



Toilets, Soap & Water

a Unilever contribution to the WASH agenda

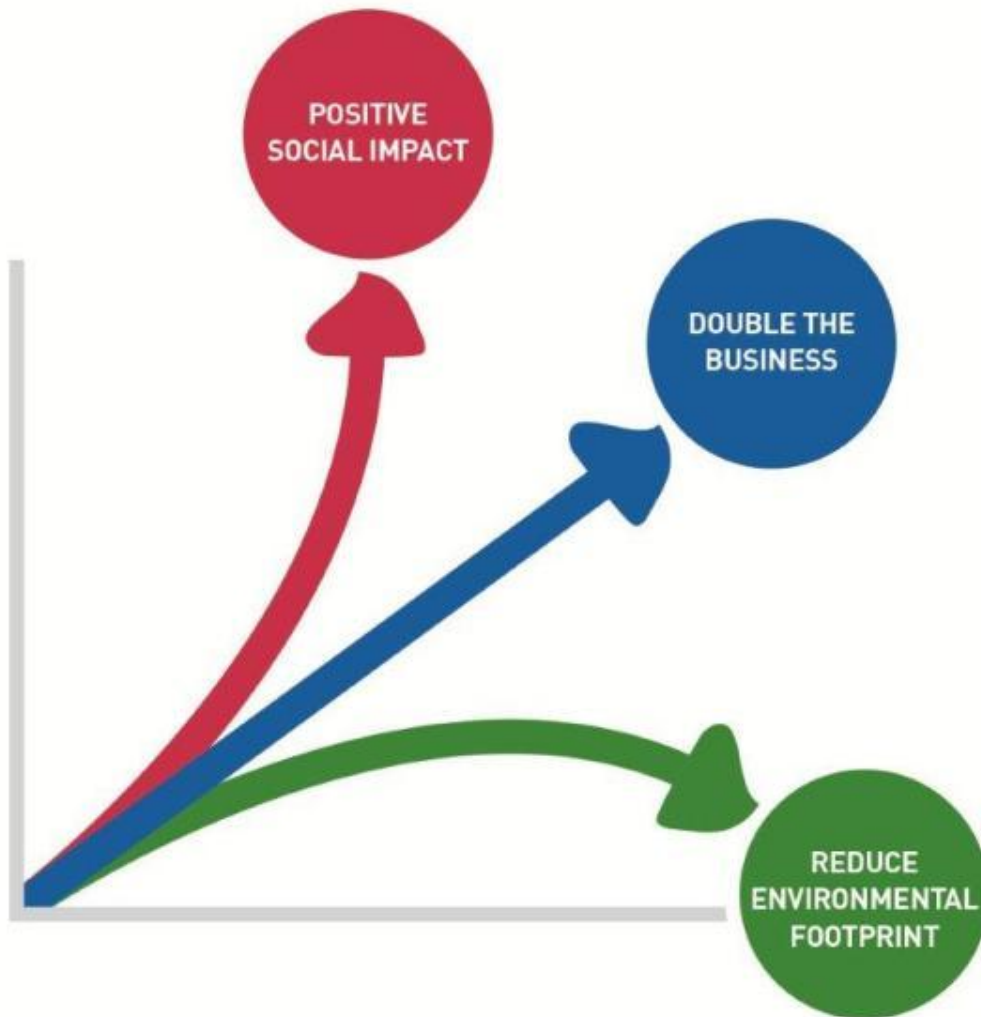
THOMAS LINGARD – GLOBAL ADVOCACY DIRECTOR



OUR BRANDS ARE USED 2 BILLION
TIMES A DAY IN OVER 190 COUNTRIES



OUR VISION



THREE BIG GOALS BY 2020



HELP
1 BILLION
PEOPLE IMPROVE
THEIR HEALTH
& WELL-BEING

HALVE
ENVIRONMENTAL
FOOTPRINT OF
OUR PRODUCTS

SOURCE
100%
OF AGRICULTURAL
RAW MATERIALS
SUSTAINABLY

HYGIENE TARGETS



Help
>1 BILLION
people take action to
improve their health &
wellbeing

224 million

Reduce diarrhoea &
respiratory infections
Change hand washing
behaviour of 1 billion
people by 2015

119million

Improve oral health
Change brushing
behaviour of 50mio
people by 2020

49million

Improve self esteem
Help 15mio young
people improve their
self esteem by 2015

11million

Provide safe drinking
water
Make safe drinking
water available &
affordable to 500mio
people by 2020

45million



INTRODUCING THE 5 LEVERS FOR CHANGE



Define the behaviour – Understand the consumer – Create ideas - Implement

IMPROVING ACCESS TO SANITATION THROUGH AFFORDABLE & CLEAN TOILETS



DOMESTOS SANITATION AMBITION



Provide 200 million people across Asia, Africa and Latin America with access to improved sanitation by 2020.

We will do this by making toilets accessible and affordable and by promoting the benefits of clean toilets & good hygiene



2 EXAMPLES OF MARKET-BASED MODELS



Toilet Academies

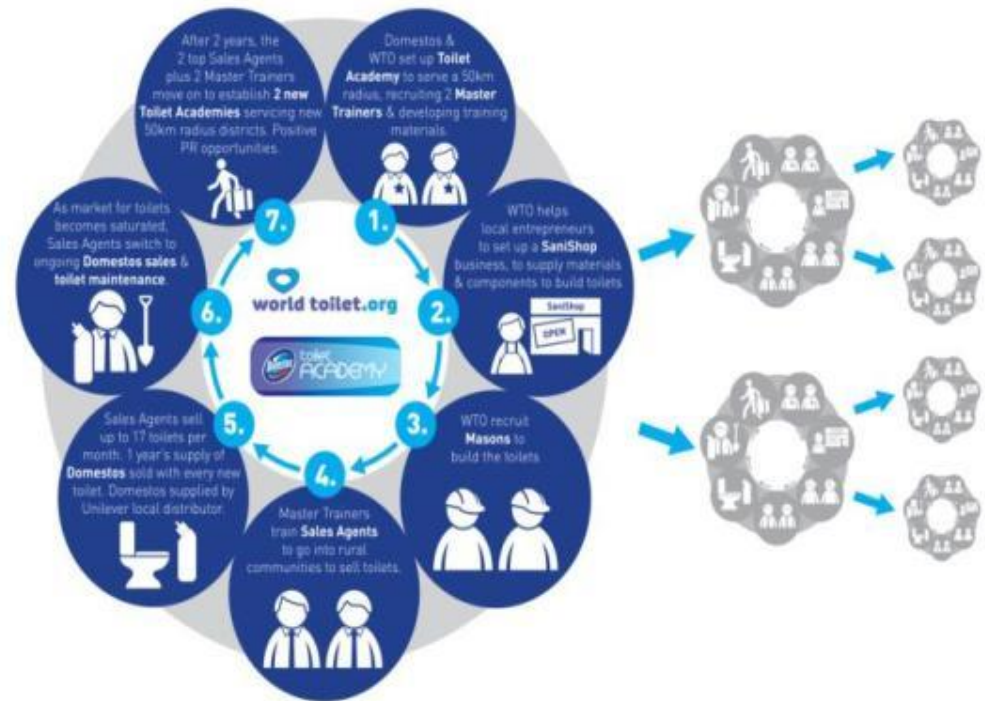


Clean Teams

DOMESTOS TOILET ACADEMIES



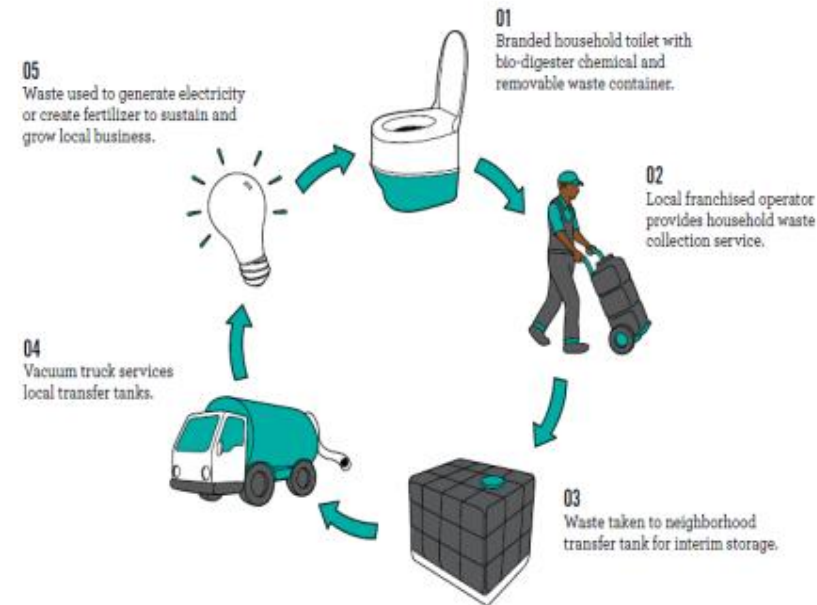
- Provides toilets to rural communities through entrepreneurial model - training people to start their own sanitation business to sell & maintain new toilets
- Vietnam: Launched 2 pilot academies in 2012 in collaboration with World Toilet Organization
- Plans for 2013 include scaling up through launching two more academies in Vietnam
- In discussion to open new academies in South Africa, India and Bangladesh



CLEAN TEAMS



- Provides & services toilets for subscription fee for LSM 4-6 families in urban settings
- Clean Team is an independent company incorporated in Ghana, wholly owned by WSUP. Strong working partnership with Unilever via its Open Innovation team
- Toilet design: dry, chemical toilets, minimal water use. No electricity required
- Plans for 2013 to provide 1,000 toilets by Q4, scaling up from 100 in '12. Expected to be self-funding at 1,000 toilets
- Future plans to integrate sales of cleaning & hygiene products



REDUCING DIARRHOEAL DISEASE THROUGH HWWS

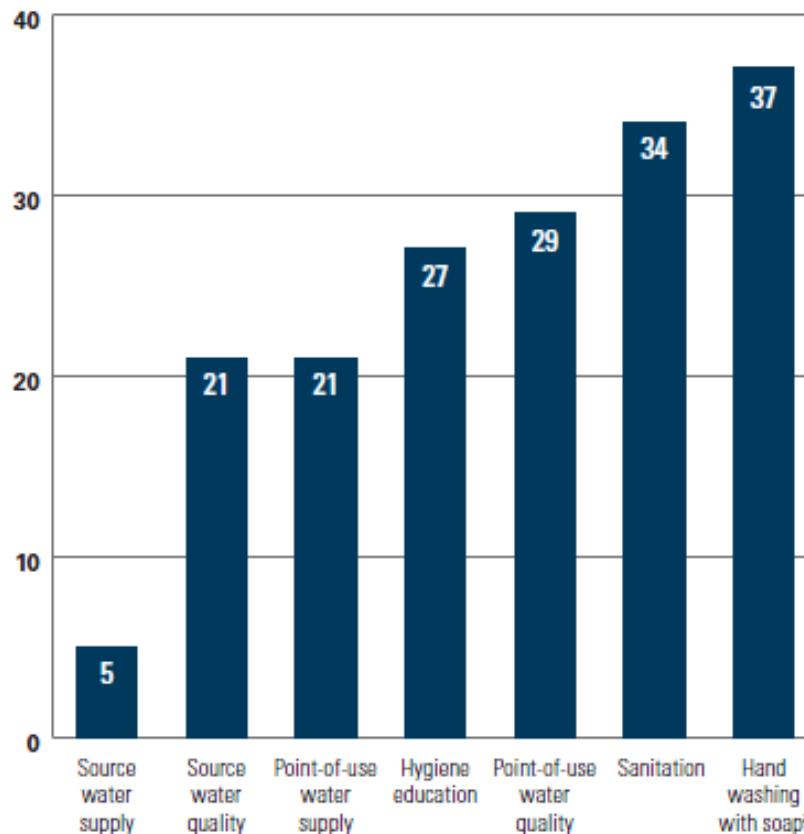


WHY HANDWASHING WITH SOAP MATTERS



- Diarrhoea and pneumonia cause >2 million child deaths per year (29% combined)
- Handwashing with soap is the **most efficacious & cost-effective** intervention to reduce diarrhoea & pneumonia

Per cent reduction in diarrhoea morbidity, by intervention



a. A more recent meta-analysis by the Child Health Epidemiology Reference Group in 2010 found a 42 per cent reduction in diarrhoea morbidity among children under age 5 who washed their hands with soap.
Source: Waddington and others 2009.

LIFEBUOY : BRAND WITH SOCIAL PURPOSE

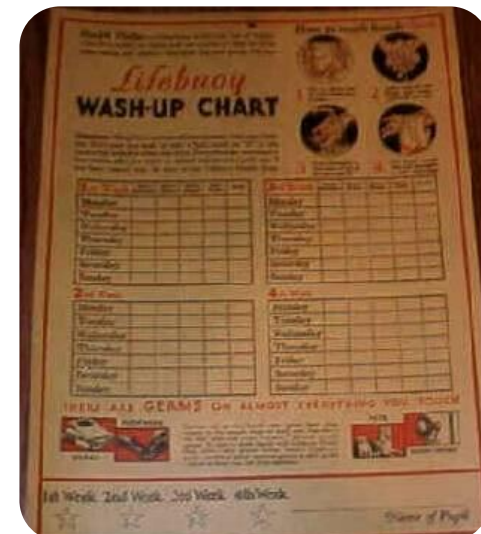


“To make cleanliness common place; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding, for the people who use our products”

William Hesketh Lever, 1890



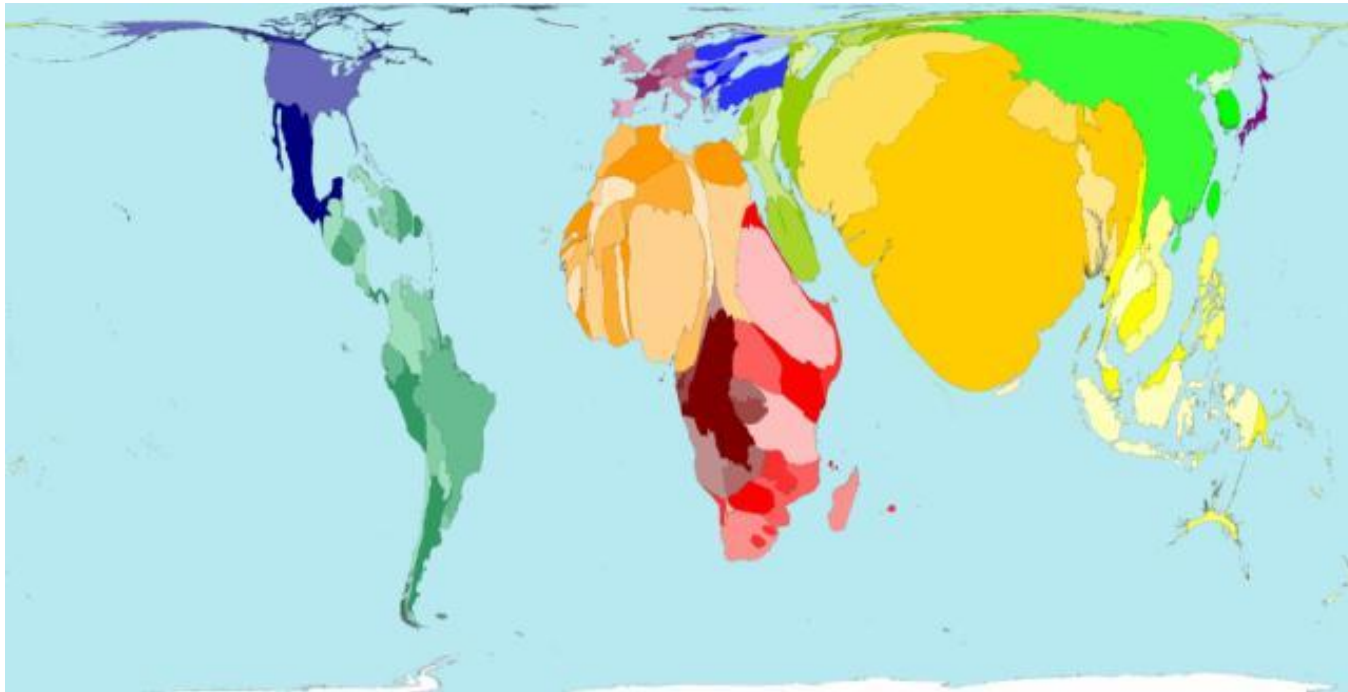
Invented 1894



THE HEALTH OPPORTUNITY



Lifebuoy is present in 8 of the top 10 countries with highest rates of infant mortality



	Infant mortality ranked by country
1	India
2	Nigeria
3	Congo
4	Afghanistan
5	Ethiopia
6	Pakistan
7	Bangladesh
8	China
9	Uganda
10	Kenya

LIFEBUOY & 5 LEVERS FOR CHANGE



PROVEN APPROACH - MUMBAI CLINICAL (2008)



- 35 poor urban communities, covering more than 2000 families
- Handwashing intervention targeting 5 year-olds
- Outcomes: illness and school absence
- Reduction of illness in 5-year-olds and families
- Reduction in school absences in 5-year-olds.



	5-year-olds	All Subjects
Diarrhoea	-25% (-37%, -2%)	-31% (-37%, -5%)
ARIs	-15% (-30%, -8%)	-14% (-23%, -6%)
Absences	-27% (-41%, -18%)	

Effect of intervention on incidence of illness and school attendance.

An investigation of the effects of a handwashing intervention on health outcomes and school absence using a randomised trial in Indian urban communities
(in prep. for Tropical Medicine & International Health). Julie A Nicholson
et al.

SAFE DRINKING WATER A GLOBAL CONCERN



WHY SAFE DRINKING WATER MATTERS



- **>2 bn** people have poor access to safe drinking water
- In the developing world **>80% of diseases** are water-related
- Little sewage can contaminate a lot of water- a gram of sewage can contain **10m viruses**
- Affects people across **all income groups**



CONSUMERS ARE CONCERNED BUT FORCED TO COMPROMISE

Boiled water

- Time consuming and poor tasting,
- Expensive and energy intensive



Standalone filters

- Do not deliver adequate germkill (vis-à-vis viruses, bacteria, parasites)



Water liquids/tablets

- Cumbersome
- Mostly ineffective
- Poor on taste



Premium purifiers (UV & RO)

- Dependent on electricity & piped water
- Expensive

Bottled water

- Inconvenient
- Extremely Expensive



UNILEVER PUREIT A BREAKTHROUGH INNOVATION



Complete protection from all harmful germs

- Meets **US EPA norms** (bacteria, viruses & parasites), one of the toughest regulatory authorities in the world

Safety anytime, anywhere

- Needs **no electricity**
- Needs **no pressurized water**
- 'End-of-life' indicator with **Auto-Shut off**

Series of technological breakthroughs

- Tested by **leading institutions** (scientific / medical) and govt. organizations

PUREIT COMMITMENT



By 2020 our Pureit brand aims to provide access to safe drinking water to 500mn people across Asia, Africa and Latin America by increasing awareness of the importance of safe drinking water.



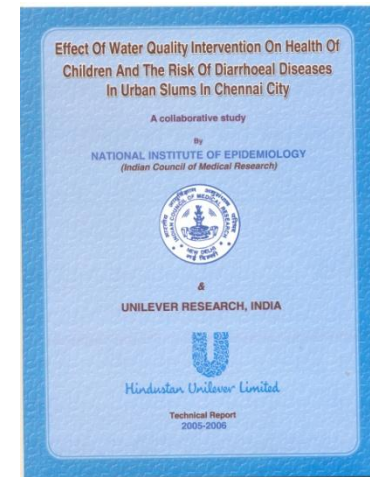
UNILEVER PUREIT HEALTH IMPACT DEMONSTRATED



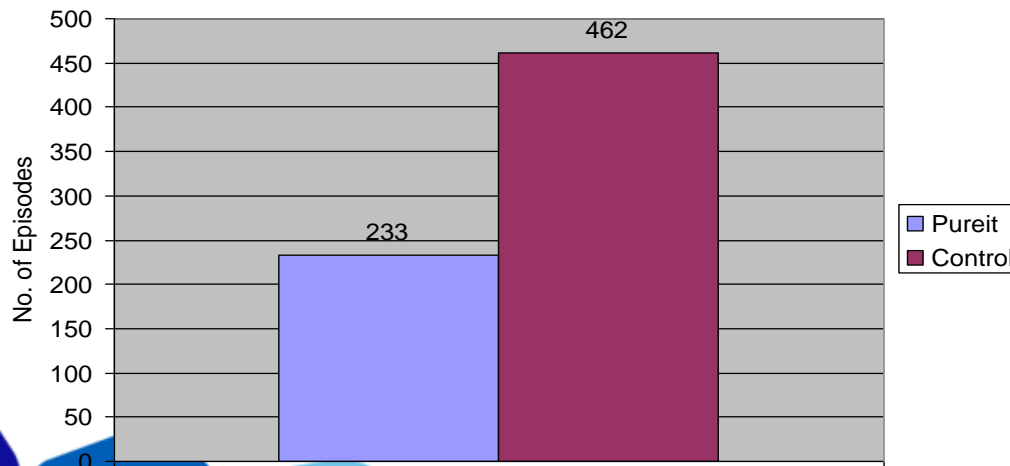
Study amongst young children in South India

One year intervention under the aegis of the National Institute of Epidemiology, Government of India

Significant reduction in diarrheal episodes, even without any additional improvements across hygiene/ sanitation



Total Number of Diarrheal Episodes



Health Impact

50% reduction in diarrheal episodes, even without any other improvements in hygiene and sanitation

REACH TO DATE



Present in 9 countries across the globe

Protecting 45 million lives at end 2012

To protect 500 million lives by 2020



Toilets, Soap & Water

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#SUSTLIVING

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