HOW WE CREATE VALUE

We believe that sustainable and equitable growth is the only way to create long-term value for our stakeholders. That is why we have placed the Unilever Sustainable Living Plan at the heart of our business model.

OUR VALUE CHAIN

PURPOSEFUL PEOPLE
161,000 talented people who contribute their skills and purpose to our business

NATURAL RESOURCES
Renewable and non-renewable materials and ingredients for our products

FINANCIAL RESOURCES
Cash, equity and debt to invest for the long-term

INTANGIBLE ASSETS
R&D capabilities and intellectual property such as patents, trade marks and know-how

TANGIBLE ASSETS
Physical assets such as manufacturing, logistics and office facilities as well as our vehicle fleet and stock

STAKEHOLDERS & PARTNERS
Relationships with governments and other organisations to drive systems change

SALES

MARKETING

LOGISTICS

MANUFACTURING

CONSUMER USE

CONSUMER INSIGHT

INNOVATION

OUR PURPOSE
To Make Sustainable Living Commonplace

OUR VISION
To grow our business, whilst decoupling our environmental footprint from our growth and increasing our positive social impact delivered through the Unilever Sustainable Living Plan:

IMPROVING HEALTH AND WELL-BEING FOR MORE THAN 1 BILLION

REDUCING ENVIRONMENTAL IMPACT BY 1/2

ENHANCING LIVELIHOODS FOR MILLIONS

OUR STRATEGY
To deliver long-term compounding growth and sustainable value creation by:

- Winning with brands and innovation
- Winning in the marketplace
- Winning through continuous improvement
- Winning with people

Supported by Division strategies:

- Beauty and Personal Care: Grow the core, build the premium
- Home Care: Margin to industry levels, emerging market-led growth
- Foods and Refreshment: Leaner business model, growth in emerging markets

VALUE WE CREATE

CONSUMER BENEFITS
We sell products that help people to feel good, look good and get more out of life

TOP & BOTTOM LINE GROWTH
We deliver consistent, competitive, profitable and responsible growth

IMPROVED HEALTH & WELL-BEING
We are helping hundreds of millions of people take action to improve their health & well-being

REDUCED ENVIRONMENTAL IMPACT
We are working to halve the environmental footprint of the making and use of our products as we grow our business

ENHANCED LIVELIHOODS
We are enhancing the livelihoods of millions of people as we grow our business

SUSTAINABLE DEVELOPMENT GOALS

HOW WE CREATE VALUE

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