

# Unilever unveils 10-year 'sustainable living plan'

## Co To Halve Greenhouse Emissions, Water Usage By 2020

Our Bureau  
NEW DELHI

**H**INDUSTAN Unilever has chalked out an ambitious plan to halve water usage and greenhouse gas emissions by 2020 as the manufacturer of Surf detergent and Lakme cosmetics launched the Unilever sustainable living plan across the world on Monday.

For a company whose products are used two billion times a day in nearly 170 countries, small steps could make a big difference to the environment and, at the same time, save costs, Harish Manwani, chairman of India's largest packaged consumer goods company and president, Asia, Africa and Central & Eastern Europe, Unilever, told **ET**.

The Unilever sustainable living plan — announced simultaneously in New Delhi, London, Rotterdam and New York on Monday — targets to halve greenhouse gas emissions, waste production and water usage by the company and its suppliers, and source all its agricultural supplies such as tea



### GREEN DRIVE

- **Measures will be quantified and implemented by CEOs across the world**
- **Go to help 1 billion people in Asia, Africa and Latin America improve hygiene and well-being by promoting the Lifebuoy soap**

and palm oil from sustainable sources. The measures will be quantified and be implemented by Unilever CEOs across the world, Mr Manwani said.

"Chairmen and CEOs of countries, including India, have to deliver. We don't yet have all the answers on how the plan will work on all the brands. But it is a 10-year plan and sets out over 50 social, economic and environmental targets," he said. Pointing out to specific examples of how the sustainability plan would be linked to brands, Mr Manwani talked about the company's low-cost in-home water purifier, Pureit, which does not

require electricity or continuous tap water supply.

The company also plans to help one billion people in Asia, Africa and Latin America improve their health and well-being by promoting the use of its Lifebuoy soap to change their hygiene habits.

Unilever also plans to launch in Asia and Africa its Comfort One Rinse, a fabric conditioner that enables people to rinse clothes in one bucket of water instead of three, saving up to 30 litres of water a wash. "If all our laundry brand users in Asia and Africa use Comfort One Rinse, it would save over 500 billion litres of water a year," said Mr Manwani.