



# Integrating environmental decision making into the product innovation process

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Tony Taylor  
Unilever

# Presentation Outline



- Unilever Sustainable Living Plan
  - Life Cycle approach to understanding the environmental impacts of our business
- Integration environmental considerations into product innovation
  - Environmental Assessment Tools
- Summary and targets

# Our products and brands



# Our vision



We work to create a better future every day.

We help people feel good, look good and get more out of life with brands and services that are good for them and good for others.

We will inspire people to take small, everyday actions that can add up to a big difference for the world.

We will develop new ways of doing business with the aim of doubling the size of our company while reducing our environmental impact.



# Unilever Sustainable Living Plan

# Three key features

**ALL BRANDS  
ALL  
COUNTRIES**

**LIFECYCLE  
IMPACTS**

**SOCIAL**

**ECONOMIC**

**ENVIRONMENTAL**

Raw Materials



+

Manufacture



+

Transport



+

Consumer Use



+

Disposal





# Three big goals



HELP  
**1 BILLION**  
PEOPLE IMPROVE  
THEIR HEALTH  
& WELLBEING

**HALVE**  
ENVIRONMENTAL  
FOOTPRINT OF  
OUR PRODUCTS  
(GHG/Water/Waste)

SOURCE  
**100%**  
OF AGRICULTURAL  
RAW MATERIALS  
SUSTAINABLY



# Environmental impact metrics



**Greenhouse gases per consumer use**  
CO<sub>2</sub> equivalents across the product lifecycle (grams)



**Water per consumer use in water-scarce countries**  
Water added to the product plus the water used by consumers in water-scarce countries (litres)  
Water-scarce countries: China, India, Indonesia, Mexico, South Africa, Turkey and USA



**Waste per consumer use**  
Packaging and product leftovers that have not been reused, recycled or recovered (grams)



**Sustainable Sourcing per weight of material**  
Raw or packaging material sourced from verifiable sustainable renewable sources or made from recycled materials (% by weight)





# Product lifecycle approach



**1,600**  
PRODUCTS

**14**  
COUNTRIES

**70%**  
OF SALES

**Streamlined measurement process**



# Environmental Footprint



**GHG**

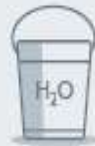
approx 50%



Water used in the raw materials we source

*This is an estimate and we are working with our partners to measure the water used to grow our crops*

<0.1%



Water we add to the product

50%



Water used by consumers in water-scarce countries

**Water**



**Waste**



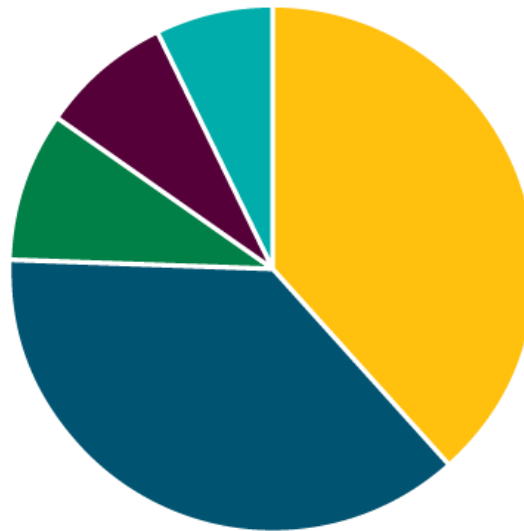
# Our footprint by category



## Greenhouse gas by category



## Water by category



## Waste by category



- Soap, shower gel & skin care
- Laundry detergents & fabric conditioners
- Shampoo & conditioners
- Soups, sauces & stock cubes

- Tea & beverages
- Household cleaners
- Ice cream
- Margarine & spreads

- Mayonnaise, mustard & dressings
- Deodorants
- Toothpaste



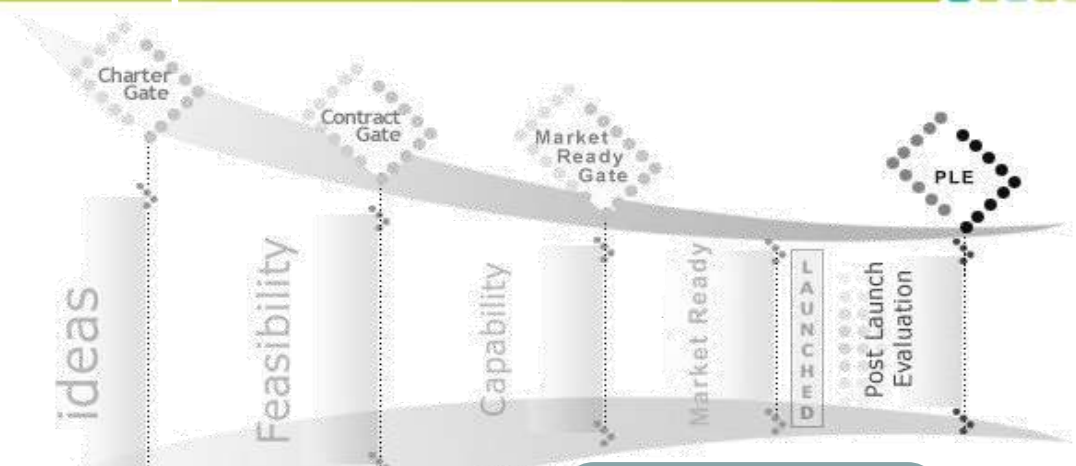
# Sustainability by Design



- Role of innovation in meeting Unilever's targets
- Fast Moving Consumer Goods
  - Diverse product portfolio
  - Short innovation time
- Early involvement of sustainability considerations, and at every critical stage
  - Engagement in the idea generation phase
  - Anticipation of environmental knowledge requirements during innovation through tools and guidance
- Directional views: innovations are compared to existing 'comparison products'



# Embedding Environmental thinking in the innovation process



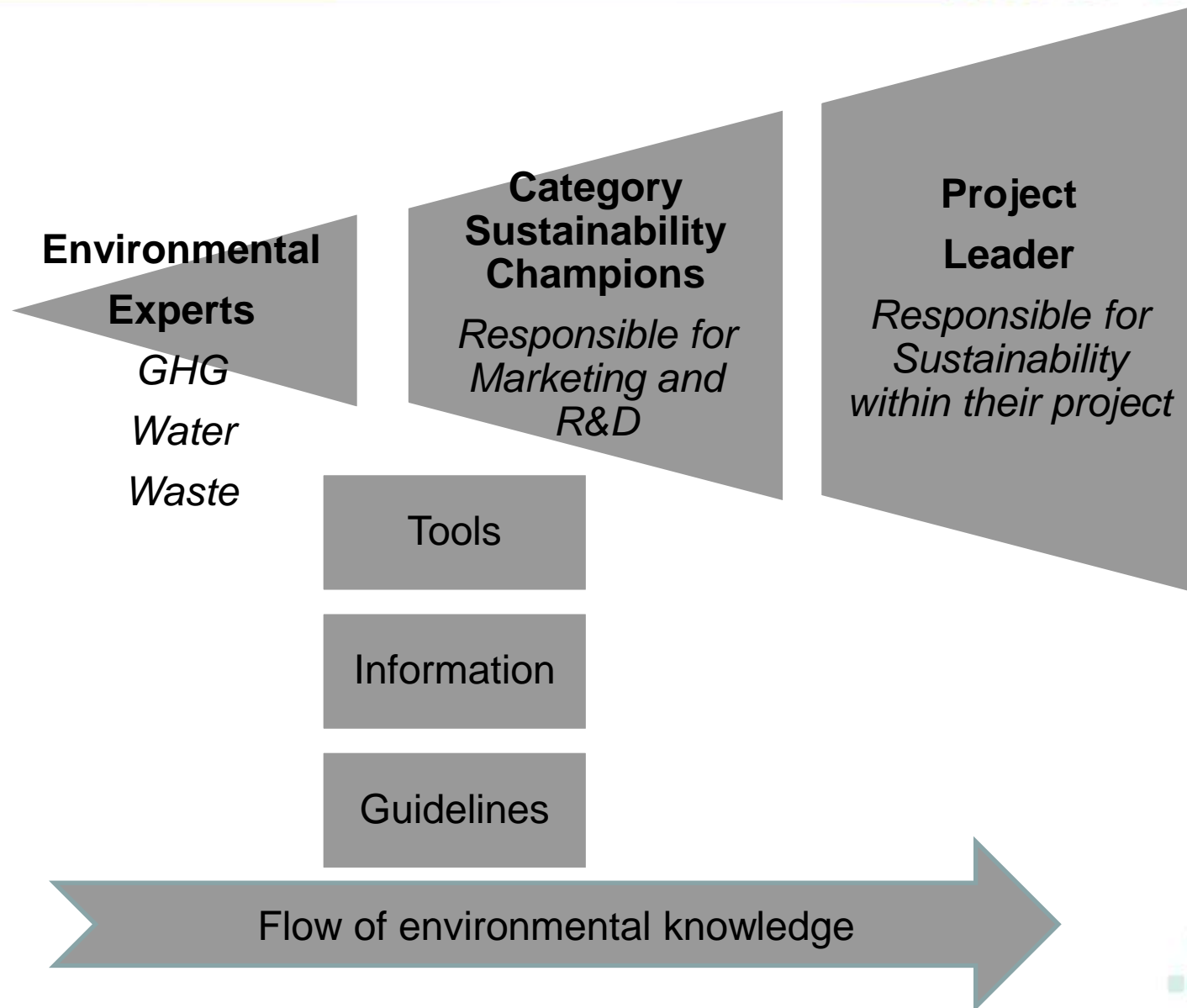
**Environmental  
action standard  
in project brief**

**Qualitative  
Environmental  
Assessment**

**Quantitative  
Environmental  
Assessment**



# Training and Implementation





- The Plan provides focus for resource and actions
  - Considers the full value chain
  - Emphasis on sustainable management and measurements
- Environmental tools developed to support innovation
  - Use is mandatory
  - Project leaders accountable with senior management buy-in
  - Network of “sustainability champions” to ensure engagement and support
- Targets can only be achieved through partnerships, innovation and consumer behaviour change

# Summary of targets



## Improving Health & Well-being

## Reducing Environmental Impact

## Enhancing Livelihoods

### HEALTH & HYGIENE

### NUTRITION

### GREENHOUSE GASES

### WATER

### WASTE

### SUSTAINABLE SOURCING

### BETTER LIVELIHOODS

Reduce diarrhoeal disease

Improve heart health

Reduce GHG from skin cleansing & hair washing

Reduce water use in agriculture

Reduce packaging

Sustainable palm oil

Help smallholder farmers

Improve oral health

Reduce salt

Reduce GHG from washing clothes

Reduce water use in laundry process

Reuse packaging

Sustainable paper & board

Support micro-entrepreneurs

Improve self-esteem

Reduce saturated fat

Reduce GHG from manufacturing

Reduce water use in skin cleansing & hair washing

Recycle packaging

Sustainable soy

Provide safe drinking water

Remove trans fat

Reduce GHG from transport

Reduce water use in manufacturing

Reduce waste from manufacturing

Sustainable tea

Reduce sugar

Reduce GHG from refrigeration

Tackle sachet waste

Sustainable fruit & vegetables

Reduce calories

Eliminate PVC

Sustainable cocoa

Provide healthy eating information

Sustainable sugar, sunflower oil, rapeseed oil & dairy



Thank you!

Contact:

[Tony.Taylor@unilever.com](mailto:Tony.Taylor@unilever.com)

For more info on Unilever's  
Sustainable Living Plan:

<http://www.sustainable-living.unilever.com/>

or

[www.unilever.com](http://www.unilever.com)