

PWC/BaxterStorey 2018 (update) Pledge



This commitment will be implemented by June 2020

This is a UK wide pledge

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Through a robust programme of innovation and marketing, including pop-ups, events and seasonal promotions, we commit to increasing the overall percentage of veg purchased across the PwC UK estate to 25% by June 2020

This aligns with point 4 on the Commitments Framework

Monitoring

We will measure success throughout the year using sales generated from each innovation as it happens, but our ultimate success and reporting will be determined through analysis of the purchase value relative to our baseline of 15%.