



THE CONTEXT



Rising demand for resources



Resource price volatility



Supply Chain Shocks

THE UNILEVER SUSTAINABLE LIVING PLAN



The business opportunity in preparing for a context of resource insecurity: decouple growth from our environmental impact whilst increasing our positive social impact

Driving Growth

Cutting Costs

Managing Risks

UNILEVER'S WASTE AND RESOURCES STRATEGY



Designing for the Circular Economy

Transforming Markets

Game Changing Technology

Stimulating Recycling and Recovery

UNILEVER'S WASTE AND RESOURCES STRATEGY: EXAMPLES



Lasts as long with less packaging

New **Compressed** Deodorants

Dove

Standard 150ml

New 75ml

Compressed Deodorant

Reduce, Reuse, Recycle:
Achieved globally Zero Waste to Landfill

Increased use of recycled materials in packaging

Tackling the challenge of sachet waste

NEED FOR PARTNERSHIPS: SOME EXAMPLES



Metal Matters Programme



Work with Industry and CEMPRE



Community Waste Bank



Ellen McArthur Foundation

How to engage with the Consumer?

ROLE OF GOVERNMENTS



Scale up business initiatives to the macro level

Illustration:

EU Circular Economy Package: create an internal market for resources from waste:

- Set stretching, yet achievable targets with harmonized calculation rates for recycling
- Enhance the Extended Producer Responsibility Principle (EPR)
- Building an EU eco-design capability
- Support market uptake of recycled raw materials

THANK YOU!



[E-mail: Christiaan.Prins@Unilever.com](mailto:Christiaan.Prins@Unilever.com)

 @Christiaan1978