



# Unlock the Fresk!

## A journey at Haleon

November 25<sup>th</sup> 2025

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**HALEON**

# 100% focused on improving everyday health through our trusted brands



Oral Health



VMS



Pain Relief



Respiratory Health



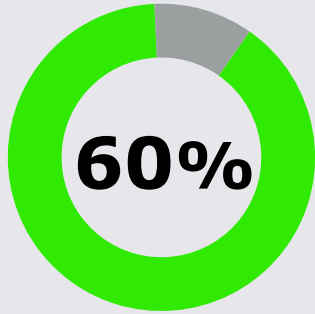
Digestive Health<sup>1</sup>

**Haleon exists to deliver  
better everyday health  
with **humanity.****



# Better everyday health should be within reach for everyone. But it isn't.

There are **social and environmental barriers** which hold people back from better everyday health.



of people globally have experienced barrier to healthcare.<sup>1</sup>

Climate change is expected to cause **250 000 additional deaths per year**, from undernutrition, malaria, diarrhoea and heat stress alone.<sup>2</sup>



People expect businesses to do the right thing

**88%** of consumers want brands to help them be more sustainable<sup>3</sup>

# Our Responsible Business Strategy

Tackle the social and environmental barriers which hold people back from better everyday health by:

**Making better everyday health more inclusive**

**Reducing our environmental impact**

**Upholding robust standards across value chain**



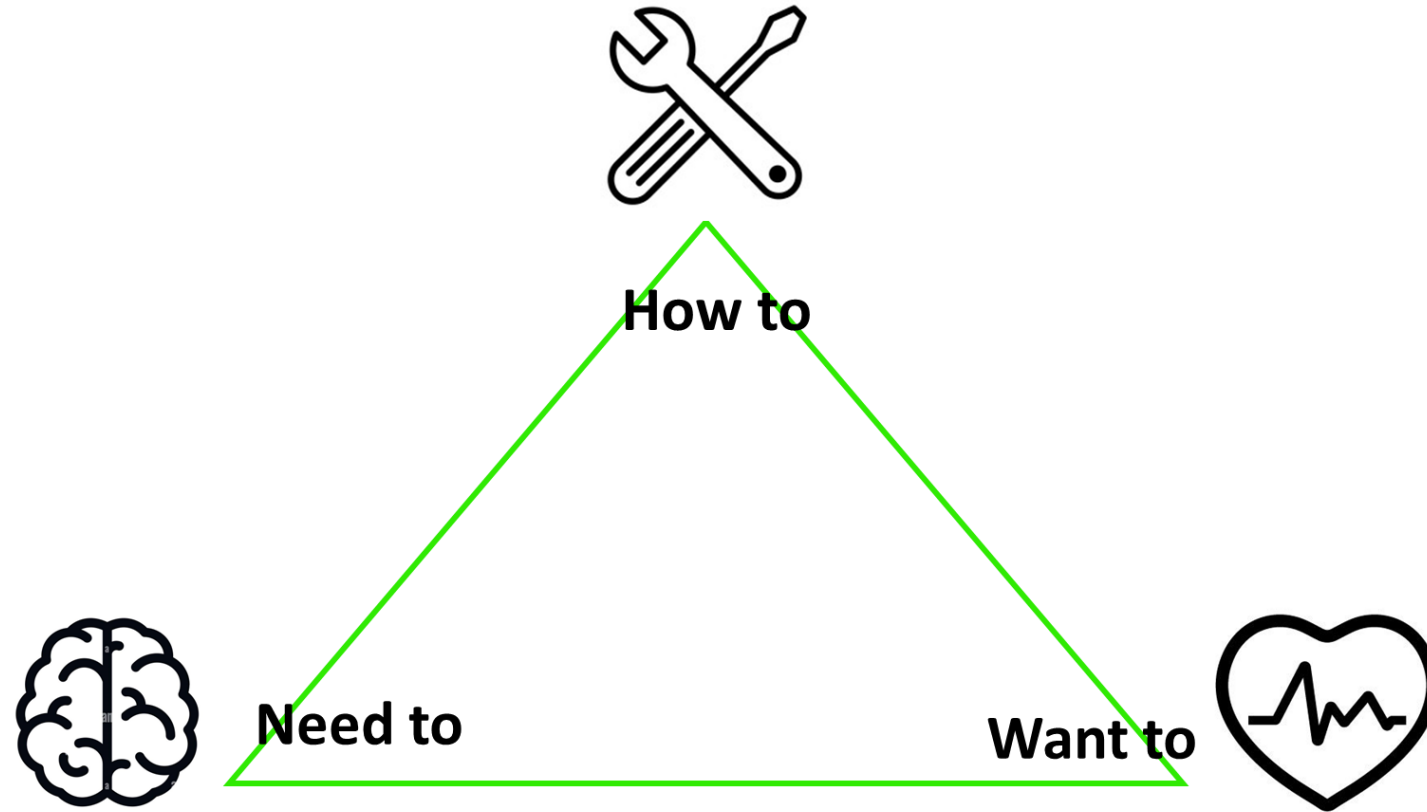


# CL!MATE FRESK

All the cards are in your hands!

# Sustainability capability and engagement plan

## The Job to be Done



# Why the Climate Fresk?

- 1. Personal experience – a WOW → wanted to bring it at Haleon**
- 2. Powerful way to raise collective awareness** behind climate change urgency and the need to act now at individual and company levels
- 3. Build deep dive understanding** on climate change and all carbon emissions levers
- 4. Build strong group of grass-roots advocates** across the business
- 5. A great way to demonstrate Haleon commitment to** responsible business

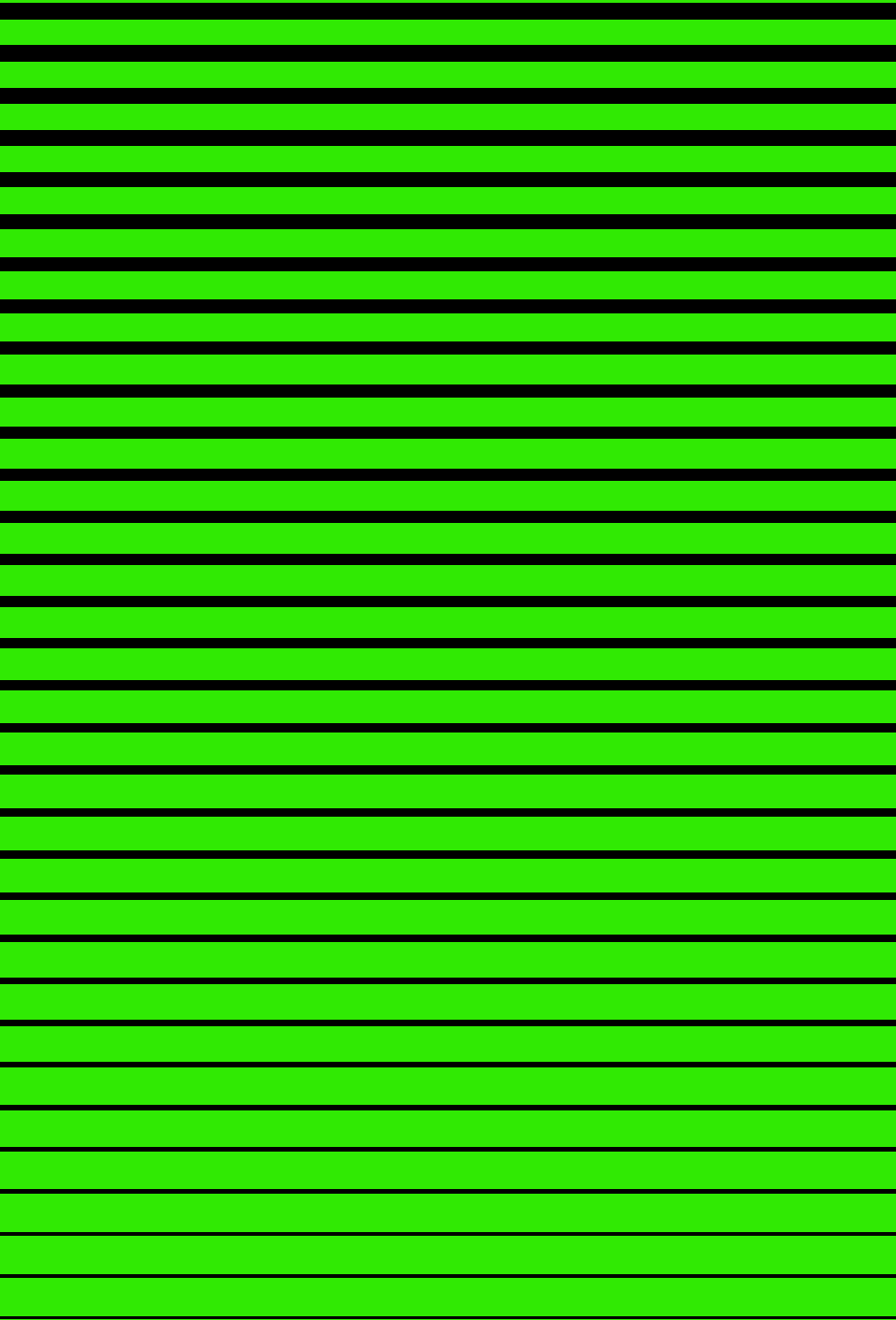


# 3 phases

➤ Phase 1: Launch (2023)

➤ Phase 2: Roll-out (2024)

➤ Phase 3: Sustain and Expand (2025)

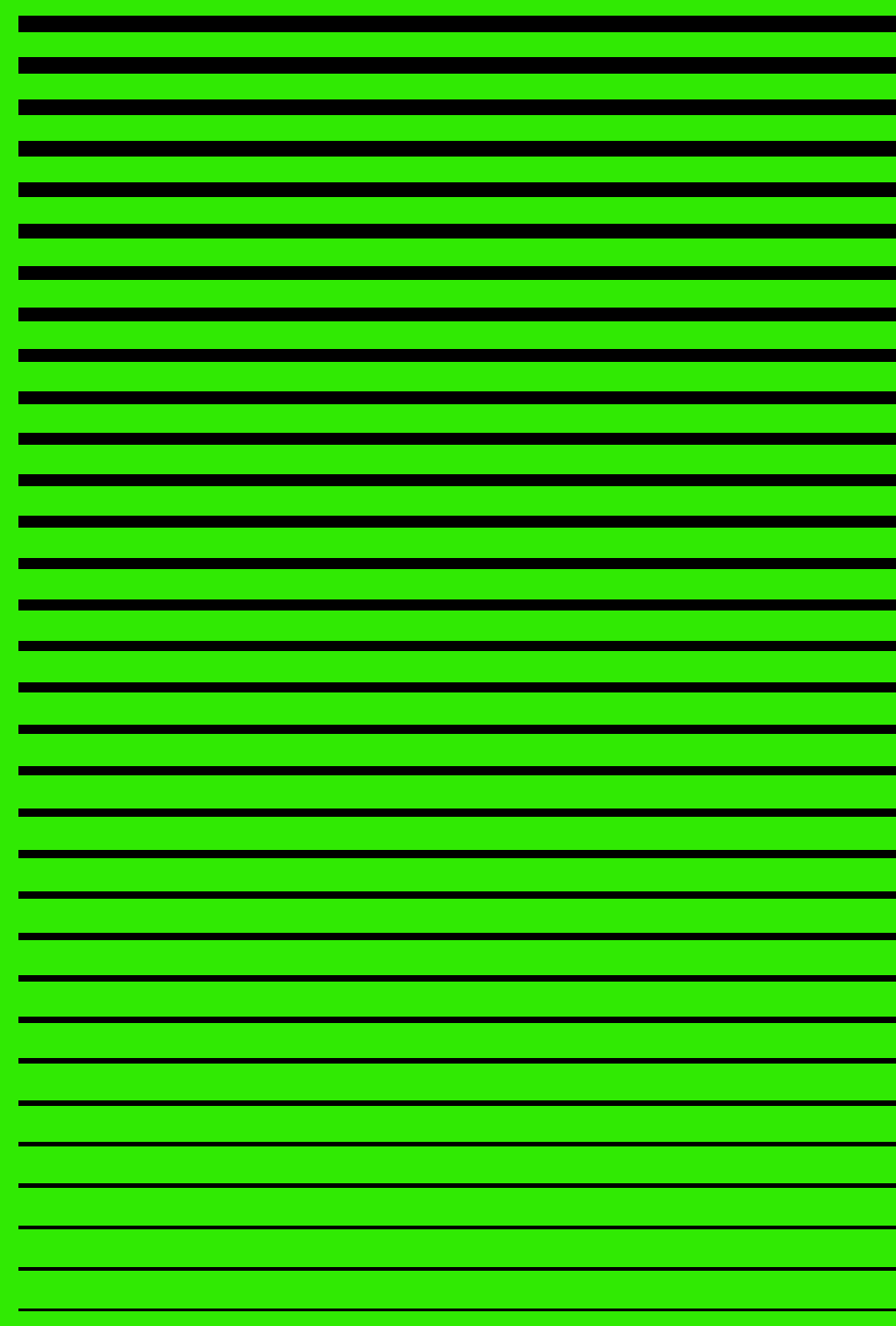


# 3 phases

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# Phase 1

## 1<sup>st</sup> pilot, April 2023, Nyon

Successful pilot

But opportunity to increase score on actionability to drive responsible business in workplace

	Score / 5
<b>Overall rating</b>	<b>4.5</b>
Useful to increase understanding of climate change	4.8
Likelihood to recommend to others	4.5
Useful to drive sustainability in your job or workplace	3.7

## 2<sup>nd</sup> pilot, June 2023, Nyon

Changes to agenda to strengthen workplace actionability while still maintaining very high scores

Score / 5	Pilot 2	<i>Diff vs pilot 1</i>
Which overall rating would you give the Climate Fresk workshop?	4.7	0.2
How useful did you find the Climate Fresk workshop in terms of increasing your understanding of climate change?	4.6	-0.2
How likely are you to recommend the Climate Fresco workshop to others?	4.8	0.3
How useful do you find the Climate Fresk workshop in helping you drive sustainability in your job or workplace?	4.4	0.7

# Phase 1

## Expand the workshops

By end 2023,  
nearly 100 people trained

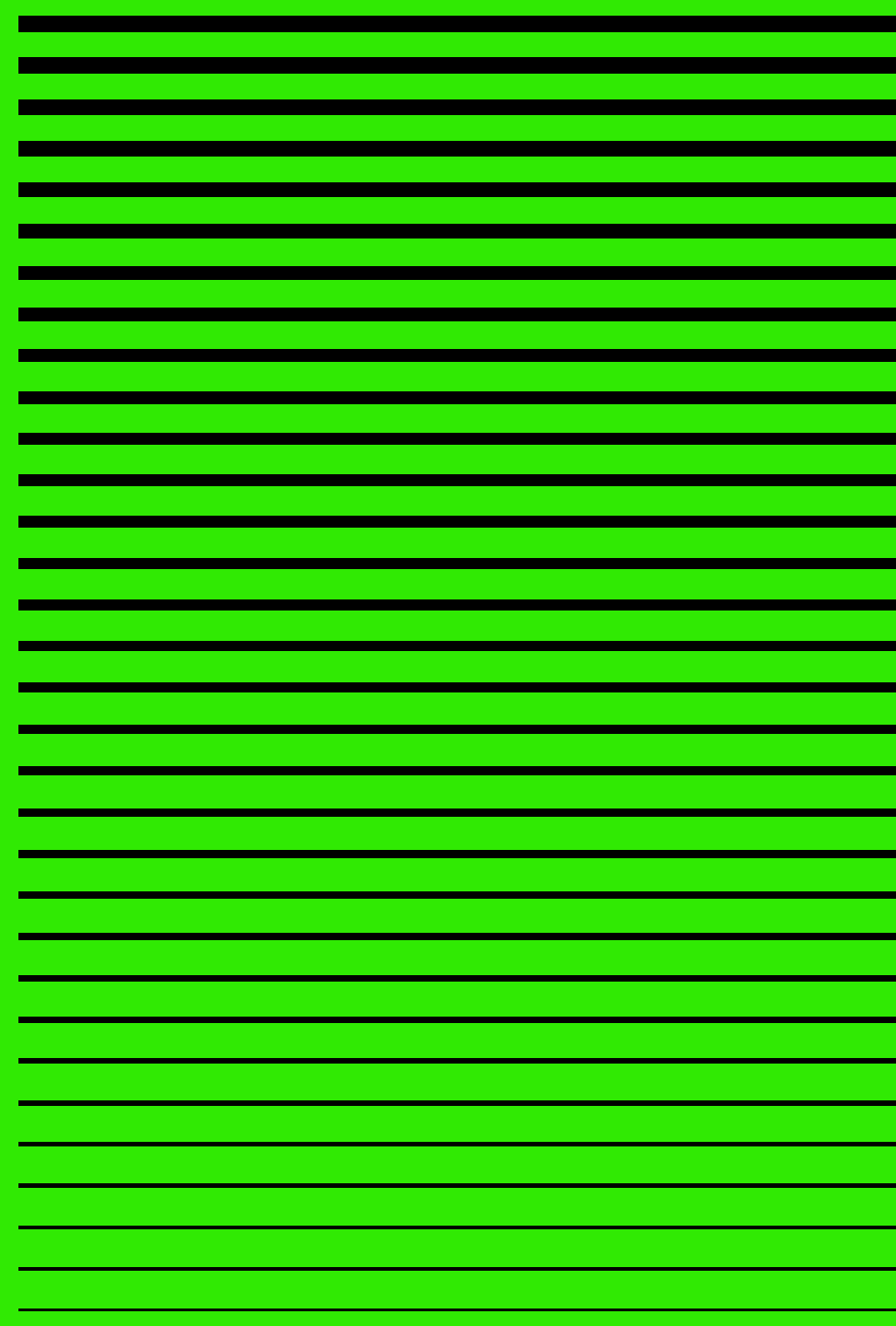


# 3 phases

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# Phase 2 – Train internal freskers

10 internal freskers trained to deploy the Climate Fresk at Haleon



## Phase 2 – Try it!

- Set up sessions asap and communicate on them to maximize attendance
- 6 sessions organized in the 3 months after finishing the freskers training
- Starting with 2 freskers for 1 table, up to 1 fresker managing 2 tables



# Phase 2

## Roll-out



By end of 2024,  
nearly 250  
people trained

# 3 phases

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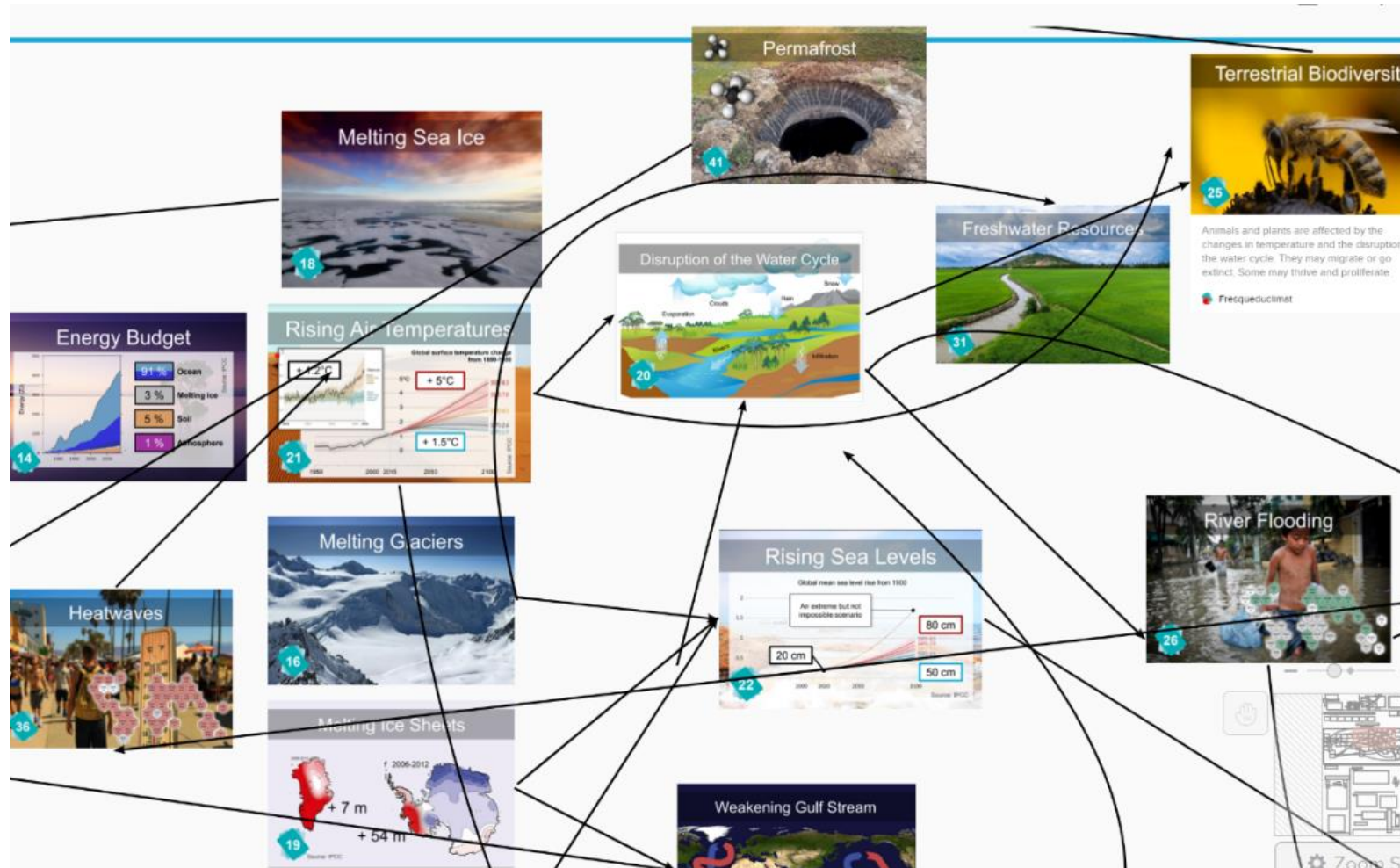
# Phase 3 Sustain

Continue to run sessions, keep a regular drumbeat, and meet regularly with internal freskers to maintain momentum



# Phase 3

## Expand

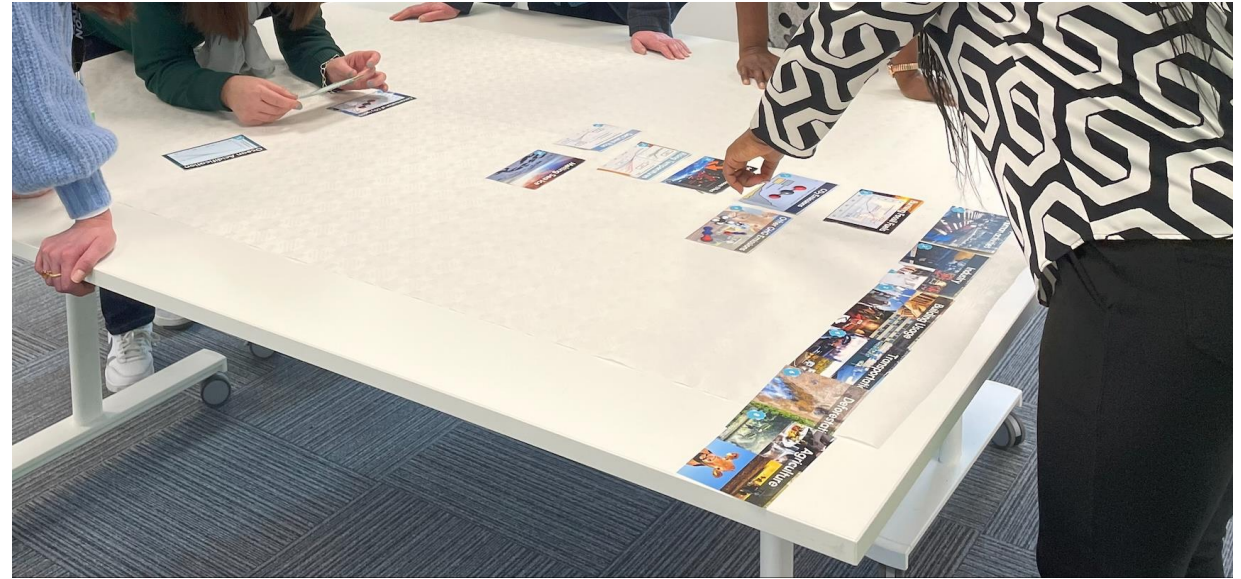


Get to use the online version of the Fresk to touch more people

# Phase 3

## Expand

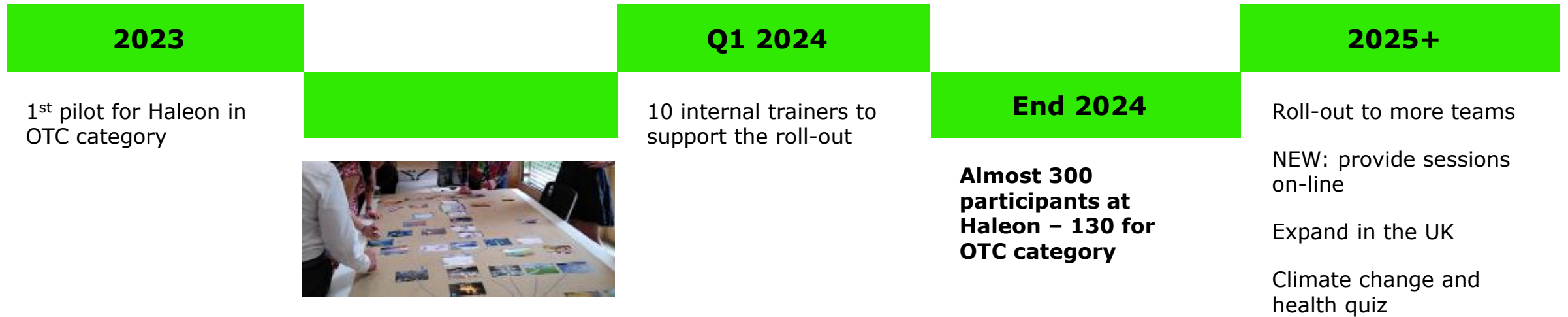
Bring it to other locations and encourage 'train the freskers'



Session in the UK, Weybridge



# The Climate Fresk journey at Haleon – 350+ people trained to date!



Very high scores in terms of both **satisfaction** and **actionability**

- **4.7/5 overall rating**
- 4.7/5 in useful to increase understanding of climate change
- 4.3/5 in useful to drive sustainability in job or workplace
- 4.8/5 in likelihood to recommend

# Some participants quotes

'...amazing workshop. I know I speak on behalf of my team by saying that we left the day feel passionate and inspired by what we heard. We feel so much more educated on the topic and most importantly we all feel energized to take climate change more seriously in our brand work and personal lives.'

Global Brand Lead

*'I really enjoyed the workshop, it's one of the most useful sessions I've ever been in Haleon!'*

*Consumer Insights Manager*

**'The workshop helped me to understand the full dimension of the impact of climate change and how I can help at a personal and organisational level. I am grateful for the deep knowledge and passion of the facilitators.'**

*Site Director*

*'An amazing workshop teaching the fundamental science behind climate change, the true story behind the numbers! You understand the scale, feel connected & responsible to take actions in your day to day and at work!'*

*R&D lead*

# 5 tips

- ✓ **Go for it!** Try it, pilot it, don't ask for permission
- ✓ **Publicize positive scores and participants feedbacks**, especially from senior management
- ✓ **Make it mandatory to participate**
- ✓ **Train internal freskers** – and dive asap into the doing!
- ✓ **Think one step ahead – what's next?** To sustain the momentum



# CL!MATE FRESK

All the cards are in your hands!

**Thank you**

**HAL≡ON**