



## The CEO Water Mandate

# Water in a FMCG company

*John Temple, Vitality Director*



we're secretly a water company



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

# our impacts: from concept to consumption



twelve years of tracking our production performance

## Water

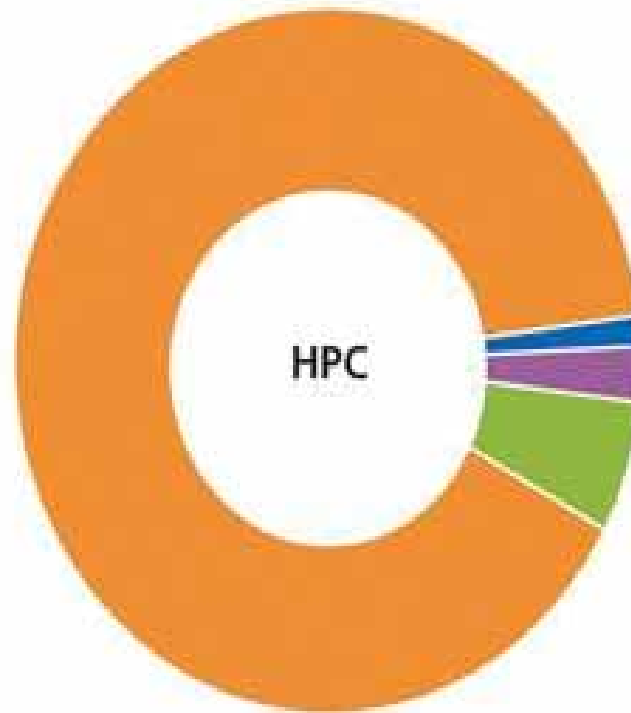
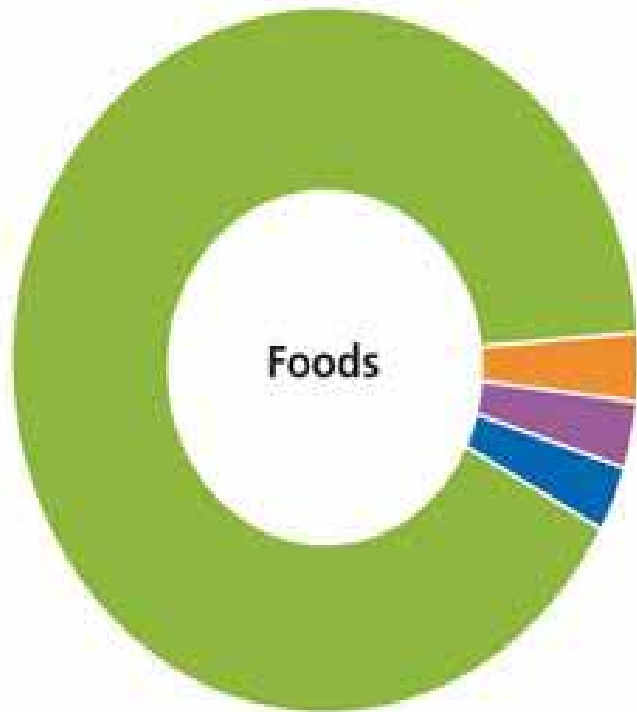
M<sup>3</sup>/TONNE OF PRODUCTION



In 2007 our figure is down by 62%

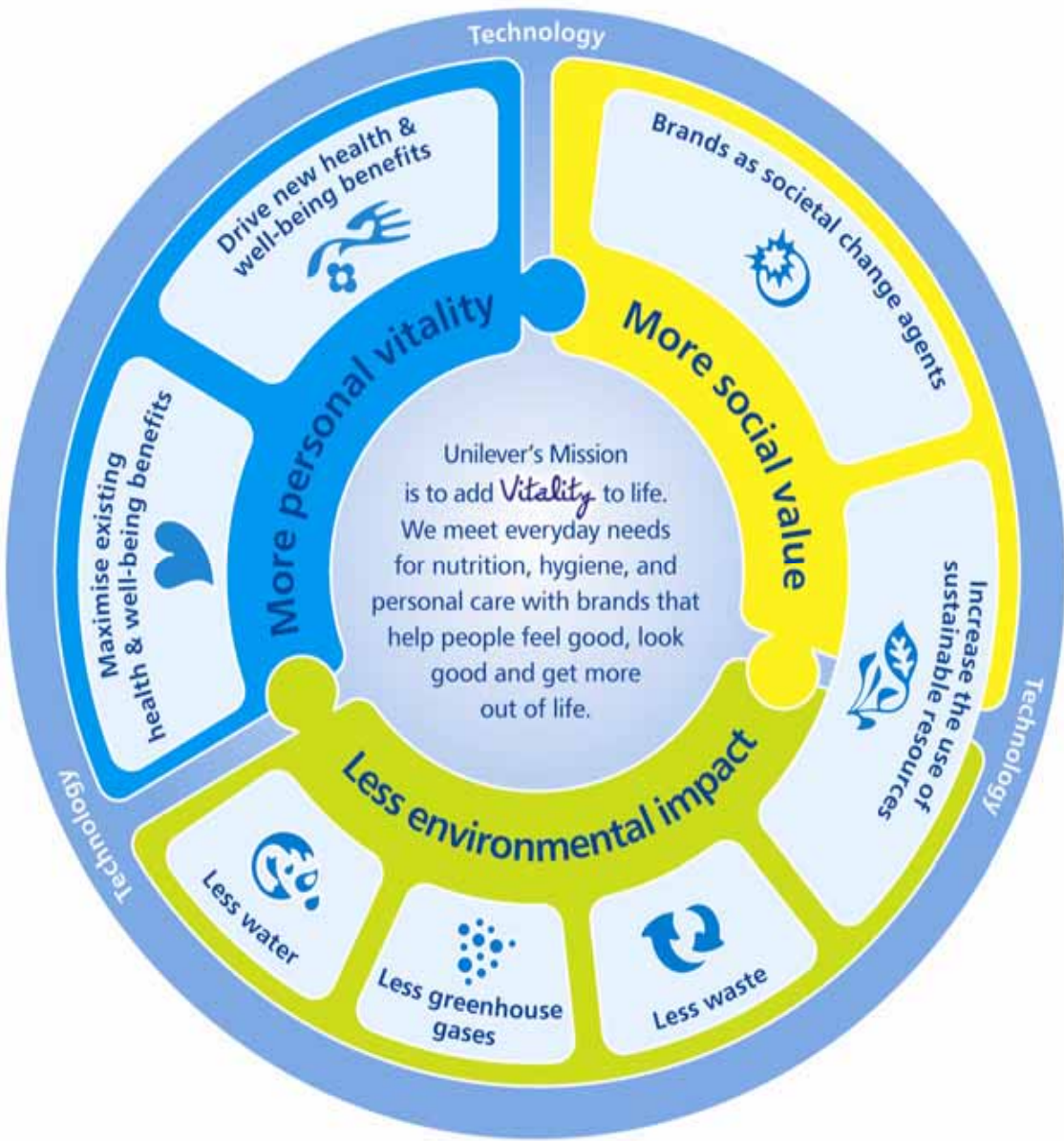


# understanding our total water footprint



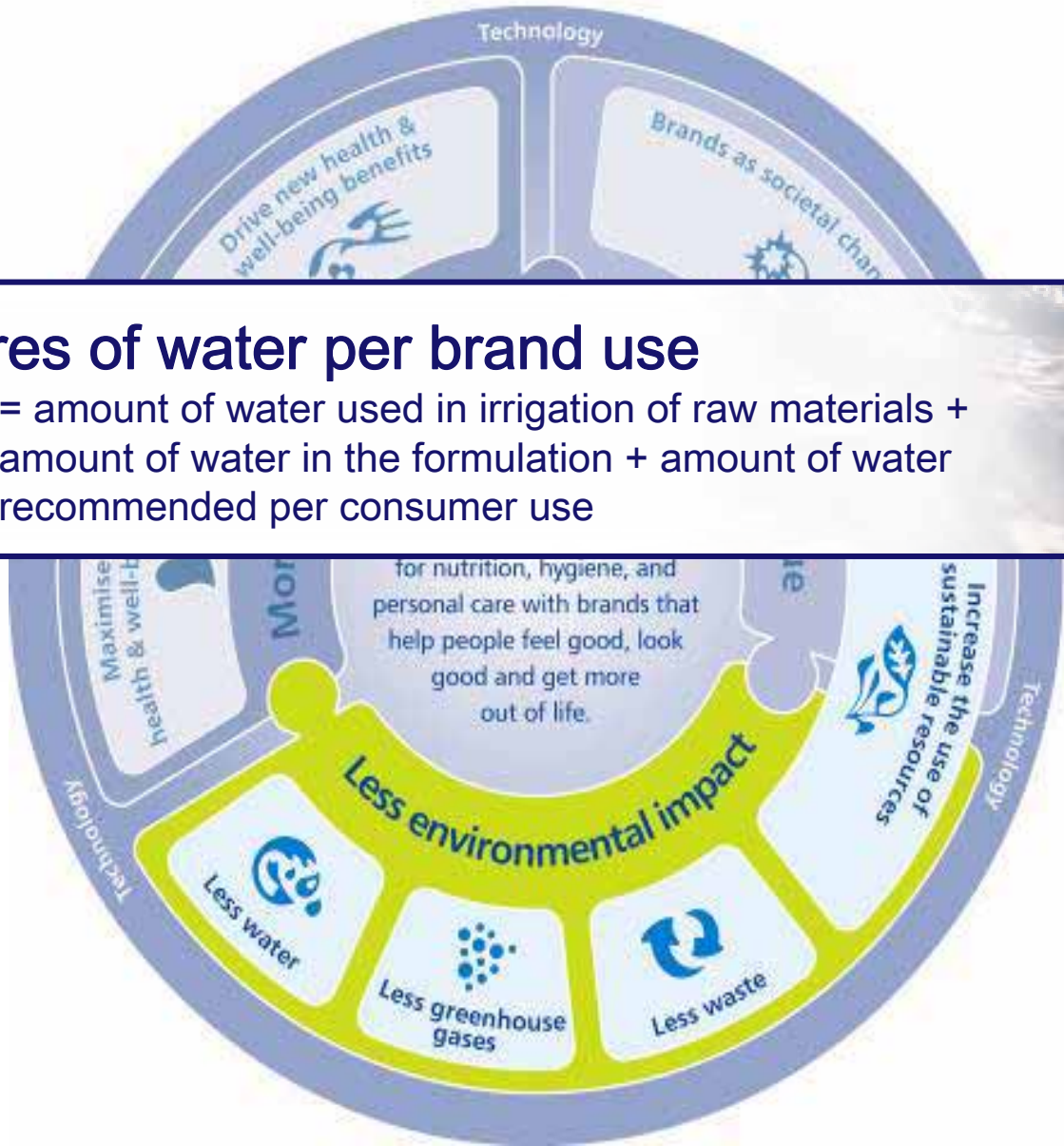
RAW MATERIALS    PACKAGING    MANUFACTURING    CONSUMER USE







**Litres of water per brand use**  
= amount of water used in irrigation of raw materials + amount of water in the formulation + amount of water recommended per consumer use



# amount of water used in irrigation

## % OF WORLD VOLUME



**12%** black tea



**7%** tomatoes



**5%** peas



**4%** spinach



**4%** palm oil

- estimate 70% of total water footprint is from agriculture
- 2/3 of our raw materials come from agriculture
- Since 1995 we have been working with growers through our Sustainable Agriculture Programme





# amount of water used in irrigation

- Tomatoes in Australia, Brazil, California
  - drip irrigation
  - soil moisture sensors
  - surface and tail water recycling
  - lower pesticide usage
  - multi-stakeholder group for definition of water metrics (USA)
- Black tea in Tanzania
  - drip irrigation
  - same yield, 10% reduction in water usage
  - 70 litres saved per kilo of tea = 700 million litres on a typical farm



amount of water used in the formulation

The advertisement features a background of a green field with white flowers and a blue sky. On the left, three bottles of all® small & mighty® detergent are shown: a blue bottle (Wild & Fresh), a green bottle (Relax), and a blue bottle (Fresh Rain). The bottles are labeled with 'all® small & mighty®', '3x 32 loads concentrated laundry detergent', and their respective scents. In the top right corner, a white badge with a blue border says 'SAVE \$1.00'. A digital interface on the right side of the ad includes a search bar with the text 'Explore all® Products' and a list of product categories: 'all® small & mighty® | all® 2x Ultra | all® Free Clear | all® High Efficiency (HE) | all® Powders and Surf® Powders'. Below this, a section for 'all® small & mighty® (3x concentrated)' features a small green bottle icon and a list of scents: Wild & Fresh®, Relax, Stainlifter, Fresh Rain®, Essence of Snuggle®, and Bleach Alternative. A note below the list states '\*compared to our less-concentrated detergents'. A section for 'all® 2x Ultra' features a blue bottle icon and text describing its concentrated cleaning power and availability in 32, 64, 96, and 110 load sizes. A list of scents for 2x Ultra includes Stainlifter, Fresh Rain®, and Secret Garden™.

**all® small & mighty®**  
with Fresh Release **ESSENTIALS™**

Explore all® Products

all® small & mighty® | all® 2x Ultra | all® Free Clear | all® High Efficiency (HE) | all® Powders and Surf® Powders

**all® small & mighty®**  
(3x concentrated)

The most concentrated all® detergent releases fresh scent into your clothes while you wear them. And its small 32-oz. bottle holds enough to wash a big 32 loads, while cutting down on packaging waste\*. So it helps keep our planet fresh too.

- Wild & Fresh®
- Relax
- Stainlifter
- Fresh Rain®
- Essence of Snuggle®
- Bleach Alternative

\*compared to our less-concentrated detergents

**all® 2x Ultra**

Full of concentrated cleaning power and packed with heavy-duty Stainlifters, all® 2x Ultra removes tough stains from your family's clothes. It's available in four convenient sizes: 32, 64, and 96 loads – plus 110 loads for club shoppers.

- Stainlifter
- Fresh Rain®
- Secret Garden™

# amount of water used by the consumer

- product water vastly outweighed by consumer use phase

## shampoo

product water	11cm <sup>3</sup>
shower water	90 litres

## laundry liquid

product water	30cm <sup>3</sup>
wash cycle	46 litres
rinse cycle	265 litres



amount of water used by the consumer

- *Comfort Easy Rinse* – from detergent to conditioner without rinsing in between
- *Surf Excel Quick Wash* saves two buckets of water per wash – saving up to 14 billion litres a year in India



# One Minute Water Calculator

Canada

[Learn More at Zerofootprint.net](#)

Did you know that the average Canadian's water usage is 125,000 litres of water per person per year, and the average European's is 73,000 litres? Zerofootprint.net contains more information and a Personal Carbon Manager that allows you to measure, track and manage your carbon emissions.



## Property

How many people live in your home?

How big is your swimming pool?

 I cover my pool at night

How big is your lawn and how often do you water it?

 times / year

4,000

litres / person / year



## Washing

How does your household wash its clothes?

 loads / week

How do you wash your car?

 times / year

25,678

litres / person / year



## Kitchen

How many loads of dishes does your household do?

By dishwasher

 loads / week

By hand

 loads / week

10,634

litres / person / year



## Bathroom

How long do you shower for?

 minutes

How long do you brush your teeth for?

 minutes

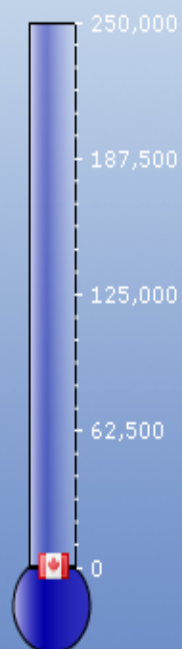
What type of toilet do you use?

85,155

litres / person / year



## Total



125,467

litres / person / year

## social mission

- community regeneration project in Indonesia
  - Brantas river
- Pakistan
  - zero-water discharge in ice-cream factories
    - fully treated water used provided to local villagers for plant irrigation
  - Acumen fund
    - providing cheap drip irrigation to farmers
  - funding 82% of new hand pumps
  - rainwater harvesting



# summary of our sustainable water approach

- reduce water use in direct operations
  - foundation behaviour
- working with agricultural suppliers to reduce their usage
  - challenging but necessary and part of a wider sustainability issue
- designing products that require less water during consumer use
  - the biggest challenge of all
- partnerships and CSR projects
  - for knowledge, shared solutions and future generations of consumers





Thank you  
Your thoughts  
and questions?



Want to know more?  
See [www.unilever.com/sdreport](http://www.unilever.com/sdreport)

