

A woman and two children are running along a dirt path in a sunlit forest. The woman is in the background, wearing a striped shirt and dark pants. Two children are in the foreground, one wearing a white shirt and dark pants, and the other wearing a white shirt and dark pants with green boots. The path is surrounded by lush green grass and trees, with sunlight filtering through the leaves, creating a warm and natural atmosphere.

2020 Sustainability Stories



Kimberly-Clark Australia acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and supports the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

Kimberly-Clark New Zealand acknowledges and esteems the tangata whenua of Aotearoa, te reo me ōna tikanga. Mihi rau.

Learn more about the meaning of this at our [website](#)

We're the first Kimberly-Clark region to commit to becoming carbon neutral in our operations and organisation by 2030, and we're investing in technology and partnerships to reduce plastic throughout the supply chain and improve circularity. And in 2020 we made great progress towards our zero waste target for our Millicent Mill, achieving 97.9% diversion.


But we know there's always more to be done and are working to establish a clear roadmap for all our new targets, whilst celebrating what we've achieved this past year.

Over the coming decade we will collaborate and build even stronger partnerships within our industry, and work with customers and the community to guide our innovation and increase our positive impact.

I look forward to this bright future and am grateful to all our people at Kimberly-Clark ANZ as well as all our partners for their ongoing work to bring our sustainability vision to life.

Doug Cunningham

VP & Managing Director, Kimberly-Clark ANZ

 [@doug-cunningham](#)

Introduction

At Kimberly-Clark our purpose is to deliver the essentials for a better life, which in 2020 meant stepping up to some new challenges.

After the devastating bushfires in Australia in early 2020, we were all faced with Covid-19. Aside from the obvious health impacts, the pandemic brought isolation, economic uncertainty, and mental health challenges to many people in our communities.

I'm proud of the way our team across Australia and New Zealand supported our communities during this time, delivering record volumes of toilet roll whilst also giving more time, products, and financial donations than ever before. In the midst of this, we also developed our new 2030 Sustainability Ambitions, which will stretch us to do even more for people and the planet over the coming decade.

Under our new sustainability strategy, we will improve 6.5 million lives by 2030. I'm personally very proud that we've made the commitment to launch our first Reconciliation Action Plan in 2021, outlining meaningful steps to support Aboriginal and Torres Strait Islander communities, as well as increasing our support for Māori communities in New Zealand.

We're looking at our business footprint too, with targets to reduce our environmental impact in the key areas of climate, materials, and waste.

Contents

Making Lives Better

Improving lives through our brands and community partnerships

Kimberly-Clark provides essentials for a better life to one quarter of the world's population every day. Yet millions still lack access to basic products and services that could dramatically improve their quality of life.

Globally our goal is to improve the lives of one billion people in underserved communities by 2030. In Australia, New Zealand and the Pacific, we're actively stepping up our support for some of our region's most vulnerable communities through our social impact programs and partnerships with fantastic not-for-profit organisations. We have set some ambitious targets and are pleased to share that in our first year of reporting against this new strategy we have positively impacted¹ 826,565 individuals across our region.

2020 was a particularly challenging year for many people in our community due to the COVID-19 pandemic. We were proud to not only continue to deliver the essentials across Australia, New Zealand and the Pacific, navigating panic buying and many other extraordinary circumstances, but to also support those who were unable to purchase these items or were struggling from other disadvantage.

We also continue to help create positive social change in our key impact areas.

We invite you to read our 2020 stories and look forward to continuing to share our journey with you.

826,565 lives impacted in ANZ in 2020

Female empowerment

2030 target	2020 report back
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Alleviate period poverty for 500,000 people	31,004
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Fight menstrual stigma by educating 5 million people	379,759
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Family health & wellbeing

2030 target	2020 report back
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Improve the health and wellbeing of 1 million parents and young children	264,354
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Social connection

2030 target	2020 report back
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Create moments of connection for 40,000 people to improve mental and physical health	9,048
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Over \$900,000 in product and financial contributions given to the community through programs and partnerships in 2020

¹This figure is an estimate based on the expected reach of our product donations; impact reporting from partners who receive financial donations; and the estimated reach of owned programs such as the U by Kotex education program – based on physical distribution of material, digital downloads and teachers feedback. There are many more initiatives that you will read about in this report that have not been included because we aren't able to access impact metrics at this time, for example our support for Movember, the SheCan fund through U by Kotex, product donations in the Pacific Islands and many more.



Female Empowerment

All over the world, women are disproportionately affected by gender inequality. As a global organisation and especially as a provider of period care products, we are passionate about empowering girls and women to help close this gap. We also know that when girls are empowered, their family and community benefit.

PERIOD POVERTY AFFECTS PEOPLE ALL THROUGHOUT OUR REGION

According to research commissioned by Kimberly-Clark and U by Kotex® in Australia, 28% of menstruating students have missed school due to not having access to menstrual products. In New Zealand it's estimated that close to 95,000 girls miss school each year because they cannot afford pads or tampons.

We continue to address the issue of period poverty through our U by Kotex brand and in partnership with governments, not-for-profits and education bodies.



Sharing the love through partners

As part of our mission to fight period poverty we are proud to partner with Share the Dignity in Australia. Through their vast network, they distribute our donated period and incontinence products to people in need all over Australia. We also worked with them on campaigns throughout the year encouraging consumers to donate at the point of purchase.

Share the Dignity is actively involved in advocacy and research efforts to reduce systemic causes of period poverty in Australia, and we look forward to sharing more in this space soon.

10,000 packs of essential period products and \$11,500 gifted to the Salvation Army Foodbank project in New Zealand by U by Kotex

The Period Equity Ladder and supporting Māori communities

In 2020 we were delighted to announce our new partnership with The Period Place in New Zealand. They are a passionate charity working to provide safe spaces for period conversations, get period education to those who need it, and ensure every menstruator in Aotearoa has the same access to period products - using the metaphor of a ladder to track where people currently sit and where we all should be. [Learn more.](#)

In 2020 we supported The Period Place with their podcast launch, and also donated a pack of pads or tampons for the first 1000 downloads. In addition, we donated thousands of period products to disadvantaged Māori and Pasifika communities in South Auckland.

THE PERIOD EQUITY LADDER

Period Products

Sustained access
Complete choice

Some access
And choice

Limited access
And choice

No access
And choice

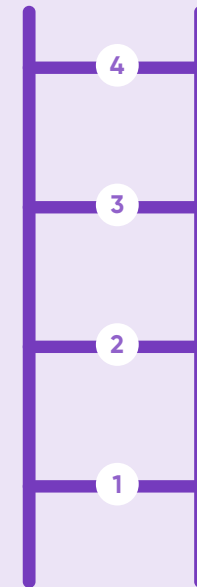
Period Education

Sustained access
Complete choice

Some access
And choice

Limited access
And choice

No access
And choice



People must gain elements from both sides to climb a rung

the period place.

Paving the way for access in schools

Kimberly-Clark New Zealand was honoured to work with the New Zealand Government on its Waikato Trial – a four-week trial of providing free period products in 15 schools in the Waikato District.

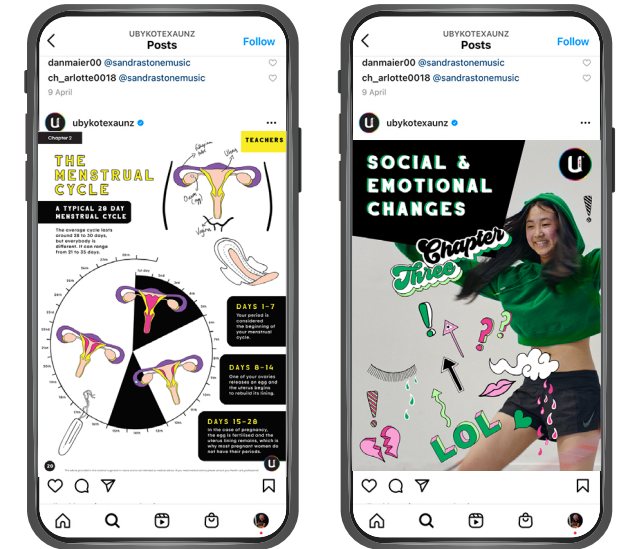
The NZ team had the privilege of working closely with Fraser High School, and we are pleased to report that the participation in the program was one of the highest in the trial with close to one in four (22.5%) menstruating students accessing the program. Due to the success of the Waikato Trial, the program will be rolled out nationally from June 2021 and we commend the NZ Government for taking this important step to address period poverty – only the second country globally to roll out a national program of this nature.

WHAT'S HAPPENING TO U?

In 2020 our education program reached nearly 380,000 young people across Australia, New Zealand and the Pacific. The program equips teachers with interactive resources (designed by teachers) to help all students understand more about periods and how to manage them.

In New Zealand we partner with Attitude NZ to deliver our education program and together we reach 97% of students across the country.

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MENSTRUAL STIGMA AFFECTS PEOPLE ALL OVER THE WORLD, INCLUDING IN AUSTRALIA AND NZ

According to recent research commissioned by Kimberly-Clark and U by Kotex, one in five menstruating students aged 10-18 years in Australia are too embarrassed to go to school when they have their period, and only half are receiving information about menstruation and period products at the age when they most need it.²

We believe that a period should never stand in the way of anyone's progress, and we are passionate about continuing conversations to empower young people and fight stigma. This includes advocating for more education about periods so that we normalise them and in turn, improve the wellbeing of anyone suffering from the impact of period stigma.



²(10-14 years)

Mahi³ with The Period Place

We were proud to support the new podcast from The Period Place, which created a safe space to explore all kinds of topics including periods and nutrition, periods and taboo, and periods and gender. With a host of great speakers, all supported by U by Kotex on social, the show has gained strong traction.

Nearly 100,000 U by Kotex consumers in NZ were reached through the social campaign and over 3,500 individuals have downloaded episodes so far. [Listen here.](#)

We were also part of their national Period Hui, sharing insights from the Kimberly-Clark team and connecting with other leaders in this space to raise awareness and fight stigma together.

the period place.

³ Te Reo for "work"



Periods The Basics



Tegan + Danika
@THEPERIODPLACE

Tegan runs it straight, Dani sings some jams, and together, we all learn the basics about how your period works.



Dr Sash
@DOCTORSASH

Dr Sash keeps it real simple for us when she explains what's up with a uterus, and blows our mind, 300,000 times!

Over 30,000 education packs were distributed through the program in 2020.

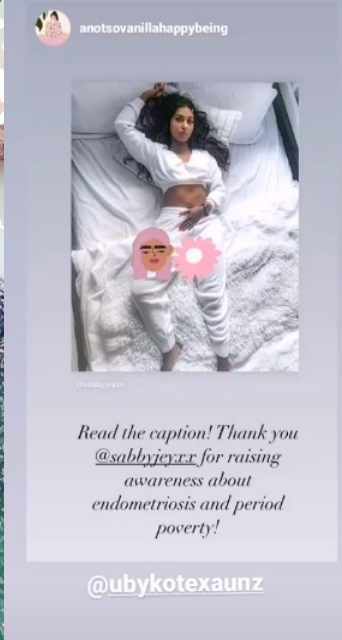


Waves of change in the Pacific

In 2020 the What's happening to U program was scaled to reach many more students in the Pacific. The team was able to adapt and present materials in the local Pidgin language in Papua New Guinea, and they shared their knowledge and valuable products with girls in remote highland communities where literacy and sanitation conditions often meant improvising and adapting on the day.

The team attended multiple events in addition to the school program, including Motu Kota women's business exhibition at the Kila Kila village. Over the day the team shared over 650 packs of Huggies® and Kotex products, and provided education on menstrual hygiene.

In 2020 the team also kicked off a partnership with two local PNG influencers, the first women in the Pacific Islands to partner with a global brand to raise awareness around menstrual health and poverty



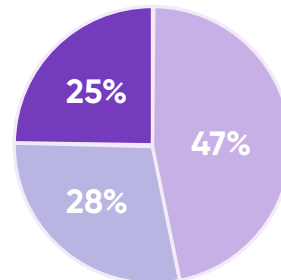
**\$50,000
donated**

#shecanfund

In 2020 U by Kotex used their social platforms to encourage consumers to vote for their top cause, creating conversation and raising funds for many amazing groups that help to champion the progress of women and girls in ANZ. The winning charities and groups address issues such as gender diversity, reproductive and mental health, and endometriosis.

Live Tracker of Your Votes

- Voices of Hope
- Endometriosis NZ
- The Foodbank Project



Partners





Family Health & Wellbeing

Raising a family can be one of the most exciting times, but it can also be a challenging time for some. As Australia and New Zealand's largest nappy brand we have a unique opportunity to help people all over the region.

We're committed to connecting with some of the most vulnerable people in our community and working with partners who can help make a real difference.

Helping give Yolngu⁴ babies a great start in life

In 2020 Kimberly-Clark ANZ was proud to begin a partnership with the Australian Red Cross and the Baby Hub community centre in Galiwin'ku, Elcho Island.

The program is built upon Australian Red Cross' principles of long-term and respectful partnerships; working with Aboriginal and Torres Strait Islander peoples, communities and organisations to determine and lead their own solutions. Through a place-based community-development approach, the team have built over 10 years of positive outcomes on Elcho Island and the Baby Hub is a big part of that.

Our support will enable them to continue and grow their work, helping more parents and carers with underweight babies. The focus is on the first 1000 days of life, addressing underlying causes of anaemia and growth faltering including diet and feeding behaviour, food insecurity issues, recurring illness and infections.

We look forward to sharing more stories from the Baby Hub as our partnership kicks off in 2021.

⁴Yolngu is the word for people and refers to local Indigenous community members whose traditional and contemporary land ownership stretches across North East Arnhem Land region and nations (as defined by Australian Red Cross)



Nearly 30 years of support

Huggies has been a proud partner of Plunket for 29 years and continues to see the benefit their program brings to families in New Zealand.

Reaching 83% of new babies in Aotearoa in the year 19/20, Plunket supported with immunisation, child health, parenting education, breastfeeding and nutrition and community linkages, as well as additional digital services during lockdown.

In 2020 Huggies' support reached 138,874 people directly through health checks and product provision. We also continued to support their South Auckland Nappy Bank with donations. On average, Huggies gives 545,000 nappies per year, many of which reach some of the most vulnerable families in New Zealand.



One of the biggest challenges for some parents is the increased cost that comes with having a family. In 2020 the global pandemic compounded existing financial insecurity, with many more families now reported as struggling.



At some point each year, 1 in 5 Australians don't know how they'll get next week's groceries, which means they're potentially missing meals and also lack access to basic needs like sanitary products and nappies. And the numbers are similar in New Zealand.

We're proud to help by donating our essential products to some of the longest-serving partners in this space.



Hugs for all

Covid-19 had a huge impact on families in New Zealand, and nappy stress isn't the only burden. To help families with other costs, the team in New Zealand ran an extra campaign with Plunket and retail partners Countdown and New World to encourage local communities to Hug It Forward and donate pre-loved baby and toddler clothes to Plunket families in need.

We also donated 772,000 nappies to the Nappy Collective in Australia, serving 26,000 children and helping relieve nappy stress for their parents

Staying strong with Foodbank

Foodbank is Australia's largest food relief organisation. They work with 2,500 charities around the country, supporting millions of Australians with food and personal care products.

In 2020 we donated 91,685 kilograms of essential products to them including nappies, baby wipes, toilet paper and sanitary products.

Our donation directly impacted 174,000 people, with approximately 33,000 families represented within this

One baby, two babies, three babies, four!

Our Pacific Islands team is always looking for new ways to support the community in this region.

New parents at our partner hospitals receive hampers of essential items including nappies and wipes, and some hospital staff have even been lucky enough to receive gifts as well.

In Papua New Guinea, mothers can travel up to three days to be able to give birth in a hospital, so helping with some of those essential items can make them more comfortable and ease the stress of those newborn days.

In Fiji we were able to assist a family who had two sets of twins, and due to Covid-19 impacts were struggling with homelessness. They will now be sponsored with all their nappies and wipe needs for twelve months.

And we were delighted to be able to support the first ever set of quadruplets born in American Samoa with 24 months' supply of wipes and nappies, whilst following the journey of these gorgeous girls growing up



Did you know, a family with quadruplets will use roughly 960 baby wipes and 200 diapers in just ONE WEEK!





Social Connection

Good mental health is important for a happy and healthy life, but unfortunately issues such as depression and anxiety are on the rise all over the world.

In Australia alone, 3 million people are suffering from depression and anxiety at any one time.

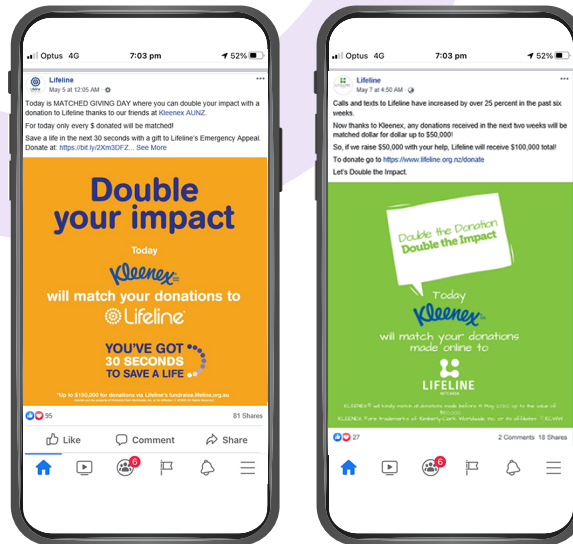
In 2020, the Covid-19 pandemic amplified this issue as people faced sickness, uncertainty, isolation, grief and financial strain. Existing services found themselves strained and lacking resources to respond to all the calls for help coming through from Australians and New Zealanders.

Throwing a line to those in need

In May 2020, at the peak of the Covid-19 pandemic, the Kleenex team saw an opportunity to act and demonstrate the extraordinary care they are known for by supporting Lifeline – a suicide prevention and crisis support organisation focussed on answering phone calls for those in extreme distress.

A campaign was launched whereby Kleenex would match any donations from the public for a 48-hour period up to a total value of \$200,000.

In total almost \$350,000 was donated across Australia and New Zealand. The direct Kleenex funds meant that 8,840 calls for help could be answered by qualified counsellors trained to support a person in crisis and prevent them from any self-harm. The channel support and other fundraising efforts meant that almost the same again was possible, with funds from the public.



Looking at the bigger picture

Mental health challenges can arise at any time of life, including key points where our brands are there to help like in puberty, the early years of parenting and post-retirement.

That's why, in addition to our other targeted programs and gifts, we have established an ongoing partnership with Beyond Blue – Australia's most well-known and visited mental health organisation.

Their broad-reaching connections, resources, ambassadors, and programs will help us in our mission to **create 40,000 moments of positive social connection to improve mental and physical health by 2030.**

In 2020, our corporate partnership was also supported by the Australian Sales Team, who chose to feature Beyond Blue in their annual team trivia fundraiser and gave proceeds of \$10,000



Walking the talk

We run several programs to support the mental health of our own people, too. In 2020 we provided specialised resources to assist with the challenges of working from home including a digital wellness app, regular mindfulness and exercise sessions online, and regular reminders of our ongoing employee counselling service.

In 2020, we also made a new commitment to ensure the Senior Leadership Team and team leads will be trained to identify people at risk of or experiencing mental health distress, and quickly work to create action plans to support them. We're working on developing these materials for rollout in 2021.



Showing care for vulnerable communities

Last year the Depend® team in New Zealand celebrated the contribution of older New Zealanders and sought to make connection with those who may be suffering from social isolation or exclusion.

In addition to running community campaigns online, several of the team volunteered their time with Age Care facilities, making phone calls to an older person who needed extra company and support to combat loneliness. The team also raised \$5,000 in funds for Age Concern.



“ They are really pleased to hear from someone and are really chatty, sharing old stories and reflecting on the latest news of the week. In my person’s situation they don’t have close family in New Zealand and so during lockdown felt quite anxious. A couple of times they had things which they wanted help with from Age Concern so I was able to go back to the contact person at Age Concern to share with them what was mentioned in the phone call to follow up.

Rose French
Kimberly-Clark NZ employee
and volunteer



All 2030 Ambitions
embedded with Senior
Leadership Team as
part of leadership KPIs

Smallest Environmental Footprint

Making lives better whilst reducing
our environmental footprint.

Kimberly-Clark recognises the impact that our products and packaging have on the environment, and we are taking important steps to reduce this over the next 10 years.

Globally, we have committed to reduce our impact across forestry, emissions, water and plastic by 50% by 2030.

In Australia and New Zealand, we are proud to be stepping up in the fight against climate change, as the first Kimberly-Clark countries to work towards carbon neutrality in our operations and organisation by 2030.

We're also innovating across packaging and products, working with partners on circular solutions and championing collective impact programs that bring together industry and other partners to solve some of the extraordinary challenges we are all facing.

And it's just the beginning of what we're calling The Decisive Decade. We look forward to sharing our journey over the next year, and towards 2030.



Climate impact targets

2020 report back

Achieve **carbon neutrality** across our operations

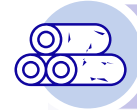
- Working group and roadmap established
- Ongoing emissions reduction across our ANZ business – 15.9% reduction against 2019 figures

Reduce emissions in the value chain **by 20%**

- Working group established
- Embedded in Head of Supply Chain's project portfolio
- Work underway to understand baseline
- Focus on transport and logistics for 2021

Regenerate **1 million m²** of ANZ native bushland

- 110,000 sqm restored through donation to Carbon Positive Australia
- Partnership established with The Nature Conservancy NZ



Approach to waste targets

2020 report back

Earn a **leadership position** in ANZ's circular economy

- First foundation partner for new TRaCE program, creating end markets and measurability for recycled soft plastics packaging

Support **consumer education** and systems change, to divert product from landfill

- Ongoing support of REDcycle and Soft Plastics NZ programs
- Australasian Recycling Label (ARL) implementation ongoing

Send **zero waste** to landfill across our operations (Millicent Mill by 2022)

- 97.9% recycling efficiency achieved in 2020



Materials targets

2020 report back

Ensure **75%** of the material in our products is either biodegradable, recycled or recyclable

- Commitment to 1x nappy recycling pilot in 2021
- Establishing baselines and biodegradability targets for baby, adult and femcare brands
- Targeting an average of 30% biodegradable content in the Huggies nappy range by end 2021

Redesign our packaging to be **100%** reusable, recyclable or compostable (by 2025)

- On track. Continued review of all packaging to uncover further opportunities & optimise where possible

Include **40%** recycled content in our plastic packaging

- Initiated & completed feasibility studies & trials across multiple brands
- Plastic reduction tonnage captured in Material section

Source **100%** of fibre from Environmentally Preferred sources, or 100% recycled material

- Maintained 100% FSC® certification on all products manufactured at our Australian facility
- Launched Australia's first 100% Australian made, FSC® certified bamboo product



Climate Impact

We've stepped up in the fight against climate change, including Kimberly-Clark's global commitment to reduce absolute Scope 1 and 2 GHG emissions by 50% by 2030⁵.

And in Australia and New Zealand, our goal is to become carbon neutral in our operations and organisation by 2030.

We're proud of our history in South Australia, with 2020 marking 60 years as one of the largest employers in the South East.

Throughout this time, environmental sustainability has always been a key focus for us with large teams of experts both here in ANZ and globally focused on reducing our footprint.



In 2020 the Mill successfully installed LED lights in the warehouse, reducing emissions by approximately 1,642 tonnes of CO₂e per annum

A bold idea, but commitment to get us there

Becoming carbon neutral is a big aspiration, and we're not shying away from the fact that it will be tough. But we have commitment from the highest levels of our business, and we've already started work. Our Millicent Mill produces the bulk of our emissions, and we're committed to transparent and detailed reporting and are working on a roadmap to keep bringing these down.

We're pleased that in 2020 we can once again report a reduction across our ANZ business: our total Scope 1 and 2 emissions were 115,323 tonnes, which represents a reduction of 15.9% on 2019, and 35.4% against our base year of 2015. Of this, 114,718 tonnes were produced by the Mill, and the team is exploring increased renewable energy purchasing, asset energy reduction programs and potential external Power Price Agreements as just some of the options to reduce our footprint even further. We are targeting a total reduction of 50% by 2025, on our pathway to neutrality by 2030.

⁵ Global target approved by the Science Based Targets initiative (SBTi)

⁶ As above

Understanding the value chain

For the first time, Kimberly-Clark ANZ has made a public commitment to reduce our Scope 3 emissions, aligning to our global SBTi approved commitment to bring these down by 20% by 2030⁶.

The complexities of Scope 3 cannot be overstated, but we have established a working group and are exploring all areas of input with the aim to have a baseline by the end of 2021.

Currently, we are looking at our major Distribution Centres and transport as the first priority including shipping and container movement, road, rail and sea partners, logistics and re-packers, and waste. As part of our commitment to the circular economy, we are also exploring recycling options for products that to date have no solution such as nappies.

By working with our global team to understand the life cycle impacts of our products and materials, we can also start to assign sector-specific targets and create stronger linkages between our plastic-reduction efforts and their impact on Scope 3 emissions.



Restoring nature

In line with our global commitment to Science Based Targets, we're also investing in nature-based solutions to help offset some of the carbon we can't yet reduce.

This includes working with key partners to help restore the unique biodiversity of forests and bushland across Australia and New Zealand and supporting models that engage and empower traditional owners to manage this process into the future.

Carbon Positive Australia restores unused and degraded land back to natural habitat, planting trees and protecting biodiversity. To celebrate our carbon neutral goal, in November 2020 we announced that we would plant around 11,000 trees which offsets 1,470 tonnes of our emissions - equivalent to around 10% of our imported electricity at Millicent Mill, or taking 318 cars off the road for a year.

In New Zealand we are proud to be the first corporate partner to support The Nature Conservancy's work with the **Kotahitanga mō te Taiao Alliance**. The Kotahitanga mō te Taiao is an alliance of councils, seven iwi (indigenous tribes) and the Department of Conservation in the top of the South Island, working collectively to restore natural landscapes. The aim of the alliance is to restore the health of over 2.5 million hectares of land and water for people, nature, and future generations.



Creating a haven for endangered birds

Last year we were pleased to report on the thriving bird life at Millicent Mill's water treatment lagoons or 'ponds'. Since the beginning of 2019 Nature Glenelg Trust has been conducting bird surveys and have identified not only common but threatened, rare and vulnerable species birds living in the ponds, and our local team wants to do even more to encourage the bird's use of the site.

In 2020 we further developed plans to turn one of the ponds into a wetland, partnering with Nature Glenelg Trust and the Landscapes board to progress concepts.

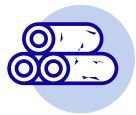
A designated wetland with the correct balance of shallow to deeper water contours, plus islands inside the wetland, will provide a secure refuge for birds to use and flourish, more safely.

We look forward to sharing updates on this project as it moves forward.

Did you know?

the ponds at Millicent Mill have a capacity of over 800 megalitres of water – that's about **320 Olympic swimming pools!**





Materials

We're proud of our legacy in sustainable fibre sourcing and our ongoing efforts to reduce plastic throughout the value chain.

Now, it's time to go even further and look at new ways to bring our material impact down whilst continuing to bring the best products to our consumers.

As part of our global commitment to a 50% reduction in new, fossil fuel-based plastics, we are working to ensure that 75% of the material in our products will be either biodegradable, recyclable or recycled by 2030. Right now, we are working on baselines but have set an initial target to include an average of 30% biodegradable content in the Huggies nappy range by the end of 2021.

We're also thrilled to be launching Huggies first 100% Biodegradable Baby Wipe into stores in May 2021. Plus, our Huggies Ultimate and Thick Baby Wipes already contain up to 57% less plastic vs. leading competitors⁷ and are made from up to 70% skin loving natural fibres⁸.

In addition, our Huggies Ultimate Nappy range is our first to feature a plant-derived liner-wrap sourced from renewable sugarcane⁹.

Alongside innovating our products, we have been looking at what happens after our consumers have used them. For example, there is currently no option in Australia or New Zealand to fully recycle disposable nappies and absorbent hygiene products (such as sanitary and incontinence products) on a commercial scale.

Our goal is to be part of the solution and launch (at least) one nappy recycling trial by 2021.



⁷ Based on average consumer wipe use
⁸ Wipe made with 70% wood pulp fibres
⁹ Comprises ~50% of nappy liner.



Australia's first Aussie-made bamboo loo roll

We know that Australian consumers are increasingly concerned about the environment and are looking to brands to offer better choices, especially when it comes to plastic.

We've set strong targets for ourselves, and our retail partners also want to see less plastic in their value chain, and in their stores. So, we stepped up with a huge innovation in 2020, developing Kimberly-Clark ANZ's first paper-wrapped product – Kleenex ECO, our 100% FSC[®] certified bamboo toilet paper. This product was launched to market in 2021.

We're also excited to share that the paper packaging is 100% kerbside recyclable, removing another barrier for all those consumers wanting to do the right thing.



Did you know?
Responsibly sourced bamboo is a sustainable and self-generating crop, and usage of this material feeds into Kimberly-Clark's global goal to reduce our natural forest footprint by 50%.

Collective impact

We're working alongside industry and peak bodies across Australia and New Zealand to ensure we can meet federal targets around sustainable packaging.

We remain on-track with **APCO commitments**, and strive to go above and beyond, for example with our target to include **40% recycled content in our soft plastics packaging by 2030¹⁰**.

APCO commitment	2020 update
100% reusable, recyclable or compostable packaging	On track
70% of plastic packaging being recycled or composted	Participating in industry groups to support this goal – see REDcycle update overpage
50% of average recycled content included in packaging (revised from 30% in 2020)	Overall we are tracking well (53%) but all current gains are in cardboard; now fast-tracking plastic projects for 2022 onwards
The phase out of problematic and unnecessary single-use plastics packaging	Analysis in progress, for further information refer to our 2020 APCO report here .

In New Zealand, our General Manager is leading a project with the Food and Grocery Council, creating a sustainable roadmap to a circular plastic economy. The project has captured data from around 100 member organisations on plastic packaging tonnage by resin type. The FGC will use the data to form non-competing groups to collectively drive design through to end-of-life solutions by resin type, and support members to transition away from hard-to-recycle plastics.

ECO launch

By releasing our new ECO Kleenex® & Viva® products in paper rather than plastic packaging, we'll avoid the need for approximately 16.3 tonnes of plastic in 2021.



U by Kotex and Depend

Small changes really add up. By innovating in our manufacturing process, we were able to reduce the thickness of the bags that consumers buy period and continence care products in. This change alone saves 18.9 tonnes of plastic.

Thinx® smart, Thinx® new, Thinx® for U

U by Kotex is here to smash menstrual stigma, ensure periods never get in the way of what you want to do and, whilst they're at all that, reduce the environmental impact of essential period care products. Which is why we were so excited to partner with Thinx® in 2020 to develop our brand new reusable undies range. Washable and absorbent, these period undies will provide menstruators with a reusable alternative from our trusted brands.

Hitting stores in May 2021, learn more [here](#).



¹⁰ APCO target is 20%, by 2025



Approach To Waste

We're committed to creating a circular economy, and have been diverting most of our manufacturing waste from our Millicent Mill for a long time. Now, it's time to help build the systems and drive the behaviour which will help our products and packaging to not only have a lighter footprint, but to provide secondary value when a consumer is done with them.

Globally, Kimberly-Clark is committed to a 50% reduction in the use of new, fossil fuel-based plastic by 2030. Learn more about our global plastics footprint program [here](#)

Celebrating 10 years of REDcycle

2021 marks 10 years of the amazing REDcycle program. KCA are proud to be a founding member and long-time supporter of the journey to reach this significant milestone.

2020 was a year like no other and amongst all the issues brought on by the pandemic, Australians recycled like they've never recycled before!

During 2020 REDcycle recovered, recycled, and diverted 4,231 tonnes of soft plastic - that's over 1 billion pieces - from landfill - a 94% increase from 2019.



That's enough soft plastic packaging to circle the world approximately 6.5 times

Australians are now returning over 2 million pieces of packaging to REDcycle bins every day.

Based on the latest auditing, we estimate approximately 34 million pieces of Kimberly-Clark Australia packaging were returned in 2020.

Getting back on track with Soft Plastics New Zealand

We're proud to also be a founding member of this program, which has been running in New Zealand for over 5 years now.

After a brief hiatus to manage a challenge in their supply chain they are back, and proud to share their 2020 results.

120 kg

of soft plastics collected by our local team in their office

167,710 kg

of soft plastics collected (of which 103,356 pieces were Kimberly-Clark New Zealand materials)

Making recycling easier

We're committed to helping consumers to do the right thing. So, in line with industry and government timelines, we are working towards rolling out the Australian Recycling Label across all our products by 2023.

Taking Responsibility for A Circular Economy (TRaCE)

We are thrilled to be the first foundational partner for the new TRaCE program, developed by the founders of REDcycle and Close the Loop.

One of the major barriers to growing soft plastics recycling in Australia is the lack of end-markets. By investing in emerging technologies and helping bridge the cost innovators face when bringing these materials to market, we can truly invest in a circular economy for our soft plastics packaging.



Doing The Right Thing

We employ around 700 people across Australia and New Zealand, and touch many more through our supply chain and community programs.

Keeping our most important assets safe

We're proud of our safety track record at the Millicent Mill, and continue working towards our goal of zero reportable injuries. With a further reduction in 2020, we still had 3 reportable injuries but a 40% improvement on 2019 figures in regard to general incidents.

Whilst Kimberly-Clark is an industry leader in safety, incidents are an important reminder that we must be vigilant and always strive to improve. We want to ensure that everyone working for and on behalf of our company returns home safely every day.

More than compliance

We have bold ambitions to improve lives and reduce our environmental impact, and our suppliers are critical to helping us deliver on the targets that come under this. We also have several programs focused on social and environmental compliance, risk management and supply chain resiliency - all designed to create more social, environmental, and business value.

At Kimberly-Clark, we focus on working with our mills and suppliers to meet our social compliance promises supporting human rights, labour rights, employee safety, anti-corruption and environmental protection. Our environmental team members from around the world collaborate to build capabilities, continuously improve our systems and standards, and assess performance gaps in areas including air emissions, chemical management, water and wastewater treatment, and waste management and beyond.

Learn more about our social compliance policy and our code of conduct [here](#).

Staying connected for mental health

2020 was a challenging year for everyone and our team came up with a range of different initiatives to keep our people all over ANZ feeling connected, and supported. This included things like:

- K-C Crib Workouts – virtual sessions presented by a personal trainer featuring different challenges around endurance, mobility and muscle conditioning
- Resilience workshops
- Wellness coaching
- Virtual dress up days, Friday "drinks" and raffles
- RUOK Day and Mental Health Awareness Week activities

In addition to this, the team also delivered regular programming to support everyone's health and wellbeing. Our internal channels provided a platform to share information about nutrition, being healthy whilst working from home, exercise, family time and more.

In 2020 we set ourselves a target to increase involvement in all these programs by 50%, by 2030, and we are currently working through the baseline so we can start reporting on this from 2021.



In 2020 we launched a new, free wellness app accessible to all K-C people and their families. It includes meditation, sleep programs, podcasts, yoga and fitness classes.

7,370 classes were completed by K-C'ers between March 2020 and November 2020.

Lifting each other up

Diversity builds strength, and we know our people are the backbone of our business. Which is why we are committed to ensuring our people have access to the same rewards, resources and opportunities regardless of gender, cultural background, or sexual orientation so that they can continue to work safely, happily and with purpose at Kimberly-Clark Australia and New Zealand.

In 2020 we announced our target of achieving a 50/50 gender split across all manager roles, and welcomed three women to our ANZ Senior Leadership Team.

We are proud that our female representation across Manager levels in Australia is getting close to 50/50 (41% female and 59% male) but we still have a lot of work to do to reach our aspiration of a 50/50 gender balanced organisation at all leadership levels, and across New Zealand as well.

Programs and policies such as our She Can Connect network and K-C Flex have all been established to support our people through different stages of their careers and provide access to flexibility to more of our people. In 2020 we also ran a Leadership DNA program, enabling our leaders to develop 6 critical practices to support capability. All our female leaders were actively involved in this program.

For more on our I&D policies and to learn about our commitment to WGEA and the Rainbow Tick (NZ only) please visit [our website](#).

Support for our First Nations communities

We're proud of the work we do through our community partnerships, within and around our operating sites, and internally with our own people. But we are increasingly looking at how we can also support the Traditional Owners of the land on which we operate, across Australia and New Zealand.

Our first job is to listen, and to learn. We've made a commitment to develop our first Reconciliation Action Plan and will begin with a Reflect RAP. This will help us identify areas of impact and opportunity for engagement with Aboriginal and Torres Strait Islander communities and create a pathway for the future.

We were also very excited and proud of our new community partnership with the Australian Red Cross; working with a remote Yolngu community in Galiwin'ku on Elcho Island off the coast of north-eastern Arnhem Land. You can read more about our support for The Baby Hub in the [Making Lives Better](#) section.

In line with our forestry and fibre goals, we are also exploring bushland restoration projects that work to support traditional owners and empower local communities. We have successfully kicked off a project in New Zealand working with [The Nature Conservancy and Māori community leaders](#), and are looking to replicate this in Australia as well.

In New Zealand, our teams have been partaking in cultural awareness training and learning the Te Reo Māori language. They've also put up English/Te Reo translation cards around the office to encourage everyone. They've taught us all a lot, about the language but also about the pathway to reconciliation.



Depend raises Mo' money for November

For the second year in a row our Depend brand joined forces with the Movember Foundation to raise awareness for men's health. Last year, we donated \$1 to Movember for every marked pack of Depend Men's product sold giving a total of \$100,000. Our internal team also got behind it and walked, ran or cycled 2,298.47km to fundraise \$15,376.



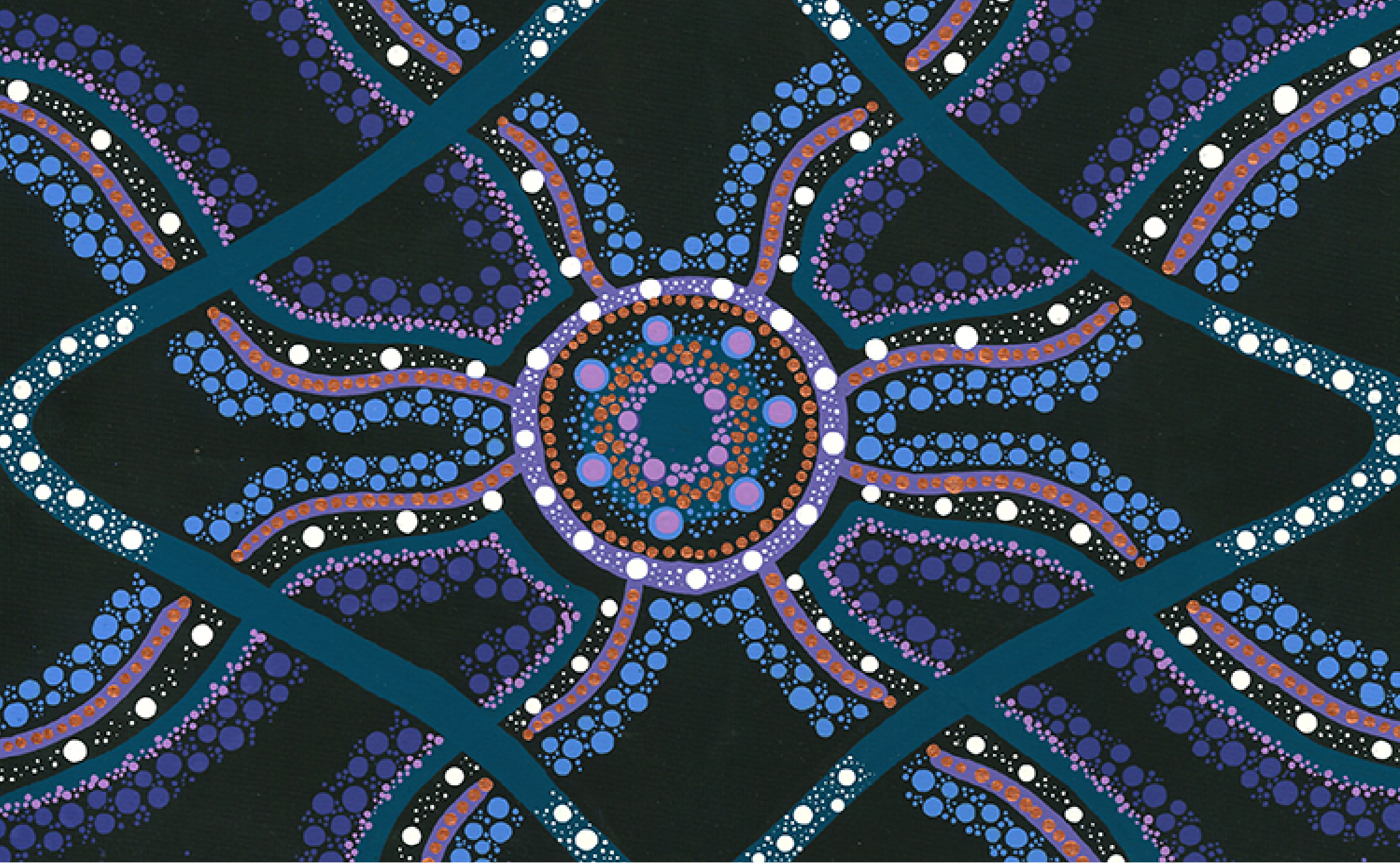
Putting the legwork in

2020 was a challenging year for volunteering but we were pleased that several of our teams were still able to offer their services, helping to pack food hampers and undertake other tasks to support some of the most vulnerable communities affected by Covid-19.

In 2020 we also set ourselves an ambitious new target to give 30,000 hours in volunteering by 2030.

In 2020 we donated
\$32,244
 through our employee
 matched giving program





Birthing on country

By artist Leona McGrath, a descendant of the Woopaburra people of Great Keppel Island and the Kuku Yalanji people of Far North QLD.

Learn more about Leona and the story behind this artwork at our [website](#).