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

- POSITIVE SOCIAL IMPACT
- DOUBLE THE BUSINESS
- REDUCE ENVIRONMENTAL FOOTPRINT
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
- Improve oral health
- Improve self esteem
- Provide safe drinking water

119 million
49 million
11 million
45 million

Change hand washing behaviour of 1 billion people by 2015
Change brushing behaviour of 50 mio people by 2020
Help 15 mio young people improve their self esteem by 2015
Make safe drinking water available & affordable to 500 mio people by 2020
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

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*Source:* Waddington and others 2009.
“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
THE HEALTH OPPORTUNITY

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

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<th>Infant mortality ranked by country</th>
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LIFEBUOY & 5 LEVERS FOR CHANGE
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
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

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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