In the UK and Ireland, we are working to deliver our contribution to the global Unilever Sustainable Living Plan targets. This publication describes some of our results over the last year.
Working with Government and other stakeholders, we aim to help meet public health targets in the UK. We have signed up to 12 voluntary pledges as part of the Government’s Public Health Responsibility Deal which cover salt, transfat, calorie reduction and out of home labelling, as well as a number of physical activity and health at work initiatives.

We are helping our employees in the UK and Ireland make positive choices to improve their health. Our Dove Self Esteem Project is working to equip young people with the tools they need to overcome beauty pressures, raise their self-esteem and realise their full potential.

**HEALTH AND HYGIENE**

**IMPROVE SELF-ESTEEM**

With our Dove brand we are helping millions of young people improve their self-esteem through educational programmes. By 2015 we aim to have helped 15 million young people around the world.

In 2012 our contribution to this target in the UK and Ireland stood at just over 1 million lives.

We continue to host free online resources for mums, mentors and teachers to raise girls’ self esteem and are working with beat™, the national charity supporting people affected by eating disorders, where we have developed an educational workshop for 11-14 year olds which explores body image and self-esteem issues. This aims to build self-esteem and encourages young people to consider their own appearance in a more realistic and positive way.

In 2012 we ran over 370 workshops reaching more than 41,000 pupils.

In addition, as part of our internal ‘Dove Day’, we trained our people to support our charity partners in delivering body image workshops in local schools. In the UK 1,600 pupils were reached by workshops facilitated by Unilever staff volunteers in partnership with beat™.

**REDUCE WORKPLACE INJURIES AND ACCIDENTS**

Globally, we achieved a 45% reduction in recordable accident rates at the end 2012, compared to 2008.

In the UK and Ireland, our occupational health team worked to identify health risks and established programmes to minimise work-related ill health. We also actively promoted a culture of behavioural safety which saw an 18% reduction in recordable accident rates during the course of 2012, compared with 2011.
**NUTRITION**

**REDUCE SALT LEVELS**

In the UK and Ireland, we have been steadily reducing salt in our products for many years. This started in 2003 through an industry partnership with the Food and Drink Federation (FDF) and the Food Standards Agency (FSA).

More recently, as part of the Government’s Public Health Responsibility Deal, we pledged to meet salt targets and are working to achieve technical solutions where necessary. However, we continue to face numerous challenges in this area. We know that people are more likely to accept a gradual reduction in salt levels in their daily diet so it’s important to reduce levels over time and for the food industry as a whole to move together. We also have to focus on developing ways to support behaviour change.

In addition to this local commitment we have a global strategy, where our goal is to reduce salt levels further to meet the recommended level of 5g of salt per day, based on globally recognised dietary guidelines, between 2015 and 2020.

Reducing salt in our products has been achieved through recipe reformulations, introducing salt replacers such as lower-sodium sea salt and enhancing taste with aromas, herbs and spices. We also offer lower salt alternatives, such as Knorr Stock Cubes and Granules, and in 2012 we re-launched Knorr stock pots with 25–30% less salt compared with previous versions.

Also in 2012, there was a 33% reduction in Stork and 6% reduction in our Colman’s pour over sauces. We reduced salt in our retailer dressings, all of which now meet the Responsibility Deal target.

**IMPROVE HEART HEALTH**

With 50 years experience of developing spreads, Flora helps to keep hearts healthy by maintaining healthy cholesterol levels. Flora Original and Light contain 80% less saturated fat than butter. Flora pro.activated lowers cholesterol by up to 10% and Flora Cuisine provides a healthier option for roasting, baking and frying with 45% less saturated fat than olive oil.

We have worked with a number of retailers including Sainsbury’s, Tesco and Morrisons to offer free cholesterol tests in their in-store pharmacies with Flora pro.activated. In Ireland we teamed up with leading retailers where independent registered nurses carried out free cholesterol checks and provided expert nutritional advice based on the results.

**REDUCE SATURATED FATS**

We are supporting the target to reduce UK consumption of saturated fat to globally recognised recommended intake levels i.e. where average intake of saturated fat should be no more than 11% of food energy.

Through reformulation, we have significantly reduced the saturated fat levels of our products. We also offer healthier options, such as Hellmann’s Light and Lighter than Light mayonnaise, which contain 58% and 87% less saturated fat than original Hellmann’s.

In 2012, in the UK and Ireland, we met our Sustainable Living Plan target for all of our leading spreads to contain less than 33% saturated fat (as a proportion of total fat) and for a daily portion to provide at least 15% of recommended essential fatty acids.

**REMOVE TRANS FATS**

We have now eliminated trans fat from all of our products, meeting both our Sustainable Living Plan and Responsibility Deal commitments.

**REDUCE CALORIES**

In UK and Ireland, in 2012, we achieved our target to reduce calories in children’s ice creams to 110 calories or fewer per portion.

We also signed up to the UK Government’s new calorie pledge within the Responsibility Deal. We are contributing to this through reformulating our products, such as reducing saturated fat and calories in Flora and, in 2012, Walls launched a soft scoop offering called ‘a touch of yoghurt’, which is 30% less fat than the standard vanilla soft scoop and approximately 26% less calories. For some of our recipes we also provide ingredient swaps and healthy eating tips to help reduce calories.

**PROVIDE HEALTHY EATING INFORMATION**

We are committed to working with Government and other partners to provide consistent nutrition information on our food brands, to our foodservice customers and to our employees in our staff restaurants. All our retail products in the UK and Ireland already provide nutritional information.

**IMPROVE EMPLOYEE HEALTH AND NUTRITION**

Our workplace health initiative, Fit Business Lamplighter, helps our 7,500 employees in the UK and Ireland make positive everyday choices to improve their health. It brings together our nutritional expertise, knowledge of brands and occupational health experience, as well as government campaigns including Change 4 Life and the Public Health Responsibility Deal, so that employees can make proactive personal health choices.

We provide information and tools, and promote events such as ‘walk to work’ week and the Global Corporate Challenge to increase physical activity in our workplace. 243 teams of UK and Ireland employees took part in the Global Corporate Challenge in 2012 reporting weight loss, improved morale and increased feelings of wellness as a result.

We also launched the Unilever Personal Resilience Program which directs employees to help and support and so far more than 460 people have already benefited as a result.

Biannual health checks are open to all our employees and in 2012 these showed continued improvement across the country on healthy weight, blood pressure, cholesterol and smoking rates, all of which are already well below the national average.

We also met our Responsibility Deal pledge to provide Guideline Daily Amounts labelling on 80% of meals in our employee restaurants in 2012. This is enabling people to make healthy choices on breakfast, lunch and snack items.

**NEW APPROACHES**

Research has revealed that 84 per cent of British women do not talk about heart disease, despite this being the single biggest killer of women in the UK. Flora pro.activ and the British Heart Foundation have entered into a new three year partnership, working together to raise awareness of heart disease amongst women. The Love Your Heart campaign is aiming to get more women thinking about their heart health.

A recent partnership evaluation has shown that, through working together, we are effectively getting women to think and talk about their heart health and take important steps, such as monitoring their cholesterol levels.

**FUTURE CHALLENGES**

Our main challenge here is reformulation of our food products to reduce salt levels at a pace which people will accept, as well as developing effective ways to support behaviour change.
We are working to reduce carbon emissions in our own operations, help people reduce their impact when using our products at home, and reduce packaging and increase recycling rates.

**REDUCING ENVIRONMENTAL IMPACT**

**GREENHOUSE GASES**

**REDUCE GREENHOUSE GASES FROM SKIN CLEANSING AND HAIR WASHING**

By 2015 we aim to reach 200 million consumers globally with products and tools that will help them to reduce their greenhouse gas emissions while washing and showering. Our plan is to reach 400 million people by 2020.

While we have made some limited progress, overall this target remains challenging.

In the UK, our Sustainable Showering Study recorded accurate data, for the first time, on how people shower and provided us with a benchmark for the environmental and financial impact of showering.

Using a shower sensor, specially developed at our Port Sunlight R&D laboratory, we monitored the showering behaviour of 100 families taking 2,600 showers across 10 days. The sensors recorded when showers were being used and for how long.

This has provided us with the first accurate picture of UK showering, based on actual rather than claimed behaviour, and is helping us look at behaviour change programmes to encourage people to conserve energy and water when showering with our brands.

**REDUCE GREENHOUSE GASES FROM WASHING CLOTHES**

Globally, we are working to reduce the greenhouse gas impact of the laundry process by concentrating our liquids and compacting our powders; reformulating our products to reduce greenhouse gas emissions by 15% by 2012 and encouraging our consumers to wash at lower temperatures and at the correct dosage in 70% of machine washes by 2020.

In the UK and Ireland we are working to reduce our impact by encouraging people to use our concentrated liquid, Persil Small & Mighty and our Persil liquid capsules, instead of powders. These reduce our environmental impact as they have lower greenhouse gas emissions in their manufacture and distribution.

In 2012, Persil Small & Mighty liquid overtook our powder variant and is now the biggest part of our laundry portfolio.

Our concentrated liquids and capsules are designed especially to help people wash with the right dose at low temperatures. We are building our plans to help us work towards our target of 70% of washes under these conditions by 2020.

**REDUCE GREENHOUSE GASES FROM MANUFACTURING**

Through a combination of good manufacturing practice and capital investment, we are continuing to reduce carbon emissions in our operations.

In 2012, our CO2 emissions per tonne of production increased slightly by 1.1% compared to 2011. This was primarily due to the implementation of Combined Heat and Power plants in two of our sites, which, whilst co-generating electricity and heat very efficiently, means that the sites now consume natural gas rather than buying electricity with renewable energy certificates.

One of the ways we are reducing carbon emissions – as well as water – is through metering, monitoring and targeting. At Port Sunlight we have installed meters which enable us to understand our usage and interrogate the data to inform us about how and where we can implement solutions to help us operate more efficiently. The industry standard for carbon savings following the installation of such meters is between 10 – 20%.

Another method of reducing greenhouse gases in manufacturing is through the increased use of biogas. During 2012 the Burton site worked to optimise the production of biogas from its anaerobic digester. The biogas produced is used in boilers to generate steam for use across the site. In 2012, 12% of all gas used at Burton was biogas, an increase from 2% in 2011. This has helped to reduce carbon dioxide by over 300 tonnes year on year.

**REDUCE GREENHOUSE GASES FROM TRANSPORT**

By 2020 CO2 emissions from our global logistics network will be at or below 2010 levels, despite significantly higher volumes. This will represent a 40% improvement in CO2 efficiency.

In order to achieve this ambition, we have targeted an improvement in our logistics’ CO2 efficiency in the UK and Ireland by 25% by 2015, against a 2010 baseline. This includes all our distribution centres and the transport of finished goods.

In 2012 we improved our carbon efficiency by 17% and cut our CO2 emissions by 10%, versus 2011, in spite of increased volumes.

In late 2011 we opened our newly extended distribution centre in Cannock which enabled us to implement carbon-saving initiatives in 2012. From a transport perspective, this included providing us with the opportunity to maximise truck capacity by offering cross category deliveries to our customers. Together with an increased focus on double-stacking and use of double deck trailers (at all of our distribution centres), we can now work with our customers and service providers to take miles off the road wherever possible.

In 2012, we joined an initiative with a major retail customer where we agreed to work collaboratively with other UK manufacturers and third party supplier, DHL. They can now deliver orders to this customer from the Bawtry warehouse where our order is combined with products from the different manufacturers. This replaces the need for several separate deliveries from each
manufacturer and has contributed to taking miles off the road, as well as improving customer service and responsiveness.

**REDUCE EMPLOYEE TRAVEL**
Globally in 2012 54 countries, including the UK and Ireland, were covered with video conferencing facilities, which reduce the need for international and national travel.

Our improved and expanded video conferencing network now has over 360 connection points globally. Last year, the use of telepresence alone saved 123,000 tonnes of carbon emissions through employees reducing their travel.

We continue to regularly promote agile working, encouraging employees to work from home, provided the needs of the business can be met. This reduces the impact of employees commuting to work.

In 2012 our UK and Ireland Agile Working campaign engaged hundreds of employees in information fairs and practical workshops across our offices in London, Leatherhead, Kingston and Dublin. The campaign aimed to improve people’s virtual working skills and helped them make personal contributions to our global target to reduce travel, whether that is long haul or commuting to work every day. The campaign will be broadened out to all UK and Ireland sites with further events planned for 2013.

**INNOVATION/NEW APPROACHES**
We also started a six month social experiment in 2012 – the Sustain Ability Challenge – in partnership with the Futures Company. This supported twelve families across the UK to take action to live more sustainably and challenged the perception that sustainable living is more expensive.

The Challenge has already provided evidence, inspiration and practical ways to help the participating families adapt their daily routines, such as focusing on helping them reduce food waste.

The families’ progress is being monitored and measured throughout and the insights and findings will be used to help our brands embed sustainable living into their future plans.

**FUTURE CHALLENGES**
Encouraging people to adopt new behaviours is essential to achieving our goals. With our biggest challenge in the UK and Ireland around changing behaviour in showering and laundry, we need to work in collaboration with others to find ways to help people use our products more efficiently at home.

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**WATER**

**REDUCE WATER USE IN OUR MANUFACTURING**
In 2012, we reduced water abstraction per tonne of production by 5% when compared with 2011.

In Port Sunlight we undertook an extensive project to update the site’s water system. We completely redesigned the system for maximum efficiency, replacing two systems with one and approximately 2km of pipework. The work was completed in early 2012 and as a result, at this site alone, we are able to save approximately 100,000 tonnes of water per year.

**REDUCE PACKAGING**
We are committed to reduce the weight of packaging that we use by a third by 2020 through light weighting materials, optimising design, developing concentrated versions of our products; and eliminating unnecessary packaging.

In the UK and Ireland we are introducing new 75ml compressed aerosol cans to our women’s deodorants range for Dove, Sure and Vaseline. These are half the size (ml), last just as long and have the same suggested retail price as our standard 150ml cans.

The product is used in exactly the same way but we’ve re-engineered the spray system so reducing the amount of propellant needed to deliver the same level of deodorant with each spray.

Across the three brands, the new cans use on average 25 per cent less aluminium and smaller packs mean we can fit more onto each lorry. This results in a reduction in the greenhouse gas associated with having 35 per cent fewer lorries on the road.

The overall carbon footprint of the product will be reduced by an average of 25 per cent.
We are a signatory of WRAP’s [Waste and Resources Action Programme] Courtauld Commitment 2 and have contributed to its 2012 targets to reduce:

- the carbon impact of grocery packaging by 10%
- household food and drink waste by 4%
- grocery product and packaging waste in the supply chain by 5%

**REDUCE WASTE IN MANUFACTURING**

Through a combination of waste reduction and waste recycling we reduced total waste per tonne of production to landfill in 2012 by 97% compared to 2011. When compared with 2008 the reduction was 100% in total waste per tonne of production to landfill.

In 2011, our UK and Ireland manufacturing sites stopped sending any non-hazardous waste to landfill. All of our sites maintained this in 2012, with the exception of a small amount of waste from our Burton site which was accidentally sent to landfill by our supplier and this should not occur in the future.

We continue to try to reduce waste at source and drive recycling to minimise the level of waste created.

In our Leeds aerosols factory, an innovation led by one of our operators has eliminated one particular waste stream.

A simple device has been introduced onto the aerosol production line which detects a dropped can and prevents it knocking others off. This has reduced regular waste of around 4000 cans to just one, with a 100% success rate. This innovation has now been installed on all our other aerosol lines and shared with our aerosol factories worldwide.

**REDUCE OFFICE WASTE**

We continue to cut paper use by encouraging employees to print less and reducing the number of printers. The elimination of paper from our office processes is complex as it spans a number of business functions.

**NEW APPROACHES**

- The biggest contributor to our waste footprint in the UK is the unavoidable waste from tea bags. More than 20 million cups of PG tips are consumed in the UK each day, so we are working to help ensure that tea bags are diverted from landfill and are included in food waste collections, or composted at home.

Our product range also includes store cupboard items such as Knorr, Colman’s and Hellmann’s which can help prevent waste by helping people use up their food leftovers in a more appetising way.

We believe that collaborative and practical action on waste is needed so hosted a roundtable involving a broad range of leading experts to better understand consumer attitudes and behaviours around food waste, and what part we can play in influencing them for the better.

Building on this discussion, and insights from new Fabian Society research we supported, Unilever hosted a food waste fringe event at each of the main party conferences in the UK where we explored the role of government and retailers, manufacturers and consumers in changing behaviour on food waste.

We also engaged consumers in the debate through supporting an online discussion on Mumsnet where we asked people for their thoughts, ideas and tips on food waste.

We are now working on practical solutions to help consumers take small actions to reduce food waste at home. For instance, we now include information on our PG tips packs letting people know they can dispose of their used tea bags in their food waste collection and, through Knorr, we are providing practical advice on how to use up fresh ingredients and food leftovers.

We involved our employees through drop-in sessions with WRAP’s Love Food Hate Waste experts at 13 of our UK sites in 2012. Here employees could learn more about food waste and practical ways to reduce it. Knorr also held cookery classes and competitions for employees helping them to use up leftovers creatively.

- In 2012, PG tips worked in partnership with Brentwood Borough Council, Chelmsford Council and WRAP to encourage Essex residents to recycle their teabags in their newly introduced food waste collection.

Communications on posters and in local newspapers, featuring PG tips and the iconic “Monkey” character, prompted residents to dispose of their used tea bags in their new kerbside collection to reduce waste to landfill. Awareness was high, with over 60% of respondents indicating they would be more likely to participate in their food waste recycling schemes as a result of the campaign.

We are now exploring to see if the approach could be scaled up to work with other councils in the UK.
• Unilever continues to co-chair the Institute of Grocery Distribution’s (IGD) Product and Packaging Waste Group and is now participating in the ECR Waste Prevention workgroup. These groups are developing and sharing best practices to help companies reduce the impact of waste in the supply chain. The group has increased its target to prevent 200,000 tonnes of waste for 2010-2014, versus a 2009 baseline, after hitting the three year target in two years. Unilever submitted a further 20 initiatives for 2012 from sourcing units and distribution centres, demonstrating our ongoing commitment to waste prevention and increased recycling beyond zero waste to landfill. This will be a key focus of the group in 2013 and beyond.

We have updated our Trade Terms in the UK and Ireland to encourage customers to support our carbon reduction plans as we redesign our distribution network and develop capabilities to improve vehicle fill and reduce carbon emissions.

FUTURE CHALLENGES
The infrastructure for dealing with waste varies in different parts of the UK which presents a challenge. We would like a more unified waste collection system where, for instance, the majority of people are able to put their unavoidable food waste, like tea bags, into local food waste collections. With improved recycling facilities we believe we can play our part, through our brand communications, in encouraging people to use them.

SUSTAINABLE SOURCING
By 2020 we will source 100% of our agricultural raw materials sustainably: 10% by 2010; 30% by 2012; 50% by 2015; 100% by 2020.

SUSTAINABLE PALM OIL
By the end of 2012, globally, we achieved 100% of our palm oil being sourced from sustainable sources, with 97% via Green Palm certificates. We have now extended that with a new target to purchase all palm oil sustainably from certified, traceable sources by 2020.

SUSTAINABLE PAPER AND BOARD
Almost 80% of the paper packaging used in our UK and Ireland manufacturing is sustainably sourced (i.e. using recycled or certified sustainable material).

SUSTAINABLE TEA
All our PG tips tea bags in the UK and our Lyons Tea in Ireland are fully Rainforest Alliance Certified™.

SUSTAINABLE COCOA
Some of our Magnum variants are made with specially selected cocoa beans from Rainforest Alliance Certified™ farms.

FAIRTRADE BEN & JERRY’S
Our Ben & Jerry’s range in the UK and Ireland is 100% Fairtrade certified.

CAGE-FREE EGGS
Hellmann’s mayonnaise and Ben & Jerry’s ice cream on sale in the UK and Ireland continue to use only cage-free eggs.
The Unilever Foundation in the UK is working in partnership with Oxfam and other charity partners to support women and their families who are living on or below the poverty line. The aim is to move them from surviving to thriving through providing basic nutrition and improving self esteem.

Through this partnership we are working to provide an additional 10,000 people with access to emergency food support through food banks and distribution of surplus food, and enable 800 women and their families to permanently move from surviving to thriving.

In the first year, our partnership has supported 29 local communities to set up new foodbanks, which have fed over 21,000 people who found themselves in difficult circumstances and are struggling to feed themselves and their families. There has also been support given to an additional 48 organisations, allowing them to distribute 230 tonnes of food to people facing serious hardship (which is the equivalent of 549,000 meals diverted from landfill), and we have supported over 400 women and their families to develop demonstrably improved assets.

In Ireland we continue to work in partnership with two charities working to address poverty. St Vincent de Paul Society tackles poverty through provision of practical assistance to vulnerable children and adults. PARTAS is a local organisation dedicated to supporting disadvantaged children who have left mainstream education due to poverty.

We support these charities through a combination of financial help and employees’ time. This has included, for example, providing and packing food hampers for families in need, and helping to renovate a building hosting training courses for teenagers and young adults who have fallen from mainstream education.