

# Driving sustainability across our tobacco business

The SDGs provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. The goals recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. That makes sense to us at the JT Group. We share and support these goals and here are the specific ways in which we believe, we can contribute to achieving some of the goals.

4 STRATEGIC FOCUS AREAS	ASPIRATIONAL GOAL	TARGET*	SDGs
PRODUCTS AND SERVICES	We will be a total tobacco company offering consumers an even greater choice of products by focusing on quality, innovation, and reduced-risk potential.	<b>REDUCED-RISK PRODUCTS</b> Reduced-Risk Products (RRP) offer real benefits to consumers and society. Our responsibility as a manufacturer is to continuously develop and launch RRP that meet consumer expectations and to provide information on them. We will lead in providing the widest range of consumer choice in the RRP category.	
		<b>ZERO INJURIES</b> In line with our vision of zero workplace injuries, we will reduce injury rates by 25% by 2023 and 50% by 2030. (Baseline year: 2015)	
PEOPLE	We will be the employer of choice by investing in people.	<b>COMMUNITY INVESTMENT</b> Between 2015 and 2030 we will invest 600 million U.S. dollars to help make communities inclusive and resilient, with our employees contributing 300,000 volunteering hours.	
		<b>EMPLOYER OF CHOICE</b> We will be a certified employer of choice every year in at least 60 locations by focusing on talent management, rewards and empowerment.	
		<b>GREENHOUSE GAS EMISSIONS</b> We will reduce greenhouse gas emissions from our own operations by 35% and from our direct leaf supply chain by 40%, between 2015 and 2030.	
		<b>WATER AND WASTE</b> We will reduce water withdrawal by 15% and waste by 20%, in relation to our own operations, between 2015 and 2030.	
		<b>FORESTRY</b> We will replace all wood from natural forests used in the tobacco curing process of our directly contracted growers with renewable fuel sources by 2030.	
		<b>AGRICULTURAL LABOR PRACTICES</b> We will implement our Agricultural Labor Practices (ALP) program in all sourcing countries by 2025.	
		<b>SUPPLIER SCREENING</b> We will screen all key suppliers against environmental, social and governance criteria by 2023.	
REGULATORY ENVIRONMENT AND ILLEGAL TRADE	We will ensure the Company is included in policymaking leading to fair and balanced regulation, and enhance our cooperation with governments to combat illegal trade.	<b>ENGAGEMENT</b> We will always protect our ability to participate in public policy debate with the aim to achieve balanced regulation that meets societal concern and supports business growth.	
		<b>ILLEGAL TRADE</b> We will engage in dialogue with law enforcement agencies, with the goal to exchange intelligence regarding illegal tobacco products, in order to support the reduction of illegal tobacco products.	

