



Responsible Advocacy Policy

Introduction and purpose:

From time to time, innocent engages with politicians, policymakers and regulators as it is an important and legitimate way for us to support better public policy outcomes.

This Responsible Advocacy Policy sets out how we engage responsibly, ethically and transparently with public decision-makers. It ensures that all advocacy activity is conducted with integrity and in compliance with applicable laws.

Our approach is grounded in two fundamental principles:

- Political neutrality – we do not support or oppose political parties or candidates.
- Transparency – we engage openly, honestly and in good faith.

Scope:

This policy applies to all innocent employees and contractors acting on behalf of innocent in relation to public policy, government affairs or political engagement.

Our approach and policy commitments:

innocent adopts the following principles:

Principle	Commitment	Application at innocent
1. Integrity	We act ethically and responsibly in all advocacy activity.	All engagement with policymakers must comply with our Code of Conduct, Anti-Bribery Policy and applicable laws.
2. Legitimacy	Our advocacy is lawful and evidence-based	We use accurate, fact-based information and evidence.
3. Consistency	Our advocacy aligns with innocent's purpose, values and public commitments.	We will not advocate for positions that contradict our commitments or public statements.
4. Transparency	We engage openly and honestly with political stakeholders.	We are clear about who we are, whom we represent and the purpose of our engagement. Innocent is signed up to the EU Transparency Register, reference number: 827489449549-81
5. Accountability	Advocacy activities are appropriately governed by the Head	Relevant teams provide oversight of political engagement.

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	of Force for Good and overseen by Board.	
6. Collaboration	We engage constructively to help shape better policy outcomes.	We work collaboratively with policymakers, NGOs and peers where this can drive positive systemic change.

Working with policymakers:

Our focus is on constructive dialogue and long-term solutions rather than short-term advantage.

Political neutrality and donations:

- innocent is politically neutral
- We do not make donations to political parties, candidates or political campaigns
- We do not provide in-kind support, services or resources to political parties
- We do not accept donations or services from political parties

Working with other organisations

We may pay membership fees to trade associations or support non-partisan campaign groups (e.g. environmental NGOs) where their objectives align with our values and operate within the law. All contracts with any third-party organisations are reviewed and approved by Force for Good and legal.

Anti-bribery, gifts and hospitality:

All advocacy activity must comply with:

- The UK Bribery Act 2010
- Local laws in all markets where we operate
- innocent's Anti-Bribery and Corruption Policy
- Business Code of Conduct

No gifts, hospitality or other benefits may be offered to government officials with the intention of influencing decisions and is strictly governed by our internal policies.

Membership of Trade Associations and advocacy groups:

innocent is a member of various trade associations and may collaborate with advocacy coalitions where aligned with our purpose and values.

Governance

Policy availability: The policy is available to all employees on our internal website and signposted to those that operate within this field within the business.

Approval: All advocacy activity needs to be approved by the Head of Force for Good.

Compliance: Key elements such as the anti-bribery policy are part of the mandatory training of the Business Code of Conduct that all employees must complete.

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Monitoring: Advocacy activity is tracked within the Force for Good and Food Reg team.

Complaints: can be raised via our people champs who manage complaints and can escalate internally as needed. They can be reached at hello@innocentdrinks.co.uk.

Complaints can also be made anonymously via The Coca Cola EthicsLine. This is a service run by a third-party, NAVEX Global.

Policy review: This policy has been approved by the innocent Board and is reviewed on an annual basis by the Head of Force for Good.

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2025 advocacy work

In 2025, we doubled down on something we've believed since day one: everyone should be able to access, afford and enjoy fruit and veg.

We brought together a coalition of charities, food businesses and health organisations to call on the Government to tackle poor access to fruit and veg across the UK, a problem that still affects millions of people. Together, we co-authored an [open letter](#) to Government, setting out five clear policy asks, including stronger support for the Healthy Start scheme and coordinated national action on fruit and veg access. The letter highlighted that two-thirds of adults and nine in ten children in the UK still don't eat enough fruit and veg.

The campaign gained momentum in Parliament when Mike Reader MP, Chair of the All-Party Parliamentary Group for Food and Drink, [supported the coalition's call](#) and urged the Government to act. In June, we convened a parliamentary roundtable, alongside other organisations, to explore how retailers, brands, charities and policymakers can work together to improve access to fruit and veg.

Participating in high-level discussions about the future of agriculture

We remain passionate about securing resilience in our supply chain and supporting farmers' transition to farming practices that help make less impact on our land and climate. To keep the important topic of regenerative agriculture on the policy agenda, we sponsored a Euractiv event in Brussels called 'Navigating the future of agriculture and food', which focused on the future of the agri-food sector and was attended by EU policymakers. Alongside the event, we published an opinion piece in Euractiv, in which our head of sustainability shared our policy priorities on regenerative agriculture and the Farmer Innovation Fund. It set out how we are working with our suppliers to help support them with the move to regenerative farming practices that improve and protect soil health, water resources and biodiversity. You can read this in full [here](#).

In November, we went to Parliament to put fruit & veg front and centre at exactly the moment spending decisions were being made. We spoke directly with Members of Parliament (MPs) and advisers about the need to make fruit and veg easier to access for everyone. On the day, 20 MPs and policy advisers met with us and added their names to our board, pledging to be fruit and veg champions and support action to increase access.

AIJN Industry Summit

We were delighted to support our trade body, AIJN (the European Fruit Juice Association), at its juice summit in Belgium in 2025. Our sustainability manager participated in a panel discussion on the importance of collaboration across the juice sector to drive sustainability.

Organised by the European Fruit Juice Association (AIJN), the International Fruit and Vegetable Juice Association (IFU) and Global Fair (SGF), the summit brought together top executives, producers, suppliers, retailers and researchers to explore the challenges and innovations shaping the industry's future.

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Sustainability took centre stage, with the AIJN sharing its new sustainability strategy, which sets out a shared framework to align efforts across the juice value chain. Our CEO, Nick Canney, introduced the strategy and highlighted the need for coordinated action to make the sector future-proof, prosperous and more sustainable.

A panel discussion followed Nick's introduction, showcasing inspiring examples of collaboration and innovation in the field of sustainability, with innocent sharing the work we have been doing with the Sustainable Juice Platform on apple farming in Poland.

While we've been busy campaigning, innocent does not make any financial or in-kind contributions to political parties, candidates or political organisations.

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