

Strategic framework continued

Targets

Our existing targets have been updated to reflect the refreshed strategy.

There are twelve targets to track our progress against our strategic priorities. In the planet pillar there are two new targets that have been added to reflect our focus on the carbon impact of pet food and our scope 3 engagement with all of our suppliers. In our pet pillar we have added a new target area on pet welfare which articulates our commitment to using our credible expert voice to advocate for pets. In our people pillar our commitment to ongoing investment in our community volunteering work is a new target area. We have also developed a diversity target which reflects our overall commitment to representation along with a specific focus on ethnic minority representation.

Our longer term 2030 and 2040, SBTi approved carbon reduction targets (target 5) remain unchanged.

Pillar	Target	Topic	Our Better World Pledge targets
Planet	1	Pet food	By 2028 all priority own brand food products carbon footprinted
	2	Scope 3 carbon	By 2028 all priority suppliers to have carbon reduction plans in place and 50% to have achieved leadership category
	3	Products	By 2028 all priority raw materials to be sustainable and packaging recyclable
	4	Biodiversity	By 2028 create, protect and restore over 15k acres of native UK woodland (2020 base)
	5	Carbon	By 2030 achieve a 42% reduction in scopes 1,2 and 3 vs a 2020 base on the journey to reaching net zero by 2040
Pet	6	Pet Welfare	By 2028 demonstrate how we have improved pet welfare in the UK through advocacy
	7	Pet Care	By 2028 demonstrate how our products, services and advice support the health of the nation's pets
	8	Charity	By 2028 help 500k pets through our charity work
	9	Education	By 2028 educate 300k children in responsible pet ownership (2020 base)
People	10	Pet care expertise	By 2028 maximise pet care training investment and opportunity creation
	11	Diversity	By 2028 we will reflect the diversity of the communities we operate in, achieving an average of 12% representation of people from ethnically diverse backgrounds
	12	Community	By 2028 donate over 50,000 colleague hours to support community organisations

SDGs

We recognise the opportunity that we have to contribute to the delivery of the SDGs. As part of the strategy refresh we have reviewed where we will be able to make the most impact and have identified eight targets within the five goals that we will be primarily focusing on. This exercise demonstrated that we have a lesser but still important impact on a number of the other goal areas. We particularly recognise the importance of partnerships in making sustainable progress.

	3	4	5	6	7	8	9	10	12	13	14	15	17	Primary SDG Targets	Comments
Planet	By 2028 all priority own brand food products carbon footprinted													Primary 12.5, 12.8	Leading in sustainable pet ownership
	By 2028 all priority suppliers have carbon reduction plans in place and will have achieved leadership category													Primary 12.6, 12.8	Leading change with our suppliers
	By 2028 all priority raw materials to be sustainable and packaging recyclable													Primary 12.5, 12.8	Leading in sustainable pet ownership
	By 2028 create, protect and restore over 16k acres of native UK woodland (2020 base)													Primary 15.2	Woodland Trust long term partnership
	By 2030 achieve a 42% reduction across scopes 1,2 and 3 vs 2020 base and new zero by 2040 (SBTi)													Primary 8.4, 12.6, 12.8	Decoupling growth from environmental impact
Pet	By 2028 demonstrate how we have improved pet welfare in the UK through advocacy													Primary 3.4	Pets promote exercise and wellbeing
	By 2028 demonstrate how our products, services and advice support the health of the nation's pets													Primary 3.4	Pets promote exercise and wellbeing
	By 2028 help 500k pets through our charity work													Primary 3.4	Pets promote exercise and wellbeing
	By 2028 educate 300k children in responsible pet ownership (since 2020)													Primary 3.4	Pets promote exercise and wellbeing
People	By 2028 maximise pet care training investment and opportunity creation													Primary 4.4, 8.5	Best employer and developer of pet care talent
	By 2028 colleagues to represent the diversity of the communities in which we operate													Primary 4.4, 8.5	Best employer and developer of pet care talent
	By 2028 donate over 50,000 colleague hours to support community organisations													Secondary 17	Partnering to deliver social impact

Primary linked SDG Goal and/or Target(s)

Secondary link SDG Goal and/or Target(s)