

**Daniela Gil Rios**  
FIESP - Novembro 2019

# P&G Today

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Sales	<b>\$66.8 Billion</b>
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Earnings	<b>\$9.8 Billion</b>
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Countries of Operations	<b>~70</b>
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Countries Where Our Brands are Sold	<b>180+</b>
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# Ambition 2030



## BRANDS

Use the power of innovation and our brands to delight consumers and drive positive impact



## SUPPLY CHAIN

Reduce our footprint and strive for circular solutions



## SOCIETY

Create transformative partnerships that enable people, the planet and our business to thrive



## EMPLOYEES

Engage and equip P&G employees to build sustainability thinking and practices into their work and their communities



# Ambition 2030

## GOALS

### BRANDS



- 100% of our leadership brands will enable and inspire responsible consumption.
- 100% of our packaging will be recyclable or reusable.
- We will build even greater trust through transparency, ingredient innovation, and sharing our safety science.

### SOCIETY



- We will find solutions so no P&G packaging will find its way to the ocean.
- We will protect water for people and nature in priority basins.
- We will advance recycling solutions for Absorbent Hygiene Products.

### SUPPLY CHAIN



- We will reduce our footprint and strive for circular solutions.
- We will protect and enhance the forests we depend upon.
- We will improve livelihoods of palm smallholders by increasing yields from existing lands.

### EMPLOYEES



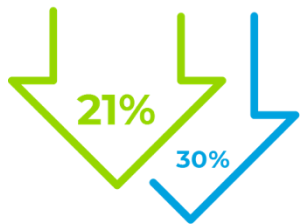
- We will integrate social and environmental sustainability as a key strategy in our business plans.
- We will educate employees across all levels.
- We will reward progress and integrate recognition in the individual's performance assessment.



# Environmental Progress vs 2010 Baseline against our 2020 Goals



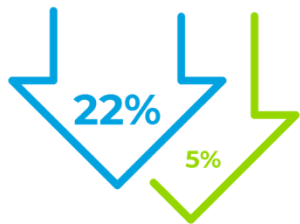
GHG



21% absolute reduction  
30% reduction per unit of production



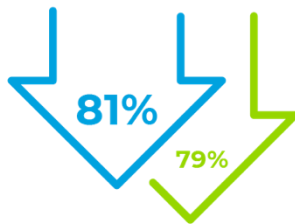
Energy



22% reduction per unit of production (exceeding goal early)  
5% absolute reduction



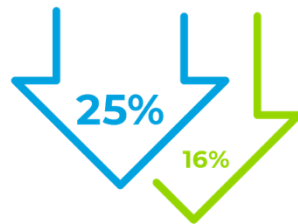
Waste



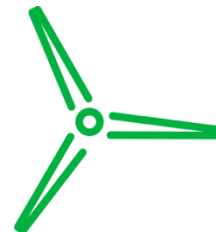
81% reduction in solid waste with 85% of our sites achieving zero manufacturing waste to landfill  
79% absolute reduction



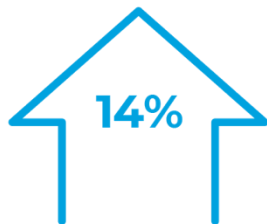
Water



25% reduction per unit of production (exceeding goal early)  
16% absolute reduction



Renewable Energy



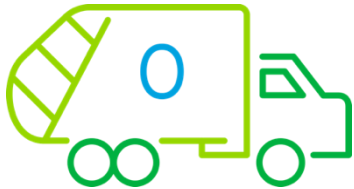
Currently 14% of our total energy comes from renewable sources





## That's Not Garbage

**85%** of our plants have achieved our 2020 goal of sending zero manufacturing waste to landfill.



**\$2Bn**  
in savings since  
2008

**5 million**  
tons of waste  
diverted from landfill



# A Sea of Change

As part of our Ambition 2030 goals, we are looking at holistic solutions that will make it possible that no P&G packaging finds its way to the ocean.

P&G is reducing the plastic we use and increasing recycled content and the recyclability of our packaging:



Limited-edition H&S and Fairy bottles in several European countries contain up to 25% recycled beach plastic.



Charmin and Puffs have moved to 100% recyclable packaging for many of their products.



Lenor will introduce 50% post-consumer resin into all transparent sizes in Europe, enabling the use of more than 2,700 tons of recycled plastic next year.





## Partnering for Change

Collaboration will be critical to driving positive change at scale. We've had some initiatives that we've been able to bring to life with our partners.

In Italy, we worked with Carrefour to create a sustainability campaign around beach litter that enabled shoppers to help choose which beach to clean by providing a donation with purchase.



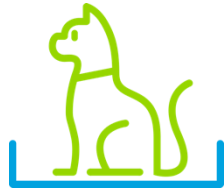


# That's Not Garbage

Our employees have changed their everyday behaviors, partnering with our Global Asset and Recovery Purchases (GARP) team to think of creative and innovative ways to find new life for our materials:



Suds that don't meet our specs to the landfill go to carwashes.



Scraps from some of our fem care products become cat litter.



Old shipping drums are repurposed into waste bins, school benches and tree containers.



# Materials Reduction

IMPROVEMENT ACROSS THE ENTIRE LIFECYCLE

New Product Design



Rigid to Flexible



Renewable materials



Optimizing Transportation Packaging

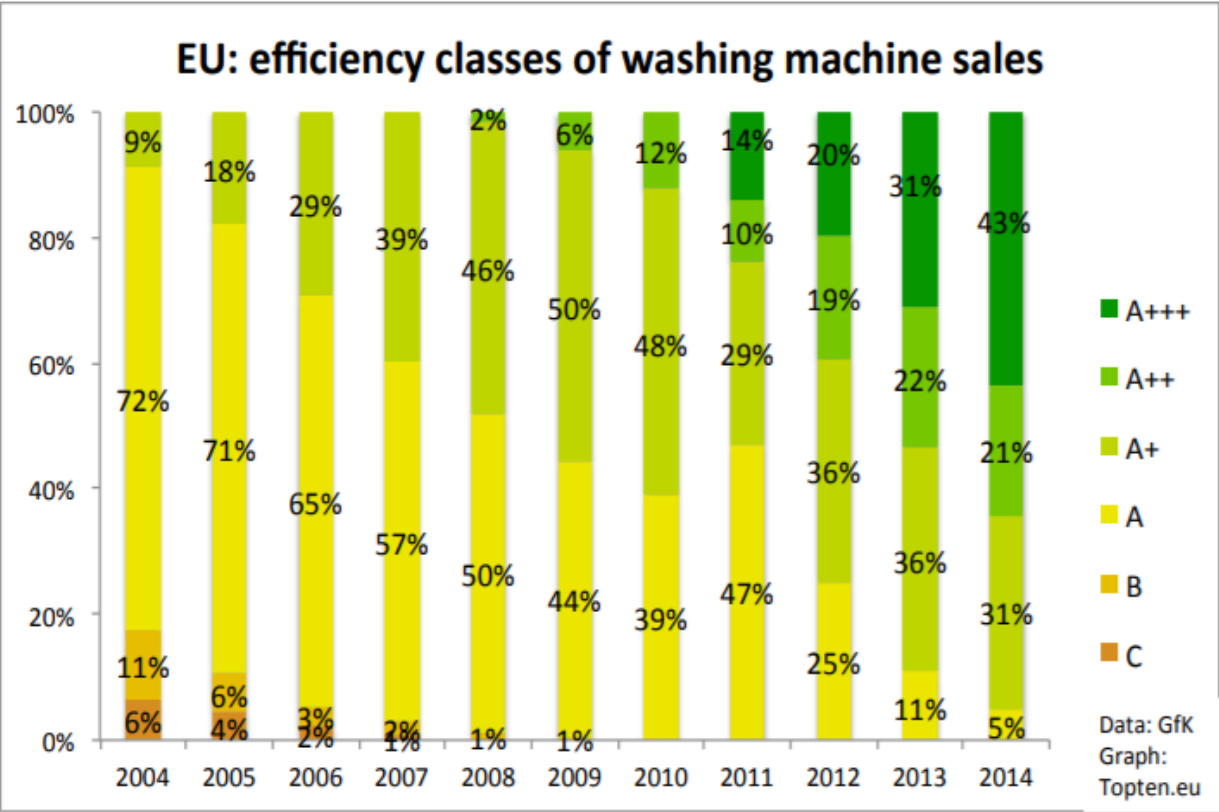


Compaction & New forms





# Changing Consumer Behavior via Education



Boyano Larriba, A. *et al*; Ecodesign and Energy Label for household washing machines and washer dryers, EUR 28809 EN, Publications Office of the European Union, 2017.



# Changing Consumer Behavior via Education

LONG LIVE FASHION!  
Make your clothes last with Ariel + Lenor

1

 Use a high quality liquid or single dose detergent

2

 Wash on cold and quick cycle

3

 Use a high quality fabric softener



Wash



Condition



Wear  
And repeat!

With proper care, we can slow down fast fashion and reduce the environmental impact of clothing:



Water saving

Carbon saving

Waste saving

According to WRAP,

20%

of clothes are thrown away because they are damaged, stained, worn out or lost shape.





# LOOP

## DRIVING CIRCULAR SUPPLY CHAINS

P&G and our leading brands recently announced our partnership with Loop, a novel circular solution eliminating the idea of waste, moving disposable supply chains to durable ones where the primary solution is reuse.

Loop represents a circular solution that is the outcome of partnerships over a broad number of players along the supply chain brand producers, retailers, waste management experts.





# ALLIANCE TO END PLASTIC WASTE

- P&G is a founding member and our CEO, David Taylor, is the Chair of the Alliance.
- \$1.5 Billion fund across the value chain to tackle end plastics waste in the Ocean.

*“Everyone agrees that plastic waste does not belong in our oceans or anywhere in the environment. This is a complex and serious global challenge that calls for swift action and strong leadership. This new alliance is the most comprehensive effort to date to end plastic waste in the environment”*



## INFRASTRUCTURE DEVELOPMENT

Infrastructure Development to collect and manage plastic waste, and increase recycling in areas of greatest need.



## INNOVATION

Innovation to minimize waste, and advance and bring to scale new technologies that make recycling and recovering plastics easier and create value from all post-use plastics.



## EDUCATION & ENGAGEMENT

Education and Engagement of governments, businesses, and communities to mobilize action.



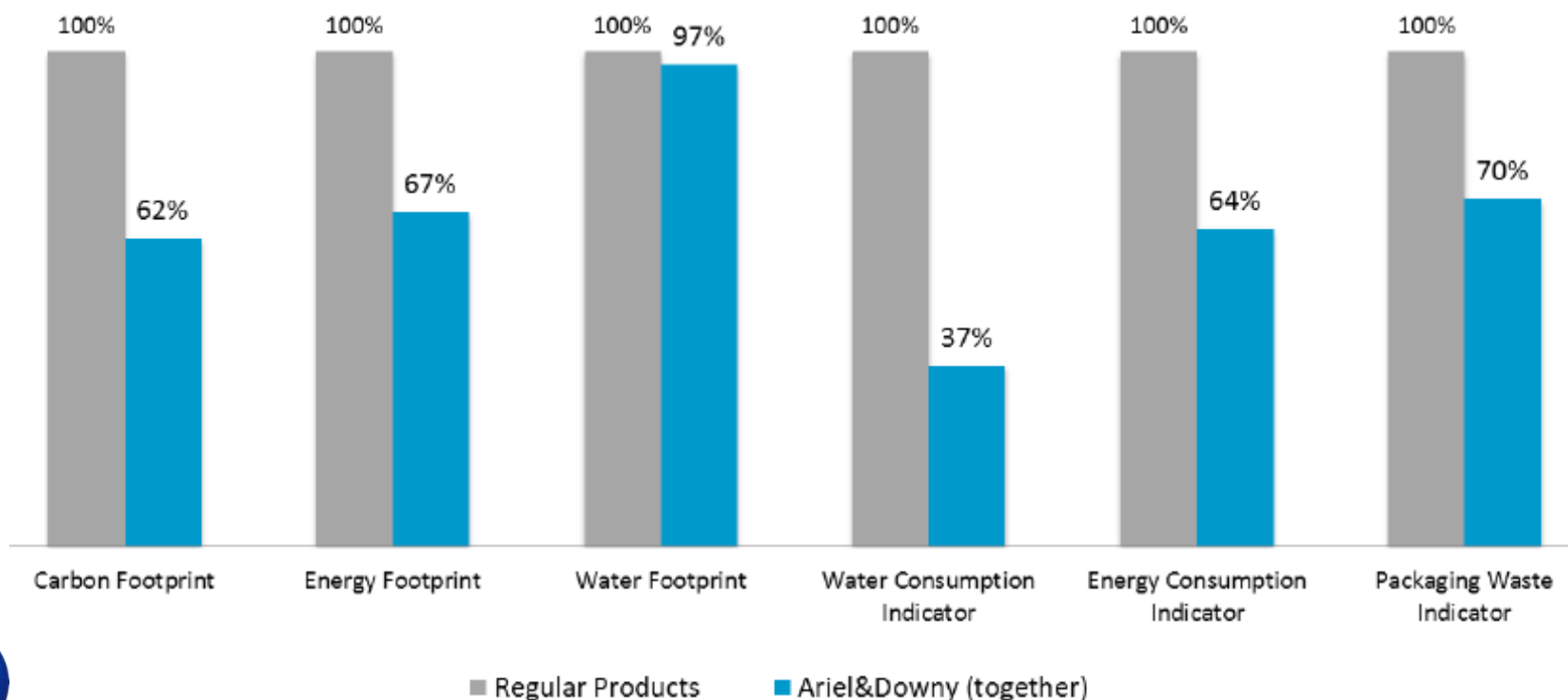
## CLEAN UP

Clean Up of areas where plastic waste is concentrated today, particularly major rivers that carry significant amounts of plastic waste to the ocean.

# Making sustainability part of every product's life cycle

LIQUID ARIEL AND DOWNY COMPACTION - BRAZIL

Laundry with Ariel & Downy - Variation from regular version (%)



# Working the chain in Brazil



REDE DE  
COOPERAÇÃO  
PARA O PLÁSTICO

1ª

A primeira iniciativa brasileira a favor da Economia Circular, envolvendo todos os elos da indústria do plástico.

## O Propósito da REDE

Fomentar e engajar a indústria do plástico na busca de soluções efetivas para ampliar a ECONOMIA CIRCULAR, sendo um canal de comunicação com a sociedade.





# Sustainability challenges in P&G innovation fair

CALL FOR SOLUTIONS – LAIC (LOUVEIRA)



[ABOUT](#) [SCHEDULE](#) [FAQ](#) [CDA TEMPLATE](#)



**P&G Open Innovation Fair**  
It is a Match!

[REGISTER YOUR PROPOSAL](#)

We are seeking for the following themes:

## Hair Care

- » Innovative and/or Sustainable Raw Materials to drive Hair Care performance benefit increase

## Naturals

- » Natural Fragrances and ecofriendly

## Sustainability

- » 100% Recycled packages (flexibles and rigids), that sourcing can be track down
- » New sustainable package shapes
- » Sustainable raw materials for Fabric detergents
- » Life Cycle Analysis and Package sustainability metrics on environmental impact

## Perfumes, Odor and flavor

- » New technologies for malodor prevention and protection in Fabric
- » New perfume and flavor technologies / innovations, including encapsulated sustainable solutions

## Fashion

- » Fast and Slow Fashion statistics / trends
- » Fabric Care technologies for clothes protection long term

## Demos

- » AR / VR solutions
- » Rapid Prototyping



# Consumer engagement in Brazil

## MOLÉCOOLA PARTNERSHIP

1

Consumidor se cadastra no app



2

Encontra a loja mais próxima



3

Troca os materiais por pontos de fidelidade



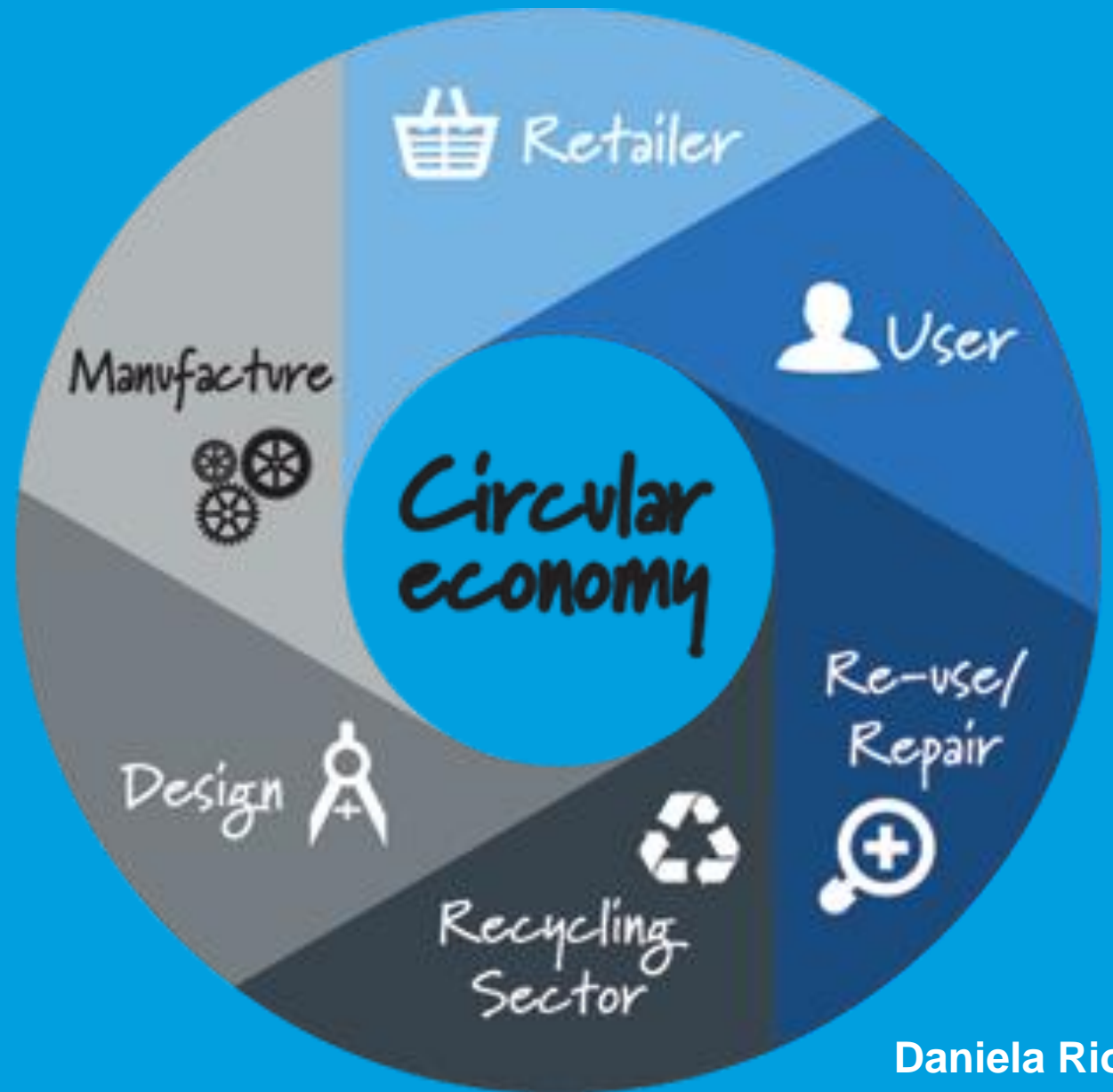
4

Resgata produtos e serviços



Thank you!  
Obrigada ;)

*P&G*



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