Specific Disclosures

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
Emissions		
103-1	Explanation of the material topic and its Boundary	Climate Change and Emissions
103-2	The management approach and its components	Climate Change and Emissions
103-3	Evaluation of the management approach	Climate Change and Emissions
305-1	Direct (Scope 1) GHG emissions	2021 GHG Emissions
305-2	Energy indirect (Scope 2) GHG emissions	2021 GHG Emissions
305-5	Reduction of GHG emissions	2021 GHG Emissions
Waste		
103-1	Explanation of the material topic and its Boundary	Making smart use of materials
103-2	The management approach and its components	Making smart use of materials
103-3	Evaluation of the management approach	Making smart use of materials
306-1	Waste generation and significant waste-related impacts	Making smart use of materials
306-2	Management of significant waste-related impacts	Making smart use of materials
306-3	Waste generated	Making smart use of materials
306-4	Waste diverted from disposal	Making smart use of materials
306-5	Waste directed to disposal	Making smart use of materials
Environmental Compliance		
103-1	Explanation of the material topic and its Boundary	Driving environmental compliance
103-2	The management approach and its components	Driving environmental compliance
103-3	Evaluation of the management approach	Driving environmental compliance
307-1	Non-compliance with environmental laws and regulations	Driving environmental compliance
Supplier Environmental Assessment		
103-1	Explanation of the material topic and its Boundary	Responsible Sourcing and Social Compliance
103-2	The management approach and its components	Responsible Sourcing and Social Compliance
103-3	Evaluation of the management approach	Responsible Sourcing and Social Compliance
308-1	New suppliers that were screened using environmental criteria	Responsible Sourcing and Social Compliance

GRI Specific Disclosures

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
Employment		
103-1	Explanation of the material topic and its Boundary	Our People
103-2	The management approach and its components	Our People
103-3	Evaluation of the management approach	Our People
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Promoting personal wellness
Occupational Health and Safety		
103-1	Explanation of the material topic and its Boundary	Employee Health and Wellbeing
103-2	The management approach and its components	Employee Health and Wellbeing
103-3	Evaluation of the management approach	Employee Health and Wellbeing
403-1	Occupational health and safety management system	Employee Health and Wellbeing
403-2	Hazard identification, risk assessment, and incident investigation	Employee Health and Wellbeing
403-3	Occupational health services	Employee Health and Wellbeing
403-4	Worker participation, consultation, and communication on occupational health and safety	Employee Health and Wellbeing
403-5	Worker training on occupational health and safety	Employee Health and Wellbeing
403-6	Promotion of worker health	Employee Health and Wellbeing
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Employee Health and Wellbeing
403-9	Work-related injuries	Employee Health and Wellbeing
Training and Education		
103-1	Explanation of the material topic and its Boundary	Talent Acquisition and Development
103-2	The management approach and its components	Talent Acquisition and Development
103-3	Evaluation of the management approach	Talent Acquisition and Development
404-2	Programs for upgrading employee skills and transition assistance programs	Talent Acquisition and Development
Diversity and Equal Opportunity		
103-1	Explanation of the material topic and its Boundary	Diversity, Inclusion and Belonging
103-2	The management approach and its components	Diversity, Inclusion and Belonging
103-3	Evaluation of the management approach	Diversity, Inclusion and Belonging
405-1	Diversity of governance bodies and employees	Board composition

GRI Specific Disclosures

GRI STANDARD	DISCLOSURE	LOCATION / DIRECT ANSWER
Human Rights Assessment		
103-1	Explanation of the material topic and its Boundary	Human rights, Responsible Sourcing and Social Compliance
103-2	The management approach and its components	Human rights, Responsible Sourcing and Social Compliance
103-3	Evaluation of the management approach	Human rights, Responsible Sourcing and Social Compliance
412-1	Operations that have been subject to human rights reviews or impact assessments	Human rights, Responsible Sourcing and Social Compliance
412-2	Employee training on human rights policies or procedures	Human rights, Responsible Sourcing and Social Compliance
Local Communities		
103-1	Explanation of the material topic and its Boundary	Our Communities
103-2	The management approach and its components	Our Communities
103-3	Evaluation of the management approach	Our Communities
413-1	Operations with local community engagement, impact assessments, and development programs	Our Communities
Supplier Social Assessment		
103-1	Explanation of the material topic and its Boundary	Human rights, Responsible Sourcing and Social Compliance
103-2	The management approach and its components	Human rights, Responsible Sourcing and Social Compliance
103-3	Evaluation of the management approach	Human rights, Responsible Sourcing and Social Compliance
414-1	New suppliers that were screened using social criteria	Human rights, Responsible Sourcing and Social Compliance
Public Policy		
103-1	Explanation of the material topic and its Boundary	Civic Engagement
103-2	The management approach and its components	Civic Engagement
103-3	Evaluation of the management approach	Civic Engagement
415-1	Political contributions	Civic Engagement
Customer Health and Safety		
103-1	Explanation of the material topic and its Boundary	Consumer Safety and Satisfaction
103-2	The management approach and its components	Consumer Safety and Satisfaction
103-3	Evaluation of the management approach	Consumer Safety and Satisfaction
416-1	Assessment of the health and safety impacts of product and service categories	Consumer Safety and Satisfaction
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	Product recalls

SASB Index Household and Personal

TOPIC	ACCOUNTING METRIC	REPOSE/LOCATION
Sustainability Disclosure Topics & Accounting Metrics		
Water management	CG-HP-140a.1	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress
	CG-HP-140a.2	Description of water management risks and discussion of strategies and practices to mitigate those risks
Product environmental, health, and safety performance	CG-HP-250a.1	Revenue from products that contain REACH substances of very high concern (SVHC)
	CG-HP-250a.2	Revenue from products that contain substances on the California DTSC Candidate Chemicals List
	CG-HP-250a.3	Discussion of process to identify and manage emerging materials and chemicals of concern
Packaging lifecycle management	CG-HP-410a.2	Discussion of strategies to reduce the environmental impact of packaging throughout its lifecycle
Environmental and social impacts of palm oil supply chain	CG-HP-430a.1	Amount of palm oil sourced, percentage certified through the Roundtable on Sustainable Palm Oil (RSPO) supply chains as (a) Identity Preserved, (b) Segregated, (c) Mass Balance, or (d) Book & Claim
Product environmental, health, and safety performance	CG-TS-250a.1	Number of (1) recalls and (2) total units recalled
	CG-TS-250a.4	Discussion of processes to assess and manage risks and/or hazards associated with chemicals in products
Labor Conditions in the Supply Chain	CG-TS-430a.1	Number of facilities audited to a social responsibility code of conduct
	CG-TS-430a.2	Direct suppliers' social responsibility audit (1) non-conformance rate and (2) associated corrective action rate for (a) priority nonconformances and (b) other nonconformances
Activity Metrics		
	Number of manufacturing facilities	55

TCFD Index

TOPIC	ACCOUNTING METRIC	
Governance		
Disclose the organization's governance around climate-related risks and opportunities.	a) Describe the board's oversight of climate-related risks and opportunities.	CDP Climate Change 2021 C1.1a, C1.1b Corporate Governance
	b) Describe management's role in assessing and managing climate-related risks and opportunities.	CDP Climate Change 2021 C1.2, C1.2a, C1.3 Corporate Citizenship Council ; Our carbon neutral commitment , Working Together to Do More
Strategy		
Disclose the actual and potential impacts of climate-related risks and opportunities on the organization's businesses, strategy and financial planning.	a) Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.	CDP Climate Change 2021 C2.1, C2.1a, C2.1b, C2.2a, C2.3a, C2.4 Design and Innovation , Climate Change and Emissions
	b) Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning.	CDP Climate Change 2021 C2.3a, C3.1, C3.1b, C3.3, C3.4, C3.4a Design and Innovation , Climate Change and Emissions
	c) Describe the potential impact of different scenarios, including a 2°C scenario, on the organization's businesses, strategy, and financial planning.	CDP Climate Change 2021 C3.2, C3.2a
Risk Management		
Disclose how the organization identifies, assesses and manages climate-related risks.	a) Describe the organization's processes for identifying and assessing climate-related risks.	CDP Climate Change 2021 C2.1, C2.1a, C2.2 Corporate Governance ; Our carbon neutral commitment ; Working Together to Do More
	b) Describe the organization's processes for managing climate-related risks.	
	c) Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management.	
Metrics and Targets		
Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities.	a) Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	CDP Climate Change 2021 C6., C8. Corporate Citizenship Goals
	b) Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.	CDP Climate Change 2021 C6. 2021 GHG Emissions
	c) Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	CDP Climate Change 2021 C4. Corporate Citizenship Goals