Kimberly-Clark
Australia & New Zealand

Sustainability Snapshot
2022

Kimberly-Clark Australia acknowledges the Traditional Owners and Custodians of this nation and their ongoing connection to the land, waters and community. We wish to pay our respects to all Aboriginal communities and their cultures; and to Elders past and present.

Kimberly-Clark New Zealand acknowledges the esteemed tangata whenua of Aotearoa, te reo me ōna tikanga. Miki rau.

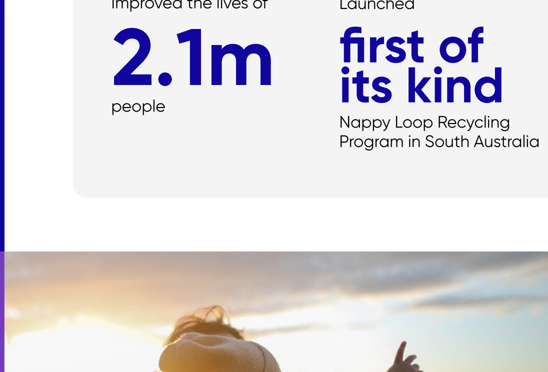
Kimberly-Clark exists to provide Better Care for a Better World

This progress snapshot shares a few of the key ways that our ANZ team is delivering upon our global commitment to improve the lives and wellbeing of one billion people in underserved communities around the world, with the smallest environmental footprint.

5 things to know about K-CANZ in 2022

Every day, our employees strive to provide the best for our consumers, our customers and the communities where we work and live, all while minimising the impact on our planet. Here's a glance at our impact snapshot in 2022:

- Improved the lives of **2.1m** people
- Launched **first of its kind** Nappy Loop Recycling Program in South Australia
- Reduced **457t** of plastic in packaging materials
- Reduced **34%** in emissions vs 2015 baseline
- Achieved **98%** landfill avoidance at our Millicent Mill



Making Lives Better

We're on a mission to improve the well-being of 30 million people in vulnerable and underserved communities by 2030, through our purpose driven programs, product donations, campaign activations and partner collaborations. Through the power of our iconic brands, we have a unique opportunity to advocate for social change and contribute towards a better, more inclusive, and equal world.

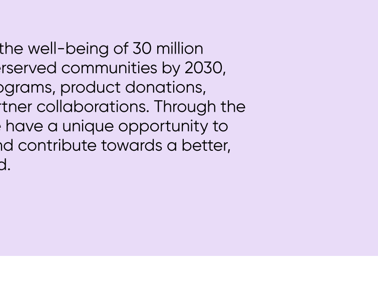
From Taboo to Triumph: Tackling Period Poverty

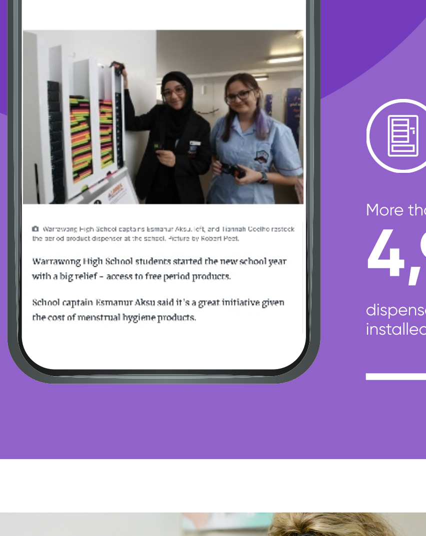
We have focused on addressing period poverty and reducing menstrual stigma through our U by Kotex® brand for a long time. Through our partnership collaborations, we have reached more than 3 million menstruators with product donations and menstrual education since 2015.

the period place. sharethedignity

We're innovating our menstrual education resources through digital offerings and gamification platforms – check out our newly launched Period Planet Game here!

Try it out here





Free UbK Tampons and Pads in NSW Public Schools

We've been advocating for greater access to period products for many years now and we're proud to be a key partner in the NSW Government's initiative to address period poverty in our education system. U by Kotex period dispensers, tampons and pads are now available for free for public school students across NSW.

This program will provide students with easy access to period care products and information, working to normalise menstruation and ensuring nothing gets in the way of their education. On average, young people experience their first period in primary school. The more we can normalise periods from an early age, the more we can start to shift the negativity around periods to one of positivity from the start.

- More than **4,900** dispensers have been installed across **2,250 schools**
- with an estimated **226,000** students expected to directly benefit from the program every year

Helping Improve the Lives of First Nations Babies

For over 10 years, Huggies® has supported The Rhodanthe Lipsett Indigenous Midwifery Charitable Fund (RLIMCF), which was established to increase the number of Aboriginal and Torres Strait Islander Midwives within our health system. Currently only 1.3% of Midwives identify as Aboriginal or Torres Strait Islander, however First Nations babies account for 6% of all births in Australia. In order to improve First Nations maternal and perinatal health outcomes, there is an urgent need for more culturally sensitive services, including more First Nations Midwives.

To shine light on this important issue, Huggies and RLIMCF created Sister Scrubs - a special uniform for First Nations Midwives to wear as a symbol of pride and help champion the immeasurable work they do in providing vital care, improving birth outcomes and the health and wellbeing of Aboriginal and Torres Strait Islander women and their babies.

To support the Sisters Scrubs Launch, we ran an activation where $2 from every jumbo pack of Huggies Newborn and Infant Nappies sold in Coles was donated to the RLIMCF to support more First Nations Midwives with their studies.

raising a total of AUD **$100,000**

Making a Difference Together – Supporting Whānau

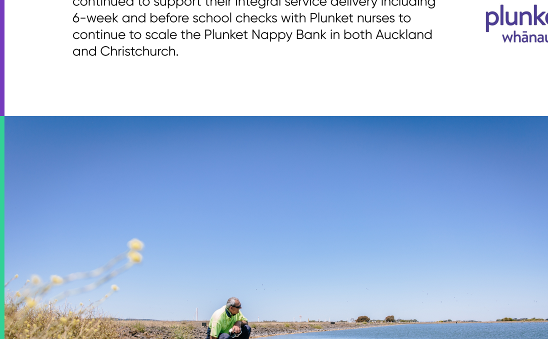
For over 30 years, we have partnered with Whānau Āwhina Plunket, Aotearoa's largest support service for the health and well-being of tamariki under-five and their whānau. In 2022, we provided over 17,500 donations of Huggies product and continued to support their integral service delivery including 6-week and before school checks with Plunket nurses to continue to scale the Plunket Nappy Bank in both Auckland and Christchurch.

plunket whānau āwhina

Supporting Australians with Everyday Essentials

We have been proudly supporting Australia's largest food relief organisation Foodbank for 13 years, working together to ensure Australians experiencing hardship due to increased cost pressures and natural disasters continue to have access to essential products. In 2022, we donated 141,769 kgs of our essential products, which also included our largest single donation to date ($400,000 worth of our essential product!) to support the flood response in QLD and NSW.

FOOD BANK



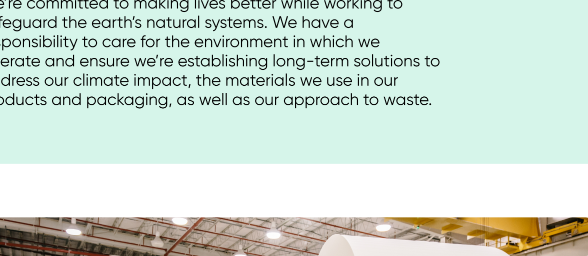
Smallest Environmental Impact

We're committed to making lives better while working to safeguard the earth's natural systems. We have a responsibility to care for the environment in which we operate and ensure we're establishing long-term solutions to address our climate impact, the materials we use in our products and packaging, as well as our approach to waste.

Millicent Mill Energy Reduction

Globally, Kimberly-Clark is working towards cutting direct emissions (Scope 1 and 2) by 50% by 2030, against a 2015 baseline. In ANZ, we're exploring how internal changes and innovative technology such as AI can contribute towards improving our efficiencies.

We have also partnered with energy technology company EntX to assess the potential of a Green Hydrogen Hub in South Australia which would reduce greenhouse gas emissions from other gas and fuel energy streams. In 2022 we conducted a pre-feasibility project, but to understand this opportunity further, we will be working towards a full feasibility study.



The Nappy Loop

Nappies to Nutrients – The Nappy Loop

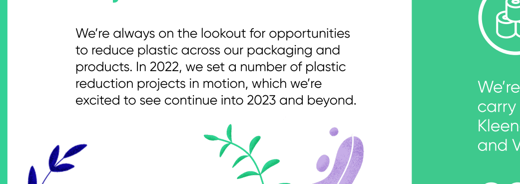
Last year we launched 'The Nappy Loop', a first of its kind nappy recycling trial which could be an answer to the 1.5 billion disposable nappies that end up in landfill each year. With approximately 300,000 babies born in Australia every year, and about 95% of them wearing disposable nappies, the trial represents a step forward for the nappy industry.

Underway in South Australia since July 2022, this trial uses anaerobic digestion to turn the organic materials in used Huggies nappies into nutrient-rich compost The process also generates bioenergy, which is captured and used to power the recycling process.

The Nappy Loop team is being led by Kimberly-Clark Australia, along with Australia's national science agency, CSIRO, one of South Australia's largest composters, Peats Soils and Garden Supplies, Solo Resource Recovery, early learning and care provider G8 Education, and APR Plastics. Together, the team has collected and recycled over three tonnes of used Huggies nappies, proving that anaerobic digestion is a viable option for this waste stream.

The Nappy Loop team is now exploring the opportunity to scale the program. Watch this space!

Find out more about this project



Plastic Reduction Projects

We're always on the lookout for opportunities to reduce plastic across our packaging and products. In 2022, we set a number of plastic reduction projects in motion, which we're excited to see continue into 2023 and beyond.

- We're removing the plastic carry handles from our Kleenex Complete Clean® and Viva® packs, which will **save 16.7t** of plastic annually.
- We're replacing the plastic baffle window with paper across our 72mm Kleenex facial products, which will **save 24.6t** of plastic annually.
- We're removing the plastic windows from our U by Kotex tampon and liner packs, which will **save 1.5t** of plastic annually.

Working Towards a Circular Future

We continue to work towards our APCO commitments and are proud to report that we have cut a total of 955 tonnes of plastics across our products and packaging since 2020. We are working hard to launch new packaging innovations to reduce the use of new, fossil-fuel based plastic, including introducing more recycled content.

In New Zealand the Soft Plastics program continued to grow from strength to strength, collecting 563 tonnes of soft plastic from over 250 collection points, more than doubling the previous year.

Reducing our Waste and Water Consumption

We are working closely with partners to enable our zero-manufacturing waste to landfill goal and overcome some challenges to manage our final 2% of waste. We are proud to be diverting nearly all materials from landfill and remain focused on seeking solutions for this remaining volume.

In 2022, our Mill also reduced its water consumption by 9% compared to the previous year, due to operational improvements on one of our Tissue Machines. As we have an extensive industrial wastewater treatment plant, we are currently in discussions with local famers to explore the feasibility of using the Mill's wastewater on their sites.

Doing the Right Thing

We know that Better Care starts with us, our organisation and our people. We have a responsibility to operate with the highest level of ethical and sustainable conduct across our supply chain, within the communities we serve, and as an employer of approximately 800 people across Australia and New Zealand.

Our Reconciliation Journey

In December 2022, we proudly completed Kimberly-Clark Australia's very first Reconciliation Action Plan (RAP) and we're now focused on activating the next phase of our reconciliation journey via our Innovate RAP, which talks more to our long-term commitments and important flagship programs such as the Galiwin'ku Baby Hub.

To find out more about our progress and inspiring partnerships, take a look at our Innovate RAP here.

Find more KCANZ sustainability stories on our website

Read more

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