



Unilever Sustainable Living Plan

In 2010, we launched the Unilever Sustainable Living Plan, our blueprint for 'decoupling' our growth from our environmental impacts.

Three outcomes

The Plan will result in three significant outcomes by 2020:



We will help more than a billion people take action to improve their health and well-being.



We will halve the environmental impact of the making and use of our products.



We will enhance the livelihoods of thousands of people in our supply chain.

Why are we doing it?

There is a clear business case for integrating sustainability into our brands. A growing number of consumers want reassurance that the products they buy are sustainably sourced. Many retailers, too, have sustainability goals of their own and need the support of suppliers like Unilever if they are to achieve them. Developing countries which face the greatest sustainability challenges – deforestation, water scarcity and poor sanitation – represent major growth markets for Unilever, so if we can develop products today that help people adapt to the changing environment of tomorrow, it will help us grow faster in future. And managing our business sustainably not only generates cost savings, it can also save consumers money.

A growing number of consumers want reassurance that the products they buy are sustainably sourced.

Our Plan is ambitious because it looks at many of the impacts our products have on the world around us, and sets targets that go far beyond our own operations. We look at the full lifecycle of our products.

Understanding lifecycle impacts is crucial to delivering our new target of reducing our overall environmental impacts across our value chain while doubling the size of our business. Lifecycle assessment (LCA) is one of a number of techniques we use to help us understand our environmental impacts. We use LCA when designing new products, to raise awareness of environmental impact within our categories, and within specific case studies.

LCA was crucial to the work we undertook on assessing the impacts of our brands through our Brand Imprint methodology that we started in 2005. This supported our commitment to manage and reduce our environmental impact across our total value chain in the four areas of greenhouse gas emissions, water, waste and sustainable sourcing, which led to the launch of the Unilever Sustainable Living Plan in November 2010. The implementation of the lifecycle-based approach and metrics will allow us to track performance of 50 targets across our portfolio, enabling us to show consumers how their small individual actions can add up to a big difference.



Sustainability goals

We have set ourselves ambitious targets in our Sustainable Living Plan:

Health and hygiene

By 2020, we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people.

Nutrition

By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.

Greenhouse gases

By 2020 we aim to halve the greenhouse gas impact of our products across the lifecycle – from the sourcing of raw materials, through to consumer use and disposal.

Water

We aim to halve the water associated with the consumer use of our products by 2020. We will focus our efforts in countries that are populous and water-scarce – countries where much of Unilever's growth is expected to happen.

Waste

From the factory floor to the shop shelf, we will reduce, reuse, recycle and eliminate packaging materials from the life-cycles of our products. We aim to halve the waste associated with the disposal of our products by 2020.

Sustainable sourcing

Food security is under threat from rising populations, changing weather patterns, water scarcity and unsustainable farming practices. Half our raw materi-

als come from farms and forests. By 2020 we will source 100% of our agricultural raw materials sustainably.

Better livelihoods

We work with hundreds of thousands of smallholder farmers, small-scale distributors and micro-entrepreneurs, many of whom are in the developing world. We help them to improve their skills and increase productivity so that they can increase their income and standard of living.

Our goal is to link 500,000 smallholder farmers into our supply network. We will help to improve their agricultural practices and thus enable them to supply into global markets at competitive prices.

We will also increase the number of Shakti entrepreneurs – door-to-door sales operators in rural India – that we recruit, train and employ from 45,000 in 2010 to 75,000 in 2015.

- By **2020** we will help more than **1 billion people to improve their hygiene habits** and we will bring safe drinking water to 500 million people
- If we used concentrated variants we would **save over 4 million tonnes of CO2 per year**, equivalent to taking 1 million cars off the road annually
- More than **500 billion** litres of water would be **saved** if all our laundry product users in Asia and South Africa used Comfort One Rinse
- Our registered Suave shampoo bottle saved the equivalent of more than **100 million** plastic bottles over four years
- The upside-down deodorant pack for Rexona, Sure and Dove uses up to **18% less plastic** in each pack
- All Lipton Yellow Label and PG Tips tea bags in Western Europe **were sourced from Rainforest Alliance Certified farms** by 2010
 - Covering 70 tea estates and **38,000** smallholder farmers
 - Providing good working conditions for **175,000** tea growers and conserving water supplies and protecting wildlife

See the Unilever Sustainable Living Plan at:
www.sustainable-living.unilever.com/