



UK, May 19th 2016

“How marketers can put social purpose into practice”

Ann Evans, Social Innovation Manager at Danone Nutricia Early Life Nutrition UK, features in Marketing Week talking about the importance of leadership and integrating social purpose into business strategy.

Read the [article in Marketing Week here](#).

###

About Danone Nutricia Early Life Nutrition UK

Danone Nutricia Early Life Nutrition UK specialises in products and services for pregnant women, babies and young children. Our aim is to support informed nutritional choices in the critical first 1,000 days of life, from conception to toddlerhood, when health can be positively influenced for a lifetime.

Part of world-leading food company Danone, the business employs 250 dedicated people and has over 100 years of experience, which drives the provision of science-based education, services and products to parents and healthcare professionals around the UK.

Our heritage and expertise is underpinned by an absolute commitment to the highest possible nutrition and quality standards, and to continuous product and social innovation.

For further information about Danone Nutricia Early Life Nutrition, visit <http://corporate.danone.co.uk/>

