



# ROUTIN

*shake your talents*

CSR ACTIVITY  
REPORT  
MARCH 2023

# A historically committed COMPANY

**2010  
à 2014**

- Conducting **scope 1, 2 and 3 carbon-footprint assessments**
- Introduction of **ecodesign for packaging**
- Signing of the diversity charter with a commitment to the four Ps: **Products, People, Profit, Planet**
- Construction of a biogas plant to process industrial effluent, **cutting pollution by more than 80%**
- A quarterly meeting with all employees to share information on **strategic focuses and forthcoming challenges**



**2018**

- Establishment of the **1st CSR Steering Committee**
- Obtaining the **PME+ Engagé** label
- Monitoring of **comprehensive CSR** criteria



**2019**

- Introduction of the programme for increasingly natural recipes: **removal of controversial additives and preservatives**
- Start of CSR discussions relating to the **Shake your TALENTS** structure
- Introduction of the **1st Supplier Green Day**

**2020**

- Launch of the **first 1883 syrups with 30% less sugar**
- Winning **1st Prize in the CSR Trophies - Auvergne Rhône-Alpes**
- Introduction of the **Shake your TALENTS** programme
- Revision of KPIs in line with the **Shake your TALENTS** policy



**2021**

- Training Routin teams to perform **carbon-footprint assessments**
- Joining the **Eau, Neige et Glace Foundation**
- Installation of a **turbine generating green electricity** using the biogas plant
- The switch to **100% renewable electricity** on the site
- Planting of a fruit tree hedge to **encourage biodiversity**



**2022**

- Obtaining **ISO 14001 certification**
- Conducting an **energy audit**
- Conducting **scope 1, 2 and 3 carbon-footprint assessments**
- Obtaining the **Ecovadis gold medal**
- Renewal of the **PME+ label**
- Awarding of the **CSR Trophy by LSA magazine - SME category**





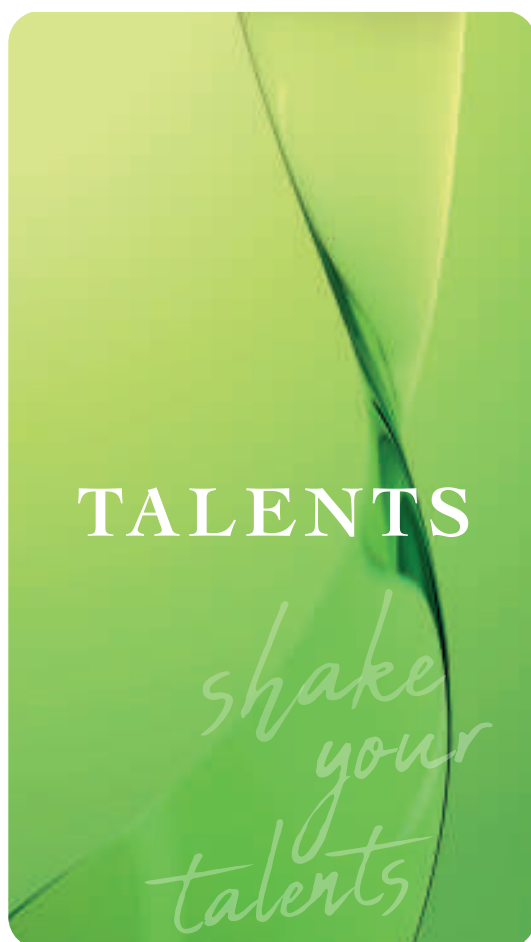
# ROUTIN's CSR STRATEGY

*shake your talents*

By means of this CSR strategy born out of long-standing awareness, **ROUTIN is seeking to respond to future societal and environmental challenges.**

Our Shake your TALENTS programme embodies these commitments. They reflect our desire to see the company endure and play an active part in a world experiencing rapid transition and transformation.

We focus on people and respect for the environment, thereby preparing better for the future.



## THE CSR PROGRAMME SHAKE YOUR TALENTS



Envisioning tomorrow's world means shaking up, mixing up and challenging ideas, making them meaningful and putting them into action.

Our strategy, which is based around the word TALENTS, explores areas for progress, involving measures with a specific impact on transmission, the environment and naturalness.

Each letter stands for a commitment, and for each commitment, there are measures and monitoring indicators.

Routin, a company based in the Savoy region in the heart of the French Alps, deploys its **Shake your TALENTS CSR** policy on the basis of seven priorities, thereby playing an active role in creating a more sustainable world.



## *Transmission :*

**Transmitting and raising our employees' and partners' awareness of social and environmental issues, in particular water conservation.**



**All our managers have CSR target-based bonuses**



**All our employees benefit from annual training, as citizens, in social and environmental issues**

### **CSR training**

We are convinced that the company's performance is intimately linked to the commitment of our employees.

Our employees think about sustainable development and, more particularly, the company's impact and its position in the face of societal challenges. At Routin, all our employees benefit from annual training, as citizens, in social and environmental issues, including global warming and saving water.

By means of the CSR training we offer them, as well as through our actions, we empower them to be responsible players.



### **CSR targets for every role**

We go further into the process and have taken the decision to set all our employees goals for the inherent environmental and social challenges of their roles, allowing everyone to act on their own level.

The incentive bonus for all managers and senior executives is based, in part, on them achieving their targets.



## The “Responsible Drink Design” module



The 1st “Responsible Drink Design” module designed with the Water Family



Through our partnerships, we are committed to training, transmitting and raising the awareness of the public, students and employees of water conservation. At our school, the **DRINK DESIGN CENTER®**, we upskill professionals, barmen and baristas from all backgrounds and share our passion for the world of Drink Design®. By means of the “Responsible Drink Design” module designed with the Water Family association, every barman is made aware of water conservation and becomes a responsible barman.



Drink Design Center de Routin





## *Art et Créativité :*

**Stimulating innovation, creation and new ideas for the benefit of French style Drink Design.**

### **Our own sensory analysis tool**



### **A unique sensory analysis and aromatic blending method**

Drawing on our wealth of expertise, we have developed our own sensory analysis tool: the “Aroma sensoris” palette, which allows experts to accurately reproduce the desired intense fruit or floral flavour.



Routin's Aroma Sensoris® Palette

In 2022, we are proud to have 20 expert panellists within the company, who have all benefited from 3 years in-house training.

At a rate of 3 training sessions a week, more than 750 hours of Drink design sensory analysis training were delivered in 2022, in the new operational and AFNOR-compliant sensory analysis room: 12 sensory analysis booths equipped with coloured lights, a training room and an eco-responsible preparation room. It is in this clean and scientific environment that the company's future recipes are put to the test and approved.



Creativity both underpins and drives our innovation strategy. With more than 150 different products, our experts are always seeking to create tomorrow's drinks, with recipes that even healthier and more natural, in line with our pledge to conserve essential resources.



## DRINK DESIGN



**The 1st training school to train the new generation of Drink designers, the key to the creativity of barmen.**

## Drink Design

Championed by a group of professional bartenders, baristas, chefs, culinary designers and master syrup makers, Routin-1883 launched Drink Design®: a new multidisciplinary creative process that would transform mixology into a true emotional and sensory experience. With their pioneering expertise, Drink Designers offer a unique vision and expression, which is revealed in their creations: from mixology to storytelling, from glasses to acoustic design, from presentation to drink pairing, Drink Design® is a fully-fledged French art of "haute sironomie". The no-alcohol / low-alcohol trend is forcing the bar industry to reinvent itself and devise a new way of shaping the drinks experience with syrups at its heart.

This means that syrups are becoming the new heroes, offering an unparalleled creative palette. It's in the Drink Design Center, a place for creating and transmitting our knowledge, that by 2025, more than 200 Drink Designers will be trained in this new discipline. This Drink Design® specialisation cycle will provide established professionals with a strong foundation for meeting the new expectations of an increasingly demanding clientèle seeking outstanding experiences.



In 2022, we decided to commit to promoting art, culture and education by financially supporting the Ecole Supérieure d'Art et de Design de Reims.





## *Localness :*

**Promoting local expertise and cherishing our regional roots.**



**82% of our purchases are made with local partners**

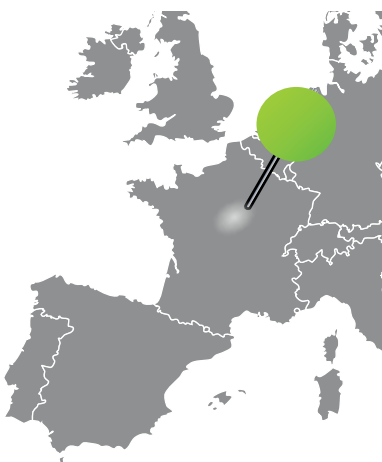


**96% of our purchases are made with historic partners**



**Our own contractor CSR assessment and certification tool.**

### Responsible purchasing



We export to more than 82 countries, but our roots and our jobs are in France. For us, producing in France is a commitment, as well as a guarantee of quality.



### **Sustainable procurement**

The Purchasing Department has innovation and sustainability as a core strategic priority. 82% of our purchases are made with local partners and 96% of our purchases are made with historic partners.

All buyers are trained in responsible purchasing and the circular economy, in accordance with ObsAr standards.

### **A shared vision, ethics and code of conduct**

All our partners have signed our code of conduct, which commits them to meeting Routin's requirements: transparency, honesty, ethics and combating corruption, as well as impartiality, quality, sustainability and solidarity, securing and future-proofing supplies.





### A responsible procurement strategy:

*We have developed our own CSR assessment and certification tool. This means that we are able to assess 80% of our contractors on the basis of governance, social and environmental criteria. We hold meetings with the majority of suppliers, to encourage them to commit to CSR measures, such as cutting their carbon emissions or reducing their water use. The biennial "Supplier Green Day" event allows the most committed contractors to be awarded the "Sirop d'Or".*

### Local engagement

#### Young talent

As a committed partner of the Masters in International Commerce at Savoie Mont Blanc University, we have the opportunity to showcase our company and, beyond that, to broaden the reach of our responsible approach to young, talented individuals.

We provide financial support and mentoring, as well as training modules, which are delivered by our members of the Executive Committee.



#### Open days

An open day is organised to enable all employees and their families to come and enjoy a tour of the company on site.

An opportunity to chat and meet friends, where everyone is able to learn about sensory analysis.

#### Experience the life of a salesperson

Every employee is able to don the garb of a salesperson, for a day, and sell our products in the region's establishments.





## Healthy, local food for our employees

The company provides locally grown apples. Every month, a “Les agités du Local” food truck makes lunch for employees. Finally, everyone is able to order their hand cooked meals, direct from producers, using Frichti’s healthy canteen 2.0 service.

To support local growers, all employees are able to order baskets of seasonal produce from the local market gardener, delivered free to their office.







## Environment:

### Reducing our carbon footprint and helping conserve our key ingredient: Alpine water

*Our activities have an impact on the environment. At Routin, we are committed to minimising these impacts. This makes sense from a commercial perspective, as well as, and above all, seeks to guarantee a healthy future for both us and our planet.*

#### Reducing our carbon footprint



**All our syrups are produced using renewable electricity**



We are committed to combating global warming, by cutting our greenhouse gas emissions across our entire value chain. We monitor our carbon footprint every year by conducting scope 1, 2 and 3 carbon-footprint assessments. Bringing this skill in house demonstrates our desire to annually measure the reduction in our carbon footprint and to be transparent in our reporting.

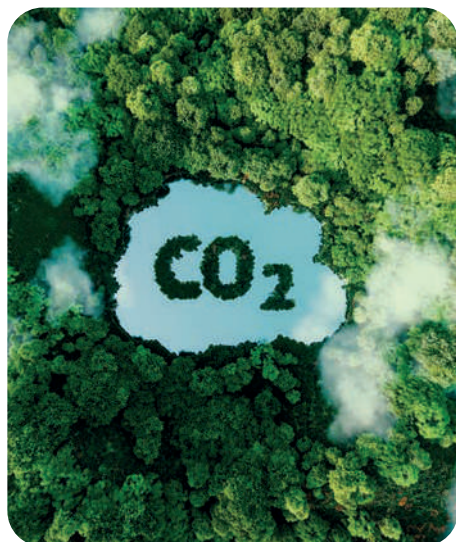
#### Scope 1 and 2

We cut the carbon impact of our scope 1 and 2 emissions by 2% between 2019 and 2022 thanks, specifically, to the reduction in our energy consumption and the purchase of renewable electricity. This equates to a carbon intensity reduction of 25%.

Carbon intensity represents the proportion of CO<sub>2</sub> emissions relative to the company's turnover.

#### A supply of green electricity and carbon offset gas

All our syrups are produced using renewable electricity, with the lowest carbon impact (mainly hydroelectric power) and carbon offset gas.







### Energy performance

Between 2020 and 2022, we used 1.3% less energy to produce a litre of syrup and are looking to continue our efforts, reaching -7% by 2025, thanks to the options identified as the result of the energy audit conducted in 2022.

We have 4 in-house energy officers, who have all benefited from Prorefei training.

### Scope 3 :

We may have increased the carbon impact of our scope 3 emissions by 5% between 2019 and 2022, as the result of an increase in our sales and turnover, but we have cut the carbon intensity of our scope 3 emissions by 20%. We are seeking to reduce our carbon intensity by 22% by 2025, by increasing the quantity of recycled PET in our packaging and boosting local sourcing.

The carbon intensity of all our scope 1, 2 and 3 emissions was cut by 20% between 2019 and 2022.

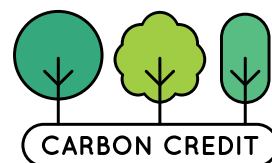
### Contributing to carbon neutrality

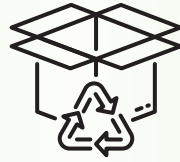


**Our site is carbon neutral (scope 1 +2)**

In 2022, we are proud to be the first French supplier of syrups to have a carbon neutral plant (scope 1 and 2), thanks to the reduction in our emissions and the offsetting of remaining emissions via the Parque Nacional Cordillera Azul (PNCAZ) project, which is helping to combat the deforestation of primary forests in Peru. Two international standards (BBS and REDD+) certify the quality of the project, in particular in terms of benefits for the climate, biodiversity and local communities.

For the year 2022, we are contributing more to carbon neutrality by offsetting our employees' and sales representatives' travel.





**97.3% of our packaging is recyclable and reusable**

### **Sustainable packaging**

We have been working for a number of years to reduce the impact of our packaging by applying three key principles: fair packaging, the incorporation of recycled materials and improving the recyclability of our packaging. At present, our 3 types of packaging (glass, plastic and metal) are as light as possible. 97.3% of our packaging is recyclable and 62% of our packaging contains recycled materials, including 41% recycled PET in our plastic containers. All our boxes are FSC certified.



### **Our 3 key principles:**

- Fair packaging
- The incorporation of recycled materials
- Recyclability

We are also focusing our efforts on alternatives, both in terms of materials and packaging, as well as distribution models, such as the bulk option that we launched in 2022.

### **Recovered waste**



**91 % of waste is recycled or recovered**

With the aim of eliminating waste across our entire value chain, by applying the principles of the circular economy, we are seeking to recycle and recover as much of our waste as possible.

In 2022, 91% of waste was recycled or recovered, which represents an increase in recycling of 12% over the past 5 years. We are increasing reuse by recovering some specific waste, such as glassine, caps and boxes. All our caps are recovered by the Cœur 2 Bouchons association. The association collects the funds generated by the sale of plastic caps by local associations and donates the entire amount paid for the material to people with disabilities. Since the end of 2022, all the cap boxes are reused by removal companies, via our contractor VALORALP.



**We are increasing reuse by recovering some specific waste, such as boxes that are reused by Valoralp for removal services.**

**Water, blue gold that must be conserved**



**We generate 340MWh of green electricity on site a year, by converting the biogas produced by our biogas plant**



**The water used to produce 1 litre of syrup has been reduced by 8% in 3 years**

We are committed to the conservation of water and its sustainable management as, in addition to the environmental aspect, water comes alive in our drinks and is the key component of our syrups.

Located in the heart of the Alps, the company is fortunate to benefit from extremely high quality water. Water is scarce around the world and Routin has set itself the goal of using this valuable resource better and conserving it, while saving energy.

We have a biogas plant on site, which allows us to cut pollution by more than 80%. The biogas from the biogas plant allows us to generate, on average, 340 Mwh of green electricity annually, which is the equivalent of 12% of our site's requirements.

We generate enough electricity for 158 French residents

The quantity of electricity produced covers 130% of the biogas plant's power requirements and thereby ensures the latter's carbon neutrality.

Routin's aim is to save 5 million litres of water in 5 years, by deploying a challenging action plan, involving all departments.

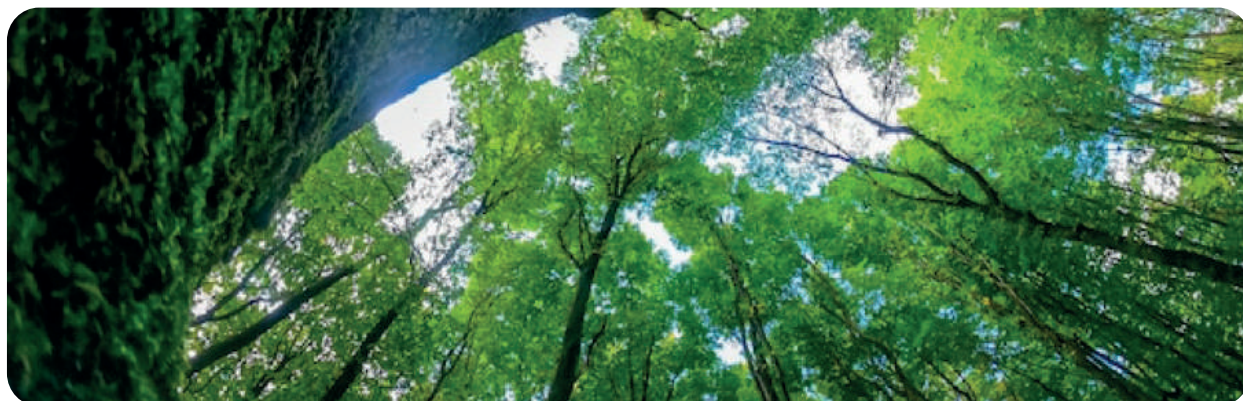
In this way, the water used to produce 1 litre of syrup has already been reduced by 8% in 3 years. We are committed, alongside the Eau, Neige et Glace Foundation, which is fighting to "restore 100% pure water to Nature".



The quantity of water used is a priority indicator, which is audited and forms part of sustainable financing.







## Biodiversity at the heart of our company

In partnership with la Ligue Protectrice des Oiseaux (League for the Protection of Birds), in late 2022, we carried out a survey of our site in order to become a “Entreprise Refuge LPO” (Corporate wildlife haven).

There are numerous aims:  
 To welcome biodiversity to green spaces and buildings and help to improve our understanding of nature,  
 To raise awareness, train and rally the company's employees and stakeholders around a shared general interest project,  
 To improve the workplace environment and, therefore, well-being,  
 To publicise the action taken and highlight our voluntary commitment to nature.



**AGIR** pour la  
**BIODIVERSITÉ**



## *Naturalness and Quality :*

**Developing the most natural recipes possible and improving customer satisfaction.**



**All our products  
are GM-free**



**98.7%  
of our products  
are vegan**



**In hypermarkets and  
supermarkets, 13.2% of  
our sales are organic,  
which represents  
7% of our total sales**



**52.1% of our branded  
products contain no  
artificial flavourings  
and colourings**



**88,6% of our branded  
products contain  
no artificial  
preservatives**

We are committed to developing the most healthy and natural syrups possible, thereby playing a part in responsible consumption. Every recipe is developed in accordance with our 4 commitments.

### **Commitment 1: Natural ingredients and zero additives**

We select the most natural ingredients, wherever possible avoiding colourings, artificial flavourings and preservatives.





This means that our Oasis syrup is a range made with entirely natural ingredients. The syrups only contain fruit, water, sugar and natural flavourings.

With no citric acid and 30% more fruit, on average, than our competitors, and no additives, it is the most natural range of syrups on the market. For the international on-trade market, the 1883 brand offers a range of 120 flavours, half of which are entirely natural (natural flavouring, natural colouring or with no colouring or preservatives). Every year, more flavours are replaced with an entirely natural version.



In 5 years, the percentage of our recipes with no artificial colourings and flavourings has increased by 22%. In 2022, 52.1% of our branded products contain no artificial colourings and flavourings, while 88.6% of our products contain no preservatives.

### **Commitment 2: Lower sugar recipes**

Eager to respond better to this century's health challenges, we are working in various areas to reduce the sugar content of products, without turning to sweeteners. We produce increasingly intense recipes, by playing with the intensity of fruit and flavouring, which allows us to increase the dilution rate of syrups and, thereby, reduce the quantity of sugar in the final drink.



The 1883 brand also offers a range of syrups with 30% less sugar, but with a flavour that is still just as intense.

This range only uses natural flavourings and contains no sweeteners or artificial colourings, offering a renewed sense of delight but in a lighter version.

Our experts are also working on different types of sugars, which provide the same sweet intensity while reducing the glycaemic index.

### **Commitment 3: More fruit**

We produce delicious recipes, such as the Fruiss velouté range which, with 56% fruit, is the 1st range made from fruit purée, giving it a velvety and creamy texture that is akin to fruit.







**Commitment 4:**  
**Our commitment to organic products and respect for biodiversity**

7% of our sales are organic, which equates to 65 products. In 2022, 13.2% of syrups sold in hypermarkets and supermarkets are certified organic. We are stocked by all chains, thereby making organic products available to everyone. Certified Organic and Fair For Life, we buy a proportion of our sugar with Fair For Life certification, which enables responsible supply chains to be highlighted and protected within the framework of fair trade.



In late 2022, the President of Synabio, Didier Perreol came to give a speech on site, which was attended by all our employees. As the founder of Ekibio, and Vice-President of Léa Nature, he talked to us about his role and the history of the organic sector. Buying an organic product is a committed purchase, which embodies a desire to protect our biodiversity.





## Quality and customer satisfaction

We are proud to have always made customer relations a focus of our quality approach. For Routin, quality is reflected from the design of responsible products to after-sales service.



**94% of our customers are satisfied with the quality of our products**

94% of our customers are satisfied with the quality of our products and 84% are familiar with our CSR strategy and are satisfied with it, our customers' overall satisfaction is 85.8%.

Beyond the requirement we have of our suppliers, in terms of the selection of our raw materials, we provide our customers with quality guarantees thanks to a certain number of recognised certifications and quality approaches.

We are committed to raising our employees' awareness of the quality of our products, by means of the Food Safety Culture, and by pursuing our awareness-raising measures and continuous improvement strategy on a daily basis.



**84% of our customers are familiar with our CSR strategy and are satisfied with it**





## *Economic fabric and Employment :*

**Routin is setting the standards in terms of employment, safety and workplace well-being.**



**16%**

**of employees are  
company shareholders**

*We have decided to allow executive managers to acquire shares in the company, thereby enabling everyone to benefit from the company's growth, which is the result of everyone's commitment.*

### **Shake Your History**

*Being a ROUTIN employee means sharing the strong values that employees see in our employer brand and acting in favour of inclusion.*

We are convinced that communication is a key factor in a group's success. We bring all our employees together every quarter to inform them of the company's financial position and to tell them about major events.



We establish high-quality social dialogue, working closely with our staff representatives, where CSR topics are addressed every quarter.

Our employees benefit from annual training in the values of our charter of ethics, which cover key topics: prevention of discrimination, prevention of harassment, combating corruption, protecting whistle-blowers, equal treatment. The company has appointed 2 "Equality and Diversity" officers.





## **Our practical commitment to inclusion**

### **Changing the perception of disability**

Anyone could face a disability, even temporarily, during the course of their personal or professional life.

At Routin, we are seeking to establish a corporate culture with room for everyone, whatever their situation.

We are committed to enabling everyone to enjoy a normal career progression, by means of various measures to keep people in employment, in collaboration with our partners. Keeping people in employment requires adjustments to enable employees in poor health, temporarily or permanently, to continue to work, retain social contact, receive a salary or wage and maintain a link with their colleagues.

By means of our participation in Duodays, we offer our employees the opportunity to change their perception of disability. Duos are formed every year and are always a success, with more and more people signing up.



### **Gender equality in the workplace**

Remuneration for all employees is analysed by the Supervisory Board, in order to ensure pay equality and equity. Gender equality in the workplace is a major issue, with our professional equality index achieving a score of 81.



All our vacancies and our recruitment policy are aimed at both men and women, to allow everyone to explore all roles.



In 2014, Routin was behind the creation of the "GEIQ" movement, a group of employers focusing on reintegration of the long-term unemployed, by supporting them and offering them work-study placements within member companies. We appoint a tutor for each employee on the GEIQ programme, with this arrangement leading to regular progress reviews of the apprenticeship and the employee flourishing.

As a member of the board of GEIQ, Routin has trained 13 people in the past 5 years, with 4000 hours of training.

### Recruiting young talent

The company is a partner of the Mission Locale for our employment catchment area and is always present at events relating to the employment of young people between the ages of 18 and 26. A range of activities take place throughout the year: job dating, simulated job interviews, group activities, presentations of the company and its professions/trades, factory tours, etc...

### Shake Your Adventure

*Working at Routin is a shared adventure, where everyone can see the impact of their actions, in accordance with the rules.*

In 2022, we developed and set up a ROUTIN intranet, with the provision of company documents and CSR measures.

This means that everyone has access to the rules for living together and the social welfare benefits available to all employees: flexible working hours, 13th month pay, shares, employee savings scheme, Time Savings Account, maternity and paternity pay, pay in the event of leave to care for a sick child, specific leave for family events.



*Everyone is able to improve their skills and thereby take part in the great shared adventure.*

### A listening culture

Our employees are supervised by local managers who conduct annual individual appraisals.

This provides a powerful managerial opportunity to grow together. All new managers are supported with a specific pathway and bespoke training. We encourage internal mobility and in-house skills development by systematically opening up vacant positions to our employees.

### Shake Your Skills



**€ 124,615 set aside for training in 2022**



## Investing in training

Everyone has the means to improve their skills in the form of various schemes: Every year, we provide training for our employees to improve their skills and offer them a library of e-learning training resources covering various topics, relating to both professional and personal development.

At the beginning of 2022, we had the opportunity to welcome Alice Modolo, the 2021 World Freediving World Champion and freediving record holder, to share her values, her love of water and the keys to her fulfilment with us. We worked on our breathing, concentration and performance with her, through an interactive underwater journey.



In late 2022, on the basis of his background and ascent of the Grandes Jorasses, the renowned mountaineer Charles Dubouloz shared his values and passion, combining positive energy with resilience and needs, with us.



## Shake your Well-being

*We are developing the employer's role, in addition to guaranteeing occupational health and safety, we are supporting our employees in taking care of their own health.*

**Safety is an absolute priority and this focus is embodied in 3 firm commitments**

*Commitment 1: A culture of prevention based on training and prevention*

Our safety culture is organised throughout the year, on the basis of regular discussions with personnel and the organisation of annual training.

We also have 21 workplace first-aiders employed on site.



*Commitment 2: Behaviour-based safety assessments (BBSs)*

An internal committee of 15 auditors conduct annual BBSs. BBSs aim to establish a total safety culture, by observing routine tasks, promptly providing feedback and analysing the root causes of unsafe acts.

*Commitment 3: Compliance with regulations and anticipation*

We set great store by compliance with regulations, thereby ensuring safe, ecological and sustainable management of our activities.

We schedule a systematic assessment of our environment in the form of an audit.

**Focus on a point of attention Combating exposure to noise:**

Beyond being an annoyance, excessive noise has an effect on health, in terms of both auditory effects (hearing loss, tinnitus, etc.) and extra-auditory effects (cardiovascular diseases, etc.). Improving noise protection is one of the company's key priorities, in line with the 4th national plan entitled "Un environnement, une santé" of 2021. A map of noise measurements has been produced to measure our employees' exposure.

We offer our employees tailor-made ear defenders, which are more comfortable for the auditory canal, as they are moulded using an imprint of the ear, thereby enabling them to be worn for longer without causing discomfort.

**We encourage a work-life balance based around different topics:**

*Adapted working hours*

We have introduced flexible working hours to allow everyone to balance their professional and private commitments. We also offer head office employees the opportunity to work remotely for one day a week.



*Parenthood is a key focus for us*

Taking account of parenthood is one of the keys to improving employees' work-life balance: As a result, we offer specific arrangements for working hours on an employee's return from maternity leave. We have a policy of supporting breastfeeding mums, offering them the opportunity to reconcile breastfeeding with returning to work by providing a breastfeeding room.







### *Taking care of yourself and your health*

To guarantee good access to care, we offer family health insurance, where everyone has access to a health coach, as well as to online consultations with a family doctor 7 days a week.

As health also entails activity, we are seeking to raise our employees' awareness of the importance of physical activity:

Monthly group muscle building and relaxation classes, funded by the company, are held on site with a certified instructor. All employees are able to take part in inter-company handball or volleyball tournaments.



For those who are less sporty, the company offers tickets for big sporting events involving our local teams.

Good for the planet and for your health, we are seeking to encourage the active mobility of our employees. A monthly activity and awareness raising programme intended for employees is led by our mobility officer.





## Solidarity :

**Incorporating the CSR strategy as an integral part of the company's development strategy.**

*Routin has set itself the goal of uniting its employees around its CSR values and expanding the reach of this strategy with its customers and suppliers.*



**€ 51,450 donated  
in the form of  
sponsorship to  
local charities**



**€ 9,868 donated  
in the form of  
syrops to local and  
charity associations**

### Sponsorship

Every year, we donate more than € 50,000 to a number of local sports associations, as we are convinced of the importance of sport and the community network for the well-being of our employees and their families.

We have been committed to local associations, such as the Eau, Neige et Glace Foundation, the goal of which is to "restore 100% pure water to Nature", since 2020.

The Eau, Neige et Glace Foundation supports scientists, advances knowledge and changes behaviour in terms of using water from the mountains.

Since 2022, we have been committed to charity associations chosen by our employees. At the beginning of the year, we organise a charitable collection for the 3 associations chosen by employees.

These associations receive the donations collected from employees, plus a 100% matching donation from the company.

### Employees' commitment to solidarity projects

We encourage employees to become involved in local and solidarity projects, such as "blood donation" days, which allow everyone to give blood during working hours.

This year we witnessed donations from 33 people, including 18 new donors.





At the end of the year, thanks to the association with other companies in the region (mainly agri-food businesses), support parcels are donated to Restos du Cœur.

In 2022, pasta, biscuits, chocolate, tea, syrups and other foodstuffs were distributed to 200 families, thanks to this show of solidarity initiated by Routin. This was double the number in the previous year!



We take part in a telethon, allowing employees to make financial donations, as well as being involved in sport, by setting up a fitness course, where the number of laps is converted into money, which is paid to the telethon by the company.



Routin encourages its employees to commit to fighting breast cancer, by offering to register employees and their families for the Odyssée event, a charity run that funds cancer research.



Thanks to our CSR steering committee and the involvement of our stakeholders, we have identified and measured CSR indicators linked directly to the challenges facing our society. **3 strategic indicators**, which are embodied in:

## 3 PRIORITY KPIs OUR PRIORITY COMMITMENTS FOR 2022

# 01



### TRANSMISSION & TRAINING

We are seeking to expand the reach of our CSR strategy and ensure that all our employees champion the Shake your TALENTS programme. That's why we are launching a dedicated CSR training course.

In 2022, all our employees completed CSR training, with all employees having CSR targets and all managers having CSR target-based bonuses.

**We will be maintaining these targets for the next three years.**

# 02



### WATER USED PER LITRE OF SYRUP PRODUCED

In the heart of the Alps, all our products are made using water from the Greater Chambéry catchment area. Water is an essential part of our syrups and its conservation has a special place in our CSR strategy.

**In 2022, we reduced the water used to produce a litre of syrup by 8%, which equates to 2.42 litres of water used for a litre of syrup.**

**We are seeking to save more than 5 million litres of water by 2025.**

# 03



### NATURALNESS: PRODUCTS WITH NO ARTIFICIAL FLAVOURINGS AND COLOURINGS








Consuming better and developing healthier recipes, with fewer artificial ingredients.

In 2022, 52.1% of our branded products contained no artificial flavourings and colourings.

**By 2025, 54% of our branded products will contain no artificial flavourings and colourings.**

# LIST OF EXTRA-FINANCIAL INDICATORS FOR 2022

The following table presents the relevant quantitative indicators, to supplement the topics covered in the report.

|  | 2019  | 2020   | 2021   | 2022   | Target 2022 | Target 2023 | Target 2025 | GRI                    |
|--|---|--------|--------|--------|-------------|-------------|-------------|------------------------|
|    | Number of employees benefiting from CSR training (%)  | 0%     | 0%     | 0%     | 100%        | 100%        | 100%        |                        |
|  | Number of employees with CSR targets (%)  | 0%     | 0%     | 0%     | 100%        | 100%        | 100%        |                        |
|    | Number of hours of Drink Design training  | 0 h    | 0 h    | 176 h  | 454 h       | 1000 h      | 4000 h      |                        |
|  | Number of hours of sensory analysis training  | 435 h  | 310 h  | 558 h  | 746 h       | 470 h       | 1200 h      |                        |
|  | Innovations as a % of sales   | 22,1%  | 23,5%  | 13,2%  | 16,2%       | 18,0%       | 24,0%       |                        |
|    | % of local suppliers  | NC     | 82%    | 81%    | 83%         | 82%         | 84%         | GRI 204-1<br>GRI 413-1 |
|  | % of historic suppliers   | 96%    | 96%    | 96%    | 96%         | 95%         | 95%         |                        |
|  | % of key suppliers responding to the CSR questionnaire (80% by value)                                 | 0%     | 0%     | 0%     | 100%        | 100%        | 100%        | GRI 308-1<br>GRI 414-1 |
|  | Water consumption (litres of water / litres of syrup produced)  | 2,64   | 2,66   | 2,63   | 2,42        | 2,50        | 2,30        | GRI 303-5              |
|  | Scope 1+2 carbon footprint (tCO2e)  | 1180   | NC     | 1176   | 1152        | /           | /           | GRI 305-5              |
|  | Scope 1+2 intensity (tCO2e/€M)  | 20,5   | NC     | 19,1   | 14,3        | /           | /           | GRI 305-5              |
|  | Scope 1+2 reduction in intensity (tCO2e/€M) compared to 2019  | /      | NC     | -7%    | -25%        | -25%        | -26%        | GRI 305-5              |
|  | Scope 3 carbon footprint (tCO2e) (tCO2e)  | 40359  | NC     | 38539  | 42312       | /           | /           | GRI 305-5              |
|  | Scope 3 intensity (tCO2e/€M)  | 703    | NC     | 627    | 565         | /           | /           | GRI 305-5              |
|  | Scope 3 reduction in intensity (tCO2e/€M) compared to 2019  | /      | NC     | -11%   | -20%        | -20%        | -21%        | GRI 305-5              |
|  | % of scope 1+2 carbon footprint offset (%)  | 0%     | 0%     | 0%     | 100%        | 100%        | 100%        |                        |
|  | Reduction in energy consumption (electricity+gas) (%) (per litre of syrup) compared to 2020           | /      | /      | -1,2%  | -1,3%       | -5,0%       | -6,0%       | GRI 302-1<br>GRI 302-4 |
|  | Proportion of renewable electricity used to produce syrups  | 0%     | 0%     | 14%    | 100%        | 100%        | 100%        | GRI 302-1              |
|  | Electricity neutrality of the biogas plant (%)  | 0%     | 0%     | 22%    | 116%        | 100%        | 100%        |                        |
|  | Recycled waste (%)  | 87%    | 88%    | 92%    | 91%         | 93%         | 93%         | GRI 306-3              |
|  | % of GM-free syrups   | 100%   | 100%   | 100%   | 100%        | 100%        | 100%        | GRI 417-1              |
|  | % of vegan syrups   | NC     | NC     | 98,7%  | 98,7%       | 100%        | 100%        |                        |
|  | Number of branded syrups with no artificial flavourings and colourings (generating sales > €1000) (%) | 40,1%  | 46,90% | 45,6%  | 52,1%       | 43,5%       | 53,0%       | GRI 417-1              |
|  | Branded products with no artificial preservatives (%)   | NC     | NC     | 83%    | 89%         | 84%         | 90%         | GRI 417-1              |
|  | Sales of organic, fair trade products sold in hypermarkets and supermarkets (%)                       | 12,2%  | 11,7%  | 11,8%  | 13,2%       | 13,0%       | 17,0%       |                        |
|  | Rate of customer complaints (CC/million units sold)   | 8,2    | 7,4    | 8,7    | 7,0         | 6,0         | 6,0         |                        |
|  | 1883 brand customer satisfaction (%)  | NC     | NC     | NC     | 85,8%       | 85,0%       | 88,0%       |                        |
|  | Service level (%)   | 98,5%  | 93,0%  | 98,2%  | 97,8%       | 98,5%       | 98,5%       |                        |
|  | Number of critical customer complaints  | NC     | NC     | 0      | 0           | 0           | 0           | GRI 416-2              |
|  |   |        |        |        |             |             |             |                        |
|  | Number of workplace accidents declared  | 3      | 4      | 4      | 2           | 2           | 0           | GRI 403-9              |
|  | Absenteeism rate (%)  | 5%     | 7%     | 6%     | 8%          | 3%          | 3%          |                        |
|  | Gender equality in the workplace index  | /      | /      | 85     | 81          | 85          | 85          | GRI 405-1<br>GRI 405-2 |
|  | % of employees that are company shareholders  | 4%     | 4%     | 14%    | 16%         | 15%         | 15%         |                        |
|  | Time set aside for training (hours of training/hours worked) (%)                                      | 0,85%  | 0,37%  | 0,63%  | 0,94%       | 0,90%       | 1,20%       |                        |
|  |   |        |        |        |             |             |             |                        |
|  | Number of employees directly involved in the CSR strategy   | 15     | 42     | 55     | 59          | 70          | 70          | 100                    |
|  | Total syrup donations (€)   | 22105€ | 10231€ | 1262 € | 9868 €      | 2000 €      | 10000 €     | 12000 €                |
|  | Total sponsorship donations (€)   | 31260€ | 15050€ | 29400€ | 51450€      | 50000€      | 55000 €     | 65000 €                |
|  | Total paid to employees' chosen associations (€)  | 0€     | 0€     | 0€     | 0€          | 0€          | 2000 €      | 2500 €                 |

\*NC : data not calculated



# CONTRIBUTING TO SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are 17 commitments established by the United Nations, with the aim of eradicating poverty, protecting the planet and guaranteeing prosperity for everyone by 2030. Their implementation requires the active engagement of signatory governments, as well as stakeholders in society: local authorities, associations, civil society, researchers and companies. Routin has chosen 6 of the 17 SDGs as firm goals, in order for these to shape its commitments and future action plans. These goals are perfectly aligned with Routin's "Shake your TALENTS" CSR strategy.

## SUSTAINABLE DEVELOPMENT GOALS





**3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment, and promote mental health and well-being.

**ROUTIN's contribution:** 89% of Routin branded products are preservative-free. By 2025, 90% of products will be preservative-free. Routin is committed to developing the most natural products possible, 52.1% of its branded products contain no artificial flavourings and colourings.



**6.3** By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing the release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

**ROUTIN's contribution:** €2.5 million has been invested in constructing a biogas plant to clean industrial wastewater, thereby cutting pollution by more than 80%.

**6.4** By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

**ROUTIN's contribution:** Routin's aim is to reduce its water use by 5 million litres in 5 years, thanks to the implementation of various measures (cleaning method, scheduling, raising awareness, changes in our activity). In 2022, Routin reduced the water used to produce a litre of syrup by 8%, which equates to 2.42 litres of water used for a litre of syrup.

**6.6** By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

**ROUTIN's contribution:** Routin financially supports the Eau, Neige et Glace Foundation, the aim of which is to "restore 100% pure water to Nature".

**6.b** Support and strengthen the participation of local communities in improving water and sanitation management.

**ROUTIN's contribution:** Routin raises the awareness of all its employees and customers of the need to conserve water, by means of a training module designed with the Water Family. Routin is also committed to training all future barmen in water conservation as part of their Barman training delivered within its Drink Design Center.



**7.2** By 2030, increase substantially the share of renewable energy in the global energy mix.

**ROUTIN's contribution:** In 2022, Routin generated 340 MWh of green electricity on its site, by converting biogas produced by its biogas plant into electricity.



**8.5** By 2030, achieve full and productive employment and decent work for all women and men, including for young people and people with disabilities, and equal pay for work of equal value.

**ROUTIN's contribution:** 33% of the Executive Committee and 53% of managers are women. Routin's new Charter of Ethics promotes equality, diversity and inclusion with a target of 10 annual measures for inclusion and insertion.

Our suppliers' practices in terms of ethics and equality are analysed annually and challenged.

**8.6** By 2020, substantially reduce the proportion of youth not in employment, education or training.

**ROUTIN's contribution:** Routin is part of GEIQ, a group of employers focusing on integration and qualification, which trains people experiencing issues accessing employment. Over the past 5 years, 13 people have been trained by ROUTIN, which equates to more than 4000 hours of training.

**8.8** Protect labour rights and promote safe and secure working for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

**ROUTIN's contribution:** Routin guarantees safety within the company by means of a programme of behaviour-based safety assessments to ensure workstation ergonomics.



**12.5** By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

**ROUTIN's contribution:** By 2025, Routin will be including 60% recycled PET in its plastic bottles. Routin has reduced the weight of its packaging by 11% since 2007. All containers used (glass, plastic, metal) are 97% recyclable with a target of 100% by 2025. In 2021, 91% of the site's waste was recycled or recovered, which represents an increase of 12% over the past 5 years. By 2025, Routin is aiming to have 95% of its waste recycled or recovered.

**12.8** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

**ROUTIN's contribution:** Routin raises the awareness of all its employees of environmental issues during an annual 3-hour CSR training module. In groups of 10 to 15, employees are encouraged to discuss various topics: global warming, water conservation, waste management, digital pollution, ecomobility. Training is delivered within the Routin Drink Design Center, which was built in 2020 and officially opened in 2021.



**13.2** Integrate climate change measures into national policies, strategies and planning.

**ROUTIN's contribution:** 100% green electricity (produced using renewable energy sources - mainly hydroelectric power with a low carbon impact) on the site since 2021. All scope 1 and 2 CO2 emissions are offset by buying carbon credits



The background is a vibrant green with a large, dark green, curved shape that sweeps from the top right towards the bottom left, creating a sense of motion and depth.

# ROUTIN

*shake your talents*

ROUTIN - 713 rue Denis Papin - 73290 La Motte Servolex  
[www.routin.com](http://www.routin.com)