



Building Today for a Better Tomorrow

2023 Corporate Citizenship Report



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At Newell Brands, we're building today for a better tomorrow.

Newell Brands has provided consumers with trusted products and solutions for more than a century. Our portfolio of over 60 brands includes household names such as Sharpie, Graco, Oster, Yankee Candle, Rubbermaid and Coleman. As our company has evolved since its inception, our commitment to delighting consumers, serving as best-in-class partners to our customers and suppliers and creating value for our stakeholders has driven our focus, ambitions and direction. We understand that our success is deeply intertwined with the satisfaction of our consumers, and this understanding fuels our relentless pursuit to deliver excellence in every facet of our business.

As we shared in our 2022 report, large acquisitions through our history resulted in complexity and inconsistency across the company. Over the last several years, we have addressed this by building a strong operational foundation, driving simplification, reducing inefficiency and streamlining ways of working. For example, we've substantially reduced SKU count, IT systems and legal entities, consolidated our real estate portfolio, adjusted our cost structure and simplified our operating model.

The success of these efforts positioned us well for a strategic pivot. In 2023, with new leadership in place, we turned our attention to strengthening our front-end commercial capabilities and building a high-performance organization to drive sustainable, profitable growth and long-term value creation.

While we take steps to strengthen our company for the future, we remain committed to our corporate citizenship goals, our people, consumers, customers and communities. This means offering insights-driven innovation, identifying ways to minimize our impact on the environment through our product designs packaging and operations, acting ethically and sourcing responsibly, keeping our people safe and prioritizing their wellbeing and development, and evolving our company culture with a focus on performance and inclusion.

With a sharp focus and clear path forward, our new values of **Integrity, Teamwork, Passion for Winning, Ownership** and **Leadership** guide us in fulfilling our aspiration to delight consumers by lighting up everyday moments.



A Message from Our President & CEO

I am pleased to share Newell Brands' annual Corporate Citizenship Report. This year's theme, "**Building Today for a Better Tomorrow**," encapsulates our 2023 progress to strengthen the organization, improve financial performance, build a sustainable future and create value for our stakeholders.

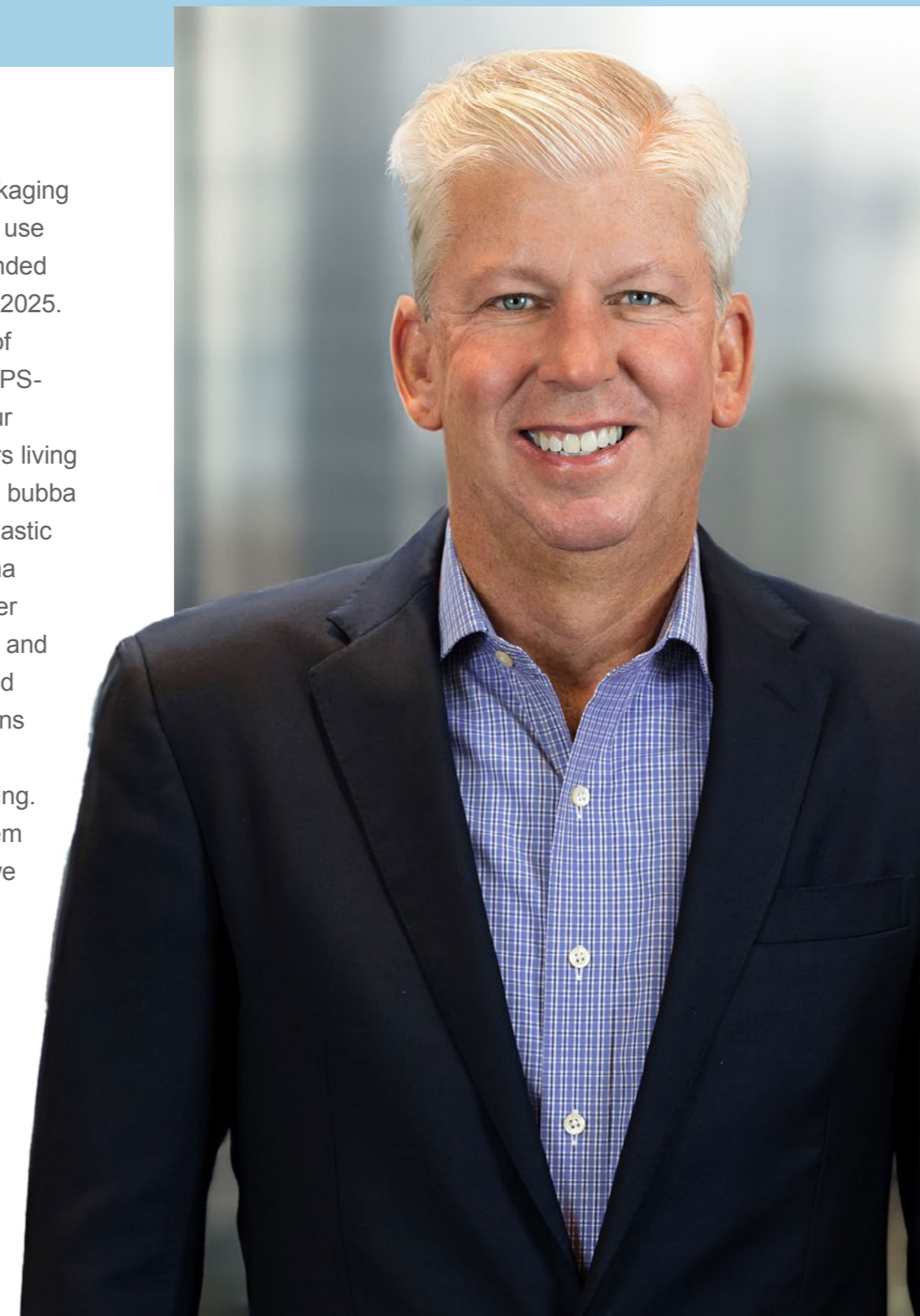
Since I became President & CEO in May 2023, we introduced and deployed a comprehensive corporate strategy based on a thorough capability assessment. It focuses on strengthening our front-end commercial capabilities and disproportionately investing in innovation, brand building and go-to-market excellence for our largest brands and most profitable geographies as part of an integrated set of Where to Play and How to Win choices. Despite a challenging external environment, our clear focus has enabled us to make tangible progress in executing our strategy and improving the structural economics of the business.

Over the past year, we added new senior leaders to the company to help drive our strategic objectives, drove record productivity across our Supply Chain, further reduced our SKU count, rightsized inventory and introduced new company values of Integrity, Teamwork, Passion for Winning, Ownership, and Leadership to guide us in fulfilling our aspiration to light up everyday moments for our consumers.

We are laser-focused on building a strong company that can withstand the dynamic retail environment, inflation, other external headwinds and global conflict instabilities. We also remain committed to our Corporate Citizenship goals as we strive to impact the world in a positive way.

We continue to identify ways to minimize our environmental impact while acting ethically and sourcing responsibly through our operations, packaging and products. In 2023, we reported a 36 percent* cumulative reduction in global manufacturing-related greenhouse gas (GHG) emissions. We are pleased that in 2022 and 2023, we exceeded our target of reducing Scope 1 and 2 GHG emissions from manufacturing by 30 percent. Additionally, 13.3 percent** of our manufacturing sites' global electricity has been shifted to renewable energy, continuing progress toward our goal of 30 percent by 2030.

Our product packaging goals focus on improving the sustainability of our packaging materials, and we aim to eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging by 2025. In 2023, we reported that 96 percent of our plastic packaging by weight was EPS-free and 91 percent was PVC-free. Our products aim to support our consumers living sustainable lifestyles, like Contigo and bubba water bottles that reduce single-use plastic consumption, Rubbermaid and Sistema food storage containers and FoodSaver vacuum sealers that keep meals fresh and help to reduce food waste. Rubbermaid Commercial Products provides solutions that support sanitation, hygiene and proper waste management and recycling. Consumers count on us to provide them with high-quality, safe products, and we take that responsibility seriously.



*The figure is based on a baseline we established in 2016 and was adjusted August 2024 from 38% to 36% based on an error in our data collection.

**Adjusted August 2024 from 18% to 13.3% based on an error in our data collection.

In 2023, we unified our Global Supply Chain and centralized our manufacturing operations to increase our scale and leverage our expertise for value creation. We made significant strides in optimizing operations, consolidating our Supply Chain footprint, and investing in technological solutions like automation to drive efficiencies and improve safety and cost savings. Training and development programs supported our frontline employees, including a targeted learning system that provides high-potential frontline supervisors and hourly leaders with leadership development and personal growth opportunities tied to our values. Employee safety remains a top priority. We continued to achieve a world class safety record while deepening our training programs and educational programs to address the safety risks and opportunities in Newell's frontline locations, such as our Hand Safety Awareness campaign. The campaign sought to educate and empower employees across our facilities to take ownership of their safety. In the month following the campaign, we achieved a 0.18 Monthly Total Incident Rate across facilities, a new safety record partly attributable to the campaign's effectiveness.

We made strides to evolve our company culture with a focus on high-performance, innovation and inclusion. We launched an annual CEO Awards program recognizing top talent, and I look forward to highlighting the 2023 winners in our 2024 report. Diversity & Inclusion (D&I) are important to our culture, and we are committed to attracting, engaging and retaining the talent and capabilities necessary to win in the market while ensuring our workforce was representative

of the consumers we serve around the world. We are proud to be recognized by Forbes on its list of Best Employers for Women 2023 and by The Human Rights Campaign Foundation, scoring 100 on their 2023 Corporate Equality Index. We were also named a 2023 and 2024 World's Most Admired Company by Fortune. We encouraged our employees to take ownership of their careers by hosting a month-long global campaign to support a unified understanding of what taking ownership means and raise awareness of our internal mobility opportunities.

Our commitment to our communities was reflected in the work of the Newell Brands Charitable Foundation and by our brands. The Foundation and Newell Brands invest in nonprofits whose missions align with our businesses and values. One of our signature strategic programs, the Local Impact Grant Program (LIGP), which celebrated its fifth anniversary in 2023, allows employees in select Newell Brands locations to nominate and vote on nonprofits aligned with our focus areas to receive a grant from the Foundation, and last year, we expanded our LIGP efforts internationally. In 2023, the LIGP awarded \$195,000 to 27 nonprofit grant recipients across 14 locations.

As a global consumer products company, we make our greatest philanthropic impact by donating Newell products to communities and nonprofits in need. In 2023, we proudly donated \$9 million in products, including Graco and NUK baby gear, Sharpie, Elmer's, Expo and Paper Mate school supplies, Rubbermaid food storage containers and Rubbermaid Commercial Products cleaning products to charitable partners around

the world. Our employees also came together to volunteer throughout the year. During our annual CommUnity Week, employees volunteered 1,700 hours in five days.

As we look to the future, we are excited about the opportunities ahead and are confident in our ability to deliver market-leading innovation and value to our stakeholders. Thank you to our consumers for trusting us and to our customers for their partnership. I also want to recognize our employees for their continued focus and support of our strategy.

We look forward to sharing our continued journey and what we are building at Newell with you in the coming year.

Sincerely,

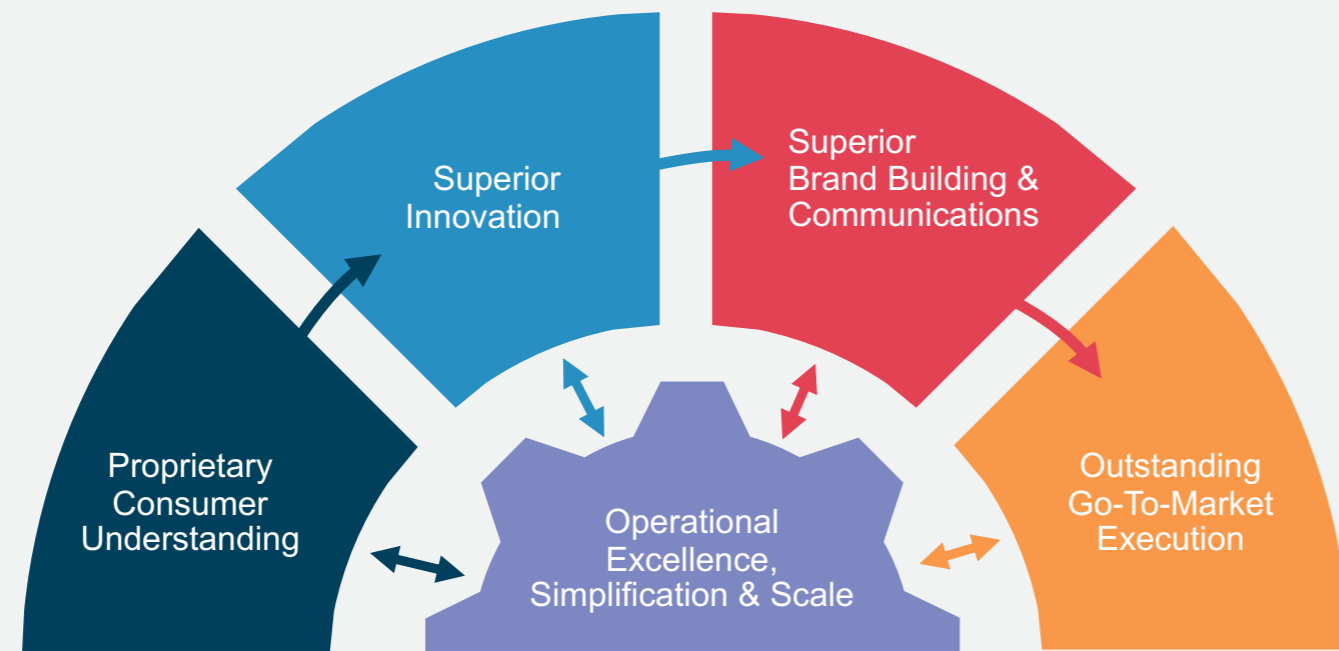
Chris Peterson
President & CEO



Corporate Strategy Overview

Building today means a better tomorrow. We are making meaningful improvements to our front-end commercial capabilities to help us win in the market. Following a comprehensive company-wide capability assessment, we implemented a new corporate strategy that includes “Where to Play” and “How to Win” choices.

How to Win Flywheel



- LEADING BRANDS
- HIGH-PERFORMANCE ORGANIZATION

Where to Play

1 Distort investment to our **largest and most profitable brands**

2 Expand distribution, focusing on **fastest-growing channels and winning retailers**

3 **US is top priority.** Grow internationally as One Newell

4 Disproportionately invest in **mid-and high-price-point segments**

5 Target **Millennial and Gen Z consumers**

How to Win

1 Invest in proprietary **consumer understanding for superior innovation**

2 Create compelling **brand building and brand communications capabilities**

3 Win with the shopper with **category and go-to-market expertise**

4 Build a **global, scaled and advantaged Supply Chain**

5 Become a **high-performance organization**

Awards & Recognition

We're proud of the awards and recognition our company, brands and products received in 2023. Among them:

Corporate



Brands and Products



Our portfolio of approximately 60 brands is organized into three operating segments:

Learning & Development



Home & Commercial



Outdoor & Recreation



Ball and Ball®, TM of Ball Corporation, used under license.

2023 Highlights



Products

89%

of all product packaging is now paper-based for all Newell products

96%

of plastic packaging by weight was EPS-free

91%

of plastic packaging by weight was PVC-free

21%

recycled content in plastic used globally at Newell for packaging on average

Operations

0.52

Global Recordable Incident Rate achieved, reflecting a world class safety record

***36%**

cumulative reduction in Greenhouse Gas (GHG) emissions at our global manufacturing sites

28%

of energy at our Reynolds Pens Chennai, India site came from a new rooftop solar photovoltaic (PV) installation



****13.3%**

of our global manufacturing sites' electricity has shifted to renewable energy, making progress toward our 2030 target of 30% renewable energy

People

200+

local events organized by employee ambassadors for our first-annual CommUnity Week

>90%

of eligible employees participated in Brand Foundations training

1,130+

employees participated in Global Diversity Awareness Month



500

nominations received for our first-annual CEO Awards Program recognizing top talent

Communities

\$9M

in products donated to charitable organizations



1,700

hours volunteered by employees during CommUnity Week

\$195K

awarded to 27 nonprofits through our Local Impact Grant Program

*The figure is based on a baseline we established in 2016 and was adjusted August 2024 from 38% to 36% based on an error in our data collection.

** Adjusted August 2024 from 18% to 13.3% based on an error in our data collection.

Corporate Citizenship Goals

	GOAL	TARGET	2023 PROGRESS
Products	Source 100% of our direct-sourced paper-based packaging from certified, verified or recycled sources	2025	98% globally; 99% North America ¹
	Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging	2025	96% of our plastic packaging by weight was EPS-free ¹ and 91% was free of PVC ¹ .
	Use at least 20% non-virgin (recycled content) in plastic packaging for Newell manufactured goods	2025	Of the plastic used globally at Newell for manufactured goods packaging, it has an average of 21% recycled content. ¹
Operations	Reduce Scope 1 and 2 GHG emissions from manufacturing by 30% (2016 baseline)	2025	*36% cumulative globally
	Divert 90% of manufacturing waste from landfill	2025	66% globally
	Use SmartWay-approved carriers for over 90% of ton-miles traveled in U.S.	2025	96% U.S. ²
	Shift 30% of Newell's manufacturing electricity to renewably produced electricity	2030	**13.3% cumulative
	Achieve carbon neutrality for all our Scope 1 and 2 emissions across our global portfolio at all manufacturing, distribution, warehouse, retail and office sites	2040	Work toward our 2025 manufacturing Scope 1 and 2 goal is helping us make progress on carbon neutrality
People	Work toward representation of women and people of color at the people manager level in the U.S. to reflect the relevant talent market in terms of geography and function	2025	43.71% of women and 21.13% people of color in people manager positions in U.S.
Communities	Invest \$1 million in our communities through our Local Impact Grant Program	2025	\$860,000 cumulative
	Achieve \$50 million in product donations	2025	\$44.4 million cumulative

¹ The status for our packaging goals is based on a 2023 survey of 2022 data provided by our major suppliers.

² Reporting reflects prior-year data from 2022.

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Governance

Board of Directors

Newell Brands’ Board of Directors establishes the company’s long-term strategic direction and the framework of principles and practices that promote accountability and fairness. Its independence and diversity help achieve effective oversight. The Board also oversees management practices, succession planning and risk management for topics including ESG, finance, legal and regulatory matters, supply chain, competition, privacy and cybersecurity.

In 2023, we made several changes to our Board, including naming Robert Steele as Board Chairman and adding President & CEO Chris Peterson and Stephanie Stahl. Departed members include former Newell CEO Ravi Saligram, Gary Hu, David Willetts, James Craigie and Brett Icahn. At the end of the year, our Board had nine members.

BOARD COMPOSITION AS OF 12/31/23

Number of Directors	9
Percent Director Independence	89%
Women and Minority on Board	55%
Percent Women on Board	33%
Percent Minority on Board	22%
Percent Under 30 Years Old	0%
Percent 30–50 Years Old	22%
Percent Over 50 Years Old	78%
Average Director Tenure	4.3 years

Additional information about our Board of Directors and corporate governance policies and disclosures can be found on our most recent [Proxy Statement](#) and [Investor Relations](#) website.

Leadership team

Our best-in-class [Leadership Team](#) is comprised of high-caliber executives with deep domain expertise and extensive experience across sectors and functions. This group is responsible for setting and communicating the company strategy and developing the governance and processes that guide company operations. They are committed to monitoring our business performance and ensuring the delivery of financial goals, making decisions on critical topics, delivering growth and value creation for our stakeholders, and defining and implementing a high-performance values-driven culture.

In 2023, we welcomed three new talented senior leaders to the company to help drive our strategic objectives:

Mark Erceg, Chief Financial Officer, is a seasoned executive who brings over 30 years of global financial and operational experience to his role. Mark leads the company’s Finance & Accounting (F&A) and Information Technology functions.

Melanie Huet, President, Brand Management & Innovation, an experienced marketing executive, leads our innovation, design and ideation process, consumer and shopper insights, digital marketing, marketing operations, packaging and licensing partnerships.

Tracy Platt, Chief Human Resources Officer (CHRO), a veteran human resources executive, is responsible for the company’s talent, organization, and culture capabilities. In this role, she is focused on revamping the performance management processes, evolving talent management and career development efforts, ensuring performance-driven rewards programs, and positioning Newell as a best-in-class employer with a meaningful employee value proposition.

Additional information about our Leadership Team, including leader biographies, is available on our [website](#).

Ethics & Compliance

At Newell Brands, at every level of the company, we're committed to acting with integrity, treating each other with dignity and respect, adhering to the highest ethical standards and operating in full compliance with the law. As we work together to drive value for our stakeholders, we recognize that how we achieve our results is as important as the results themselves.

Policies and training

Our Code of Conduct guides us in making ethical decisions consistently as we conduct business globally. It covers compliance with legal regulations, dealing fairly and transparently, avoiding conflicts of interest and reporting ethics violations.

Annually, we host Code of Conduct training to ensure employees understand and acknowledge their obligations. We strive for 99% completion of online Code of Conduct training among our active full-time, salaried, professional and clerical employees, and we were proud to achieve **99.83%** completion in 2023.

Additionally, at least every other year, we host a required Respect in the Workplace training for professional and clerical employees in the U.S., which focuses on fostering a respectful work environment.

In 2023, we also conducted in-person training sessions on ethical leadership, speaking up, conflicts of interest, protecting confidential information and trade compliance. These targeted trainings, delivered to employees whose roles require more focused education in these areas, complement our Code of Conduct training, which is broader in scope.

We take seriously our responsibility to uphold the highest ethical standards. We offer multiple ways for individuals to raise concerns or report suspected violations of our Code, and we educate employees about available escalation channels, including our Ethics Hotline. We also maintain a strict anti-retaliation policy, which prohibits retaliation against anyone for raising a concern in good faith.

Reports received by the Ethics & Compliance team are thoroughly reviewed and investigated, and reporting individuals are kept apprised of the status. We also analyze reporting trends to provide targeted interventions where necessary. Our Board's Audit and Nominating and Governance Committees receive a quarterly summary of reports received.

Please visit our [website](#) to learn more about our Ethics & Compliance programs, including our [Ethics Hotline](#).

Risk management

The Newell Brands Risk Management team selects and implements strategies to protect our people, property, customers and cash flow. This is accomplished through an ongoing evaluation of the risks we face and identifying 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.



SUPPORTING ETHICAL CONDUCT AND BUSINESS PRACTICES

Newell Brands has created additional policies to communicate our expectations on specific areas of ethical conduct and business practices in greater detail. We update these policies regularly to remain current with emerging issues and risks. In 2023, we implemented a refreshed version of our International Trade Compliance Policy and created a new Speak Up and Anti-Retaliation Policy. Several of our policies, including our [Code of Conduct](#), [Vendor Code of Conduct](#) and [Speak Up and Anti-Retaliation Policy](#), are available on our website.

Products

As we make meaningful improvements to our front-end commercial capabilities, including consumer and shopper understanding and the innovation process, we remain focused on delivering quality products that delight consumers by lighting up everyday moments.



Investing in Consumer Understanding for Superior Innovation

To put our consumers at the center of all we do, we are investing in proprietary consumer understanding to bring superior product innovation to market.



Insights and understanding

Our Consumer & Shopper Insights team is a strategic partner to our businesses and helps guide the creation of innovative products and services with human consumer learning that unlocks imagination and transforms how we win in the marketplace.

In line with our strategic choices, we are upgrading our ability to understand consumer wants and needs through proprietary research, in-depth ethnographic insights and advanced analytics. Through deeper consumer understanding, we can drive superior product development and a more impactful and focused innovation pipeline.

Innovation

In addition to investing in consumer insights, we are taking several steps to accelerate innovation excellence. In 2023, we revamped our innovation process and governance. This involved instituting a project tiering system and implementing enterprise-wide bi-annual innovation reviews to sharpen our plans, drive alignment, determine prioritization and allocate resources appropriately. These improvements enable us to focus on bigger, better product innovations that get to market faster.

As we build our pipeline with this new disciplined approach, we look forward to sharing more about new consumer-driven innovation in future reports.



Product & Packaging Sustainability

Across our portfolio, we offer products that support a sustainable lifestyle. Reusable water bottles by Contigo and bubba help to reduce single-use plastic consumption. Rubbermaid and Sistema food storage containers and FoodSaver vacuum sealers keep meals fresh longer, reducing food waste. Coleman tents and sleeping bags enable nature enthusiasts to connect with the great outdoors. Our Rubbermaid Commercial Products solutions support sanitation, hygiene, proper waste management and recycling.



We consider sustainability at every stage of the product development process, from ideation through product launch, leveraging a [Design for Sustainability framework](#). This framework helps our teams find ways to meet consumer needs with less environmental impact, identify materials that reduce natural resource depletion, make design choices that extend a product's natural life and develop with circularity in mind.

We also use a life cycle assessment (LCA) tool that helps identify areas of greatest environmental impact, consider design concepts and their implications and identify solutions to address concerns.

The framework is accompanied by a curriculum launched in 2021, which establishes a common understanding of what sustainability means for each product category and what our consumers expect of us. It comprises 11 courses required for all product development professionals, from entry-level associates to leaders. To date, nearly **1,800 attendees** (~800 in 2023) have participated in over **1,550 hours of training**.

Progress on packaging goals

Newell's products vary greatly in size, function and composition but share a common need for packaging. Our product packaging goals focus on improving the sustainability of our packaging materials across our product portfolio. We work closely with our suppliers to find ways to achieve our packaging goals, communicate our expectations in our [Responsible Sourcing Manual](#), and monitor progress through an annual supplier survey.

89%

In 2023, 89% of our product packaging was paper-based. Plastic comprises a relatively small percentage of our overall packaging footprint.

2025 GOALS

PROGRESS*

Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging

96% of our plastic packaging by weight was EPS-free and **91%** was free of PVC

Source **100%** of our direct-sourced paper-based packaging from certified, verified or recycled sources

Despite supply barriers in certain parts of the world, **98%** of the fiber we use globally is from sustainable sources. In North America, this total is **99%**

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

21% of average recycled content in plastic packaging is used globally at Newell for manufactured goods

*The progress for our packaging goals is based on a 2023 survey of 2022 data provided by our major suppliers

Product and packaging wins

Over the past year, our Design for Sustainability framework, life cycle assessment tool and creative thinking have resulted in new products and packaging that delight our consumers with less environmental impact. A few recent product and packaging highlights include:

Better materials for outdoor comfort with Marmot

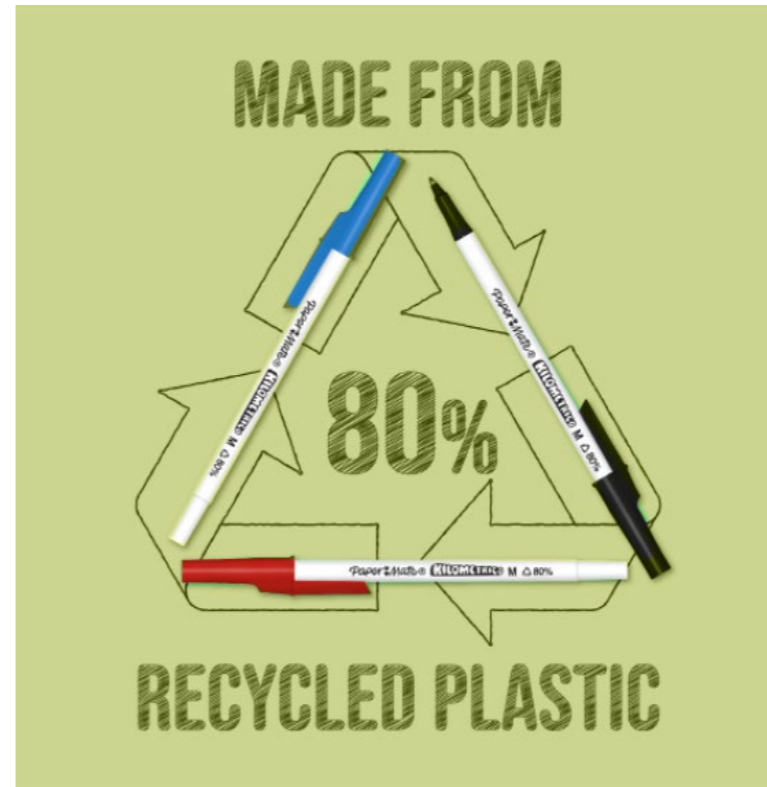
The Marmot team increased the use of sustainable materials in their garments, including **100 percent** responsibly-sourced down, bio-based yarns and bluesign-APPROVED™ fabrics, which are manufactured to strict environmental and safety standards. By the end of 2023, **36 percent** of Marmot's apparel fabrics were bluesign-APPROVED™ and **49 percent** were made with recycled content.



Working to eliminate PVC and EPS across our Writing Portfolio

The EXPO binder pack was redesigned to replace the PVC used in its packaging with a fully paper-based solution. This change eliminated the use of **13.77 metric tons** of PVC in 2023 alone while enabling our packaging to be considered curbside recyclable in the U.S.

DYMO moved its Direct Thermal Label, LabelManager and Embossing printer packaging from PVC to polyethylene terephthalate glycol. It also improved the curbside recyclability of the pack, complemented by on-pack sortation instructions across regions.



Bringing recyclability to Paper Mate

Paper Mate's new Kilometric pens, an innovation launched in our EMEA and APAC markets, contain **80 percent** recycled product materials, plastic-free packaging and a promise to write for at least a kilometer in distance. They use paper-based packaging as an alternative to the plastic pouches in the pen's standard version.

DYMO earns Forest Stewardship Council (FSC) Certification

DYMO's paper products are made of materials certified by the Forest Stewardship Council (FSC). FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. Additionally, DYMO's consumer packaging is made with up to **80 percent** recycled materials, and as of 2023, machine packaging is now made of at least **70 percent** recycled paper.

A better way to label.

Une meilleure façon d'étiqueter.

RECYCLED MATERIALS
MATÉRIAUX RECYCLÉS

FSC® CERTIFIED
CERTIFIÉ FSC®



Incorporating Ocean-bound Plastic with Sistema

Sistema's products became more sustainable this year with a new range of food storage containers made with at least **35 percent** ocean-bound plastic. Ocean-bound plastic refers to waste that has been improperly disposed of on land or waterways and is collected, cleaned, and refined for recycling. The reusable bottles and food containers reduce the need for single-use plastics and help keep existing single-use plastics out of the ocean.



Making recycling easier for consumers

Consumer education plays an important role in keeping recyclable products and packaging out of landfills at the end of their useful life. Eighteen of our brands use How2Recycle (H2R), a standardized labeling system that communicates disposal instructions to make recycling easier for North American consumers. It includes multi-component labels that indicate how to recycle the entire packaging. In 2023, Baby Jogger integrated North American Baby SKUs into

the How2Recycle platform, joining many of our other brands, including Graco, Rubbermaid, Rubbermaid Commercial Products, Sharpie, Coleman, DYMO, Elmer's and more.

Many of our brands, including Yankee Candle, Sistema, Mapa and Spontex, also partner with TerraCycle, a program that makes it easy for consumers to drop off or mail used products to be recycled at no cost. Since 2020, the program has collected over **124,000** Newell items, amounting to over **150,000** pounds of waste diverted from landfills and enrolled more than **8,700** consumers.

RUBBERMAID COMMERCIAL PRODUCTS' LOVE SUSTAINABILITY JOURNEY

As a global leader in the design, manufacturing and delivery of cleaning, hygiene and waste management products, Rubbermaid Commercial Products (RCP) has a significant role in protecting resources and reducing waste. In alignment with Newell's approach and goals, RCP began its own sustainability journey in 2022 called "Love Sustainability Journey." It represents the business's commitment and ongoing progress to becoming as sustainable as possible and supporting other businesses in doing the same. RCP has created several documents and tools that provide guidance for commercial partners on sustainable actions through RCP products. For example, European customer, Lyreco, in partnership with RCP, passed a significant milestone, achieving **zero waste** to landfills in the U.K. Lyreco also highlighted that RCP's solutions helped them achieve a recycling rate of **97.1%** in Ireland.



Recognized with Industry Awards for Dedicated Approach to Sustainability

The Love Sustainability Journey earned RCP Europe first place in the 2023 Tomorrow's Cleaning Awards (U.K.), which celebrates the industry's most innovative products and services in the cleaning and hygiene sector. RCP also received the Sustainability Partner in Performance award from Grainger, North America. This award is given to Grainger suppliers focused on offering high-performing certified sustainable products to help customers meet their sustainable purchasing goals.

Why Product Longevity is a Powerful First Step to Improving Commercial Sustainability

As part of the Love Sustainability Journey, RCP undertook a global research initiative to gather data on where businesses are struggling to couple ideas with action on sustainability, what they see as future challenges to implementation and what they need to start improving operational and systemic sustainability. The results were published in a report called [Why Product Longevity is a Powerful First Step to Improving Commercial Sustainability](#), which provides data-driven recommendations to improve operational and systemic sustainability.

Consumer Safety & Satisfaction

Consumers trust and rely on our brands, and we are committed to providing them with safe products through rigorous safety standards and testing. While potential safety concerns differ greatly from one product to the next, product safety is a collective effort. We have a cross-functional team that oversees product safety and ensures that safety insights, regulations and advancements in technology are shared across businesses.

Product safety collaboration and oversight

We conduct internal testing and safety evaluation of products to proactively identify potential issues and ensure we are compliant with regulations where we sell our products. Many of our products also receive third-party safety audits and testing. We use our Design Failure Mode and Effect Analysis (DFMEA) tool to identify potential risks in new products that accommodate existing products' design changes. Products intended primarily for children, go through a third-party compliance audit at least once annually, and we certify our Graco and U.S. baby brands to the Juvenile Products Manufacturing Association (JPMA) standard.

Our Consumer Care team helps with product use and care, answers product questions, assists with purchases and handles product complaints. Our product safety and quality teams review complaints and share the results with relevant teams for further investigation.

Addressing chemical substances and practices of concern

Our products are intended to comply with all applicable laws and regulations in the markets where they are sold, including those relating to chemical substances. Each of our businesses maintains a restricted chemical substances list tailored to the product or product category and published chemical watchlists of industry associations. These requirements incorporate applicable international, federal, state and local laws. As regulations change, we monitor and update our restricted chemical substance lists.

Many stakeholders are interested in the presence of per- and polyfluoroalkyl substances (PFAS) in our products. As an example of the impacts of the changing PFAS regulatory landscape, our Calphalon nonstick cookware use one PFAS chemical, polytetrafluoroethylene (PTFE). However, because of its molecular characteristics and application, PTFE does not interact with the body or food, and the FDA has confirmed that it's safe to use. We offer stainless steel and nonstick ceramic Calphalon products for consumers who prefer alternatives.

Responding to product recalls

Newell had three voluntary recalls in 2023: a NUK bottle warmer in France due to reports of the bottle warmer overheating and Elmer's Spray Adhesive and Rubber Cement products in Canada due to a lack of required safety and warning labels.

VISIT OUR WEBSITE TO VIEW OUR [RESPONSIBLE CHEMICAL MANAGEMENT POLICY](#) FOR INFORMATION ABOUT HOW WE MANAGE THE MATERIALS USED TO MAKE OUR PRODUCTS.

Responsible Sourcing & Social Compliance

As a global leader in consumer goods and one of the largest importers in the U.S., we recognize our responsibility to ensure that our products are produced in a manner that aligns with our values and ethical standards. We understand the significance of working with suppliers and prioritizing social compliance standards, such as fair labor practices, human rights and Supply Chain Security, to prevent the risk of contraband or unsafe products entering our Supply Chain. Through our robust Responsible Sourcing Program, we can meet the expectations of our customers and consumers and demonstrate our commitment to corporate social responsibility.

Vendor Code of Conduct and Responsible Sourcing Manual

Our [Vendor Code of Conduct](#), memorializes the conduct standards we expect from our suppliers. Our [Responsible Sourcing Manual](#) details our escalation, audit, corrective action processes, and Zero Tolerance Policy. In 2023, the manual was updated to reflect the changing regulatory and legal landscape, including policy updates and language around the new laws on forced labor, EU Deforestation & Carbon Border Adjustment Mechanism (CBAM) and Bill S-211 Supply Chain Traceability.

Individuals in supplier factories can report grievances or violations to our Ethics Hotline. Our audits also ensure that suppliers have established the appropriate grievance mechanisms for their factory employees.

Please visit our [Responsible Sourcing webpage](#) to learn more about our Zero Tolerance Policy, audit process and Corrective Action Plan (CAP) Guidelines.



ZERO-TOLERANCE ISSUES AND HUMAN RIGHTS

Newell defines Zero Tolerance as any reported violations in the areas of:

- 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

Occasionally, we will experience critical issues that we categorize as Zero Tolerance Failures. If a supplier has a confirmed Zero Tolerance Failure – their relationship with Newell is subject to immediate termination.

Improving our supply base knowledge and enabling suppliers to succeed

To ensure Supply Chain health, we conduct Responsible Sourcing audits of our Asian-based suppliers, including components, raw materials and second-tier contractors.

Historically, Newell has had to prepare documentation or participate in audits for each customer. To help reduce potential redundancy, we strengthened our membership with the Supplier Ethical Data Exchange (SEDEX). Our membership with SEDEX provides access to shared industry reports completed by approved third-party partners, which saves us and our suppliers significant time. The Responsible Sourcing team conducts post-audit verifications to validate and confirm the information that SEDEX provides. In 2023, we expanded our audit to include environmental questions in anticipation of more rigorous environmental regulations.

The Responsible Sourcing team also supports our suppliers identified as potentially needing corrective action through training, engagement and ongoing interventions when needed, focusing in particular on the bottom five percent of previously approved suppliers through our Management Action Plans (MAPs). MAP is a process that includes an in-depth review of the root cause of failures and intensive corrective programs to help vendors improve their operations. In 2023, we completed four MAPs, returning those suppliers to good standing. We also returned to in-person supplier training for the first time in three years.



Responsible Sourcing Goals

2025 GOALS

Achieve a **90%** Corrective Action Plan completion rate

Audit **100%** of sourced finished goods vendors on a three-year rolling basis

Achieve a **95%** or greater Monitoring Plan completion rate

Reach **100%** completion of our Vendor Code of Conduct Attestation

PROGRESS

99% Corrective Action Plan completion rate

In 2023:

- **692** Responsible Sourcing audits completed
- **475** Social Compliance audits completed
- **217** Supply Chain Security audits completed

99% Monitoring Plan completion rate

98% Vendor Code of Conduct attestation completed

Operations

We recognize the significant impact of climate change and take seriously our duty to act responsibly. Through our Supply Chain operations, we're working to reduce our environmental impact while providing a safe, supportive work experience for our frontline employees.



Building a World-Class Supply Chain Organization

In 2023, we announced the unification of our global Supply Chain and the centralization of our manufacturing operations. This work is intended to position us as the partner of choice to our retailers, increase our scale and leverage our expertise to accelerate value creation. We made significant progress in optimizing operations, consolidating our footprint and introducing technological solutions like automation to drive efficiencies and provide our workforce with more meaningful, skilled work.



UPGRADING AUTOMATION

One component of Supply Chain optimization is making strategic investments in automation. Our automated guided vehicles, like autonomous forklifts, recharge independently, pick up pallets and deliver them to different building sections for truck loading. The vehicles have been deployed in key distribution centers and manufacturing facilities, programmed to know every inch of their operational area within a facility and to sense people or objects for re-routing—a safety and cost-saving improvement because it decreases the number of potential selection errors. By implementing these automation initiatives, we've increased the skilled part of our manufacturing and distribution workforce because of requirements to program and operate the vehicles.

Supporting Our Frontline Workforce

Our frontline employees are a critical component of our talent base. We support them through competitive pay and benefits, robust training and development programs that uplevel their skills and allow them to grow as professionals, and strict standards and protocols to keep them safe on the job.

Training and development

In 2023, we launched a targeted learning system called the Catalyst Learning Series (CLS). The 22-week program provides high-potential frontline supervisors and hourly leaders with leadership development and personal growth opportunities tied to our values. The training is delivered through in-person and virtual sessions with modules focused on emotional intelligence, conflict resolution, team building and coaching. In its inaugural year, **100** frontline employees participated in the program, and we plan to increase the number of participants in 2024.

We also piloted the THRIVE Mentoring Program in the U.S., which will provide global Supply Chain employees with growth and development

opportunities through mentoring. The program builds connections, empowers employee success and promotes a learning culture. The pilot brought together **22** mentor-mentee pairs and will expand globally in 2024.

We also offer a technical training program that covers the basics of electricity and electronics, mechanics, control systems, general maintenance troubleshooting and safety. This year, **152** employees representing **21** North American sites visited our Writing manufacturing facility in Maryville, TN, to gain hands-on technical skills experience. Twenty-three three-to-five-day courses were offered, including Electrical Control Systems, Mechanical Systems, Robotics Operations, Automated Machine Controls Troubleshooting, Injection Molding Fundamentals and more.



FIVE YEARS OF PEAK

Since 2018, our Planning, Engagement, Achievement and Knowledge (PEAK) program is one of our most important programs to engage our frontline employees and train them to build a culture of operational excellence. PEAK provides employees with the skills, training and tools to solve problems and eliminate waste in all forms. PEAK has contributed to quality defect reduction, decreased safety incidents and improved employee engagement. Since its inception, we have implemented PEAK in **34 locations** with plans to reach more than **40** next year as it expands to areas outside of manufacturing and distribution.

Promoting safety on the job

Employee safety is a top priority at Newell Brands. Over the past year, we maintained the programs that have allowed us to achieve a world-class safety record, while deepening our training program to address the safety risks and opportunities in our frontline locations.

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. Each site undergoes a formal annual review of its compliance with SEAL guidelines. In 2023, we updated SEAL assessment categories to reflect changes within our business. For example, we added a new section on autonomous mobile robots and guided vehicles to ensure employees understand how to interact safely with this equipment.

While our safety standards apply enterprise-wide, our sites also take ownership of continuous safety improvement locally. Each has a dedicated safety committee that conducts employee training, including new hires and individuals performing specific tasks through monthly training topics.

Every site sets safety goals at the beginning of the year. We also encourage engagement and involvement in safety efforts and participation in programming. Sites and individuals that go above and beyond are recognized during Supply Chain meetings and other informal recognition opportunities during monthly and quarterly reviews.



Global Safety Performance Metrics¹

	2020	2021	2022	2023
Recorded injuries	246	207	142	131
Global recordable incident rate	.78	.63	.61	.52

¹ Data in this chart applies to full-time Newell employees and temporary and part-time workers and excludes retail staff. Changes in prior year figures are due to clarified reporting.

Beyond the steps we take to promote safe individual and team behaviors, Newell's Global Security team uses physical measures, procedures, employee training and threat intelligence monitoring to make our work environments as secure and safe as possible. We use industry-recognized technology to secure our facilities, with centrally monitored and supported systems and regularly assess sites for vulnerabilities.



PREVENTING HAND INJURIES THROUGH SAFETY AWARENESS CAMPAIGN

Our global Supply Chain and Corporate Communications teams partnered to develop a month-long Hand Safety Awareness campaign to educate, encourage and empower employees across Newell's facilities to take ownership of their safety. The campaign emphasized critical procedures and protocols that protect one of our frontline community's most important tools – their hands. The effort was informed by data indicating that hand safety presented the biggest opportunity to reduce on-the-job injuries at Newell sites. The campaign included a video featuring Supply Chain leadership, a toolkit for local leaders, contests and weekly newsletters with safety tips. Sites also hosted interactive workshops with safety leaders demonstrating hand safety techniques. At the end of the campaign, employees signed commitment cards pledging to prioritize hand safety and keep each other accountable. In the month following the campaign, Newell achieved a 0.18 Monthly Total Incident Rate across facilities, a new safety record partly attributable to the campaign's effectiveness.

"As a company with manufacturing facilities and distribution centers around the world, employee safety is our top priority. We launched our Hand Safety campaign to supplement our overall safety vision of zero unsafe conditions and zero unsafe behaviors. Hand injuries represent one of our most frequently cited risks. Our goal was to emphasize the importance of critical procedures and protocols that aim to educate and protect our frontline community. It takes a collective effort to maintain our world-class safety standards and performance, and the success of the campaign is a testament to that."

Michael Bell,
Senior Vice President, Global Supply Chain Operations

Environmental Sustainability

Our commitment to operating with excellence includes manufacturing, distributing and transporting our products efficiently. In addition to benefiting our customers and consumers, our efforts help reduce emissions, energy and waste.

Building lower-carbon operations and reducing emissions

Given our significant manufacturing footprint, Scope 1 and 2 emissions, those that result directly from our operations and the energy we purchase, are our primary focus. We continue to work toward achieving carbon neutrality by 2040 for all Scope 1 and 2 emissions across our global portfolio at all manufacturing, distribution, warehousing, retail stores and office sites.

Over the past three years, we have exceeded our **30 percent** reduction goal for our manufacturing related Scope 1 and 2 emissions. As a result of this continued decline we will consider setting a new goal in 2024. This goal will cover all Newell owned and operated facilities, not just manufacturing.

GHG Emissions

GOALS	2016	2021	2022	2023	2025 (target)
Reduce cumulative operational GHG emissions by 30 percent by 2025 (2016 baseline)	--	31%	35%	*36%	30%
Global manufacturing Scope 1 & 2 GHG emissions (MT CO2e)	351,873	242,936	229,479	* 225,550	246,311

* The figure is based on a baseline we established in 2016 and was adjusted August 2024 from 38% and 217,915 MT CO2e to 36% and 225,550 MT CO2e based on an error in our data collection.

**Adjusted August 2024 from 18% and 73,556 MWh to 13.3% and 54,831 MWh based on an error in our data collection.

RENEWABLE ENERGY

GOAL	2021	2022	2023	2030 (target)
Shift 30% of our global manufacturing sites' electricity to renewable sources by 2030	9.6%	12.5%	**13.3%	30%
Global manufacturing of renewable electricity (MWh)	47,116	59,762	**54,831	--

Lasting reductions in manufacturing emissions will come from transitioning the types of energy we use and making our processes more energy efficient. Our Reynolds Pens facility in Chennai, India, completed installation of its rooftop solar photovoltaic (PV) grid in 2023. The plant now has **662 kW** capacity, supporting **28 percent** of its overall power demand, saving **322** metric tons of CO2 equivalent annually and over **\$115,000** in annual energy costs.

This project complements solar photovoltaic (PV) arrays in other parts of the world, including installations at our Outdoor & Recreation distribution center in Hungen, Germany and our Fradley in the United Kingdom.

While we're harnessing the benefits of solar power in certain locations, we are leveraging cool outdoor temperatures in others. At our Writing manufacturing facility in Maryville, TN, we use an air conditioning approach known as free cooling. This technique lowers air temperature using naturally cool air or water and is more energy-efficient than mechanical refrigeration.



Sustainability on the road

We work with multiple logistics partners to transport our products from distribution centers to our retail partners. Since 2015, we have used 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. Over the past two years, we exceeded our goal to use SmartWay approved carriers for over 90 percent of the total ton-miles traveled in the U.S. to transport our products. In 2023, we were recognized as a “High Performer” for our high reliance on SmartWay carriers.

Transportation And Logistics

GOAL	2021	2022	2023	2025 (target)
>90% of ton-miles traveled in the U.S. with SmartWay certified transporters ¹	89%	97%	96%	90%

¹Reporting reflects prior-year data from 2022.

DRIVING SUSTAINABILITY LOCALLY



SITE-LEVEL SUSTAINABILITY AWARDS

Our annual Sustainability Excellence Awards recognize initiatives across the company that aim to reduce our environmental impact, contribute positively to our operations, and design and offer more sustainable solutions, often while providing cost savings.

For the second consecutive year, the Rubbermaid Commercial Products team in Winchester, VA, won the gold award. Their expanded waste reduction programs resulted in over **928** tons of material diverted from landfills and significant cost savings. The Winchester team partnered with other Newell manufacturing sites in Reedsburg, WI, and Winfield, KS, to collect **317,000** lbs. of regrind material and recycle it for production, avoiding a **\$250,000** expenditure to purchase virgin plastic resin. After adopting a new water treatment mechanism, the team expects to reduce water loss from its operations by **1.5M** gallons annually.

Earning the silver award, our Writing team in Sint-Niklaas, Belgium, simplified the DYMO 2” LabelWriter label printer spool, which reduced plastic use by **14 percent** in 2023. The site also installed high-speed doors that reduced energy use and launched a bicycle lease program for employees to commute to work.

Our Baby team in Zeven, Germany, earned the bronze award for modernizing their heating system and office building windows, saving **~\$346,500** and **1,007** tons of CO2 since the upgrade began in 2021. They reduced gas and energy use by **48 percent** and **5 million** kWh respectively. This effort is part of the team’s commitment to reduce electricity and gas usage by 10 percent by 2025.



Preserving natural resources

Our R&D and design teams approach product design with a sustainability mindset at every stage. Our teams' choices affect our environmental footprint, particularly by reducing the waste generated. We continue to make progress toward our goal of diverting most of our manufacturing waste from landfills.

Because our manufacturing sites do not require fresh water for production, we use minimal water in our operations. Despite this, we must responsibly manage the water we use. We continue to engage closed-loop water systems to reduce consumption and environmental outflow while encouraging sites to conserve.

Waste Diversion

GOALS	2021	2022	2023	2025 (target)
Waste diverted from landfills at global manufacturing sites	58%	55%	66%	90%
Total waste (MT)	40,946	29,033	31,439	--
Material recycled offsite (MT)	23,838	15,996	20,885	--

Preparing for the future

We are preparing for mandatory disclosures of direct and indirect emissions, both existing and anticipated. Over the past year, we focused on enhancing our emissions tracking and reporting rigor to prepare for these regulations. Recent progress includes:

- ✓ Transitioning reporting of our Scope 1 and 2 greenhouse gases (GHG) emissions for our global operations to a new system
- ✓ Undertaking an analysis of our Scope 3 emissions
- ✓ Building a project plan to reduce our energy and waste impact, led by our Sustainability Working Group and Corporate Citizenship Council
- ✓ Conducting a gap assessment around compliance risk related to new mandatory disclosures



UPHOLDING HIGH STANDARDS FOR ENVIRONMENTAL STEWARDSHIP AND COMPLIANCE

We incorporate best practices for environmental compliance across our organization. Each facility has an Environmental Champion who coordinates and maintains a local compliance program. We conduct audits, collect self-assessments and perform other checks on compliance throughout the year. We also take responsibility for environmental remediation obligations resulting from spills or other incidents. More information about our environmental compliance practices can be found on our website, and remediation projects can be found in our [2023 10-K](#).





People

To delight consumers, outperform the competition and win in the market, we need to attract, develop, and retain top talent by offering meaningful career experiences and development opportunities, providing competitive compensation and benefits and creating a work environment that values and rewards employees' contributions.

Talent Engagement & Development

As we build a culture focused on high performance, inclusion and innovation, we are enhancing opportunities for our people to develop as professionals. Employees can gain the skills and knowledge needed to excel in their roles and contribute meaningfully to Newell's success through targeted training programs, workshops and other learning and development initiatives.

Building capabilities to win

Our Training & Development team provides training and resources that enhance employees' functional, technical, leadership and behavioral skills. In 2023, they offered an extensive curriculum supporting our new corporate strategy with training focused on strengthening the critical capabilities needed to win in the market.

Brand Management Capability Transformation

A "Brand University" is offered to accelerate brand management training and support the global brand management model for employees in the marketing and innovation functions. Curriculum included:

- **Brand Management Foundations**, an instructor-led virtual training to establish a common understanding of Newell's brand management approach
- **Expectations in Brand Management/ Own Your Brand Equity**, eLearning modules for new hires
- **Brand Director Coaching**, one-on-one coaching focused on improving leaders' ability to influence without authority in a brand-led model
- **Innovation Claims Training**, virtual training on the innovation process and claims to drive relevance and differentiation with consumers
- **Gen-Z Marketing Workshop**, facilitated in partnership with the Association for National Advertisers, focused on understanding how to develop content that effectively engages Gen-Z

Go-to-Market & Retail Execution Upskilling

In addition to internal training, we provided our Brand Management teams with access to Circus Street, an external digital marketing and upskilling training platform. Tailor-made tracks that covered brand building, consumer-centricity mindset and best practices, data analytics essentials and eCommerce analytics best practices were offered. Three hundred and eighty three team members completed an average of **5.31** lessons for a total of **1594** lessons completed.

Revenue Growth Management (RGM) Training

One of our strategic choices is to leverage category expertise and excellent go-to-market execution to win with the shopper and become the customer partner of choice. An important component of this is implementing a Revenue Growth Management model.

To give employees the tools, resources and training to contribute to optimizing Newell's financial performance, several RGM trainings were offered so employees could better understand market dynamics, customer behavior and competitive landscapes, enabling them to make informed decisions that contribute to the bottom line. The curriculum included:

- **Pricing Strategy and Customer P&L eLearning**, an online course designed to help build a foundational understanding of RGM concepts
- **Distribution, Shelving, Merchandising and Pricing (DSMP)** learnings that review retailer assets and examine different views with the DSMP Scorecard in our business intelligence software, and examples of how to use the information and insights in a customer business review
- **Trade & Promotion Optimization**, which covers translating output charts to actions that successfully drive business objectives

Building capabilities to win (con't)

In addition to these focused topics, the Training & Development team offers employees general leadership and skills training. Our Leadership Exploration and Development (LEAD) Series provides resources for developing leadership skills and managerial capabilities. Session topics include Managing with Equity and Navigating Change.

Additionally, we offer LinkedIn Learning to all professional and clerical employees globally so they can pursue learning opportunities of interest to them.

790%

of eligible employees have participated in Brand Foundations training

87%

of participants said the Brand Foundations training met their expectations

74,558

LinkedIn Learning course views among all employees

317,056

LinkedIn Learning video completions among all employees

3H 12M

average hours per viewer on LinkedIn Learning

Own your career

Our value of ownership applies to employees' roles, responsibilities and accountability for their career trajectories. To support a unified understanding of what taking ownership means and raise awareness of Newell's internal mobility opportunities, we hosted a month-long global campaign called "Own Your Career." Programming included career development sessions on topics such as leading hybrid high-performing teams, an opportunity to participate in a Clifton StrengthsFinder assessment and panel discussions with members of our Leadership Team and our Employee Resource Group chairs.

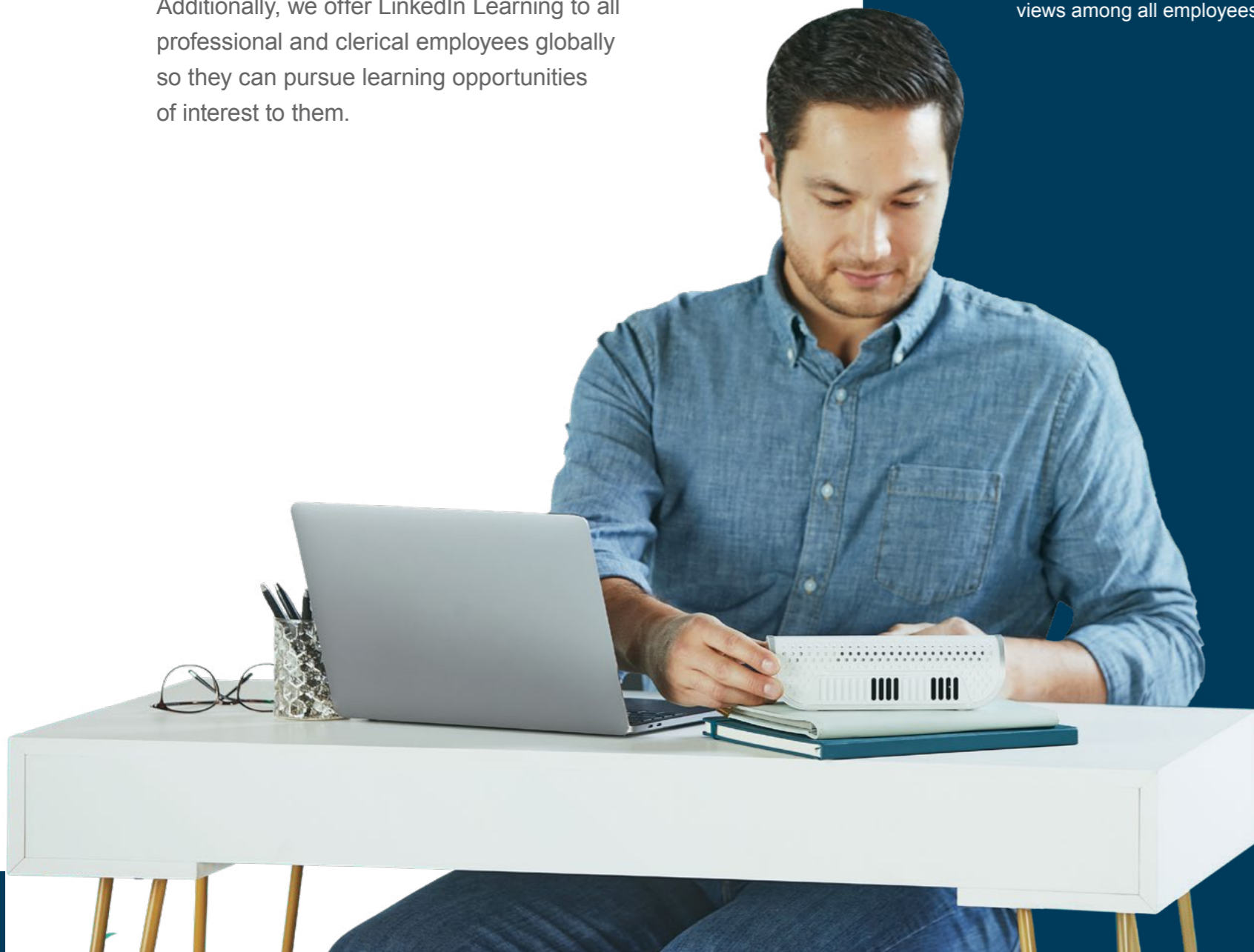
The campaign was complemented by a video series featuring employees around the world who advanced at Newell by taking ownership of their careers. Each profile focused on the unique and creative steps they took proactively, how they leveraged company resources and their advice for others.



A LOOK AT DATA & ANALYTICS WEEK

To help us make informed decisions, derive high-quality insights, and better serve our consumers, our Data and Analytics teams hosted their inaugural Data & Analytics Week, five days of in-person and virtual training sessions open to all employees. The programming emphasized the power of data and how Newell Brands is harnessing it to win in the marketplace.

Data & Analytics Week convened employees from **27** countries across **20** functions, including Analytics, Procurement, Marketing, Sales, Supply Chain, Finance, IT and more. With **50** presenters and **40** unique presentations, the week resulted in over **200** hours of training content. Session topics included "Demystifying AI," "Analyzing Performance on the Digital Shelf," "Data Privacy and Ethics" and "Measuring Business Value for Data Governance," among others. Employees also competed in a social coding event that brought programmers together to build or improve software programs and promote innovative solutions.



Diversity & Inclusion



Newell Brands embraces diversity and inclusion and builds a culture where employees can bring their whole selves to work while being recognized and rewarded for high-performance. Newell leverages the skills and perspectives of a wealth of backgrounds of all team members. We collectively work to ensure employees feel their voice is heard in our ongoing progress to make a difference to our consumers around the world.

We use a talent and workforce planning strategy focused on attracting, engaging, and retaining the required talent pools and capabilities necessary to win in the market. Further, we believe that our workforce should be as diverse as the consumers we serve and the communities in which we operate. We track and report internally on key talent metrics including workforce demographics, talent pipeline and succession data, and organization health engagement indices.

We also have many Employee Resource Groups (“ERGs”) that are Company-sponsored groups of employees who support and promote mutual objectives of both the employees and Newell. We offer education and programs that are tied to innovation and serve the consumers we represent, while celebrating our differences and living our company values.

Company recognitions

Newell was proud to be recognized by Forbes on its list of Best Employers for Women 2023, based on a sample of more than 40,000 women in the U.S. To create their list, survey respondents gave their opinions about workplace topics, including atmosphere, development, image, working conditions, salary, and diversity, and topics relevant to women, such as parental leave, family support, flexibility, discrimination, representation,

and pay equity. Additionally, Newell Mexico was acknowledged as one of the 2023 Top Companies for Women by TOP Companies Mexico and Expansión. TOP Companies and Expansión’s recognition of Newell Mexico was based on the number of women in leadership roles, benefits and policies at Newell. For the third consecutive year, The Human Rights Campaign Foundation awarded us with a score of 100 on their 2023 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, contributed to these efforts through their leadership and commitment to educational programming and community outreach throughout the year. outreach throughout the year.



SUPER
EMPRESAS
EXPANSION
2023
TOP
companies

Engagement through ERGs

Creating connected and inclusive communities begins within our organization. Our Employee Resource Groups (ERGs) play a vital role in making Newell Brands a welcoming workplace. These nine global, employee-led organizations foster engagement, provide leadership development opportunities, drive innovation, and celebrate our diverse cultures while building a strong sense of community.

BEACON

Black employees and allies



Women and allies

ABLE

Employees with disabilities and allies

NAAPA

Asian and Pacific American employees and allies

HÖLA

Hispanic/Latinx employees and allies

MOSAIC

Represents the broad spectrum of races, ethnicities and nationalities

CPEN

LGBTQ+ employees and allies

VETS

Veterans and allies

MIND

Employees who are passionate about wellbeing and mental health issues

RAY ERG EXPANDS TO LATAM

IN NOVEMBER, THE LATAM REGION LAUNCHED A CHAPTER OF RAY. THE GROUP WILL FOCUS ON EMPOWERMENT, PROFESSIONAL DEVELOPMENT, RECOGNITION AND COMMUNITY.



GLOBAL DIVERSITY AWARENESS MONTH

Diversity and inclusion is an everyday, year-round priority, but we see value in taking dedicated time to focus on its importance. For the past two years, we've held Global Diversity Awareness Month, celebrating diversity's positive impact on the workforce.

In 2023, programming included immersive sessions hosted by Moving Stories, an organization that helps participants use their lived experiences to examine the power of diversity in their teams and companies. During these sessions, employees stepped into others' shoes and learned to become more aware and inclusive in the workplace.

Other events focused on uncovering and addressing unconscious bias, managing with equity, integrating psychological safety into leadership and consumer marketing through an inclusivity lens.

1130+

employees participated in 19 D&I events across all regions

92%

of participating employees strongly agreed or agreed that the sessions offered met their expectations and had actionable takeaways

238+

D&I LinkedIn Learning courses completed

Employee demographics

People of Color – U.S.

	ALL	PROFESSIONAL	PEOPLE MANAGER	DIRECTOR	VP/SVP+
Black/African American (U.S.)	10.61%	7.12%	5.70%	4.31%	4.71%
Latino/Hispanic (U.S.)	10.95%	7.81%	7.42%	6.62%	11.76%
Asian (U.S.)	7.69%	7.50%	5.43%	5.96%	4.71%
Two or More Races (U.S.)	2.18%	2.21%	1.88%	1.32%	2.35%
American Indian/Alaskan (U.S.)	0.75%	0.30%	0.43%	0.00%	0.00%
Native Hawaiian/Pacific Islander (U.S.)	0.52%	0.22%	0.27%	0.33%	0.00%
POC	32.70%	25.16%	21.13%	18.54%	23.53%
White	67.30%	74.84%	78.87%	81.46%	76.47%



Gender – Global

AS OF 12/31/23	ALL	PROFESSIONAL	PEOPLE MANAGER	DIRECTOR	VP/SVP+
Women	50.76%	46.58%	43.71%	35.48%	34.34%
Men	49.24%	53.42%	56.29%	64.52%	65.66%

For more information about our workforce demographics, see our [EEO-1 workforce data](#). The information is captured by voluntary self-identification, and these tables do not include those employees who have opted out.

Employee health and wellbeing

Fostering and retaining a high-performing workforce goes beyond professional development and training opportunities. It requires supporting employees holistically through their mental health and wellbeing so they can thrive personally and professionally. By providing programs and resources that support overall wellness, employees can feel valued and supported in various aspects of their lives, contributing to greater job satisfaction, productivity and sustained long-term success.

Promoting pay equity

We regularly assess how we reward employees to stay competitive in the marketplace. Newell uses a third-party pay equity platform to conduct annual pay equity reviews. The platform allows Newell to place employees into similar groups based on location and level to identify and correct any unintentional pay inequities due to race or gender.

Expanding our benefits offerings

We take a comprehensive, total rewards approach to employee benefits, including market-driven, insurance and wellness offerings to support all aspects of employee health.

The following benefits enhancements took effect for U.S.-based employees in 2023:

- ✓ Increased our parental bonding leave
- ✓ Tripled our adoption reimbursement, which is now **\$15,000** per child with a lifetime maximum of **\$30,000**
- ✓ Added an annual surrogacy reimbursement benefit of **\$30,000**
- ✓ Removed the requirement for an infertility diagnosis for fertility benefits, expanded access to more services and removed “lifestyle” provisions for fertility benefits to include same-sex couples and single employees
- ✓ Made reproductive health procedures eligible for reimbursement
- ✓ Updated our LGBTQ+ benefits and resources and Gender Affirming Care Service Guidelines, which outline covered services, family support, family planning and more

You can learn more about our Health and Wellbeing offerings on our [website](#).



Recognizing high performance

In 2023, we launched an annual CEO Awards program. It celebrates employees below the senior director level for their performance in driving meaningful business results, operating with excellence and going above and beyond to execute their responsibilities while demonstrating our values. Five winners annually receive an equity grant and company-wide recognition.

In our first year, we received nearly **500** nominations from **32** countries. We look forward to sharing the 2023 winners in our 2024 Corporate Citizenship Report.



COMMUNICATION FROM THE TOP

As we evolve our company culture and execute our strategic priorities, our leaders play an instrumental role in motivating and engaging employees and driving a shared understanding of our path and progress through transparent communication.

With Chris Peterson’s transition to President & CEO, we developed a comprehensive communications plan and cadence to demonstrate his commitment to transparent and timely communication. To set the tone, Chris addressed our global employee audience on his first day as President & CEO.

Since then, Chris has addressed all employees globally on over 20 occasions through global meetings, employee addresses, Q&A sessions and company emails on topics such as financial results and our corporate strategy.

As our Global Meeting surveys show, employees appreciate and find these communications effective. Over two quarters, on average, respondents agreed or strongly agreed that Chris’s messages increased understanding of company strategy and priorities (**92%**) and confidence in the company’s leader (**79%**) and that he is committed to transparent communication (**83%**).



Communities

As a global business with operations around the world, we are committed to serving our consumers and the communities in which we operate. We take a holistic approach to our philanthropic efforts through employee-driven initiatives, product donations, financial support and partnerships with impactful nonprofits.

The Newell Brands Charitable Foundation

The Newell Brands Charitable Foundation invests in nonprofits whose missions align with our businesses and values. Our philanthropic focus areas are:

 Child Safety & Development	 Outdoor & the Environment	 Hunger
 Education	 Diversity & Inclusion	 Disaster Relief

Our Foundation continues to fund two strategic programs through which we support our communities and engage our employees in giving back: our **Local Impact Grant Program (LIGP)**, which celebrated its fifth anniversary in 2023, and our **Matching Gift Program**, launched in 2021.

Local Impact Grant Program

The Local Impact Grant Program, launched in 2019, is a differentiator for Newell Brands and allows employees in select Newell locations to nominate and vote on nonprofits aligned with our focus areas to receive a grant from the Foundation. Through this program, we aim to invest \$1M in the communities in which we operate by 2025.

Previously, we selected locations based on factors such as the size of the facility and the number of employees. In 2023, we took a One Newell approach and invited U.S. employees to nominate their locations for inclusion in the program. This empowered employees to advocate for their communities and ensured strong participation from the selected locations.

To enhance our philanthropic efforts and be globally inclusive, we expanded our efforts internationally to Mexico City, Mexico; Sint-Niklaas, Belgium; Poznan, Poland; and Brampton, Canada, through a slightly modified programmatic model.



5TH
 year of the program

\$195K
 awarded

27
 nonprofit grant recipients

14
 participating locations

Local Impact Grant Program investments (cumulative)

2019	2020	2021	2022	2023	2025 GOAL
\$255K	\$410K	\$535K	\$665K	\$860K	\$1M

2023 Local Impact Grant Program recipients



We're proud that over the years, we've built strong partnerships with several employee-nominated organizations that have become repeat grant recipients, including Big Brothers Big Sisters of Metro Atlanta, Atlanta Community Food Bank, Angels & Sparrows Soup Kitchen (Huntersville, NC), Northwest Arkansas Children's Center (Bentonville, AR) and Boys & Girls Clubs of South Central Kansas.



Matching Gift Program

Our Matching Gift Program, which launches annually on Giving Tuesday, matches employee donations throughout the year to our partners, Save the Children and No Kid Hungry, up to **\$25,000** per nonprofit. Since the program launched in 2021, we've matched more than **500** employee donations.



During the 2022-2023 program, thanks to the generosity of our employees and support from our Foundation, Save the Children received funding for their pioneering programs that give children a healthy start in life, the opportunity to learn and protection from harm. We augment our support to Save the Children throughout the year by making a \$1 donation for every response received to our corporate surveys, resulting in over **\$3,000** since May. This enables us to collect more employee feedback while giving back. Employee donations also helped No Kid Hungry provide over **200,000** meals to underserved children.



MATCHING GIFT PARTNERS



Save the Children

Founded over 100 years ago, Save the Children works globally to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, children are most vulnerable, Save the Children is always among the first to respond and the last to leave, doing whatever it takes for children – every day and in times of crisis – and transforming their lives and the future. To learn more, visit savethechildren.org.

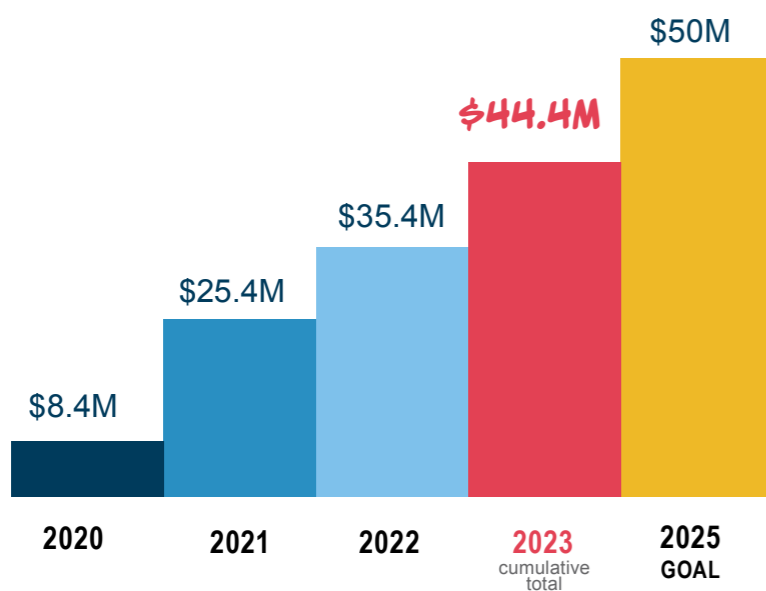


Share Our Strength's No Kid Hungry

No Kid Hungry is a national campaign of Share Our Strength, a nonprofit working to solve the problems of hunger and poverty in the U.S. and worldwide. Share Our Strength launched No Kid Hungry in 2010 to end childhood hunger through school and summer meal programs and more. To learn more, visit www.nokidhungry.org.

Product Donations

As a global consumer products company, we make our greatest philanthropic impact by donating Newell products to communities and nonprofits in need. In 2023, we proudly donated **\$9M** in products, including baby gear, school supplies, food storage containers, cleaning products and beverageware to our charitable partners around the world.



Our Learning & Development team donated **230** DYMO label makers and **800,000** Paper Mate pencils to [Classroom Central](#) in honor of the back-to-school season. The label makers were “a huge hit” with the teachers, helping them prepare their classrooms for a busy school year and ease financial strain, while the pencils equipped children in need with supplies to support their education.

Our Home & Commercial team donated over **36,000** Sistema water bottles and food storage containers to Plunket’s B4 School Checks Program. [Plunket](#) is an organization in New Zealand dedicated to supporting children under five and their families during crucial stages of development. The B4 School Checks is a fun and comprehensive assessment of a child’s language, development, growth, behavior, social and emotional development and oral health.

Newell Brands donated Sharpie S-Gel pens and Contigo tumblers to teachers during Teacher Appreciation Week, to the nonprofit [Teaching for Change](#) (TFC), which equips teachers and parents with the tools to help students learn to read, write and change the world.



In addition to providing monetary contributions, we augment our support to our matching gift partners, Save the Children and No Kid Hungry, through product donations. In 2023, we donated more than **\$400,000** of Newell products to Save the Children and No Kid Hungry, including over **\$300,000** of Coleman tents, sleeping bags and air mattresses, and nearly **\$100,000** of bubba and Contigo water bottles.

Atlanta Public Schools (APS) Back-to-School Bash

We participated in the APS Back-to-School Bash for the ninth consecutive year. Contigo, Sharpie, EXPO and others donated more than **500,000** units of Newell Brands’ products, which helped fill more than **10,000** backpacks distributed to students. Employees from our Atlanta headquarters also volunteered at the event.





Banco de Alimentos (Bogota, Colombia)

[Asociación de Bancos de Alimentos de Colombia](#) (ABACO) aims to provide food, nutrition and social support for vulnerable populations. Our Writing and Commercial businesses donated microfiber cloths and mops, Rubbermaid Brute Rollout trash cans, Sharpie pens and markers, Paper Mate pens, Elmer's glue, Prismacolor colored pencils and more, totaling nearly **600,000** units of product to support their beneficiaries.

Empty Stocking Fund (Atlanta, GA)

Our Outdoor & Recreation business donated over **300,000** units of Contigo and bubba tumblers, water bottles, and Coleman sleeping bags and tents to [Empty Stocking Fund](#) (ESF). This Atlanta-based nonprofit supports disadvantaged children by providing toys and gifts during the holiday season and essential supplies all year round. Because of the donation size, ESF worked with its nonprofit network to increase the donation's impact by re-distributing items nationally.

Sea Tow Foundation (U.S.)

We donated over **10,000** units of Stearns and Coleman branded life jackets and floating cushions to [Sea Tow Foundation](#), a nonprofit focused on boating safety and drowning prevention, for their Life Jacket Loaner Program.

Maui, Hawaii Wildfires

The Newell Brands Charitable Foundation and Newell Brands supported wildfire relief and recovery efforts in Hawaii with monetary contributions to the [American Red Cross](#), [Maui Humane Society](#) and [Maui Food Bank](#). Additionally, Graco donated baby gear, including pack 'n plays and strollers, to Convoy of Hope and Baby2Baby to provide families with the essentials they needed to care for their children while displaced from their homes.

Good360

[Good360](#) partners with some of the world's largest corporations to source essential goods and distribute them through their network of diverse nonprofits, supporting people in need around the world. As a Resilient Response Partner, Newell Brands donated over **100,000** units of product from our Outdoor & Recreation business, including Coleman tents, grills, airbeds, camping pads, cots, lanterns and cookware, and more than **10,000** items of Rubbermaid Commercial Products including mops and microfiber cloths.

A Resilient Response partner pledges to help provide the right goods to the right people at the right time throughout all stages of disaster recovery under one or several of the six Key Pillars of Resilient Response: Proactive, Needs-based, Immediate and Long-term, Resilience-focused, Transparent and Educational.



In 2023, employees led donation drives in several of our locations. The Atlanta engagement team hosted a toy drive for [Children's Healthcare of Atlanta](#). In Maryville, our employees donated **11,000** lbs. of food to [Cross Food Pantry](#) and [Pellissippi Pantry](#). These pantries provide food to families and students facing food insecurity and hunger. Our Hoboken, team partnered with [Hoboken Family Alliance](#), an organization that supports children and families in the area by donating toys and pajamas, which were distributed to local shelters, hospitals and daycare centers.

Volunteerism

Every year, eligible employees receive eight hours of paid time off to volunteer in their communities. Employee Resource Groups (ERGs) found several ways to use this time to give back while celebrating their culture, identities and heritage.

In honor of Martin Luther King Jr. Day, members of BEACON, our ERG for Black employees and allies, teamed up with the MLK Jr. Service Project to perform maintenance and repairs for senior citizen homeowners in Decatur, GA, near our Atlanta headquarters. The MLK Jr. Service Project was created in 2003 when the city of Decatur identified a need to alleviate the economic pressures on their community's elderly and enable at-risk seniors to remain in their homes safely and comfortably.

To celebrate Earth Day, Atlanta chapters of NAAPA, our ERG for Asian American & Pacific Islander employees and allies, and RAY, our ERG for women employees and allies, volunteered at [The Frazer Center](#) to beautify and restore the surrounding grounds of the facility. The Frazer Center fosters inclusive communities where children and adults, with and without disabilities, gather, learn and flourish.

During Hispanic Heritage Month, HOLA, our ERG for Hispanic and Latinx employees and allies, organized a community service project for Miami, FL employees with Hope for Miami, assisting elementary school-aged children with homework and helping with Hispanic Heritage Month-themed craft projects. [Hope for Miami](#) nurtures children and youth through effective programs like after-school activities, summer camps, prevention services, community partnerships and volunteerism to help them build positive, healthy futures.

Our Atlanta chapters of RAY, NAAPA, OPEN, BEACON and Newell's Society of Women Engineers and the Learning and Development Engagement Team joined forces to host a holiday donation drive for [Helping Mamas](#) and [Lift Up Atlanta](#). These two organizations provide essential items and services to low-income families and homeless individuals in the Atlanta area. Our employees donated **318** books, **50** clothing items and over **250** new and gently used toys.



EMPLOYEES AROUND THE WORLD UNITE IN SERVICE

An important element of our One Newell culture is uniting our employees globally through shared experiences. In this spirit, we held our first annual CommUnity Week in June, five days of local and companywide programming focused on giving back, service and wellbeing. During the week, Newell Brands and the Newell Brands Charitable Foundation announced a daily donation to different charitable organizations to support our local and global communities.

CommUnity Week included the global launch of our fifth annual Local Impact Grant Program and company-wide programming such as virtual wellness sessions, a Consumer Insights webinar on the evolution of community trends, curated LinkedIn Learning courses, a presentation on Newell's philanthropic work, a U.S. step challenge and daily giveaways from our top brands.

The week also included local activations planned by **120** employee ambassadors around the world. Across the company, employees volunteered over **1,700** hours through various projects. In Miami, FL, and Winfield, KS, employees packed meals for underserved communities; in Poznan, Poland, they volunteered at a children's home; in South Deerfield, MA and Mexico City, Mexico, team members held pet supply drives for local animal shelters. Other local engagement events included a talent show in Bangkok, Thailand and an educational wildlife walk for team members in Fradley, U.K. Many of our locations created "gratitude walls" where employees could express their gratitude to their colleagues.

120

CommUnity Week ambassadors

80

global locations

200+

local events

1700+

hours volunteered

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, please contact media@newellco.com.

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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 federal securities laws. 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 2023 Annual Report on Form 10-K.



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.

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 recognition 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 • 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 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 	<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 • 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

Independent Third-Party Review and Verification Statement

Sustainable Futures (SF) was engaged by Newell Brands (NWL) to conduct an internal audit and provide a thirdparty review and verification statement as to whether selected GHG/energy consumption, water intake and nonhazardous- disposed waste data for the 2023 calendar year as reported by facilities are reliable for corporate social responsibility reporting purposes. This review is made solely to Newell Brands in accordance with the scope of work and terms of our engagement. Our work has been undertaken so that we might state to Newell Brands those matters that we have been engaged to state in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any than Newell Brands for our work, for this independent review, or for the conclusions we have reached.

Nature and Scope of Review

SF was asked to review the facility level natural gas and purchased electricity consumption data, associated GHG emissions, water intake and non-hazardous-disposed waste data reported by major consumers out of Newell Brands' facilities for the calendar year 2023. As such, SF is not providing verification for the wider scope of emissions sources that Newell collect data and report on (e.g. fuel oil, purchased steam, refrigerants, business travel and vehicle fleet). However, consumption in the reviewed facilities accounts for over 20% of total consumption for each KPI, and as such represents a significant sample upon which to base findings on the overall reported KPI values.

The energy/GHG data review followed the GHG reporting and calculation guidelines contained in the Greenhouse Gas Protocol, published by the World Resources Institute. The review activities, conducted between November 2023 and March 2024, included:

- Examining processes and understanding key assumptions and limitations at corporate level;
- Interviews to understand the data collation, systems and reporting processes at corporate level;
- Identification of seven sites to represent NWL geographies and business units for the verification exercise;
- Interactions with the data management platform contracted by NWL and dedicated account personnel to check reported data and its primary sources, as well as to understand onboarding and workflow process and identify areas of improvement;
- Interviews with the sustainability and/or plant manager of three sites to understand the selected sustainability performance indicators, systems and processes in place and identify areas of improvement; and
- A review of sample invoices and primary data on the seven selected sites and other documentary evidence of the data at the facility and corporate level..

For the purposes of this work, an error or omission was considered to be material if it represented greater than 5% of the inventory for the facility being reviewed or resulting in a 1% or more variation of Newell's total energy consumption. SF has not been involved in defining the data to be collected prior to this engagement nor designing the process of data collection and reporting.

Conclusions

Based on the work performed, SF has identified no unmanaged material errors or omissions in the reported data, as all are currently under the corrective management of NWL and have been reported to SF. It is our professional judgement that the 2023 calendar year data for the sustainability KPIs of natural gas, purchased electricity, associated GHG emissions, water intake and non-hazardous-disposed waste data are reliable for corporate reporting purposes.

Sustainable Futures, London, UK

18 March 2024