



Casus 3.2 Nestlé en de UN Millennium Development Goals

Nestlé is een van de grootste producenten van voedingsmiddelen ter wereld en heeft duurzaam ondernemen hoog in het vaandel staan. De tekst op de volgende pagina is afkomstig uit het Creating Shared Value Report 2009 van het bedrijf. Dit rapport is te downloaden via de link www.nestle.com/csv. Nestlé zegt actief bij te dragen aan de realisatie van de UN Millennium Development Goals.



UN Millennium Development Goals

We also contribute towards achieving the UN Millennium Development Goals (MDGs), which aim for positive, sustainable change (see below). Nestlé regards the MDGs as highly important objectives that, through partnerships that harness local knowledge and capabilities, can result in positive, sustainable change.

Many of our actions support the UN Millennium Development Goals. For example, initiatives like our Popularly Positioned Products strategy and our capacity-building and rural development programmes help to alleviate extreme poverty and hunger (goal 1), while effective water management, reducing our carbon footprint, increased recycling and innovations in packaging contribute to goal 7: ensuring environmental sustainability.

The UN MDGs	Examples of Nestlé actions in 2009
1. Eradicate extreme poverty and hunger	<u>CSV in the dairy sector, Pakistan;</u> <u>The Cocoa Plan; Popularly Positioned Products</u>
2. Achieve universal primary education	<u>Zakoura Foundation, Morocco/Healthy Kids programme</u>
3. Promote gender equality and empower women	<u>Women's dairy development in India</u>
4. Reduce child mortality	<u>Micronutrient fortification of affordable products</u>
5. Improve maternal health	<u>Micronutrient fortification of affordable products</u>
6. Combat HIV/AIDS, malaria and other diseases	<u>Awareness-raising within Sustainable Tree Crops programme; HIV-awareness projects</u>
7. Ensure environmental sustainability	<u>Ecolaboration™; Renewable energy; Plastic bottle recycling; Optimising packaging</u>
8. Develop global partnerships	<u>CSV Advisory Board; support for International Federation of the Red Cross/Red Crescent; support for International Cocoa Initiative, UTZ Certified, Fairtrade and Round table on Sustainable Palm Oil</u>

- 1 Ga in het Creating Shared Value Report 2009 (of een latere versie) na op welke wijze Nestlé bijdraagt aan de realisatie van de Millennium Development Goals.
- 2 Is het de maatschappelijke verantwoordelijkheid van het (internationale) bedrijfsleven een bijdrage te leveren aan de realisatie van de Millennium Development Goals? Motiveer uw antwoord.