UNILEVER SUSTAINABLE LIVING PLAN

IMPROVING HEALTH AND WELL-BEING FOR MORE THAN 1 BILLION
By 2020 we will help more than a billion people take action to improve their health and well-being.

REDUCING ENVIRONMENTAL IMPACT BY 1/2
By 2030 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.

ENHANCING LIVELIHOODS FOR MILLIONS
By 2020 we will enhance the livelihoods of millions of people as we grow our business.

HEALTH AND HYGIENE
NUTRITION
GREENHOUSE GASES
WATER
WASTE
SUSTAINABLE SOURCING
FAIRNESS IN THE WORKPLACE
OPPORTUNITIES FOR WOMEN
INCLUSIVE BUSINESS
A NEW WAY OF DOING BUSINESS

EQUAL OPPORTUNITY & SUSTAINABLE LIVELIHOODS

SUSTAINABLY SOURCED RAW MATERIALS

THE PLANET PROTECTED FOR FUTURE GENERATIONS

ACCESS TO WATER SANITATION & HYGIENE FOR ALL
MARKETING AS A FORCE FOR GOOD

Essential for Unilever as:

PROMOTER OF BEHAVIORAL CHANGE:
healthy eating, active lifestyles, sustainable consumption

DRIVER FOR BUSINESS GROWTH

But…it needs to be done responsibly, particularly in the light of societal challenges!
PRINCIPLE 6

“All Business should use marketing and advertising that respects and supports children’s rights"
RESPONSIBLE MARKETING & ADVERTISING

1. UNILEVER GLOBAL PRINCIPLES

Strong requirements for all activities and communications

MARKETING & ADVERTISING

HONEST

DECENT

LEGAL

TRUTHFUL

Aligned with the PRINCIPLE 6:

“All Business should use marketing and advertising that respects and supports children’s rights.”

#UNSTEREOTYPE

“40% of women do not identify with the women they see across all industry advertising.”

ALINE SANTOS, SVP GLOBAL MARKETING, UNILEVER
Unilever Brazil lead externally the advances of Commitment to Responsible Advertising for Children

Unilever promotes industry-wide initiatives on responsible marketing, with focus on responsible food and beverage marketing to children.

Aligned with the PRINCIPLE 6:

“All Business should use marketing and advertising that respects and supports children’s rights.”
SUSTAINABLE LIVING BRANDS

Sustainable living brands are driving growth for Unilever as consumers reward brands that deliver social benefit as well as product performance and affordability.
Work with...

PARENTS & CAREGIVERS

children only see messages and products that are appropriate for children.

DIGITAL AD INDUSTRY

improve control, transparency and accountability

goVERNMENT, PRIVATE SECTOR AND CIVIL SOCIETY STAKEHOLDERS

ensure responsible marketing practices by all operators in national level to guarantee the important role of advertising: to stimulate competition and innovation.
DIGITAL

Bringing the largest media partners on board to agree on a shared policy in which we commit to avoiding marketing to children together.

BRINGING MORE COMPANIES ON BOARD

Bringing in companies who may not be signed up to global or local commitments.

RECOGNITION

Increasing awareness and recognition of good practice (from international bodies, for example).
THANKS!

Marina Fernie
Unilever Foods & Beverages
Vice President (Brazil)

Global child forum on
South America
4 April 2017