



Media Release

Champions of change: How Unilever inspired 9/10 employees to reduce their environmental footprint

August 2013: Nearly 90% of employees at Unilever Australia and New Zealand's Sydney headquarters have taken active steps to reduce their waste after being inspired by an 'environmental boot camp'. The unique initiative provided employees with practical ways to reduce their environmental footprint at home and in the office.

Hosted by well-known Channel 7 sports presenter Mark Beretta, The '*Smarter Greener Living* boot camp', was part of an ongoing campaign to demonstrate how the small actions of every employee can drive significant reductions in Greenhouse gas emissions, water-use and waste and contribute directly to the Unilever Sustainable Living Plan – an ambitious 10 year strategy aimed at doubling the size of the business, whilst reducing environmental impact and increasing positive social impact.

"Sustainable Living is at the very heart of our business model. The challenges facing our world today mean business as usual is no longer possible and it's more important than ever that our people 'walk the talk'," said Unilever ANZ Chairman and CEO Clive Stiff. "We're passionate about driving sustainable growth – and exciting activities like the boot camp are a great way to engage our people on this strategic priority."

Held on World Environment Day, the Smarter Greener Living boot camp drove a sharp increase in uptake of sustainable actions by Unilever employees. Of the 400 employees who attended in Sydney:

- **89%** were inspired to take up a small action to reduce their waste
- **82%** have taken action to reduce their water use
- **78%** have taken action to reduce their energy use
- **86%** of employees spoke to family and friends about sustainable living
- **70%** signed up to a Unilever 'Eco Team', with over 200 people now signed up across 34 teams.

The event involved a series of exciting and challenging workshops that tested employees on their knowledge in areas such as food waste, recycling and water saving. As a result, many have put their learnings into action and committed to adopting more sustainable behaviours including four minute showers in the home, using 'dry shampoo' that doesn't require water or energy and reducing food wastage through creative recipes using leftovers.

"When we launched the Unilever Sustainable Living Plan two years ago, we appointed every one of our employees as our 'Head of Sustainability'. We want our employees to take individual ownership of our environmental goals by making sustainability a core part of everyone's job; and that's a message we continue to focus on with our people today," added Mr Stiff.

The campaign generated positive feedback from employees, with many reporting that they now have a much greater understanding of the role they can play in helping deliver Unilever's ambitious sustainability goals.

One employee who attended the boot camp said, "The boot camp gave us all the sense that we're part of this pioneer movement, working together to find ways to be more sustainable, both at work and at home. I've got my whole family on board taking 5 minute showers now, and I've learnt so many practical lessons that I had no idea I could do beforehand. These are lessons that I will carry with me for life."

For further information about Unilever's *Sustainable Living Plan*, visit www.unilever.com.au.

- ENDS -



For further information, images or interview requests please contact Jessie O’Neill at Res Publica on P: (02) 8297 1511/ E: joneill@respublica.com.au

About Unilever

Unilever works to create a better future every day. Our company helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

Unilever is one of the world’s leading fast-moving consumer goods companies, with strong local roots in more than 100 countries. Globally, Unilever has around 171,000 employees, and in 2011 generated annual sales of €46.5 billion. In Australasia, Unilever employs more than 1,600 people, and has offices and manufacturing facilities throughout Australia and New Zealand.

Unilever’s portfolio features some of the world’s best-known household names. In Australasia, our name brands include Flora, Lipton, Bushells, Dove, Rexona, Vaseline, Omo, Surf, Continental, Chicken Tonight and Streets.

The Unilever Sustainable Living Plan is our commitment to developing new ways of doing business that will drive sustainable growth. Our ambition is to decouple our growth from our environmental impacts across the full lifecycle of our products. We are also committed to increasing the positive social impact of our business and our brands.

Unilever has led the Food Producers sector in the Dow Jones Sustainability World Indexes for 13 consecutive years. We are included in the FTSE4Good Index Series and attained a top environmental score of 5, leading to inclusion in the FTSE4Good Environmental Leaders Europe 40 Index. In 2011 Unilever led the Climate Counts Company Scorecard and was named #1 in the list of Global Corporate Sustainability Leaders according to the latest survey findings from GlobeScan Inc. and SustainAbility Ltd.

For more information about Unilever and its brands, please visit www.unilever.com.au