



needs
YOUthTM

**MY
KINDA
FUTURE** ▶

Nestlé Social Impact Report 2013-2016



Background

In 2013, Nestlé UK and Ireland announced it would create 1,900 employment opportunities for young people by 2016, including 300 paid work experience placements.

More than 600 employment opportunities would be available each year in roles across all areas of the business and at all levels – from operators on the factory floor to field sales assistants and business management roles. The programme is part of Nestlé's European Youth Employment Initiative, to help 20,000 people across Europe under the age of 30 find employment; offering 10,000 jobs and creating 10,000 apprentice positions and traineeships by 2016.

Nestlé engaged in a three-year partnership across the UK and Ireland with MyKindaFuture, a social business that aims to connect young people with the world of work through a combination of face-to-face workshops in schools and online engagement. This partnership has enabled Nestlé to engage with a wider and more diverse talent pool of students at multiple touch points, including school workshops, online challenges, online game entries and assessment days across its sites, offices and factories.



Objectives

The aim of the partnership and attraction campaign was to provide 75 young people with meaningful work experience, engage with at least 4,000 young people in 40 schools, and reach 12,000 young people online.

The campaign raised awareness of the breadth of career pathways available within both the food and drink industry, and within science, technology, engineering and maths (STEM). It gave students the upskilling and employability training needed to thrive in these industries, as well as promoting routes into them and dispelling myths surrounding food manufacturing.

► PLACEMENT

Offer **75** young people work experience

► REACH

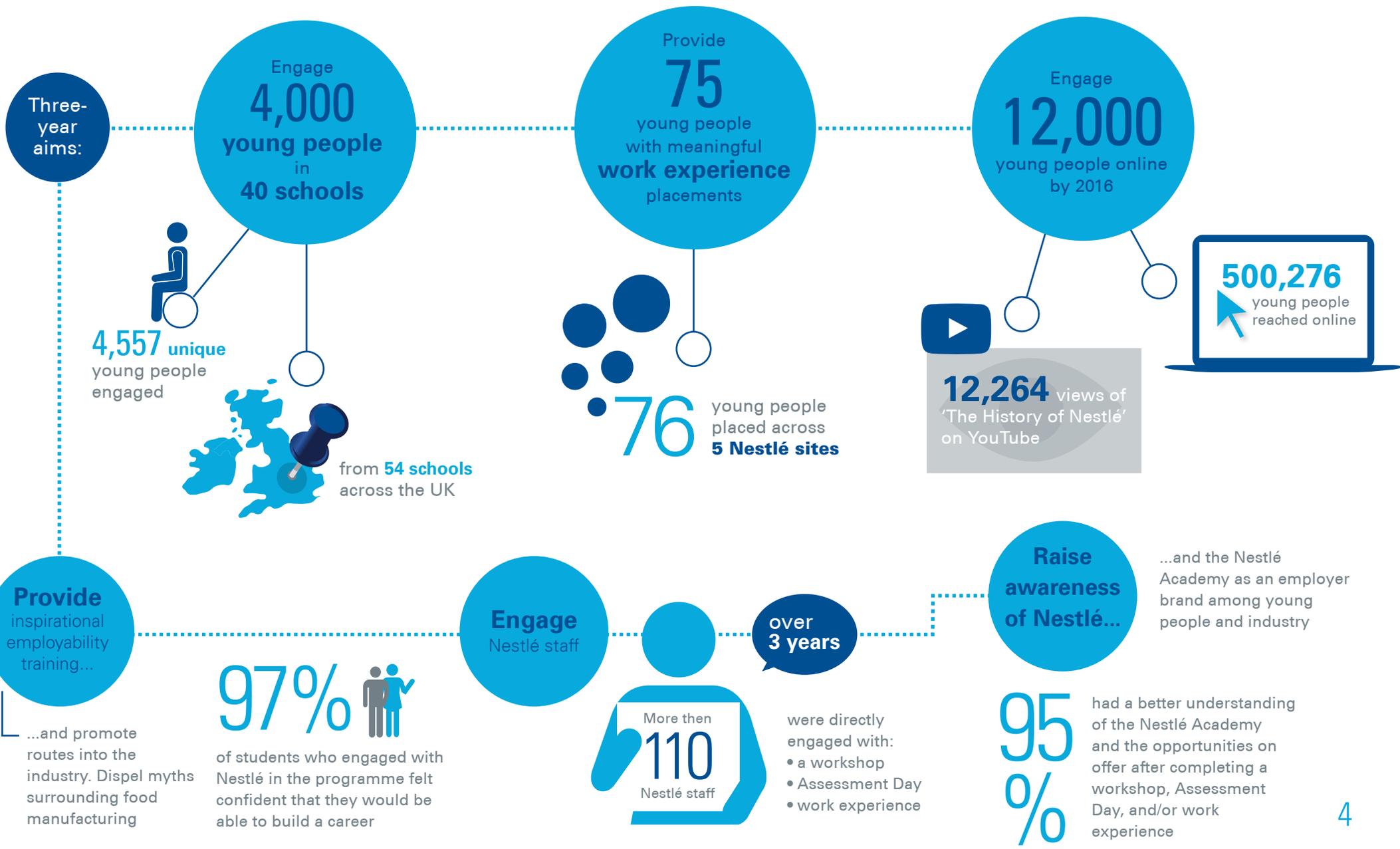
Connect with **12,000** young people online

► ENGAGEMENT

Meet **4,000** young people face to face at **40** schools

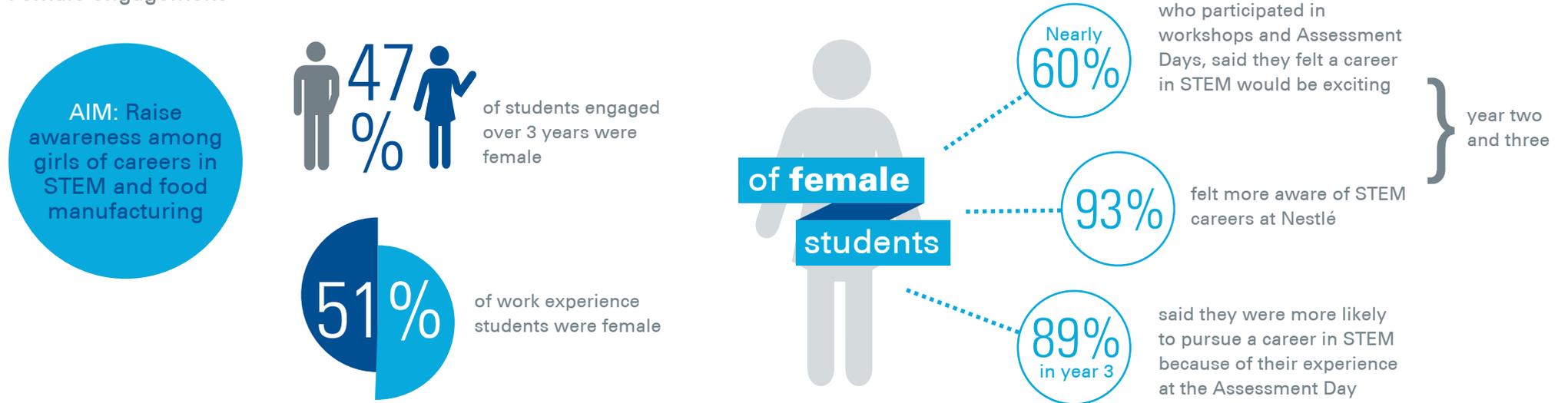


Quantitative Outcomes



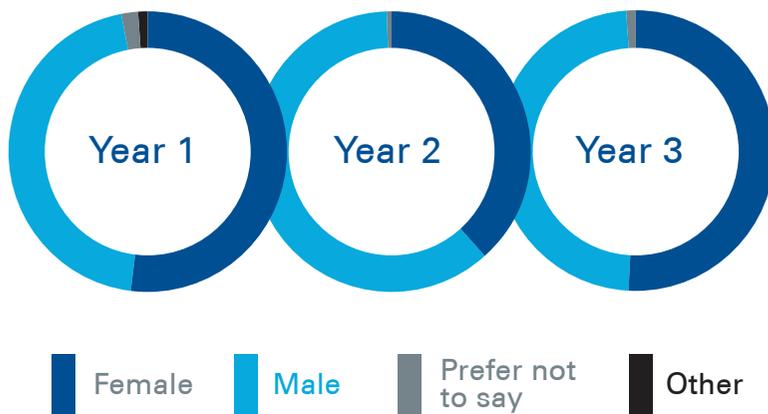
Qualitative Outcomes

Female engagement

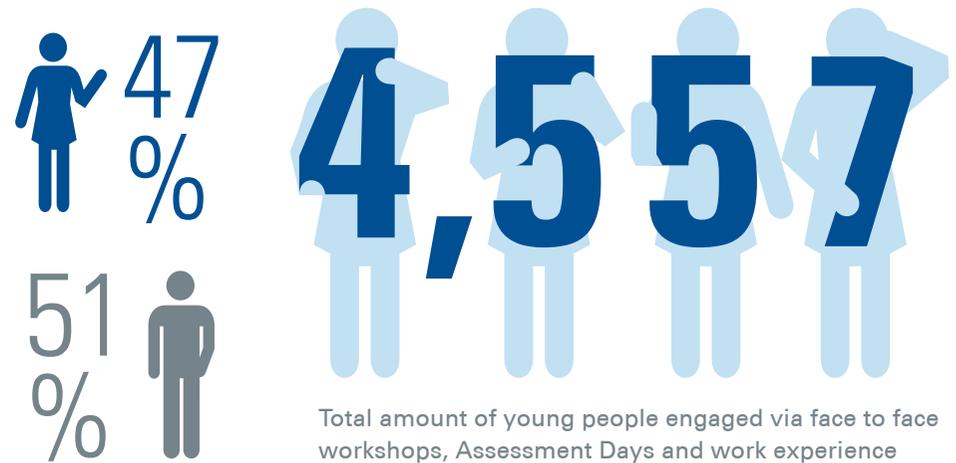


Demographics

Who we engaged with



Total engagement over campaign



Workshops

Workshops included an introduction to Nestlé, and an overview of leading brands and their reach across the globe. Students participated in an interactive quiz enabling them to understand 'zero waste' and its importance, in addition to a series of tasks guiding them towards their entry to the 'Zero to Hero' challenge. In the 'Zero to Hero' challenge, we asked students to: "Get creative and create a sustainable, environmentally friendly business whose sole purpose is to turn factory waste into a marketable product. Tell us about the product you would create and how you would sell it."

The Nestlé workshops were successful in engaging young people with an environmental concern that is of great importance to their generation. Students responded to the Nestlé brand positively, and demonstrated enthusiasm for an opportunity to further engage with Nestlé as an employer. The insight into the company, its scope and its breadth of work was of great use to young people as it showed them just how

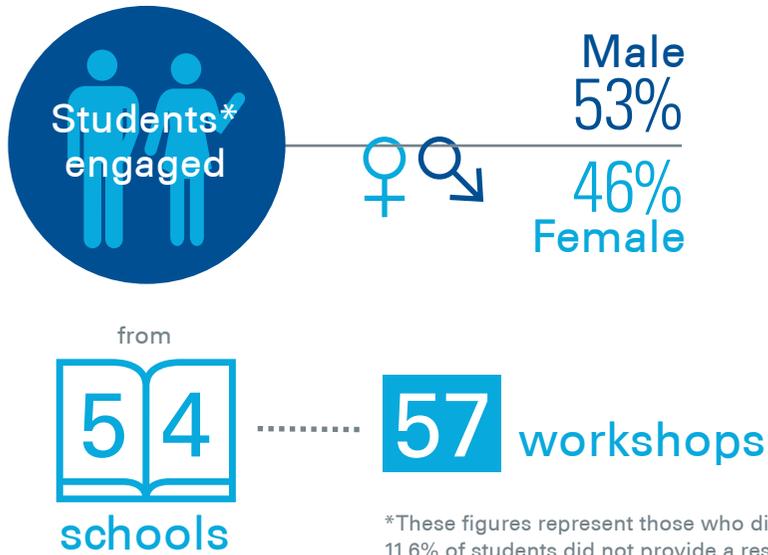
many careers are available at Nestlé. Students not only benefited from the campaign message, but also from the learning outcomes centred around crucial presentation and communication skills.

We adapted the feedback questions in year two and three to focus on the impact of the programme, specifically in careers in STEM. Therefore, some of the statistics that follow only represent student feedback from years two and three, while others represent feedback from all three years.

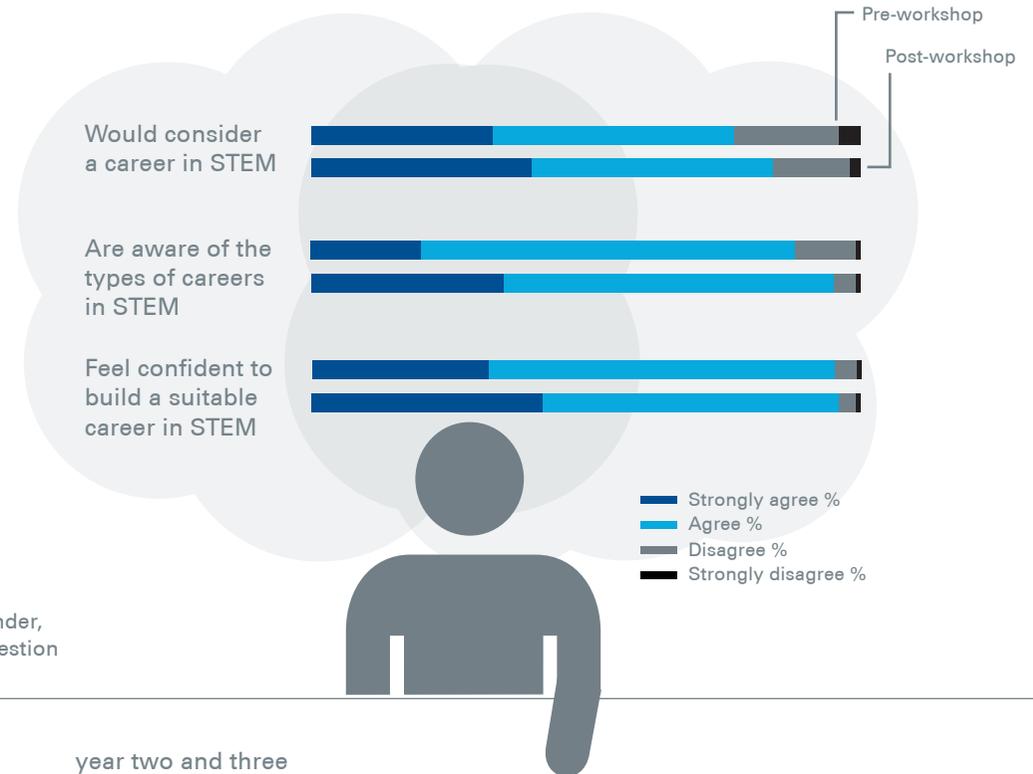


Workshops

Who we engaged with via workshops



Year two and three student feedback



Feedback post-workshop

year two and three

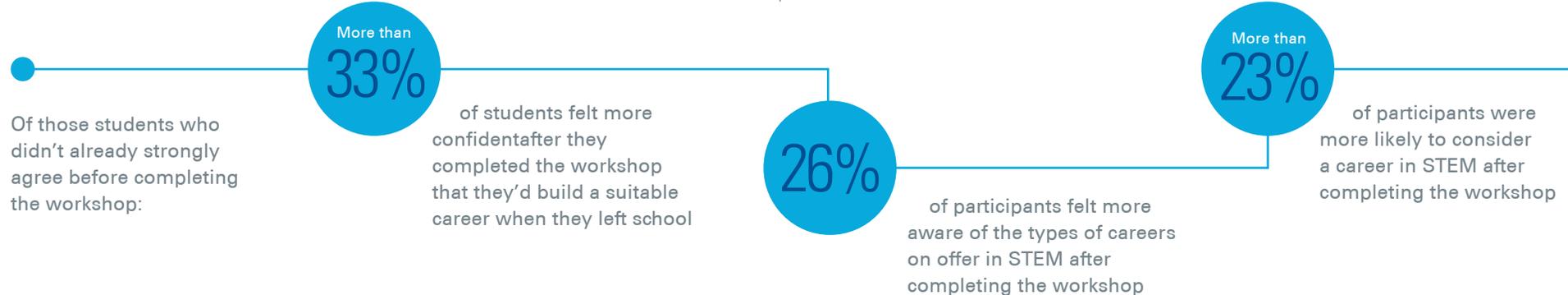
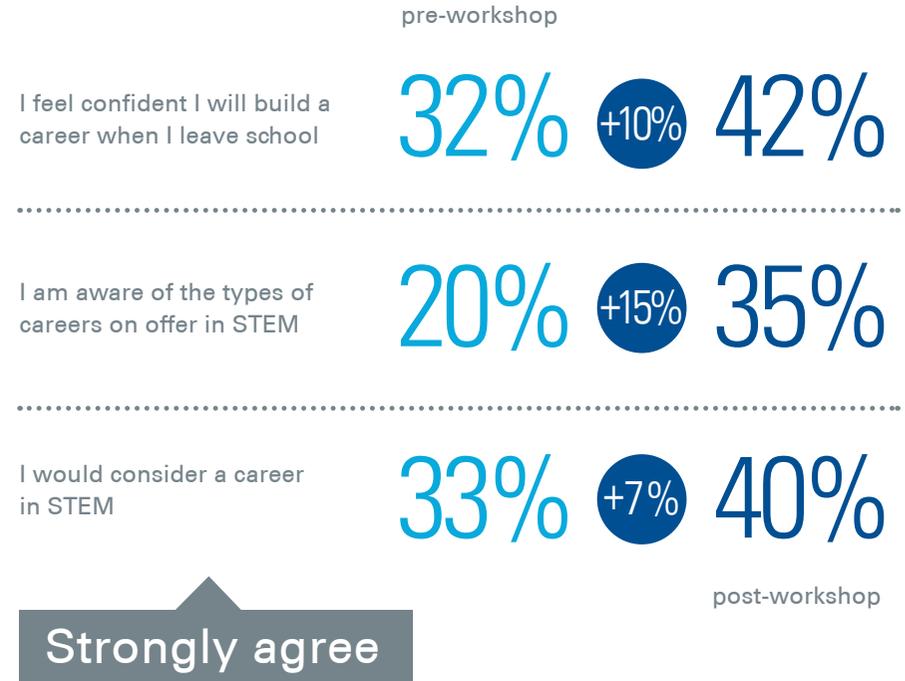
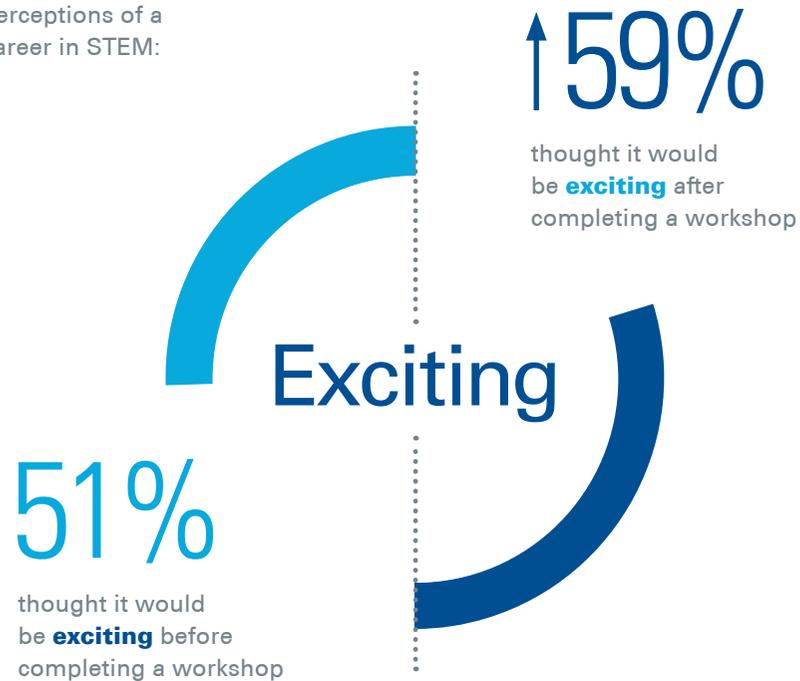


“ It boosted my confidence in working with other people, and gave me a fantastic understanding of what is expected of me once I leave school and start working in full-time employment.

Workshops

Distance travelled from pre- to post-workshop – student feedback (year two and three)

Perceptions of a career in STEM:



Assessment Days

The Assessment Day was a truly insightful experience for students, providing them with an opportunity to visit one of the key Nestlé offices in the UK and interact professionally with Nestlé employees. On the day, students completed a coffee pop-up challenge, designing their own brand of coffee and thinking about how they would sell it at a festival. Additionally, students also completed a team building exercise, which encouraged individuals to think about how they could work successfully in a collaborative situation, utilising each other's skills. Students were given the opportunity to participate in an interview skills workshop, which culminated in an interview with a Nestlé assessor. The interview, in addition to the students' performance and conduct throughout the session, was used to decide who would win work experience.

The Assessment Day opened students' minds to the multitude of different opportunities available at Nestlé, and provided individuals with the chance to experience an assessment centre environment while expanding their networks and discovering their own strengths.

Students do not often get to participate in assessed activities outside of their school groups, so the experience provided them with a chance to mix with individuals from different schools and year groups. This highlighted the importance of networking and communication.

Additionally, through extensive conversations with teachers, it became clear that careers staff really wished that more organisations would invite students into their offices. The real-life experiences of the working world plays an important part in inspiring students, and encouraging them to think about the diverse opportunities available to them outside the four walls of the classroom.



Assessment Days

Summary

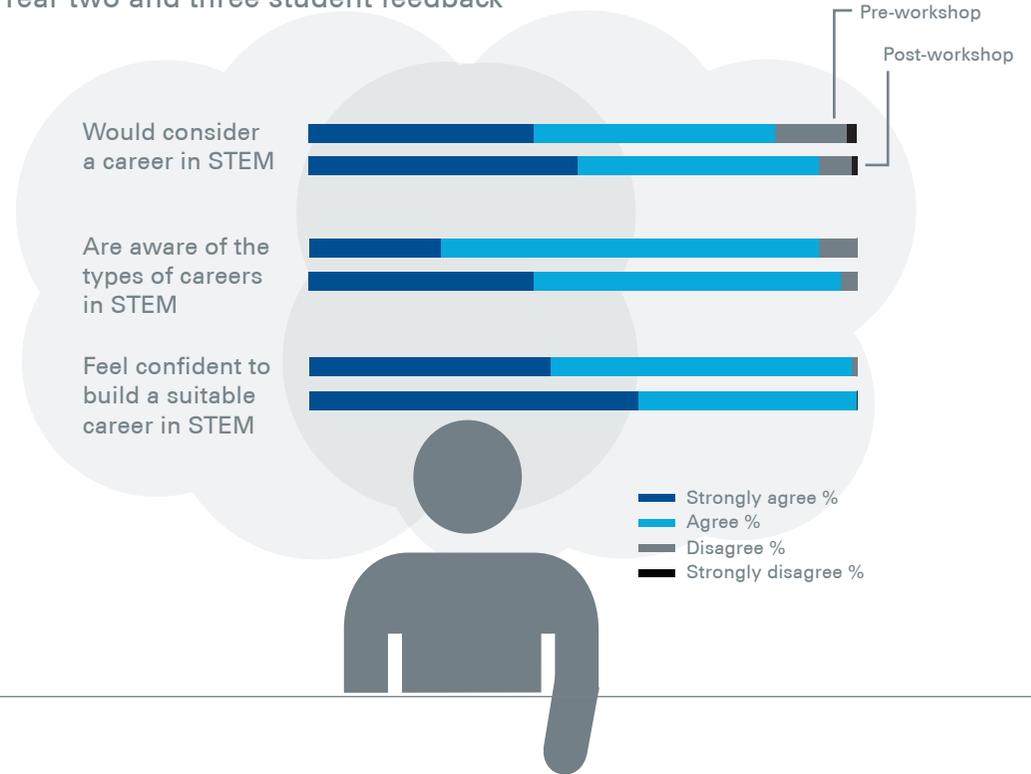
12
Assessment Days

The attendees:

56% female ♀
44% male ♂



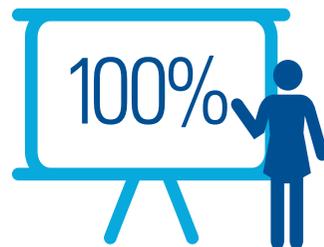
Year two and three student feedback



Post-assessment day (year two and three)



had a better understanding of the Nestlé Academy and the opportunities they offer



felt this was a good opportunity to build on their skills, such as teamwork, presentation and communication (year one only)



felt it was helpful having a Nestlé representative at the workshop

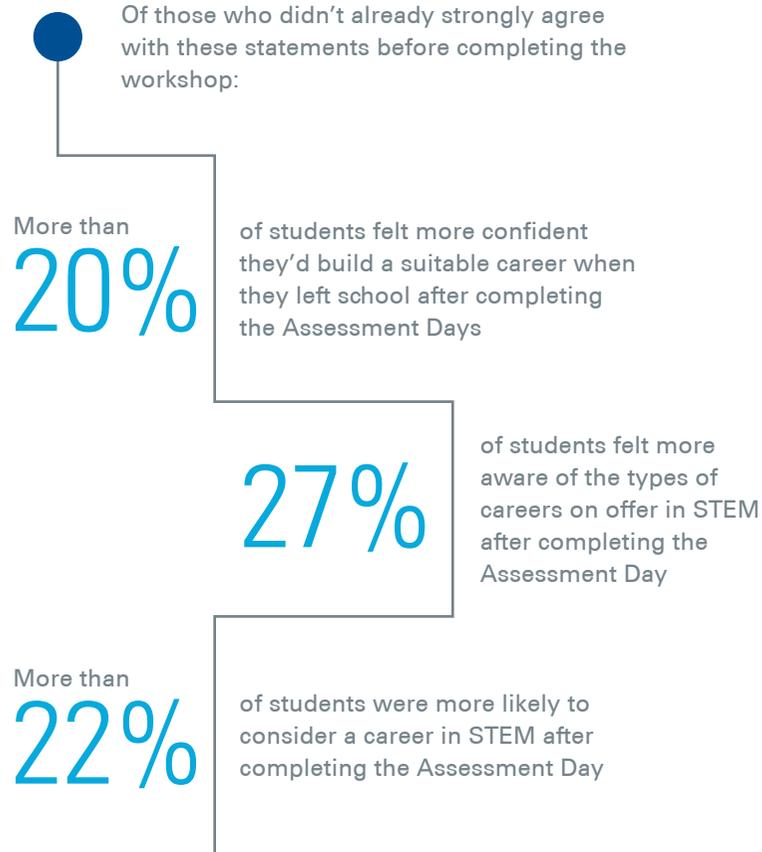
95%

had a better understanding of STEM careers at Nestlé

Assessment Days

Distance Travelled from Pre to Post Assessment Day

Years two and three only



Observation: There was greater distance travelled during the workshops than the Assessment Days. We suspect this is because those students who were selected to come to the Assessment Day were already very engaged and confident.

100%

of students felt the Assessment Day was a good opportunity to build on their skills, such as teamwork, presentation and communication (year one only)



“Our Assessment Days were full of young talent as a result of our successful school workshops with MyKindaFuture. It was great to get involved and see so many students engage with the opportunities we offer at Nestlé. The Assessment Days gave the students an insight into the company and were a chance for us to inspire potential applicants. This has also allowed us to identify a future talent pipeline of high-performing students. The chance to win a work experience placement at Nestlé generated a level of excitement with the students, but successful or not, all attendees received invaluable employability advice which will help them when applying for jobs when they have finished their studies”

Beth Simpson

Talent Acquisition Administrator, Nestlé

Work Experience

Over three years, 76 students were selected, based on their performance in the Assessment Days, to participate in one to two weeks of work experience with Nestlé.

The work experience was a fantastic opportunity for young people who had no prior experience of large organisations or even the working world in general, to get an insight into what it is like working '9 to 5' and to the different roles and responsibilities one organisation can offer individuals. The work experience through MyKindaFuture enabled the young people to develop skills such as time management, networking and stakeholder management, which will hopefully prove invaluable to them in the future as they look to embark on further work experience or even apply for jobs.

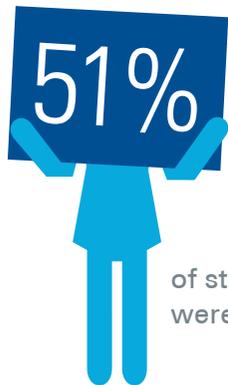


Work Experience Student Feedback

76
work placements



placed across
five Nestlé sites



of students
were female



100%

felt confident they will
build a suitable career
when they leave school

97%

felt aware of the
types of careers on
offer in STEM after
completing the work
experience

would consider a
career in STEM

94%

awesome!

100%

said they had a better
understanding of the
Nestlé Academy and the
opportunities on offer

“
82%”

say their perception is
that a career in STEM
will be exciting

Interesting

Top 3 words
students used to
describe their work
experience

Exciting

Fun

In year one
100%

100% agreed that after their work
placement they feel more prepared
for the world of work

100% felt they have a better
understanding of the kind of skills
required to work in a business like Nestlé

100% agreed that as a result of this placement
they would like to continue to undertake work
experience throughout their education

Work Experience Student Feedback



"This work experience helped me develop a range of skills, in areas such as teamwork and analysis, by completing various tasks and exercises. This was overall an amazing opportunity that I would recommend to anyone with the chance to take part. Thank you Nestlé."

Jacob Goodall
Work experience participant, 2016



"My placement gave me good insight into what Nestlé does and how they operate. I really enjoyed my work experience and hope to go back in a few years to take part in the Nestlé fast start programme. I would also like a career with Nestlé as it is very rewarding."

Michael Mugambe
Work experience participant, 2014



"I found the work experience extremely useful, as it taught me about careers that I had not thought about before. I learned what it is like to work for Nestlé and the types of roles that they offer. It was very useful to gain insight into the company and it boosted skills such as confidence and communication. I would like to say thanks to Nestlé and MyKindaFuture for this wonderful opportunity."

Thomas Booth
Work experience participant, 2016



Work Experience Students' Journey

100%

of work experience students surveyed said their experience with Nestlé helped them feel more confident in their future career

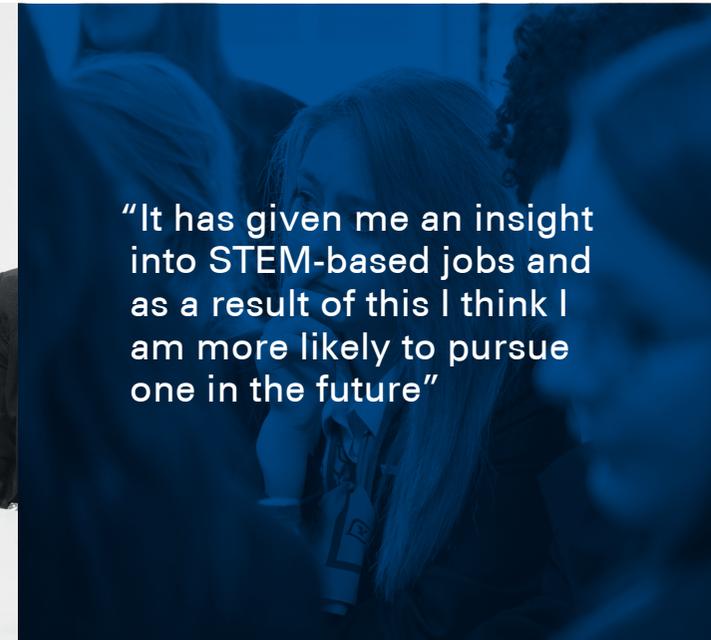
96%

said their experience with Nestlé helped them feel better prepared for the world of work

Nearly

70%

of students surveyed said their experience with Nestlé made it more likely they would pursue a career in STEM



"It has given me an insight into STEM-based jobs and as a result of this I think I am more likely to pursue one in the future"

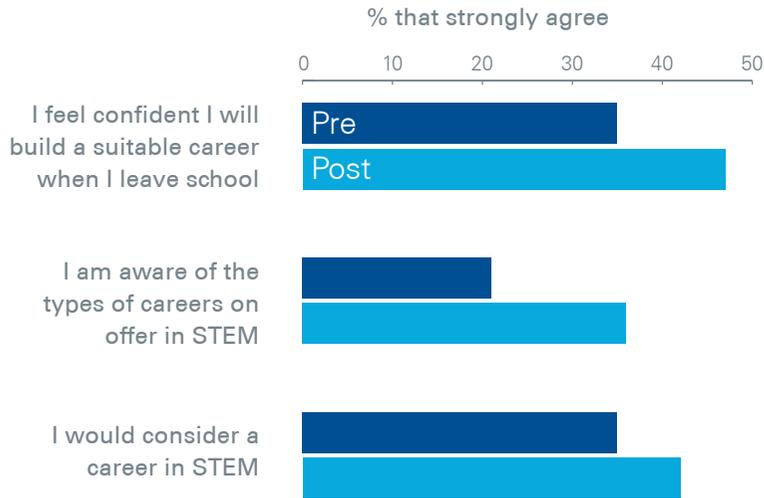


"It has shown me that there are different, exciting routes to a career that I had not thought about before"



Overall Programme Highlights

Combined workshops and Assessment Days years two and three



95%

of students who engaged with Nestlé in the programme felt aware of the types of careers on offer in science, technology, engineering and maths

86%

of students who engaged with Nestlé in the programme would consider a career in science, technology, engineering and maths

92%

of students feel they have a better understanding of STEM-based careers on offer at Nestlé after completing a workshop, Assessment Day, and/or work experience

Across all workshops, Assessment Days and work experience, students said they improved the following skills...

Teamwork 71%

Creativity 66%

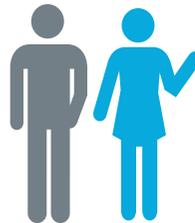
Communication 62%

Problem-Solving 56%

Presentation 51%



of students in year one felt the workshop or Assessment Day was a good opportunity to build on skills such as teamwork, presentation and communication



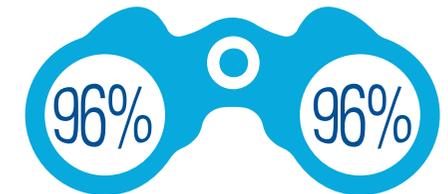
95%

of students found it helpful to have Nestlé staff at the workshop and Assessment Day

wahey

100%

of students surveyed found it was beneficial to meet Nestlé employees during their work experience



of students surveyed said Nestlé employees gave them an insight into the roles available at Nestlé



Students' Journeys

Chloe Johnson – Work Experience Participant, 2014



“After working at Nestlé the greatest thing that I learned was to be open to new ideas and people.”

WHAT ARE YOU DOING AT THE MOMENT?

I'm currently studying biology, history and English literature A-levels at the De Ferrers Academy in Burton upon Trent as part of their sixth form and I am in my second year.

WHAT WERE YOUR EARLY CAREER AMBITIONS?

My early career ambitions were to be a nurse or work in the healthcare profession in some form. As a child I always felt that caring for people was something that really appealed to me and I looked up to nurses and doctors as role models, though I always felt an underlying pull towards business as this was something that had always interested me.

WHAT ARE YOUR FUTURE GOALS?

In the future I hope to go on to study business management with marketing at university with my top choice being Nottingham Trent. After studying for my degree and maybe gaining a master's, I would love to work for a global company like Nestlé or Coors.

WHAT IMPACT DID PARTICIPATING IN NESTLÉ WORK EXPERIENCE/WORKSHOPS HAVE ON YOU?

Participating in the work experience and workshops at Nestlé helped me to find my true

passion and since the work experience I have had an underlying pull towards a business degree. I got to speak to a number of graduates who gave me a good insight into what working for a global company is like and what I can expect from working life.

WHAT WAS THE GREATEST THING YOU LEARNED FROM YOUR EXPERIENCE WITH NESTLÉ?

After working at Nestlé the greatest thing that I learned was to be open to new ideas and people. Before the work experience I was quite a shy and timid person, but once the two weeks were up I was able to talk comfortably to new people and work with people I didn't know.

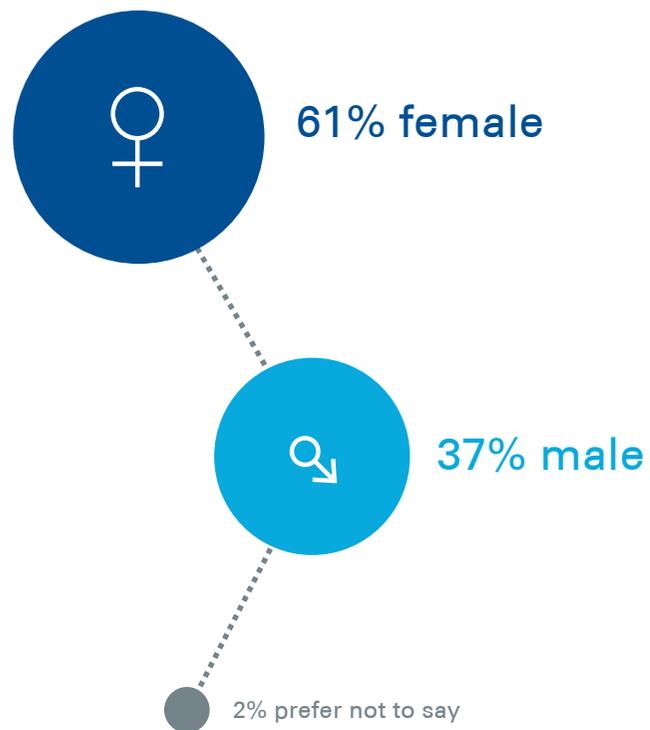
ARE YOU MORE LIKELY TO PURSUE A CAREER IN SCIENCE, TECHNOLOGY, ENGINEERING OR MATHS AFTER YOUR EXPERIENCE WITH NESTLÉ?

I don't think it can be said that I intend to pursue a career in any of these areas but I most definitely aim to pursue a career in business and this was inspired by my time at Nestlé. I was given insight into these areas in my time at Nestlé but it was more the business side of the company that interested me.

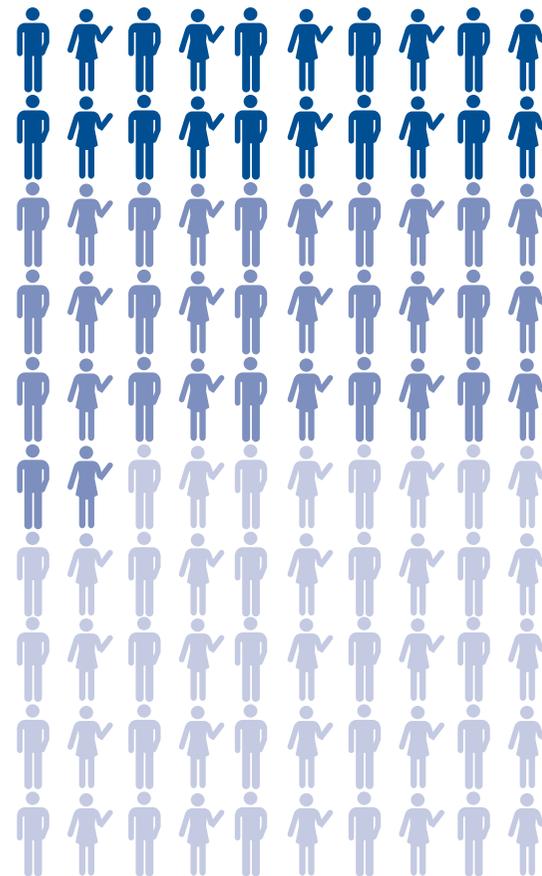
Students' Journeys

Overall programme survey

Gender



How were you involved in the programme?



- Attended Assessment Day (23%)
- Entered online challenge (29%)
- Nestlé workshop at school (47%)

80%

of those who responded to the survey agreed that their experience with Nestlé helped them better understand the different career opportunities available to them

77%

felt that their experience with Nestlé helped them feel better prepared for the world of work

46%

said that their experience with Nestlé encouraged them to choose STEM subjects at school

Students' Journeys

Zara Turner – Work Experience Participant, 2016

WHAT ARE YOU DOING AT THE MOMENT?

I am currently in year 11 at Warden Park Academy in Cuckfield. I am studying German, business studies, product design, art, maths, english and science.

WHAT WERE YOUR EARLY CAREER AMBITIONS?

My early career ambitions were to go into the world of engineering and they still are. I really enjoy all the STEM subjects and really want to pursue a career in this area. I have been heavily influenced by my dad who works in STEM and really loves what he does.

WHAT ARE YOUR FUTURE GOALS?

My future goals are to study Maths, Physics, German and Product Design for A-Level and then continue on to university to study an engineering orientated degree or possibly be accepted onto a grad scheme for example like the one that Nestlé offers.

WHAT IMPACT DID PARTICIPATING IN NESTLÉ WORK EXPERIENCE/WORKSHOPS HAVE ON YOU?

I really enjoyed working at Nestlé as it provided an exciting insight into working life.

It has also made me aware of the graduate sponsorship opportunities that are available.

WHAT WAS THE GREATEST THING YOU LEARNED FROM YOUR EXPERIENCE WITH NESTLÉ?

During my time at Nestlé I was able to improve upon my presentation and communication skills. As part of my week, I was required to present a business proposal to a group of colleagues. My communication skills increased dramatically as I needed to communicate with people across the business.

ARE YOU MORE LIKELY TO PURSUE A CAREER IN SCIENCE, TECHNOLOGY, ENGINEERING OR MATHS AFTER YOUR EXPERIENCE WITH NESTLÉ?

Working with Nestlé for a week has opened my eyes to all the different aspects of a STEM career, and I will most definitely pursue a career in this area. In one of the workshops that I did, all the business segments were explained which was useful as it gave me a better understanding of possible careers.



Students' Journeys

Testimonials



"The Nestlé Insight Day at Gatwick Headquarters was an inspiring and interactive morning. The pupils enjoyed a number of group activities focused on enhancing their team building and presentation skills, and they participated in a practice interview. One of our pupils was fortunate enough to be selected for a week's work experience, which he found to be very valuable."

Jessica Eustace – teacher, Ardingly College

"The Assessment Day at Nestlé was a fantastic opportunity for students to gain an insight into the food industry and how a huge company like Nestlé runs day to day. It gave students of all abilities a chance to shine and learn that there are other routes than university into an exciting career."

Kate Murphy – teacher, Oxted School



Where do you see yourself in five years in terms of your career path?

"With a career based around STEM subjects, as Nestlé helped me understand their worth and role in my future."

Student, 2016

"I want to have a degree in either science or business which could later get me a job at Nestlé!"

Student, 2016





Students' Journeys

Amelia Jones – Work Experience Participant, 2016

WHAT ARE YOU DOING AT THE MOMENT?

At the moment I am in full-time education at Fulford comprehensive school in York, but was lucky enough to have a chance of work experience at Nestlé.

WHAT WERE YOUR EARLY CAREER AMBITIONS?

I was unsure of what I wanted to do, but sampling different areas within the Nestlé group gave me a wider insight into different job roles that I didn't know existed.

WHAT ARE YOUR FUTURE GOALS?

After trying different roles at Nestlé, I found I enjoyed working in business analytics. This job role was the most interesting for me, and made me want to consider a future job in this role.

WHAT IMPACT DID PARTICIPATING IN NESTLÉ WORK EXPERIENCE/WORKSHOPS HAVE ON YOU?

It boosted my confidence in working with other people, and gave me a fantastic understanding of what is expected of me once I leave school and start working in full-time employment.

WHAT WAS THE GREATEST THING YOU LEARNED FROM YOUR EXPERIENCE WITH NESTLÉ?

I learned that it was easy to work with a group of people that I had never met before. I found that we all worked well as a team, and people couldn't do enough to help me and make feel welcome.

ARE YOU MORE LIKELY TO PURSUE A CAREER IN SCIENCE, TECHNOLOGY, ENGINEERING OR MATHS AFTER YOUR EXPERIENCE WITH NESTLÉ?

After working at Nestlé I would definitely consider working in STEM.

“I learned that it was easy to work with a group of people that I had never met before”

Summary

Three years ago, Nestlé and MyKindaFuture began a partnership aimed at providing inspirational employability training for young people, developing their understanding of opportunities in STEM within the food and manufacturing industry. Through this programme, Nestlé was able to support 4,557 students face to face via workshops, Assessment Days and work experience, surpassing the target of 4,000 by nearly 14%. This programme also reached 35% more schools than targeted, and surpassed the aim of providing 75 students with valuable work experience. This engagement resulted in 95% of students who participated having a better understanding of the Nestlé Academy and the opportunities on offer.

Not only did this programme engage students, but with 110 Nestlé staff directly engaging with student participants over the three years, the programme was a learning opportunity for both employees and the students they supported. It is opportunities like this that are invaluable in helping young people make key decisions about their future careers, in encouraging them to explore what inspires them, and in making them aware of the breadth of opportunities available. This, in turn, tackles youth unemployment by creating a strong foundation for students once they leave school and enter the world of work. Students are the leaders of tomorrow, and the Nestlé experience has opened up the minds of these students to the opportunities

that await them. It has also given them advice on how to pursue such opportunities, as well as providing them with key skills. This was demonstrated by the fact that, following their participation in the programme, 97% of students felt confident they would be able to build a career after leaving school/college.

Nestlé has created more than 2000 employment opportunities for young people since 2014, surpassing the initial target of 1,900. To support this pledge, Nestlé introduced new graduate and apprenticeship roles, as well as, transitioned to a strengths-based methodology across all of its programmes to enable candidates from all backgrounds to progress through the recruitment process.

Moving forward, Nestlé has announced that they will offer at least 3,000 new employment opportunities for young people in the UK and Ireland by 2020.

This pledge is part of the Nestlé Needs YOUth pledge to offer 35,000 work opportunities for young people in Europe, the Middle East and North Africa by 2020.





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