



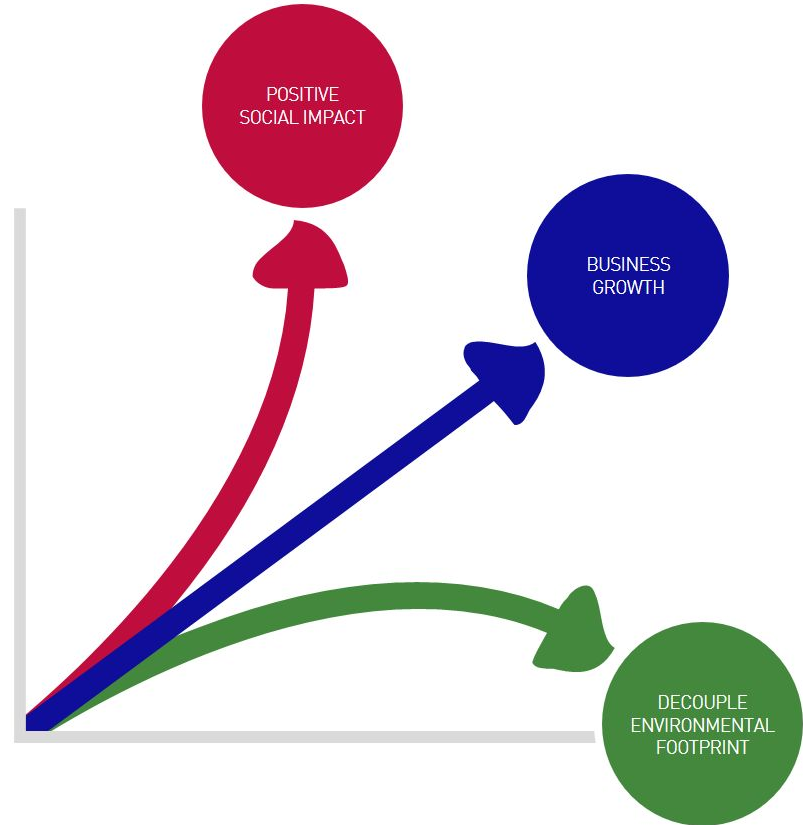
SUSTAINABILITY AS A BUSINESS MODEL

WHAT IT TAKES TO BE
A PURPOSE-LED BUSINESS

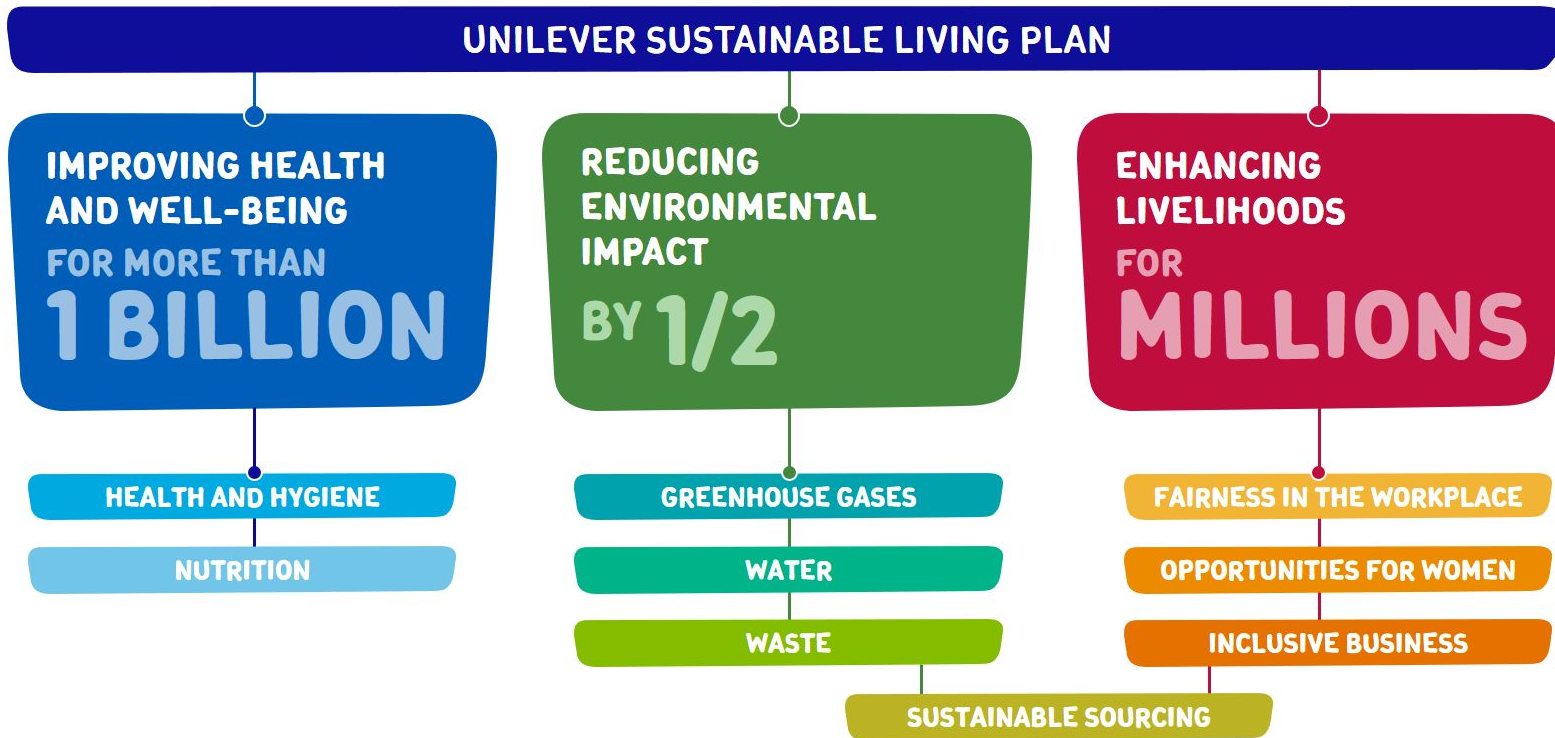
OUR PURPOSE

**MAKE
SUSTAINABLE
LIVING
COMMONPLACE**

OUR VISION



OUR PLAN

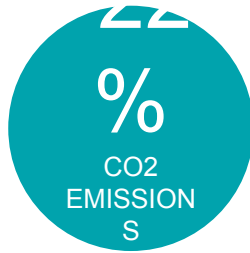


OUR USLP PROGRESS IN RUSSIA

HEALTH & HYGIENE

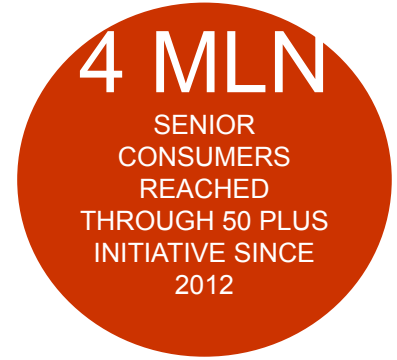


ENVIRONMENTAL IMPACT* & sourcing



*YTD reduction vs 2012 baseline

Enhancing livelihoods



reached through Lipton Goodstarter contest since 2015

PIONEERING: ZERO WASTE TO LANDFILL



AS OF 2015, ALL UNILEVER PRODUCTION CENTERS, OWNED WAREHOUSES AND OFFICES IN RUSSIA TRANSITIONED TO ZERO WASTE TO LANDFILL PRINCIPLE

PIONEERING: SUSTAINABILITY PARTNERSHIPS



IN 2015, ON THE BASIS
OF THE MOSCOW
SCHOOL OF
MANAGEMENT
SKOLKOVO, UNILEVER
LAUNCHED THE FIRST
RUSSIAN SUSTAINABLE
BUSINESS RESEARCH
CENTRE



PIONEERING: NUTRITION LABELLING



IN 2018, UNILEVER
BECAME THE FIRST
PARTICIPANT OF
NUTRITION LABELLING
EXPERIMENT
“TRAFFIC LIGHT”





AS OF SEPTEMBER
2019 UNILEVER
RUSSIA SWITCHED
TO 100% RENEWABLE
ELECTRICITY FOR
ITS FACTORY
NETWORK

PIONEERING: 100% RECYCLED PLASTIC PACKAGING



TODAY UNILEVER HAS
THE LARGEST BEAUTY
AND PERSONAL CARE
PORTFOLIO IN RUSSIA
WITH PACKAGING MADE
FROM 100% RECYCLED
PLASTIC (PET)





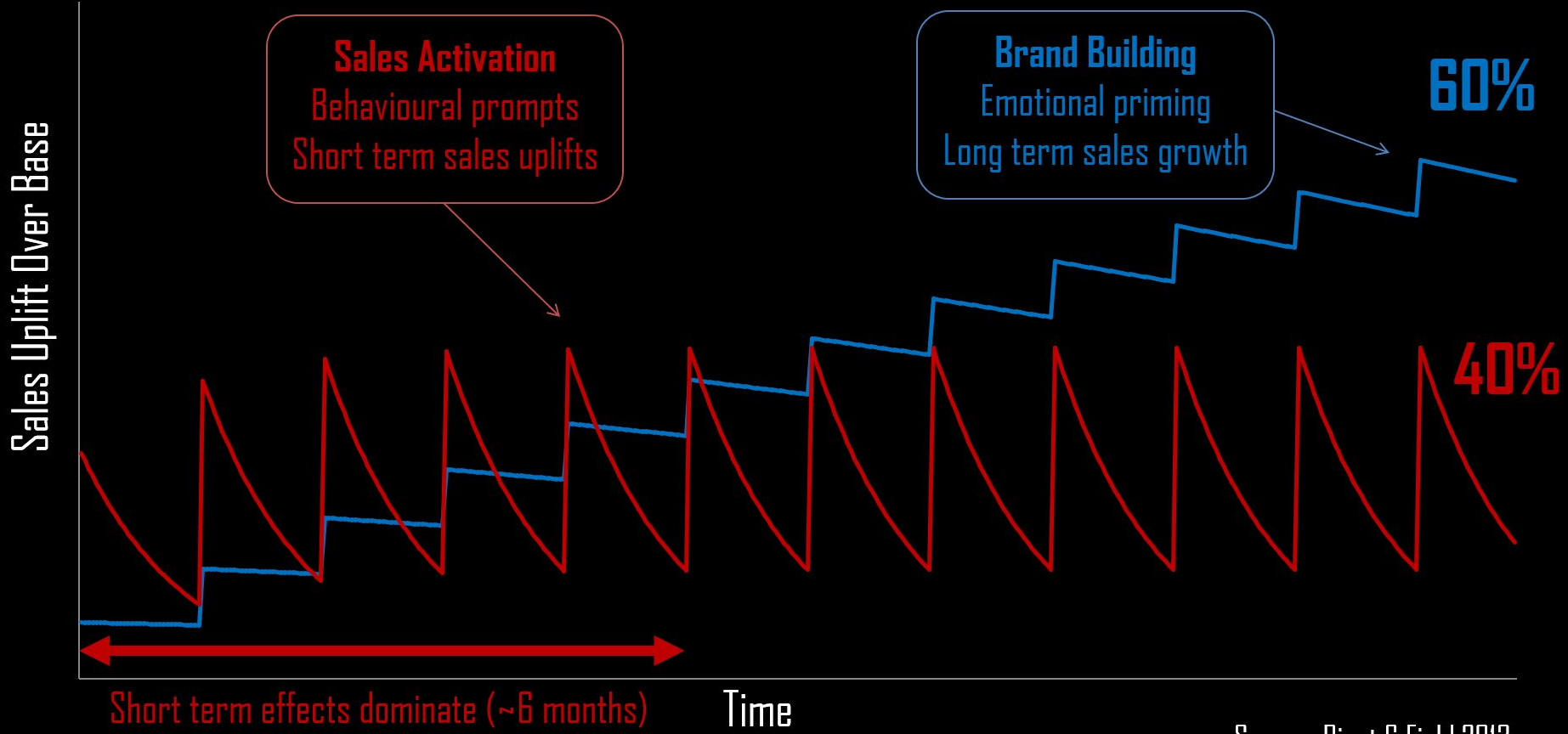
THE GLOBAL GOALS
For Sustainable Development



135
SKUs

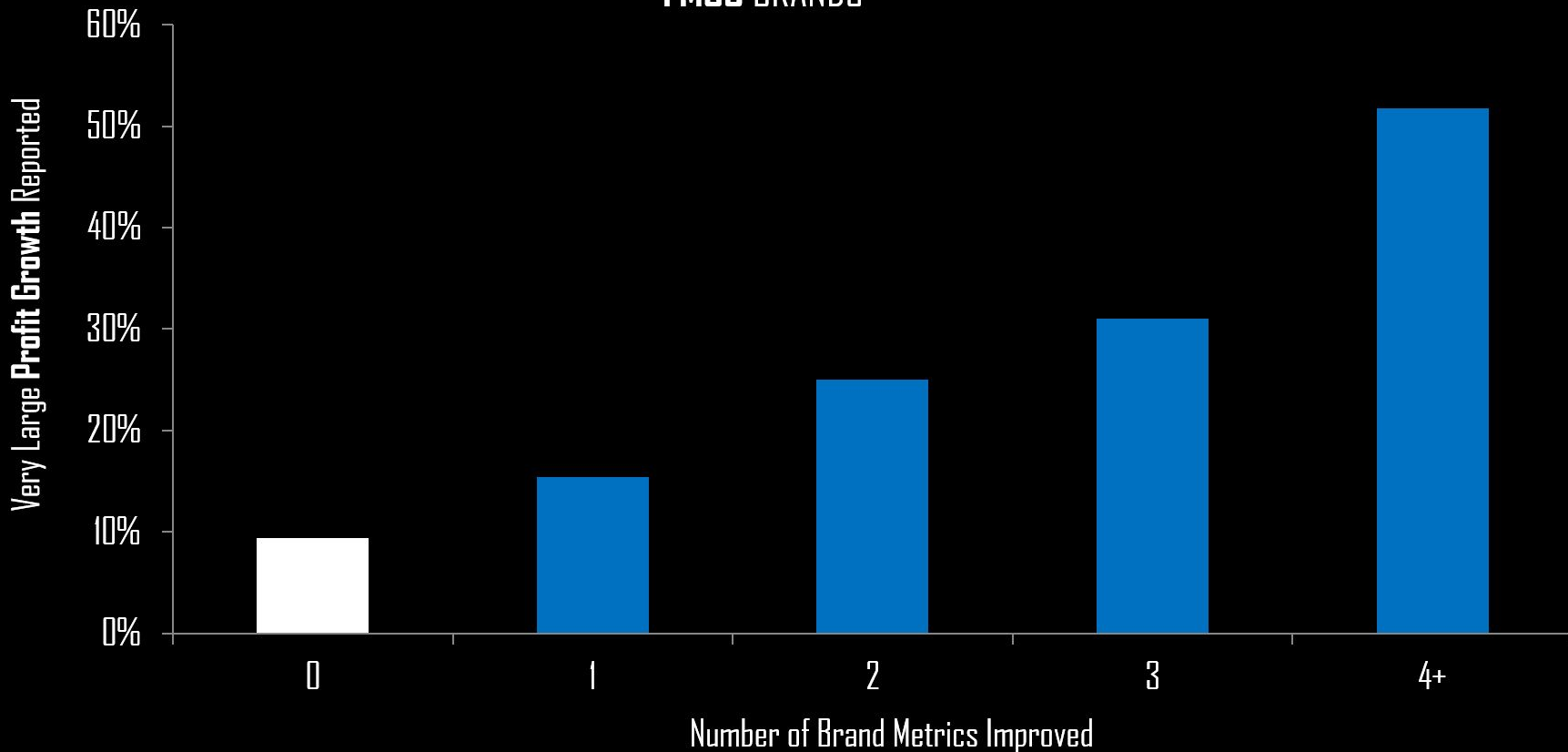
6,4 m²
SHELF

TWO WAYS TO DRIVE GROWTH



BRAND BUILDING IS KEY TO PROFIT GROWTH

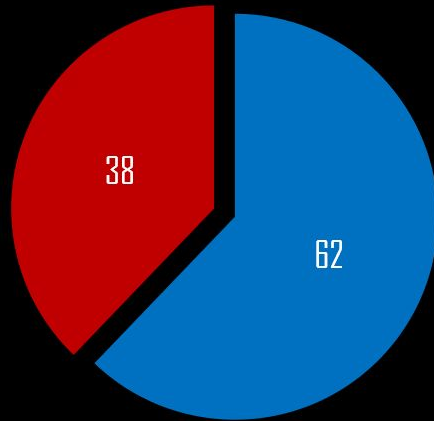
FMCG BRANDS



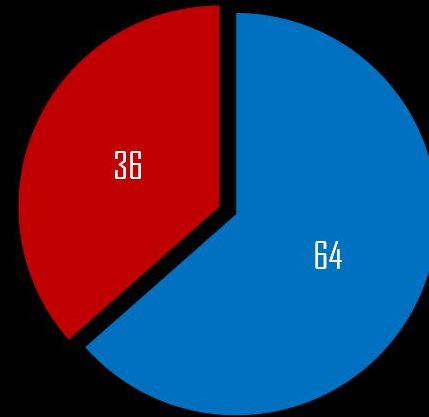
Source: IPA Databank, 1998-2016 FMCG cases

THE 60:40 RULE STILL APPLIES

Very Large
Share Growth Cases



Very Large
Profit Growth Cases

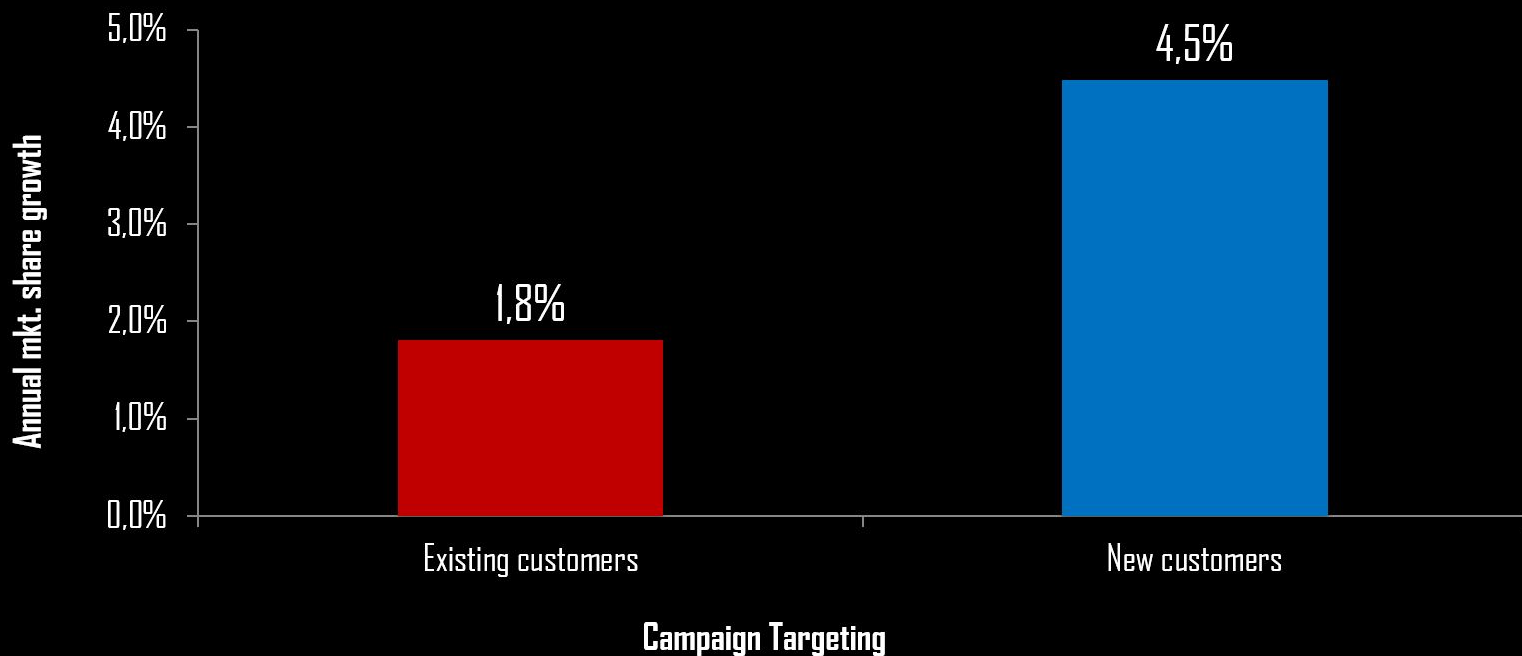


 Channel Share for **Brand Building** Objectives

 Channel Share for **Sales Activation** Objectives

LONG-TERM GROWTH COMES MOSTLY FROM NEW CONSUMERS

FMCG BRANDS



WHAT IS A BRAND WITH PURPOSE ?



IS ISN'T

**Making a positive difference
to society**

**Simply the functional
or emotional benefit**

Doing

Just saying

Mainstream

At the fringes

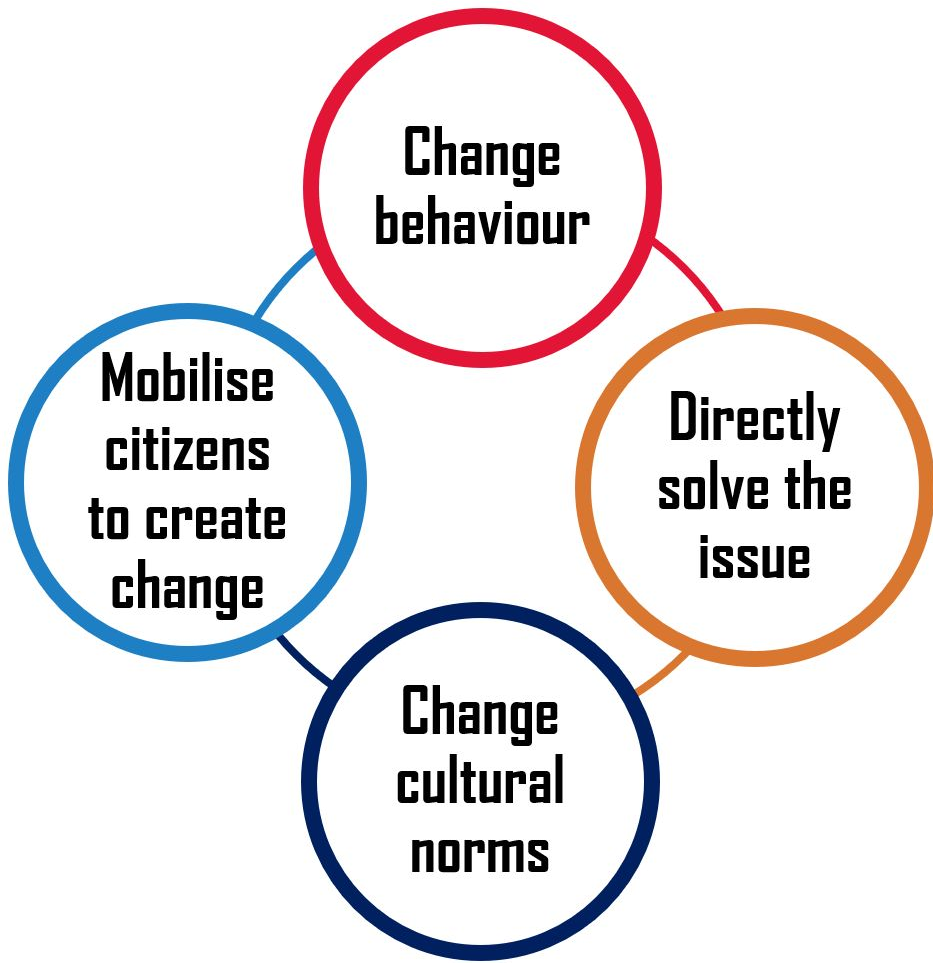
Long term

One minute wonder

**Defines your brand,
makes you famous**

**Only seen in the boardroom
or at Cannes**

MANY WAYS TO DO PURPOSE





#3 CHANGE THE CULTURAL NORMS

PURPOSE

To invite all women to **realise their personal potential for beauty** by engaging them with products that deliver superior care





WHAT THEY DO

- In 2004 Dove challenged stereotypical beauty by creating the Dove campaign for real beauty supported by the **Self Esteem Project**
- To date, the project has helped over **20mn** girls raise their self esteem and realise their full potential





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LIPTON: PROACTIVE SUSTAINABILITY COMMUNICATION ON-PACK



Unilever



ЭНЕРГИЯ СОЛНЦА
 РАДОВАЮЩИЙ ВКУС

ЧАЙ LIPTON:
КАЧЕСТВО С ЗАБОТОЙ О ПРИРОДЕ

Мы создаем чай Lipton из свежих верхних чайных листочков, чтобы вы могли насладиться его богатым натуральным вкусом и ароматом.

ЭКОЛОГИЧЕСКИ СЕРТИФИЦИРОВАННЫЕ ПЛАНТАЦИИ*

НАШ ЧАЙ СЕРТИФИЦИРОВАН МЕЖДУНАРОДНОЙ ЭКОЛОГИЧЕСКОЙ ОРГАНИЗАЦИЕЙ RAINFOREST ALLIANCE

Мы сотрудничаем с Rainforest Alliance, улучшая социальные, экологические и экономические условия жизни людей, которые заботятся о чайных плантациях и вручную собирают каждый чайный листочек для Вашей чашки Lipton. На сертифицированных Rainforest Alliance плантациях фермеры бережно используют природные ресурсы, такие как вода и почва, и заботятся о природных экосистемах.

СПОСОБ ПРИГОТОВЛЕНИЯ ЧАЯ:

100°C / 200ml + 3-5 мин = ☺

ЭКОЛОГИЧЕСКИ СЕРТИФИЦИРОВАННЫЕ ПЛАНТАЦИИ*

100 ЧЕРНОГО ЧАЯ СЕРТИФИЦИРОВАНО

Узнайте больше о Rainforest Alliance

Лipton – товарный знак Юнилевер.
 * Укажите больше о Rainforest Alliance

С запросами обращайтесь по телефону Отделочившей Ливини 8-800-200-1-200. Звонок по России бесплатный. Телефон для обращений в Республику Беларусь: +375-17-200-9151. На упаковке – варианты сервировки.

ПЯТЬДЕСЯТ ЦЕННОСТЕЙ НА 100 МЛ ГОТОВОГО НАЛИТКА:
 Энергетическая ценность: 1 ккал / 4 кДж
 Белки: 0,1 г
 Жиры: 0 г
 Углеводы: 0 г

Значения могут колебаться в пределах, обычных для продуктов из натурального сырья.
 * По сравнению с предыдущими продуктами. По сравнению с другими продуктами Unilever.

Присоединяйтесь к Lipton в социальных сетях:
www.uk.liptonrussia
[@liptonru](http://www.uk.lipton)

МАССА НЕТТО: 200 г

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