



8TH NOVEMBER 2012

DESIGNING TO DO WELL, WHILE DOING GOOD

PACKAGING FOR RETAIL SUCCESS



Public's perception

is that much of
packaging

is

unnecessary

and

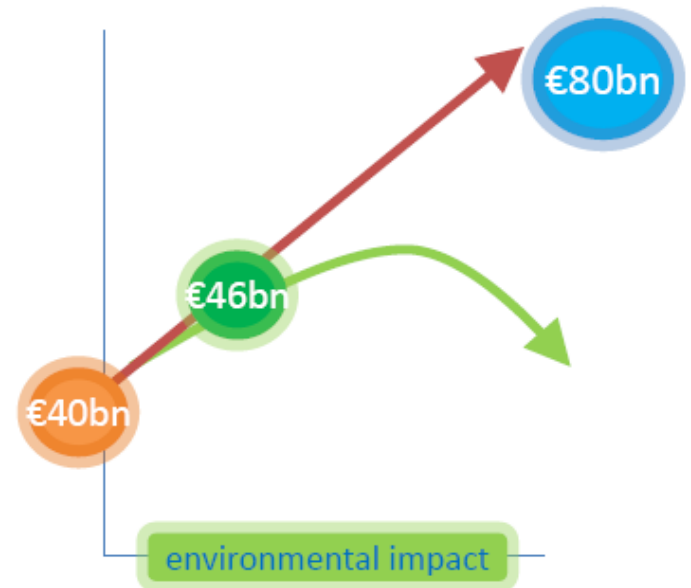
wasteful



PACKAGING OFFERS *FAR MORE* THAN MEETS THE EYE!



**“We cannot choose
between [economic]
growth and sustainability
– we must have both”**



*“We have ambitious plans to grow our company. In fact,
we intend to double our sales*

But growth at any cost is not viable.

*We have to develop new ways of doing business which
will increase the positive social benefits arising from
Unilever’s activities while at the same time reducing
our environmental impacts”*

Paul Polman, CEO, November 2010



Sustainable sourcing

Resource
efficiency

Sustainable
consumption
and production



ENVIRONMENTAL SUSTAINABILITY VISION TOWARDS 2030

Achievements, Challenges and Opportunities

Waste



Packaging



Unilever Sustainable Living Plan

Improving Health & Well-being

Reducing Environmental Impacts

Enhancing Livelihoods

HEALTH & HYGIENE

NUTRITION

GREENHOUSE GASES

WATER

WASTE

SUSTAINABLE SOURCING

BETTER LIVELIHOODS

Reduce diarrhoeal disease

Improve heart health

Reduce GHG from skin cleansing & hair washing

Reduce water use in agriculture

Reduce packaging

Sustainable palm oil

Help smallholder farmers

Improve oral health

Reduce salt

Reduce GHG from washing clothes

Reduce water use in laundry process

Reuse packaging

Sustainable paper & board

Support micro-entrepreneurs

Improve self-esteem

Reduce saturated fat

Reduce GHG from manufacturing

Reduce water use in skin cleansing & hair washing

Recycle packaging

Sustainable soy

Provide safe drinking water

Remove trans fat

Reduce GHG from transport

Reduce water use in manufacturing

Reduce waste from manufacturing

Sustainable tea

Reduce sugar

Reduce GHG from refrigeration

Tackle sachet waste

Sustainable fruit & vegetables

Reduce calories

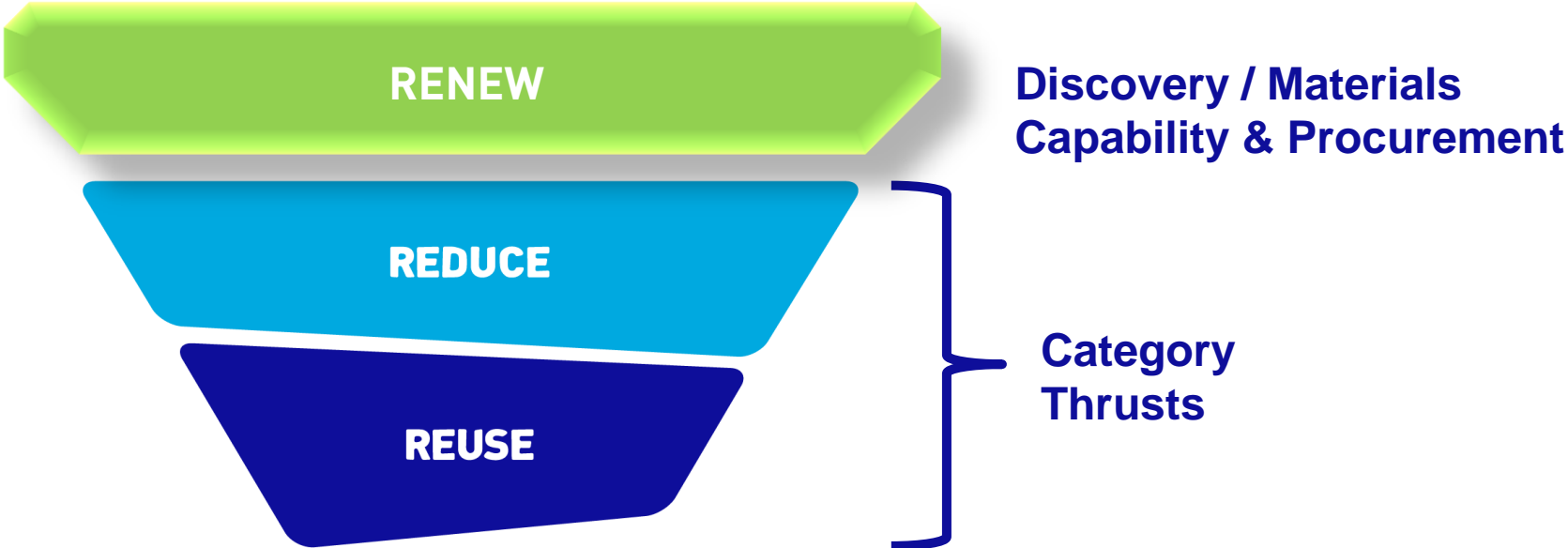
Eliminate PVC

Sustainable cocoa

Provide healthy eating information

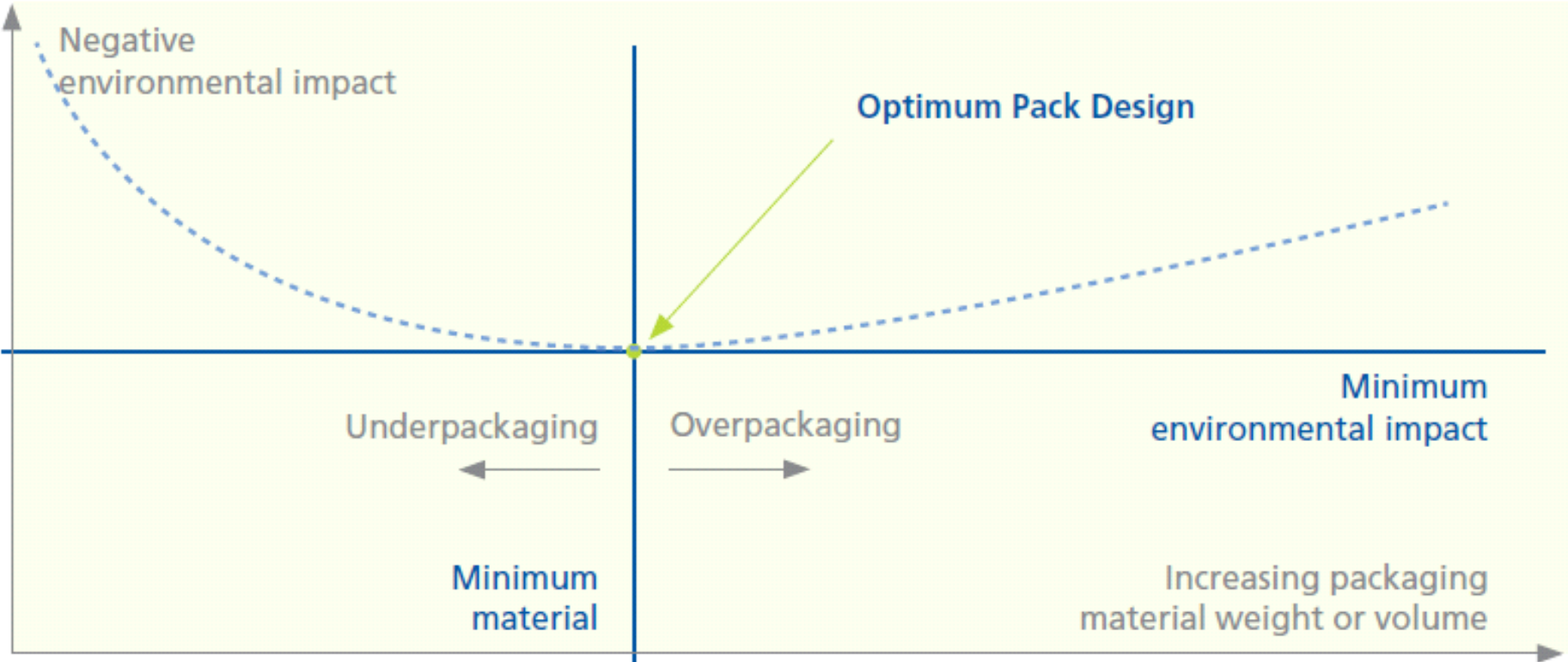
Sustainable sugar, sunflower oil, rapeseed oil & dairy

Packaging's strategic thrusts

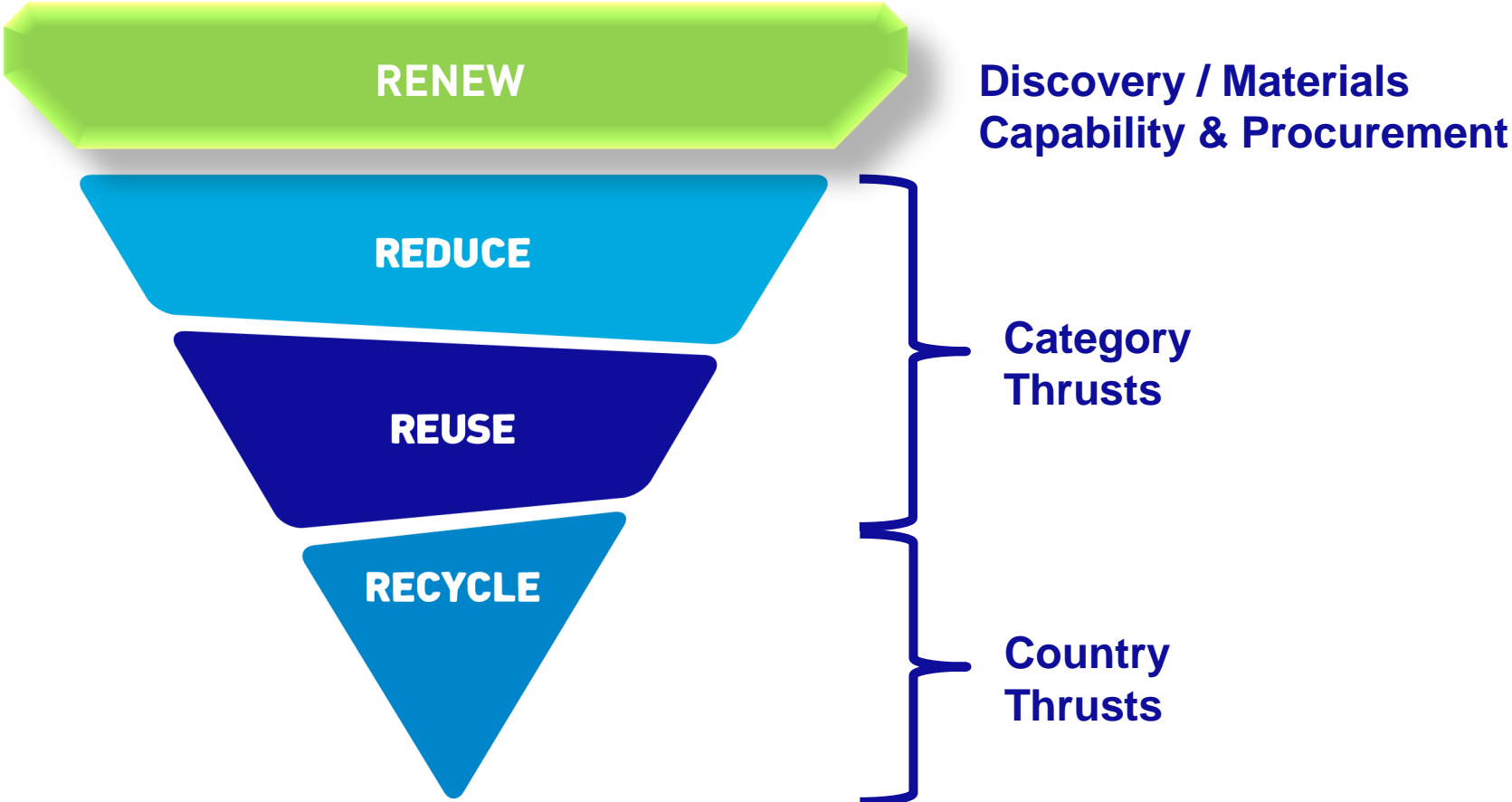


Based on WWF Waste Hierarchy

Optimal packaging design



Packaging's strategic thrusts



Based on WWF Waste Hierarchy

Global issues



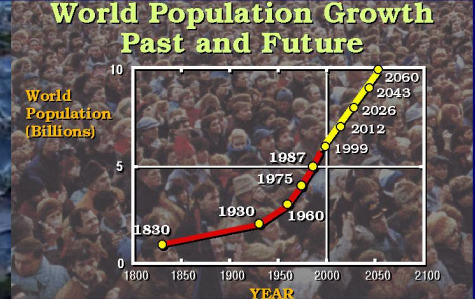
Climate Change



Water Scarcity



Toxic Pollution



Population Growth

Business issues



Commodity price increases



Energy Price Increases



Scarcity and Security of Raw Materials



Regulatory restrictions / requirements

Consumers are becoming sus-tute

They care more than ever about what they buy

How its made

Where its from

What's in it

How its packaged



Sustainability:
Are consumers buying it?



Information accessibility

facebook

Search for people, places and things

Louis Lindenberg

BEN & JERRY'S

Ben & Jerry's

4,530,543 likes · 57,225 talking about this

Like Message

Food/Beverages

Ben & Jerry's believes business has a responsibility to give back to the community. We make the best possible ice cream in the nicest way possible.

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CATERING Pick Your Cone! MILKSHAKES FOR DU

Catering Free Cone Day Events Notes

JOBS! Videos Whirled Map

Work for us! Videos Whirled Map

Ben & Jerry's UK (@benandjerryUK) on Twitter

Home Connect Discover Me

Ben & Jerry's UK

@benandjerryUK

Grab yourself a scoop of the action with our Ben & Jerry's UK Twitter feed!

UK <http://www.benjerry.co.uk>

2,490 TWEETS

2,819 FOLLOWING

10,147 FOLLOWERS

Tweet to Ben & Jerry's UK

@benandjerryUK

Tweets

Following

Followers

Favorites

Lists

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Gu Puds @Gupuds Follow

Tweets

Ben & Jerry's UK @benandjerryUK 3h
@Almalinc Glad you're enjoying the talk with Jerry!
View conversation

Ben & Jerry's UK @benandjerryUK 4h
Hanging out with lovely co-founder Jerry at #wconf as he talks about how it all began- then it's ice cream time! :o)
pic.twitter.com/hYL5T28n
View photo

Ben & Jerry's UK @benandjerryUK 2 Nov
Brrrr. It's getting cold outside! Why not chill out with some Winter Berry Brownie! Spotted it in store yet? :o)
pic.twitter.com/vSONOSn6
View photo

Ben & Jerry's UK @benandjerryUK 29 Oct
@scottwba16 Ha! Nice try! :o) It's exclusive to @Sainsburys - is there a Sainsbury's near you?
View conversation

Ben & Jerry's UK @benandjerryUK 29 Oct
@dmeenaghan Looks great! Hooray for B&'s t-shirts! :o)
View conversation

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ABOUT US | BRANDS IN ACTION | SUSTAINABLE LIVING | INNOVATION

Search

Third quarter results

Third quarter 2012 results were released on 25 October 2012. We delivered good growth with volumes ahead of our markets despite a continued challenging economic environment.

Read more about our third quarter 2012 results

"We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life."

Company news

Collaborate to Innovate: Unilever seeks help with new technical challenges to support sustainable growth

10/10/2012 London/Rotterdam – 10th October 2012: Company's new Open Innovation portal receives over 1000 ideas after six months.

Follow us on Twitter

Great video showing the world record in #Dubai @GVRNews 72 nationalities washing hands simultaneously #washmyhands <http://t.co/UGkcmil> about 56 minutes ago

Follow us on Twitter

View all company news RSS Feed

Latest for investors

Share price

NV (EUR)	06/11/2012 14:31 CET	28.75	+0.91%
PLC (pence)	06/11/2012 13:31 GMT	2,357.00	+0.94%
NV ADR NY (USD)	05/11/2012 16:05 EST	36.51	-0.19%
PLC ADR NY (USD)	05/11/2012 16:02 EST	37.29	-0.05%

Share price details

Our brands

Lifebuoy Baxod Bylicrem Unilever
Food Solutions Pond's Domestos
Lipton Axe Sunsilk Signal, Closeup
Surr Ono Treseme
Hellmann's, Amora Cit LUX Sunlight St Ives Pizazz
Clear Heartbrand Toni & Guy Simple
Comfort Blue Band, Rama vos Vaseline
Bertoli Becefl, Flora Knorr Rexona
Ben & Jerry's

View all of our brands

Unilever global company website

“Goodness of ingredients” leads Food and Drink Claims, regardless of region

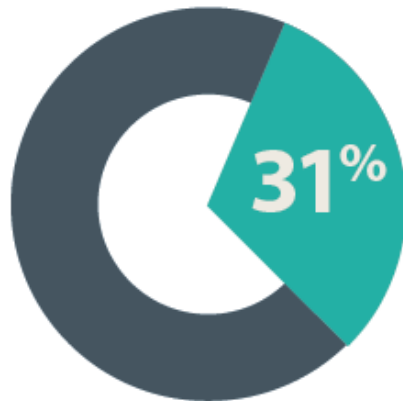
Top 10 claims in food & drink, 2007-May 2012, global and by region

Global	Asia Pacific	Europe	Latin America	North America
No Additives/ Preservatives	No Additives/ Preservatives	No Additives/ Preservatives	Low/No/Reduced Allergen	Kosher
Kosher	Vegetarian	Organic	Gluten-Free	No Additives/ Preservatives
Low/No/Reduced Allergen	Halal	Vegetarian	Ethical - Environmentally Friendly Package	All Natural Product
Ethical - Environmentally Friendly Package	Premium	Ethical - Environmentally Friendly Package	Low/No/Reduced Transfat	Microwaveable
Vegetarian	Low/No/Reduced Sugar	Microwaveable	No Additives/ Preservatives	Ethical - Environmentally Friendly Package
Microwaveable	Microwaveable	Low/No/Reduced Allergen	Kosher	Organic
Organic	Ethical - Environmentally Friendly Package	Low/No/ Reduced Fat	Vitamin/Mineral Fortified	Low/No/Reduced Transfat
Gluten-Free	Time/Speed	Low/No/Reduced Sugar	Children (5-12)	Low/No/Reduced Allergen
Low/No/Reduced Fat	Low/No/Reduced Fat	Premium	Low/No/Reduced Fat	Low/No/Reduced Fat
Premium	Vitamin/ Mineral Fortified	Gluten-Free	Low/No/Reduced Calorie	Premium

Consumers Reward Results, Not Aspirations

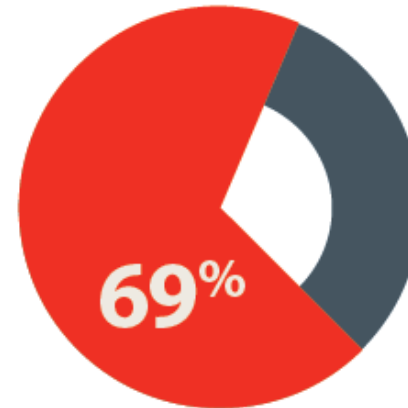
Americans say they are more likely to buy from a company that:

PURPOSE



Talks publicly about its CSR purpose/mission
(e.g., 'Innovating Healthy Products,'
'Nourishing Lives')

RESULTS



Talks publicly about its CSR results
(e.g., 100% natural and nontoxic products,
100,000 children vaccinated against disease)