



# **UNILEVER'S SUSTAINABLE PACKAGING JOURNEY**

**JULIE ZANIEWSKI**  
**GLOBAL PACKAGING SUSTAINABILITY**

AXE®



Dove  


Degree  


Breyers  


Caress®

TIGI®



  
talenti.  
gelato & waffle

COUNTRY CROCK  
THE WORLD'S GREAT OIL OF

CLEAR



POND'S®

I can't believe  
it's not  
Butter!



MAGNUM  


NEXXUS®  
NEW YORK SALON CARE



Dove  
MEN  
+CARE



simple  




St. Ives  
FRESH. BETTER. NATURALLY!

Suave

TRESemmé  
USED BY PROFESSIONALS

Vaseline.

BED HEAD



**“MAKE  
CLEANLINESS  
COMMONPLACE”**



**400**  
**BRANDS**

**SALES IN**  
**+190**  
**COUNTRIES**

**OPERATIONS IN**  
**100**  
**COUNTRIES**

**150**  
**MILLION**  
**PURCHASES**  
**A DAY**

**USED**  
**2BN**  
**TIMES A DAY**

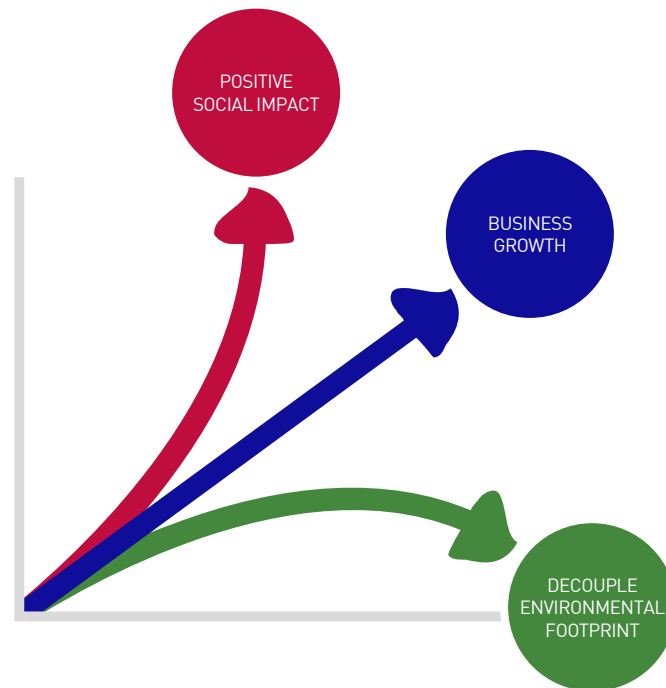
**8,000+ US EMPLOYEES**

**OUR PURPOSE**

**MAKE  
SUSTAINABLE  
LIVING  
COMMONPLACE**

# OUR VISION:

**DOUBLE THE SIZE OF OUR BUSINESS,  
WHILE REDUCING OUR ENVIRONMENTAL  
FOOTPRINT AND INCREASING OUR  
POSITIVE SOCIAL IMPACT**



# 3 BIG GLOBAL GOALS BY 2020

## UNILEVER SUSTAINABLE LIVING PLAN

**IMPROVING  
HEALTH  
AND WELL-BEING  
FOR MORE THAN  
1 BILLION**

**HEALTH AND HYGIENE**

**NUTRITION**

**REDUCING  
ENVIRONMENTAL  
IMPACT  
BY 1/2**

**GREENHOUSE GASES**

**WATER**

**WASTE**

**ENHANCING  
LIVELIHOODS  
FOR  
MILLIONS**

**FAIRNESS IN THE WORKPLACE**

**OPPORTUNITIES FOR WOMEN**

**INCLUSIVE BUSINESS**

**SUSTAINABLE SOURCING**

# PACKAGING FOCUS

Reducing  
Environmental  
Impacts

WASTE

Reduce packaging

Reuse packaging

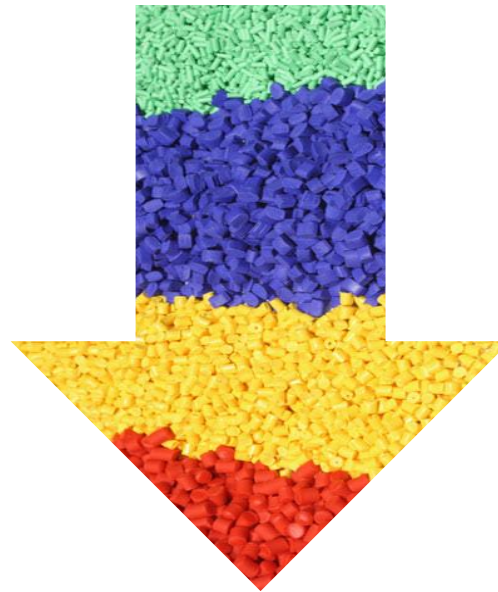
Recycle  
packaging

Reduce waste from  
manufacturing

Tackle sachet  
waste

Eliminate PVC

**RESOURCE  
REDUCTION**



**Reduce  
packaging**

**INCREASED  
RECOVERY**



**Recycle  
packaging**





**REDUCE  
WASTE**



# MOLDING TECH



**MuCell®**  
**Extrusion technology**  
**10% lighter bottles**



**DESIGN FOR  
RECYCLABILITY**



# VASELINE



Circa 1900



1995



2010 - present

**BY 2025, ALL OF OUR PLASTIC PACKAGING WILL BE REUSABLE, RECYCLABLE OR COMPOSTABLE**



**BY 2025, 25% OF PLASTIC PACKAGING WILL COME FROM RECYCLED PLASTIC CONTENT (POST CONSUMER RESIN, PCR)**

**CIRCULAR ECONOMY**

# POST CONSUMER RESIN



Lighter weight  
Recyclable  
50% rPET

# RECYCLING



#RethinkRecycling



how2recycle.info

'Rinse. Recycle. Reimagine.' consumer campaign  
How2Recycle labels on-pack

**SUSTAINABLE LIVING  
BRANDS HELP GROW  
OUR BUSINESS**

**GREW 30%**  
FASTER  
THAN THE REST OF  
THE BUSINESS

**50%**  
OF UNILEVER'S  
GROWTH

**GREW  
FASTER**  
THAN THEY DID  
IN 2014

SUSTAINABLE  
LIVING  
BRANDS

= +

SUSTAINABLE LIVING  
PURPOSE

SUSTAINABLE LIVING  
PRODUCTS

**2x**  
THE RATE OF  
GROWTH