

UNILEVER SUSTAINABLE LIVING PLAN PAKISTAN



IMPROVING HEALTH AND WELL-BEING

We help millions of Pakistanis feel good, look good and get more out of life, through our products, people and partnerships.

NUTRITION

Through our products and partnerships we aim to make a difference to the quality of people's diets, helping to tackle both obesity and under-nutrition.

Improve Nutrition through Daily Habits

We contribute to consumer's daily intake of good fats through our brand Blue band, which is a source of essential fats needed for children's growth and development. Our medical detailing program communicates the goodness of our spreads to the health care professionals so that they're aware of Unilever's commitment towards health and wellness.

Reducing Salt levels

We have reduced the salt content of our Knorr soups by 10% and we will continue to reduce sodium across our Savoury portfolio.

Providing Healthy Eating Information

We are committed to provide consistent information on our brands, and healthy diet and lifestyle messages to our consumers and Food Service customers.

Key Opinion Formers and Partnership

Our brands support the activities of a number of healthcare professional groups through participation in their meetings and sponsorship activity. We aim to work in close co-ordination with them on key nutrition challenges we are facing.

In partnership with the World Food Programme and our brand Blue Band, we feed thousands of under nourished children in Pakistan. Over 500 employees, through the payroll programme contribute Rs. 2.5 M a year to feed school children.

Improve employee health and well-being

As part of our employee well being program, we aim to improve employee's health and well being by providing health facilities and annual check-ups. On days such as the World Heart Day we engage with employees electronically and through events.

Health & Hygiene

Through brands like Lifebuoy and Surf we strive to create positive behavioural change for the betterment of society.

Reduce diarrhoeal and respiratory diseases

By 2012, our brand Lifebuoy aims to improve hygiene behaviours in Pakistan of 68 million households through the promotion of handwashing with soap. Every year over 146,000 children die of water borne diseases such as diarrhoea. A survey conducted by Lifebuoy in Pakistan in 2010 shows that when children wash their hands with Lifebuoy soap at regular occasions, the incidence of illnesses is reduced by up to 46% resulting in a 40 % increase in school attendance. Through this simple intervention we are able to keep children and their families healthier.



Improve child development

Surf, one of our largest brands is committed to child development and growth through experiential learning. Through the 'Dirt is Good' platform we have already reached over 2 million children in 6000 schools across Pakistan. We are working with our NGO partner Idara-e-Taleem-o-Aaghai (ITA) and have successfully included classroom experiential learning in the Government's National 'Early Childhood Education' Curriculum. In 2011 we aim to work with over 3,500 schools, encouraging school children to be agents of change and give back to their communities. Part of the programme includes rehabilitating flood affected schools so as to provide others the opportunity to grow and be educated.

Improve oral health

We will use our toothpaste brand in partnership with the Pakistan Dental Association (members of FDI) to encourage oral health practices in mothers and pre-school children in peri-urban and rural areas of Lahore. By 2012, we aim to reach 30,000 households with the help of 150 trained Lady Health Workers. According to the Gallup household Consumer Panel data About 36 per cent of the Pakistani population clean their teeth daily, irrespective of the method employed. Approximately, eight per cent never clean their teeth, while 54 per cent clean their teeth either on alternate days, weekly or monthly.



Enhancing Livelihoods

Unilever strives to deploy long-term community programmes that promote healthier living and support self-sustaining economic development, leading to a more robust consumer base.

Supporting communities through rural programmes

Our customer development team participates in rural programmes which aim to create aspirations, grow markets and ensure accessibility of our products. To date we have reached over 700,000 community's members since beginning 2010 and building awareness of personal hygiene and nutrition. In 2011, we will continue to work with our activation agencies and NGO partners through our brands to enhance livelihoods and living standards of the underprivileged people of Pakistan. We aim to reach 1.1 Million to educate them about personal care and health & hygiene; For example we encourage children to wash their hands with soap on the 5 key occasions. We are also inducting 15 women (Guddi bajis) through a vocational and skill development programme as our Brand ambassadors in their communities.

Reduce Environmental Impact

Our commitment to reduce environmental impact extends across the value chain and we aim to continually improve our management systems to deliver consistent and measurable progress.





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GREENHOUSE GASES (GHG)

Reduce GHG from our manufacturing

One of our largest brands Lux is now produced through improved manufacturing process making it energy efficient, faster, and less labour intensive. This new process has decreased the Rahim Yar Khan Factory's CO2 footprint by 20% with a cost saving of well over Rs. 50 M. Unilever Pakistan has pioneered this process starting with Lifebuoy soap in 1992.

One of our largest brands Lux is now produced a greener manufacturing process making it energy efficient, faster, and less labour intensive. This new process has decreased the Rahim Yar Khan Factory's CO2 footprint by 20% with a cost saving of well over Rs. 50 M. Unilever Pakistan has pioneered this process starting with Lifebuoy soap in 1992.

Our distribution centre in Karachi, owned by DHL, is a low impact; built-to-suit warehouse that has been constructed with 60 strategically placed sky lights, negating the need to use electric lights during day shift. Additionally, as an energy saving initiative, 60 Eco-ventilators have been installed which have an equivalent flux of 20 1500W industrial exhaust fans.

Reduce GHG from our transportation & distribution

Cross Docking Project - A logistics project was initiated where small vehicles servicing far off towns in the south region are cross-docked in Hyderabad with 40 ft containers, resulting in a reduction in road mileage, route rationalization and diesel consumption. An annual reduction of 457 tonnes of CO2 has been achieved.

Logistics Joint Initiative - Unilever Pakistan in partnership with Cadbury and transportation provider TSD aim to save an expected 544 metric tonnes of carbon dioxide (CO2) per year. The savings will come from Unilever allowing Cadbury to utilise its dedicated vehicles on their return journey from Karachi to Lahore. In the near future, we hope to implement joint initiatives such as this in several other areas of our business as well.

Similarly, our vehicles are being optimized with products from other sister 3rd party factories, resulting in cost efficiency, robust transit times and savings of up to 56 tons of CO2/year. Primary Transport Container upsizing from 40 ft to 50 ft have resulted in savings of 807 tons of CO2/year.

WATER

Reduce water in our manufacturing process

Unilever Pakistan has invested more than Rs. 33 million in the expansion of its effluent treatment plant at the Ice Cream factory which has led to significant reduction in Chemical Oxygen Demand (COD - baseline 2000). Up to 30% of water (over 2008) was saved through projects identified from water mass balance studies at the factory. At Unilever Pakistan Foods Ltd (UPFL) reuse of treated effluent water for on-site irrigation and lavatories has helped reduce overall intake from the underground water table showing a 7% reduction in water consumption.

A Water Saving Project has been carried out at the Walls Ice Cream Factory with changes made in the designs of our manufacturing processes resulting in reduction of water Consumption by 17,000 m3 to date.

We are currently working on a Rs.5 million Water Filtration Project with our partners Pakistan Poverty Alleviation Fund and aim to provide clean drinking water to over 10,000 community members near UPFL in Lahore. Previously we have worked with other partners such as Acumen Fund and Thardeep Rural Development Programme on hand pumps and drip irrigation in the Tharparkar desert.

WASTE

Reduce packaging

In 2010 the R&D team has successfully removed PVC from all skin and hair care packaging, aggregating to over 61 tons / year. The change in this process required Unilever to develop the supplier and local labelling capabilities.

Additionally the replacement of stretch wrap with re-usable rubber belts and waste segregation at the Lahore distribution centre has further helped reduce waste and environmental pollution.

Technology has been deployed through online electronic boards in warehouses to facilitate monitoring of activities. A Customer Information Portal and Hand Held Devices have been introduced to reduce paper based transactions which have helped reduce the overall footprint

At Unilever Pakistan we focus on waste recycling and its environmentally friendly disposal at the manufacturing sites and work with our contractors Wastebusters. In 2010 over 320,000 wrappers from consumer promotions were recycled.

SUSTAINABLE SOURCING

In 2010 we bought approx 500 tons of Rain-Forrest Alliance tea, enough to produce 297 million cups. In 2011 we aim to continue the purchase of these teas.





We take pride in our people and enable them to make sustainable choices at home and at work.

People

Diversity

Diversity is imbedded in our values and is crucial to the growth of a vibrant organization that caters to a wide array of consumers.

UPL provides facilities to encourage diversity in the workplace. The UPL Daycare centre was started in 2003 as a tool to attract working mothers to Unilever. It now also used by male employees, whose wives' work elsewhere.

Unilever Pakistan has operated flexi-work hours since 2009. As a step forward in 2010 we introduced Agile Working.

Agile Working is an approach to getting work done with maximum flexibility and minimal constraints. This essentially means that the individual may work from home/ office/ agency/ distributor/ at an alternate location during the regular work day.

Engaging our people

Unilever Pakistan employees believe in a balanced lifestyle. Apart from work, employees are involved in various activities including sports, cooking, the arts and community work amongst many others.

Community and environment support at Unilever Pakistan is more than just a company initiative; it is also supported by our people. Our employees work with various organizations giving monetary as well skill support. The 'Integrated League of Unilever Volunteers (InLUV)' has grown since its launch in 2007. Over 2011 volunteer hours were contributed by our people last year.

Improve employee health, nutrition and wellbeing

Our personal vitality health passport initiative has consistently delivered results in terms of employee wellbeing. We continue to place emphasis on work life balance and provide gym facility and healthy eating options. Working with our NGO partner Naya Jeevan we are providing medical and accident insurance to 40 of our services staff (Mop and cleaning) at the Head Office who cannot afford and do not have access to such services.

Sustainable workplaces

In 2010, Unilever Pakistan signed the Green Office agreement with WWF which aims to reduce carbon emissions and eliminate waste at the head office. Previously initiatives such as the optimization of cooling temperature, replacement of halogen lamps with energy savers, awareness drives and encouraging inter employee energy saving contacts has resulted in a decrease of 50 Tons of CO2 footprint reduction, with an overall 16% reduction as measured from 2007, the baseline year.

