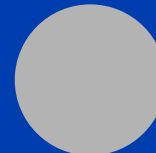
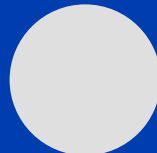
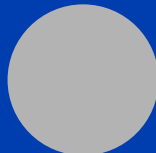
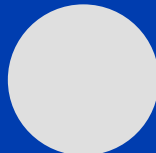
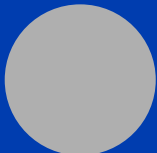


Sustainable Products @ P&G

Prof. Dr. Marina Franke
Manager Global Sustainability
Procter & Gamble Service GmbH
Franke.m@pg.com

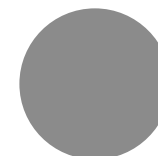
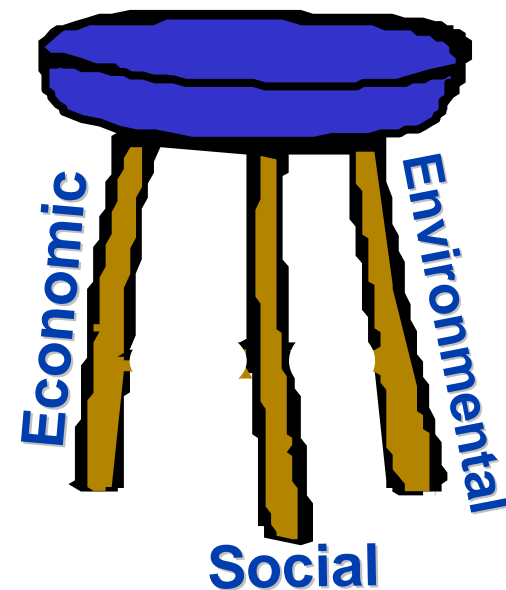
UNEP Conference
“Sustainable Consumption & Production”

Stockholm, June 26-28, 2007



Sustainable Development at P&G

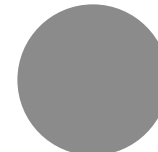
- Sustainability Definition: Ensuring improved quality of life “now and for generations to come”
⇒ Consistent with P&G Statement of Purpose „to improve the lives of the world’s consumers“.
- The synergy between economic development, social equity, and the environment.
- Sustainability is important to P&G to leverage the power of innovation.



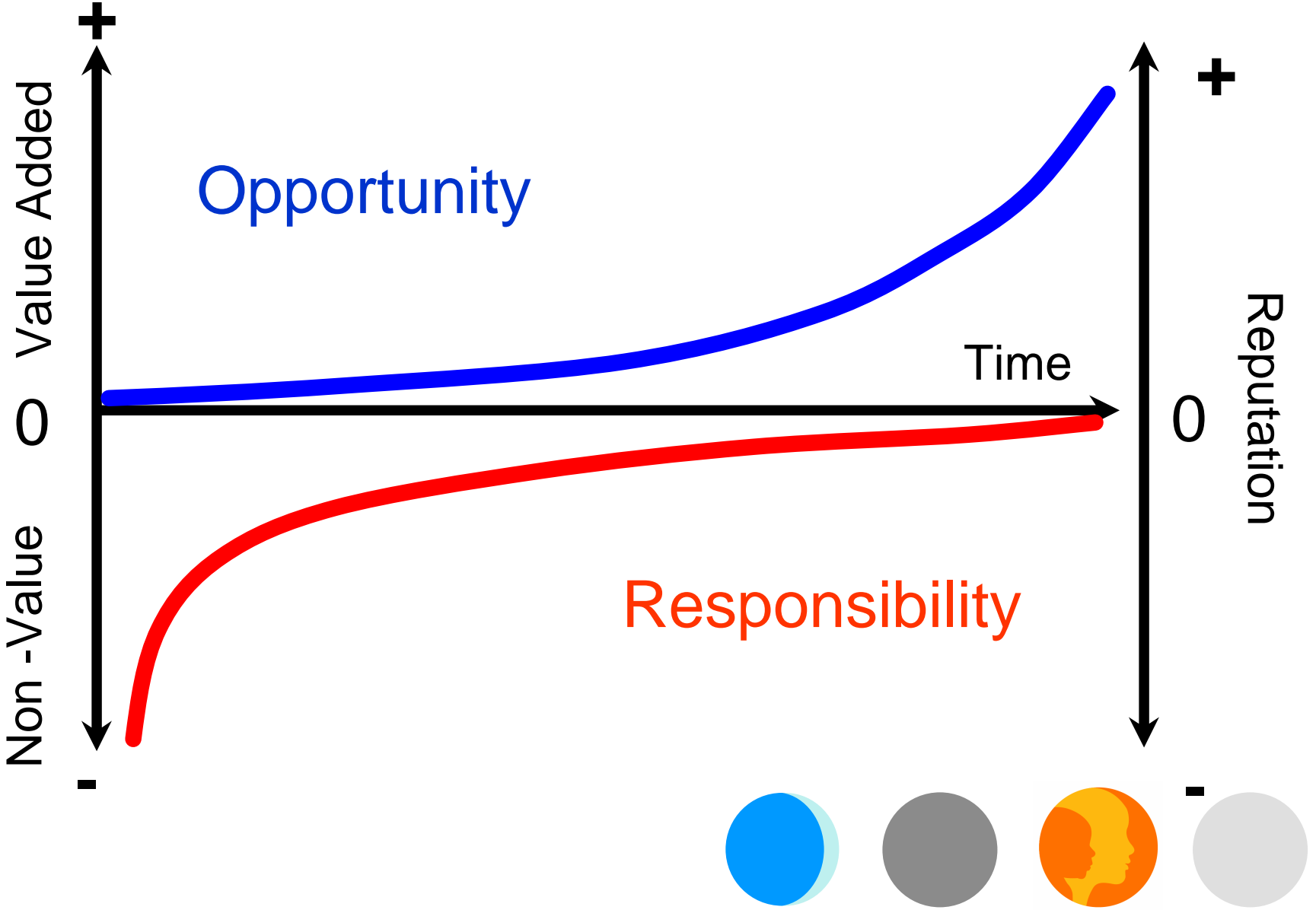
Sustainability Focus

- Environmental pollution and resource management
- Labor Practices (e.g. Child Labor & Wages)
- Supply Chain Expectations
- Stakeholder Interface (e.g. NGO's)
- Transparency in Reporting
- Human Rights & Bribery

Only About Reducing Negatives ?



Define Sustainability Broadly



P&G Sustainability Matrix

Social/Economic

Environmental

Opportunity

Responsibility

Sustainable Innovation

Doing the right thing



P&G Sustainability Matrix

Social/Economic

Environmental

Opportunity

Responsibility



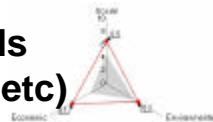
**Dow Jones
Sustainability Indexes**
Member 2006/07

Environmental Quality policy & management system

Product Safety Policy



**Product Safety assessment tools
(Risk Assessment, LCA, PSAT, etc)**



Science-in-the-Box, P&G Perspectives, Science of Beauty

Sustainable Forestry



Ongoing Environmental Responsibility

P&G pioneered

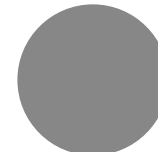
- Environmental Reporting 1970's
- Global Environmental Reports since 1993
- P&G Global Environmental Management System




Product Safety @ P&G

1000+ employees globally in Product Safety & Regulatory Affairs and Health, Safety & Environment departments assess safety of P&G ingredients, finished products, manufacturing operations throughout their life-cycle.


- for workers in laboratories and plants
- for communities around plants
- for consumers
- for professional users
- for environment around plants and after product use



“Science in the Box”



Science in the box



Touching lives, improving life. **P&G**

Home
Research & Development
Safety
Sustainability
Product Information
Special Topics
Publications & Material

▶ [SITEMAP](#)

Glossary

- ▶ [TECHNICAL TERMS](#)
- ▶ [CHEMICAL FUNCTIONAL DEFINITIONS](#)
- ▶ [INGREDIENT SAFETY INFORMATION](#)

Contact

- ▶ [YOUR FEEDBACK](#)
- ▶ [CONTACT US](#)

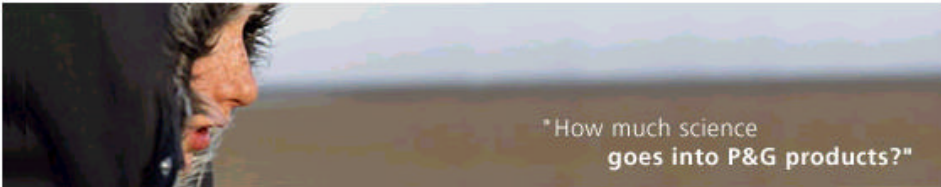
▶ [FILESAFE](#)
The Filesafe contains 0 items

"I am interested in..."

choose a topic

Find publication by
full text (type in a subject)

[GO](#)



How much science goes into P&G products?

Curious? Interested? Concerned?


Make up your own mind about P&G's product development and the science behind it.

Have you ever wondered what goes into the box - or bottle - of laundry detergent or dishwashing liquid you buy? With this site, we want to lift the lid and take you on a guided tour inside.

Research and Development

Discover how technological improvements, plus extensive consumer research programmes, are creating products of superior quality and value.

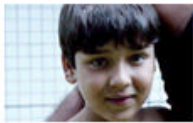
▶ [Read more](#)



Safety

Read about the comprehensive safety checks and risk assessment procedures that make P&G's products safe for you, for your family and for the environment.


▶ [Read more](#)



Sustainability


P&G's philosophy is that sustainability is all about ensuring a better quality of life for everyone, today and for generations to come. This section introduces the Product Sustainability Assessment Tool, the Life Cycle Assessment and regulatory information.

▶ [Read more](#)



Product Information

Learn about your favourite products and their chemical compositions and safety in this section.



Feedback

This site was recently re-designed based on comments from our readers. We welcome your feedback.

▶ [Please tell us how we did.](#)

Animated

▶ [Our Top Ten Tips for better kitchen hygiene!](#)

Featured Content

▶ [Life Cycle Assessment](#) is a tool that aids us in our quest to create safe and environmentally sustainable products.

How this web site came to be: ▶ [the full story.](#)

Current Poll

What drives your laundry product buying decisions?

- How well it works
- Price
- Whether it contains perfume
- Environmental

Transparency



THE SCIENCE OF BEAUTY

- HOME
- RESEARCH & DEVELOPEMENT
- SAFETY
- SUSTAINABILITY
- PRODUCT INFORMATION
- SPECIAL TOPICS
- PUBLICATIONS

Search within P&G beauty

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▶ [ABOUT "THE SCIENCE OF BEAUTY"](#)

Glossary

▶ [INGREDIENT FUNCTIONAL DEFINITIONS](#)

▶ [INGREDIENT SAFETY INFORMATION](#)

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The Filesafe contains 0 items

"I am interested in..."

[▼](#)

THE SCIENCE OF BEAUTY



YOU ARE INSPIRATION - WE ARE INNOVATION

Have you ever wondered what goes into developing the bottle of shampoo or skin care product that you buy? This site will take you on a guided tour that describes how we develop and test the safety of our beauty products. Everyday, P&G Beauty scientists are developing cutting-edge technology to create breakthrough products that deliver on their promises and provide the best possible beauty experience.



Research and Development
Discover how technological improvements, plus extensive consumer research programmes, are creating products of superior quality and value.
[▶ Read more](#)

About "The Science of Beauty"

This is a new P&G Beauty science site that is being pilot-tested.

[▶ Read More](#)

Feedback

This site was designed to meet our stakeholders' needs.

[▶ We welcome your feedback.](#)

Sustainable Forestry Certification



- P&G requires certification of supplier forestry operations
- Use multiple schemes due to diverse pulp supply



Programme for
the
Endorsement of
Forestry
Certification



CSA International



Forest
Stewardship
Council (FSC)



Sustainable Forestry
Initiative (SFI)

P&G Sustainability Matrix

Social/Economic

Environmental

Opportunity

Responsibility



Dow Jones Sustainability Indexes
Member 2006/07

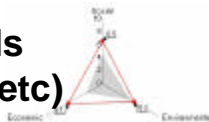
Eco-efficiency – cost savings

Environmental Quality policy & management system

Product Safety Policy



Product Safety assessment tools
(Risk Assessment, LCA, PSAT, etc)



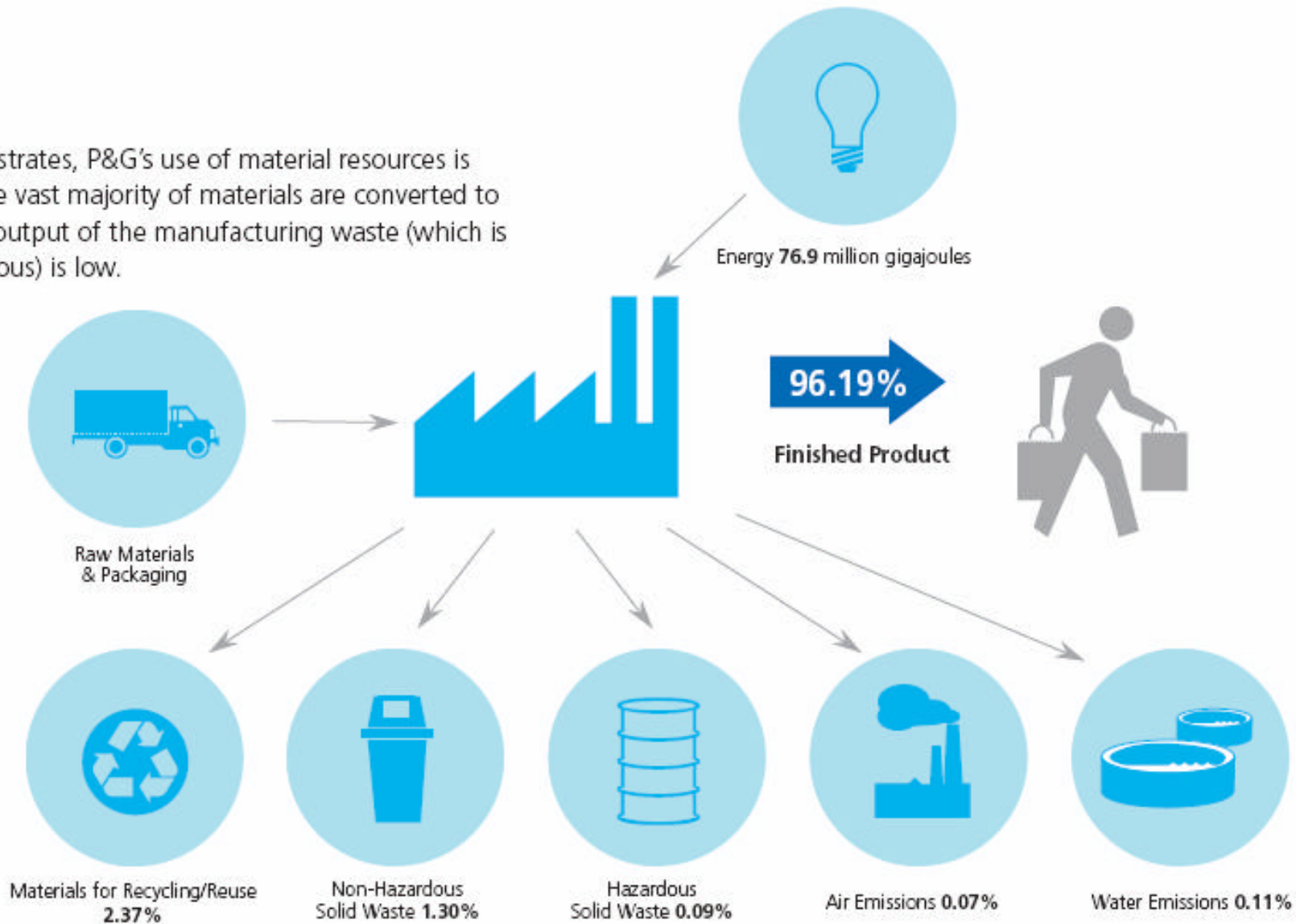
Science-in-the-Box, P&G Perspectives, Science of Beauty

Sustainable Forestry



Eco-efficiency

As the diagram illustrates, P&G's use of material resources is highly efficient. The vast majority of materials are converted to products, and the output of the manufacturing waste (which is largely non-hazardous) is low.



P&G Sustainability Matrix

Social/Economic

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Responsibility



Dow Jones Sustainability Indexes
Member 2006/07

Eco-efficiency – cost savings



PVP

Values and Policies

Worldwide Business Conduct Manual



**Live Learn and Thrive, Community programs
Disaster Relief & Preparedness**



Supplier sustainability guidelines & compliance



Science-in-the-Box, P&G Perspectives, Science of Beauty

Sustainable Forestry

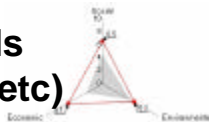


Environmental Quality policy & management system

Product Safety Policy



Product Safety assessment tools (Risk Assessment, LCA, PSAT, etc)



Sustainable Forestry

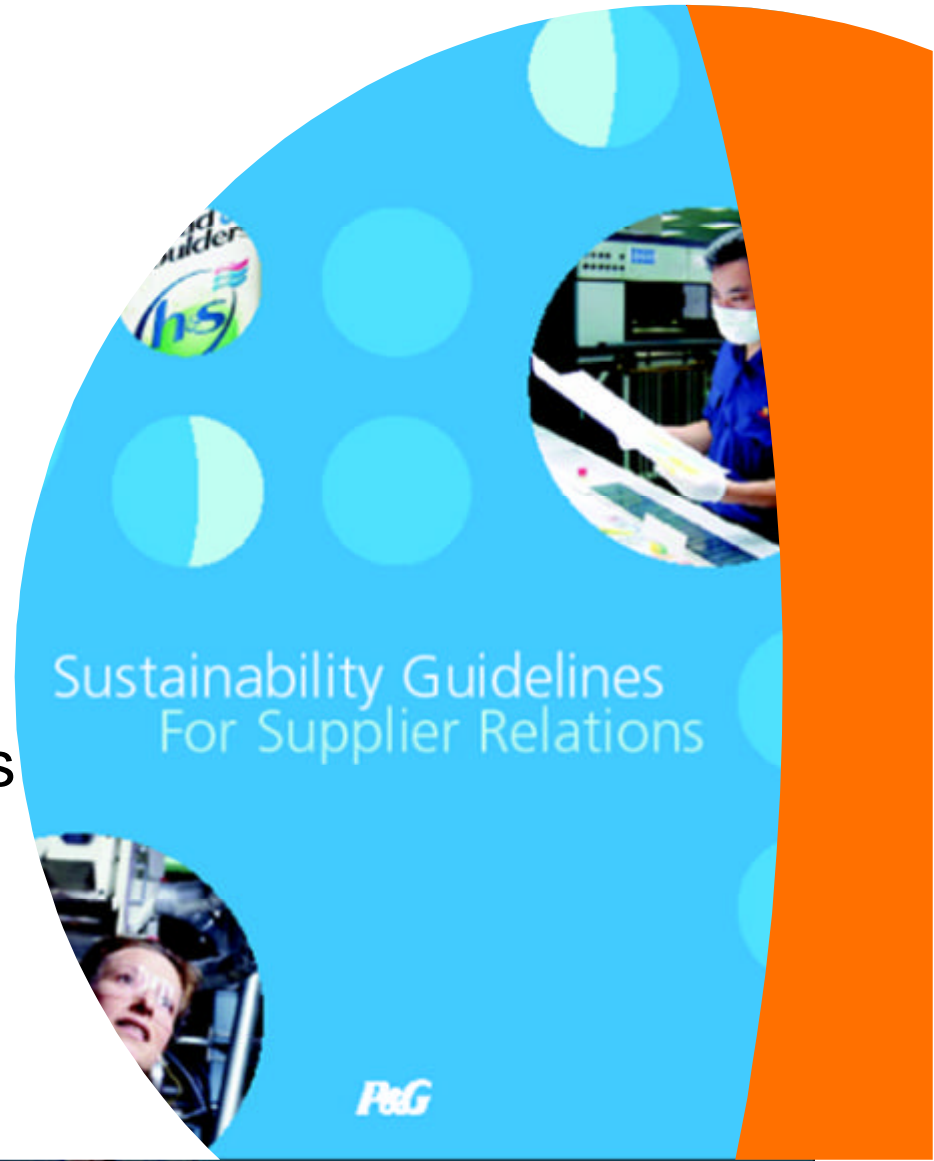
Corporate Social Responsibility

Global Supply Chain Management

Introduce our P&G Values and Principles to our Suppliers

⇒ Sustainability Guidelines for Supplier Relations

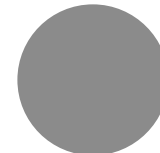
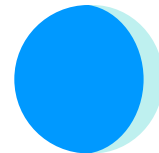
- Human Rights
- no Child Labor,
no Forced Labor
- Health and Safety Standards
- Environmental Quality
- Data Privacy



Corporate Social Responsibility

Our Employees

- Pension program
- P&G stock ownership
- Employee training programs
- Flexible work hours
- Mentoring programs
- Health programs & standards
- Wellbeing – Fitness Center



P&G's Global Corporate Cause



Development of Children in Need (ages 0-13)

Live Keep children healthy - prevent disease

Learn Places, tools and/or programs that enhance the ability to learn

Thrive Access to programs that help develop self-esteem and skills for life





10 year anniversary of
Project Hope in China

P&G Sustainability Matrix

Social/Economic

Environmental

Opportunity



Products for lower income consumers



PUR Program



Older population products



Child Development



Dow Jones Sustainability Indexes
Member 2006/07

Eco-efficiency – cost savings

Responsibility

Worker Health & Safety

Environmental Quality policy & management system

Values and Policies



PVP



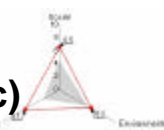
Product Safety Policy



Worldwide Business Conduct Manual

Supplier sustainability guidelines & compliance

Product Safety assessment tools (Risk Assessment, LCA, PSAT, etc)



Science-in-the-Box, P&G Perspectives, Science of Beauty



Live Learn and Thrive, Community programs
Disaster Relief & Preparedness

Sustainable Forestry



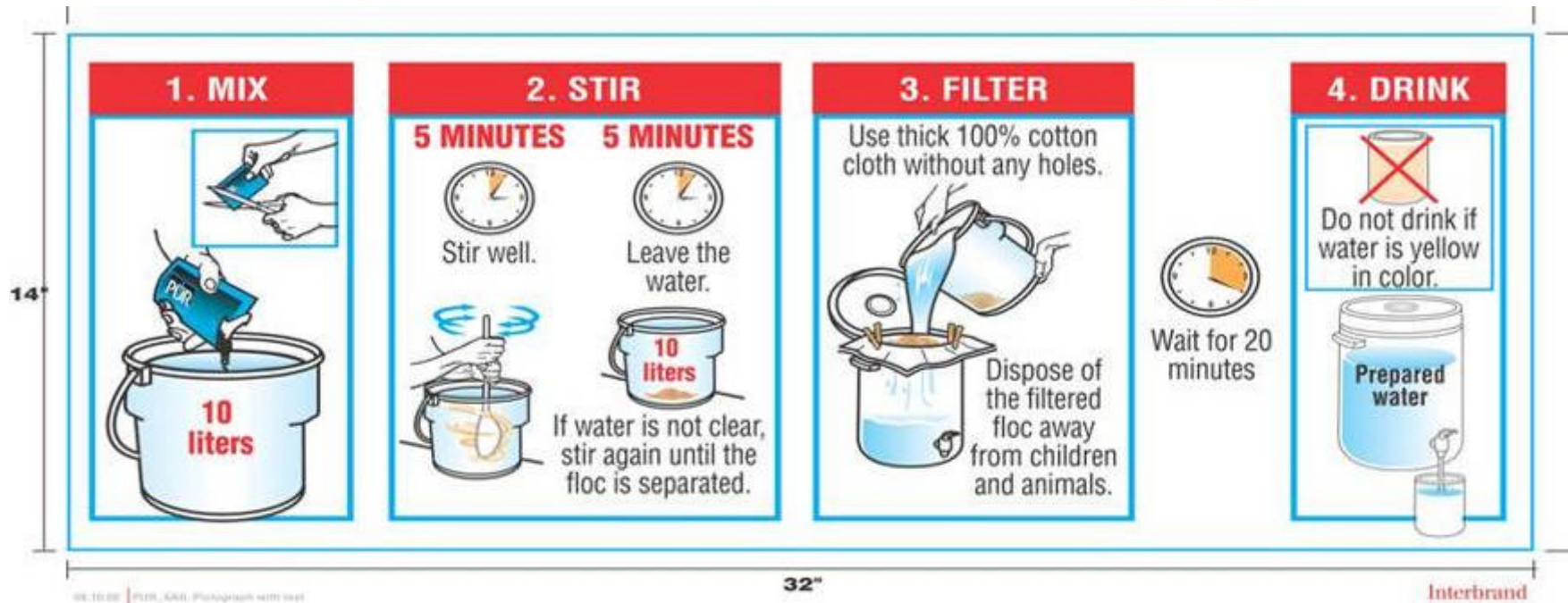


The need for Clean Water

- More than 1 billion people lack access to safe drinking water.
- More than 4,000 children die every day from diseases caused by drinking unsafe water.



PUR purifying process



Source Water



Floc Formation after PuR Addition



Floc Formation after Complete Stirring



Decanting the Water Through a Clean Cotton Cloth Filter



Clean Water Ready for Storage and Use

Removing Bugs

PUR is effective in removing bacteria, viruses and parasites



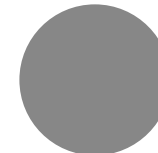
Removing Heavy Metals

PUR removes a range of heavy metals, including arsenic & lead.

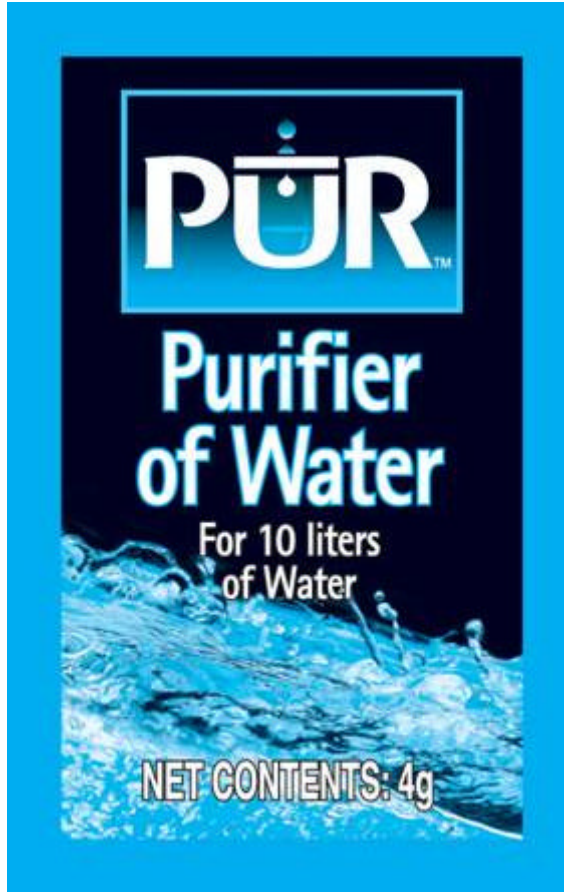


Arsenic poisoning

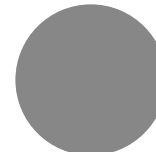
- Arsenic poisoning is a global problem, and is particularly bad in Bangladesh.
- Up to 85 million Bangladeshis are being poisoned by arsenic.
- Symptoms are similar to leprosy.



The Product - Sustainable Innovation



- Easy to use, at-home control
- Robust technology, visibly cleaner water
- Affordable
 - about the price of an egg



PUR – Purifier of Water

- **25 countries:**
Pakistan, Morocco, Kenya,
Haiti, Romania etc.
- Cooperation with **UNICEF, USAID,**
Internat`I Red Cross, PSI etc.



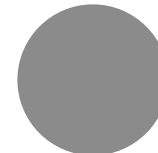
Reducing Water Consumption

Downy one Rinse

An innovative product in Latin America that is saving water in households that rinse laundry manually.



- Reduces water needed to wash laundry by 2/3
- Women / girls gain time for family, school or business



Safeguard Hand Wash Education Program



Safeguard Hand Wash Education Program

First grade students in 35,000 schools
In collaboration with CDC, WHO

China- 24 million grade since 1999

Pakistan - 7.5 million kids since 2003

Philippines- Just underway

Tools to drive memorability of hygiene education

Results of joint study with CDC

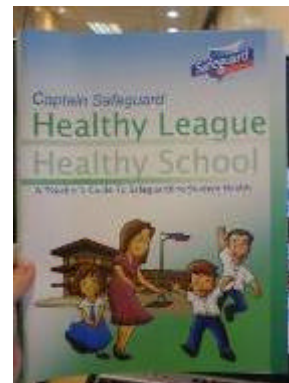
- Episodes of absence reduced 40%
- Days of absence reduced 54%



China



Philippines



Pakistan

P&G Sustainability Matrix

Social/Economic

Environmental

Opportunity



Children's Safe Drinking Water
P&G Live, Learn and Thrive Initiative

Products for lower income consumers

PUR Program



Child Development

Older population products

Sustainable Innovation Opportunity

Eco-efficiency – cost savings



Dow Jones Sustainability Indexes
Member 2006/07

Responsibility

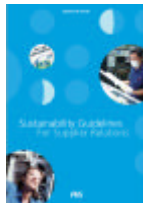
Worker Health & Safety

Environmental Quality policy & management system

Values and Policies



PVP



Product Safety Policy



Worldwide Business Conduct Manual

Supplier sustainability guidelines & compliance

Product Safety assessment tools (Risk Assessment, LCA, PSAT, etc)



Science-in-the-Box, P&G Perspectives, Science of Beauty



**Live Learn and Thrive, Community programs
Disaster Relief & Preparedness**

Sustainable Forestry



P&G Sustainability Matrix

Social/Economic

Environmental

Opportunity

New Opportunity



Products for lower income consumers



PUR Program



Older population products



Child Development

Retailer Sustainability



Commercial Products



Ariel Cool clean Tide HE



Dow Jones Sustainability Indexes
Member 2006/07

Eco-efficiency – cost savings

Responsibility

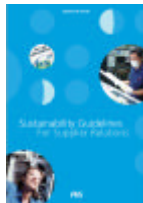
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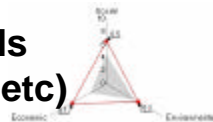
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Live Learn and Thrive, Community programs
Disaster Relief & Preparedness



Science-in-the-Box, P&G Perspectives, Science of Beauty

Sustainable Forestry



Ariel Cool Wash



Ariel Cool Wash – Peer Reviewed



<http://www.oeko.de/oekodoc/289/2006-008-de.pdf>

Ökobilanz und Lebenszykluskostenrechnung Wäschewaschen

Vergleich des Waschens bei
durchschnittlichen Waschttemperaturen mit
Waschen bei niedrigeren Waschttemperaturen

Freiburg/Hamburg,
16. August 2006

Endbericht

Im Auftrag der
Procter & Gamble Service GmbH

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Geschäftsstelle Freiburg
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D-79028 Freiburg
Tel. +49 (0) 7 51 – 45 295-0
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Tel. +49 (0) 701 – 45 295-0
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Autorinnen:

Ina Rüdener (Projektleitung)

Dr. Ulrike Eberle

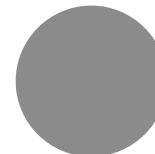
Dr. Rainer Grieblhammer

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D-64285 Darmstadt
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Fax +49 (0) 6151 – 01 91 33

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Novakstraße 10
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Fax +49 (0) 30 – 20 04 66-88

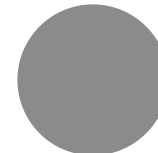
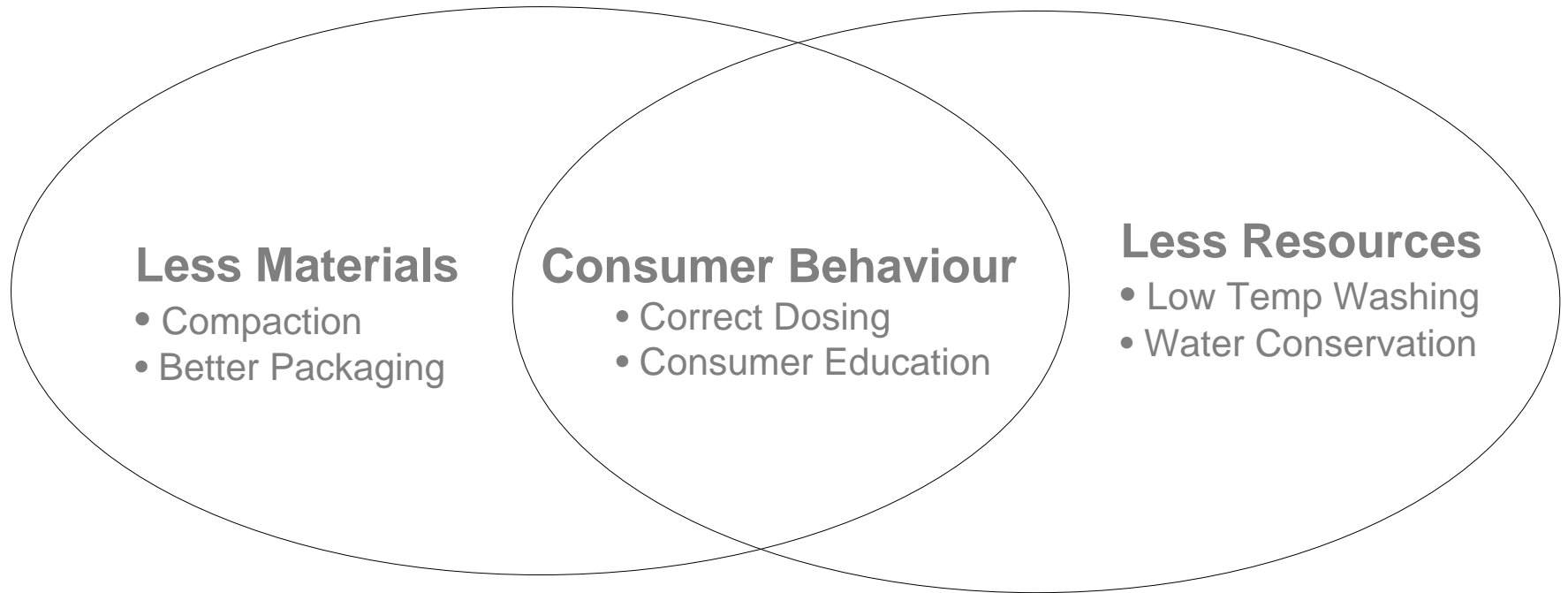
Online presence
⇒ Up to 40% less energy

<http://www.ariel-kalt-aktiv.de>





Laundry Sustainability Drivers



Millstone Coffee – Fair Trade

Rainforest Alliance Certified
- TransFair USA

- introduces social and environmental standards
- education of farmers, schools for children
- cooperation of small farmers, better investments
- 10 years alliance with TechnoServe (NGO)



P&G Sustainability Matrix

Social/Economic

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Children's Safe Drinking Water

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Retailer Sustainability



Ariel Cool clean Tide HE



Older population products



Child Development

Commercial Products

Eco-efficiency – cost savings



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Live Learn and Thrive, Community programs
Disaster Relief & Preparedness



Science-in-the-Box, P&G Perspectives, Science of Beauty

Sustainable Forestry



Sustainable Innovation
Doing the right thing

In Touch - Transparency

Reporting Responsibility

Annual Sustainability Reports since 1999:

www.pg.com/sr



2003



2002



2001



2000



1999



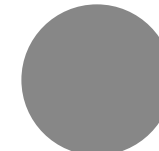
2004



2005



2006



Reporting Responsibility – External Recognition

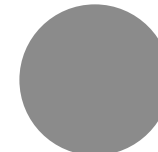
Winner in Dow Jones Sustainability Index

For the **7th straight year**, P&G named **#1** in DJSI for “Consumer Goods Company Group” (2,000 largest Dow Jones Companies)



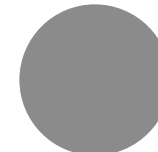
Have been on the **FTSE4Good** ever since the index was devised

Fortune Magazine ranked P&G as the **#1** among household and personal product companies (02/06)



DJSI - Recognition for our Sustainable Management Principles and Systems

- Engagement in developing countries
- esp. PUR, Nutristar
- Environmental and human safety of our plants worldwide
- Ethical business practices
(no child labor, no forced labor)
- Social Responsibility for employees and in local communities (Live, Learn and Thrive)



In Conclusion

- Turn attention from eliminating “negatives” to “creating positives”
- Move beyond eliminating “non-value” to creating “new value”
- Not just market-based solutions, but see the market itself as a solution
- Sustainability is not just removing the business risk
- Sustainability is an opportunity for business

