



## The CEO Water Mandate's value proposition

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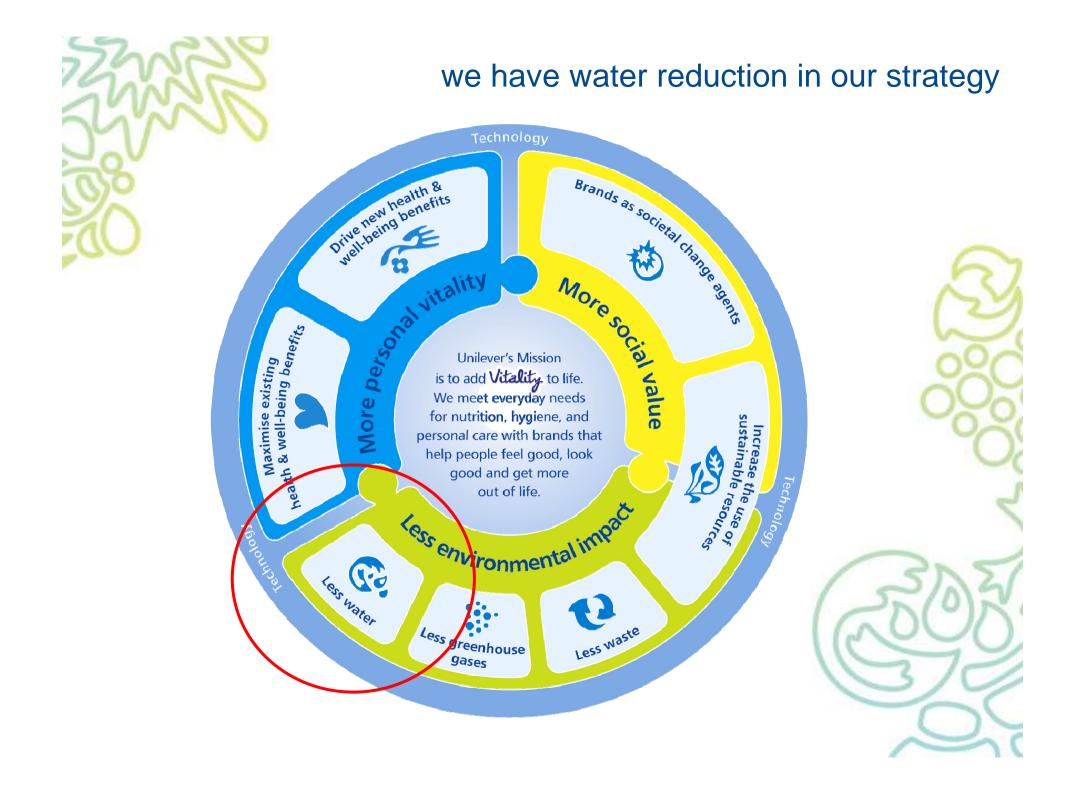




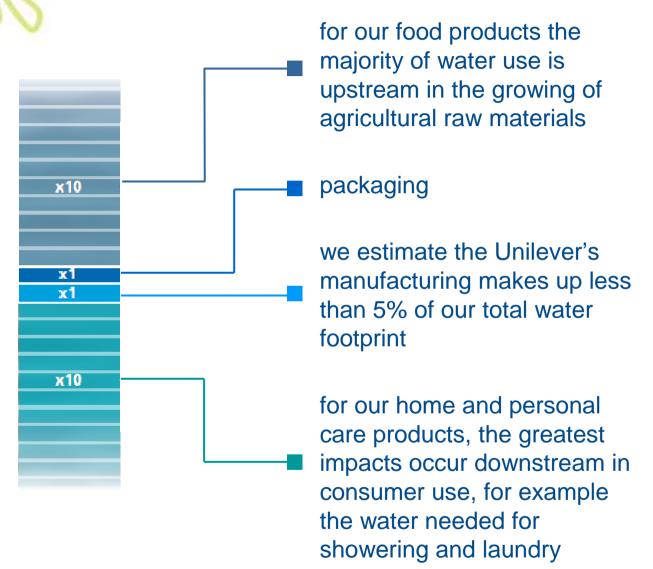




160 million times a day someone, somewhere will choose a Unilever brand



## estimating our footprint



## upstream Rainforest Alliance certification, minimising use of chemicals and using waste-water treatment to preserve fresh water Kenyan Tea Development Agency, UK Dept for International Development, Wageningen University for drip irrigation trials tea farmer training leading to RFA certification of 36000 farms and four factories experimental drip irrigation farm in Brazil, reducing water requirements by 30% • US Department of Agriculture, University of tomatoes California – year long field trials of drip irrigation vs flood or furrow training programme for Spanish-speaking irrigators with the University of California, which gives irrigators recognised training credentials and ensures principles of water efficiency are

understood.





#### Global

- all our production sites mapped for water stress
- 62% reduction in production water since 1995 with further 0.8%\* reduction in water use compared to 2007 (3.05 m³ to 3.02 m³ per tonne of production)

#### India

- 25% of factories use rainwater harvesting
- water recovered from fruits during processing
- two-thirds of sites recycle <u>all</u> their processing water for reuse in manufacturing/on-site irrigation
- groundwater consumption reduced by over 50%

#### **Africa**

- planting 10 000 trees on Tanzanian tea estates, donation of 20 000 to communities in local water catchment
- target to plant 150 000 trees by 2010
- planting of 300 000 trees on Kenyan tea estates, donation of nearly 320 000 to local communities

<sup>\* 2008</sup> data is preliminary. It will be independently assured by Deloitte LLP and reported in our online Sustainable Development Report in April 2009.

## downstream promoting good laundry habits with the International Association for Soap and Detergents education campaign for OMO in Turkey with WWF - highest pre-wash habit reducing education campaign in Canada with Go Blue Global Public-Private partnership for handwashing – UNICEF, World Bank, LSHTM, USAID, Colgate, P&G coping Water and Sanitation for the Urban Poor water purification – Pureit devices – being rolled

community leaders

Royal Society of Chemistry

→ out in 23 states in India, working with local

understanding barriers and triggers towards
sustainable water use in South Africa with the

## Don't make them live without water...

Let's change our habits; let's change our future. Because every child has right to live in a cleaner world.

#### DON'T PREWASH AT EVERY LAUNDRY.

Do you know that if you don't prewash at every laundry, you will save water worthed to fill in 4 Ömerli Dams and the total saving cost from electric and water will be 18 million Turkish Lira?

This means that, if people who do prewash in Turkey say good bye to prewashing, it is going to be an important step to solve drought problem.

With OMO, you can wash your laundry without prewashing and with little precaution; you may help to prevent big disasters.

#### **FULL LOAD YOUR WASHING MACHINE!**

Your washing machine uses less energy if you fill it up full rather than fill half and do the washing twice. The washing machine that you fill half menace the nature and the future! Instead of filling half, fill your washing machine completely, save both water and electricity.

With OMO, you may reduce water and electric usage by using the proper programs in the machine and make an important improvement for our world. Do you know that, if every household in Turkey fill their washing machine full rather than filling half, we may save drinkable water worthed 5 years?



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### why did we join the CEO Water Mandate?

- we have clear aims on improved water stewardship, but are only a tiny fraction of the global water usage
- we're pretty advanced in some areas, but weak in others and needed help
- water issues are complex and closely inter-linked with other global challenges such as climate change and poverty
- the only way to make effective headway in these complex issues is to join forces with local and international civil society, governmental and business stakeholders and to work together
  - unlike other business networks, the CEO Water Mandate has multistakeholder engagement at the heart of it's proposition
  - to participate in the creation of a common framework for business engagement with such an important topic as water

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### key roles of the mandate that we value

- stimulating companies to learn about and commit to making improvements in their water imprint
- sharing best practice
- encouraging water efficiency improvements
- commitment to transparency and reporting on progress
- the opportunity for collective action
- the freedom for each company to play a role in a way most relevant and appropriate to its core activities
- access to expertise from all participants

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## key benefits for us

- it has helped us to network widely with other companies on this topic, companies who either face similar or different challenges
- helped us raise our own awareness of the existing and emerging challenges and what is the best approach to take
- lend our expertise in LCA to create a common framework for disclosure and transparency
- helped us to tighten up and clarify our approach to water in our own reporting, based on inputs from other companies and investment community viewpoints
- strongly believe that it is only through participation that we will all get better
- but we mustn't forget that these activities are not a substitution for effective regulation or government action



## want to know more?

www.unilever.com/sdreport



