

Sustainability at P & G: Sustainable Product Design & Driving Sustainable Consumer Behaviour

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An overview will be presented of Procter & Gamble's sustainability vision and 2020 goals and of how P&G builds sustainability principles and approaches deeply into products and operations of the household care business. All major activities will be covered, including raw material procurement, detergent manufacturing, transport and distribution, sustainable product design, the consumer in-use and post-consumer phases.

The most important opportunities of sustainability improvements for detergents and cleaning products will be reviewed as well as the critical role of consumers, brands and brand manufacturers, retailers, associations, NGOs and policy makers. Finally, we will summarize the key challenges and opportunities such as sharing and reapplying best practices, driving more sustainable cleaning behaviour and how consumer education and engagement can be achieved by novel models of stakeholder collaboration.