

# Brand 2030

## Brands as a Force for Good and a Force for Growth



**Community  
Impact**



**Equality  
& Inclusion**



**Environmental  
Sustainability**



**Ethics & Corporate  
Responsibility**

Consumers today want to know what brands—and the people behind the brands—believe in, and they expect brands to play a meaningful role in solving some of the most complex challenges facing our world. Our brands serve five billion people around the world, which provides a unique opportunity to not only delight consumers through superior product performance, but also to spark conversations, influence attitudes, change behaviors and drive positive impact on society and the environment. This is why, in addition to and in line with our ongoing Citizenship efforts, our brands are reinventing brand-building to become a force for good and a force for growth.

Last year we introduced the framework we're using to ensure our leadership brands enable responsible consumption and have a positive impact on the world, called Brand 2030. We've trained our brand teams on the Brand 2030 requirements, supporting them as they integrate brand citizenship, including social impact and environmental sustainability, as a core expectation in their respective brand strategies and executions. Within this framework, each brand needs to implement seven ambitious Fundamentals across product, packaging and supply chain and define a brand-specific North Star commitment, helping to solve for a societal challenge to which they can uniquely and meaningfully contribute.

Today, 30% of our leadership brands have achieved the first out of three milestones on the journey to 2030: they have defined meaningful and measurable goals for a brand-specific North Star and have systematically integrated all Brand 2030 requirements into their end-to-end business processes. To achieve the second

milestone, they will need to take consistent action to achieve their North Star commitment over time with a measurable positive impact on society and the environment. Additionally, they will work to meet the ambitious goals of at least three of the seven Fundamentals, progressing their efforts in the areas of product, packaging, more sustainable materials, communication, transparency, responsible sourcing and manufacturing.

We expect most brands to achieve the second milestone by 2025, progressing to the third and last milestone—which will require significant and sustained progress against their North Star goals and delivering against two more Fundamentals—towards the end-goal of meeting all criteria by 2030. As the journey will take us through the next decade, our intent is to regularly review these criteria and update them as science, stakeholder views and our own experience evolves.

# Brand 2030 Journey



## 1

North Star and Fundamentals integrated into brand strategy

+

1/7 Fundamentals met

## 2

On track to achieve North Star Goals

+

3/7 Fundamentals met

## 3

Significant progress against North Star Goals

+

5/7 Fundamentals met

## 2030 Goals Met

Brand has met its North Star Goals

+

7/7 Fundamentals met

# Brand 2030

## Always

Always is committed to protecting tomorrow, together, with responsible menstrual care and bladder leak solutions. We believe that we have a responsibility to offer products that are safe, have less environmental impact and help girls and women feel protected and confident.



#ENDPERIODPOVERTY ↗

By 2030, Always wants to ensure that no girl loses confidence at puberty because of their gender or their period. Our [#LikeAGirl](#) campaign has been successful in tackling gender stereotypes around the world, with 94% agreeing that it helps girls feel more confident.<sup>1</sup>

Our global [Puberty & Confidence Education program](#), which reaches more than 18 million children, parents and teachers each year, helps ensure young people have the knowledge they need to navigate puberty and their periods with confidence; and our global product donation programs, including the award-winning [#EndPeriodPoverty](#) campaign, help ensure that young people have access to the period products they need to keep learning and stay confident. Over the past year, Always has donated more than 58 million period products to those in need and we are more than halfway toward reaching our two-year 100 million target. Learn more about Always' work around the world [here](#).

Always is also working to make meaningful progress to reduce our environmental footprint through ambitious goals around product innovation and supply chain impacts. To further enable responsible consumption, we are committed to increasing the use of sustainable materials in our products to 50%, and are working to have our packaging incorporate 50% renewable or recycled materials by 2025. We work to incorporate better materials so we can use less of it, as seen in the

# #LIKE AGIRL *always*

*Always' #LikeAGirl campaign has been successful in tackling gender stereotypes, helping girls feel more confident.*

Always Ultra pads in the United States, Europe and India, where we have reduced the materials used by 10–20% in the last seven years.

Today, almost all Always packaging is recyclable where recycling programs exist. Our manufacturing sites send zero manufacturing waste to landfill globally and are on track to use 100% renewable purchased electricity across all facilities by the end of the decade. Through these efforts to protect the planet, combined with an ongoing commitment to product safety and ingredient transparency, Always strives to ensure consumers don't have to choose between period products that are right for them and right for the world.

ENVIRONMENTAL IMPACT ↗

PRODUCT SAFETY ↗

<sup>1</sup> Among young women who are aware of the #LikeAGirl Campaign, Research Now, U.S. 2017

# Brand 2030

## Pampers

Babies make the world a better place for us all. That's why Pampers cares for every baby's happy and healthy development and for the planet they grow up in. The brand is committed to giving every baby the best start in life, including babies in need, and to leading new sustainable waste management solutions for diapers and wipes.

Out of 135 million babies born every year, approximately one million are born extremely premature and most of them currently don't have access to the diapers they need to develop. By the end of the decade, Pampers aims to provide them with the smallest diapers, specially designed to help enhance what's vital for their early development like uninterrupted sleep, skin protection and "Kangaroo Care." The journey has already started with nearly 35,000 extremely premature babies already using Pampers Preemie diapers. The brand is also using our voice to raise awareness around preemie issues and best practices. A recent example is the #PampersforPreemies campaign launched in November 2019 in the UK, where Pampers announced we are also donating our smallest diapers to premature babies across hospitals.

Pampers is also committed to give used diapers and wipes a second life via leading new sustainable waste management solutions to help babies grow up in a more sustainable planet. Steps are already in place via the first recycling facility in Italy that recycles used diapers with a technology developed by FaterSmart,

a joint venture of P&G and Angelini. Pampers has also been running a diaper waste collection pilot in Amsterdam since 2019 that was honored with the AIM (Association des Industries de Marque)—Nudging For Goods Award 2019.

**AIM NUDGING FOR GOOD AWARD** ➔

Pampers is also committed to make a meaningful difference across our total environmental footprint by 2030 to further drive and enable responsible consumption. We have made our products lighter, halving the diaper weight while doubling the absorbency<sup>1</sup> over the past 50 years. The cellulose in the diaper and the paper boxes are made from materials from FSC-certified forests and other controlled sources.<sup>2</sup> Today, all of our diaper packaging is recyclable where recycling programs exist. And all P&G Baby Care manufacturing sites send zero manufacturing waste to landfill globally. We also recently celebrated that all Baby Care manufacturing sites in U.S. and Europe<sup>3</sup> now purchase 100% renewable electricity. This is a significant step toward our commitment of 100% renewable electricity globally by 2030. Our Pampers® Pure™ diapers and wipes were created with responsibly sourced plant-based materials and other thoughtfully selected materials.



<sup>1</sup> Data valid for Europe

<sup>2</sup> Products available on shelf, for Western Europe only

<sup>3</sup> Excluding Russia and Ukraine, Certificates of renewable energy from windmill farm



# Brand 2030

## Charmin

Charmin is committed to promoting healthy forests for generations to come. We drive this forestry commitment by helping to protect, restore, and grow forests. To protect forests and ensure our paper is sourced from responsibly managed forests, Charmin is Forest Stewardship Council™ (FSC) certified. To restore forests, we have been partnering with the Arbor Day Foundation since 2017, planting trees, especially in areas devastated by wildfires. And in Brazil's Atlantic Forest, we've teamed up with one of our suppliers to do landscape restoration planning. We work with the Nature Conservancy and the American Forest Foundation to help family forest owners in the U.S. better manage their forests. We have continued our partnership with the Rainforest Alliance<sup>1</sup> by supporting their efforts to develop and launch the Forest Allies Community of Practice, and we are proud to be founding members. Finally, Charmin is committed to driving tree growth. Within our supply chain, for every tree we use, at least one is regrown. However, our efforts do not stop with forestry. Charmin continues to use recycled fibers where it makes sense, with 100% of our toilet tissue inner cores made from recycled fiber. Additionally, we have reduced the consumption necessary to complete the task via improved strength and absorbency, thus allowing consumers to use less toilet tissue.<sup>2</sup>



<sup>1</sup> The Rainforest Alliance is an international non-profit organization working to create a better future for people and nature.

<sup>2</sup> Versus leading bargain brand

# Brand 2030

## Herbal Essences

Herbal Essences aims to enable everyone to experience the positive power of nature, every day. Unleashing the power of plants, Herbal Essences nurtures our consumers' hair, their spirit and the planet.

Herbal Essences is the first global hair care brand to partner with the [Royal Botanic Gardens, Kew](#), a world-leading authority on plant science. The brand is committed to protecting endangered plants and promoting plant biodiversity. To achieve this, Herbal Essences is partnering with [Kew's Millennium Seed Bank](#), the largest and most diverse wild plant seed bank in the world. We have successfully launched the first step in the journey with the ["Save 20 in 2020" initiative](#), working with local partner organizations to save 20 threatened plant species that are at risk from climate change and habitat loss. Herbal Essences is engaging consumers, influencers and other partners to promote the campaign and raise awareness of the global threat to plant biodiversity, with experts predicting that two in five plant species are at risk of extinction.

To further enable and inspire responsible consumption, Herbal Essences has clearly defined goals to decrease our environmental footprint, with a 50% reduction in the use of petroleum-based virgin plastic by 2025 and 100% recyclable or reusable packaging by 2030. We are exploring innovative closed-loop packaging systems with the 'Loop' initiative in partnership with [TerraCycle in Paris](#).



*Herbal Essences teamed up with Royal Botanic Gardens Kew's Millennium Seed Bank to help protect 20 endangered plant species in 2020.*

SAVE 20 IN 2020 ↗

All the Herbal Essences manufacturing sites are 100% Zero Waste to Landfill, with goals to achieve 100% renewable electricity, a 50% reduction in GHG and a 35% increase in water efficiency by 2030.

Herbal Essences is also committed to the responsible sourcing of priority ingredients of natural origin. We are leading the way in sharing comprehensive information about our [ingredients](#), transparently explaining our [4-step safety process](#) and being recognized by PETA as a [cruelty free brand](#).

[Herbal Essences has pioneered the use of tactile markings](#) to make product recognition easier for visually impaired consumers, and we have a goal to include this on all packaging by 2025. We have also made our new website accessible to people with visual impairments, and aim to make all our priority communication tools sight- and hearing-impaired accessible by 2025.





*Ariel's clear focus is helping to save resources, in particular energy, when doing the laundry. Turning from 40°C to 30°C already saves 35% of the in-use energy.*

# Brand 2030

## Ariel

Ariel's history and equity are rooted in science, so we intend to make use of our expertise in this area to have a positive impact on the planet.

Scientifically, the biggest environmental impact of laundry is primarily related to the energy used to heat water for a load of laundry. Ariel's clear focus is helping to save resources, in particular energy, when doing the laundry. Turning from 40°C to 30°C already saves 35% of the in-use energy.

In addition, we have robust plans to use less and better plastics. Ariel packaging will be designed for full recyclability in Europe by 2022 and globally by 2025. Last year, we replaced our round PODs tubs with lightweight bags across European markets, saving 75% of plastic per unit, and as of this this year, the level of post-consumer recycled resin has been increased up to 50% in European Ariel bottles.

We also place great emphasis on transparency, so the ingredients used for Ariel are available on our [website](#), and we want to expand this to include even more details across the supply chain. Our Fabric & Home Care manufacturing sites in North America and the E.U. use 100% renewable purchased electricity and send zero manufacturing waste to landfill.

In 2019, P&G Global Fabric Care reported that 70% of machine loads were being done in low-energy cycles, meeting our 2020 goal. Because every degree makes a difference, Ariel strives to lower the average temperature of doing the laundry even further. We want to inspire half a billion people in Europe and beyond to adapt a more sustainable habit of washing in colder temperatures. Additionally, we aspire to make washing in cold water the new standard and to save additional CO2 in our own operations, as well as through innovative, scientifically-grounded partnerships.



*Ariel strives to set new standards for sustainable laundry.*

# Brand 2030

## Pantene

Pantene has been working with experts\* from [Yale University](#) and [Columbia Business School](#) and found that while a great hair day feels and looks different for everyone, one thing is certain: hair has the power to transform how people feel about themselves, their sense of identity and even how they think.

Unfortunately, less than one out of ten people who identify as female have a great hair day every day. In addition to constantly innovating to create more great hair days for everyone—all hair types, all hair conditions, all ages and all genders—we are leveraging our voice to remove the cultural or social biases about hair that prevent people from expressing their true identity. In Europe, for example, Pantene took a first step with #HairHasNoGender, which explores the power of hair to express one's identity through

personal, powerful stories from transgender individuals and gender nonconforming advocates.

### #HAIRHASNOGENDER 71

In Japan, the brand tackled hair-related discrimination in school. Japanese students who have anything other than black, straight hair were required to submit a signed “natural hair certificate” or to bring in baby pictures to prove that their hair is natural, not created with chemicals or a curling iron. Even after submitting proof, many students were still forced to dye and straighten their hair to conform. In the summer of 2019, a petition inspired by the Pantene Japan #HairWeGo campaign led the Tokyo Metropolitan Board of Education to change school policy permanently.

### #HAIRWEGO 71

We are also using our global scale to drive positive change for the environment and enable responsible consumption. Among our goals, Pantene is committed to providing water efficient products and waterless product innovation to consumers, such as the Pantene No-Rinse conditioner launched in 2019 in Indonesia and the Pantene Waterless collection launched in 2020 in North America. We have also clearly defined goals



to decrease our environmental footprint, with a 50% reduction in the use of petroleum-based virgin plastic by 2025 and 100% recyclable or reusable packaging by 2030. In Europe, for example, the brand already uses up to 25% PCR in all plastic bottles, and we were the first hair care brand to be part of Loop in the U.S., an e-commerce circular platform that provides reusable and durable packaging to shoppers. Furthermore, all manufacturing sites are 100% zero waste to landfill, with goals to achieve a 50% reduction in GHG, 35% increase in water efficiency and 100% purchased renewable electricity by 2030. We have already achieved the renewable electricity goal in North America and Europe.



\*Dr. Marianne LaFrance, Emerita Professor of Psychology and of Women's, Gender, and Sexuality Studies Ph.D. at Yale University, and Dr. Adam Galinsky, Ph.D., Paul Cella Professor of Leadership and Ethics at the Columbia Business School.



# Recognitions and Awards

Here are just a few of the external recognitions we've received this year in our Citizenship priority areas.



Community  
Impact



U.S. CHAMBER  
OF COMMERCE  
FOUNDATION

*Social Responsibility  
in Action*

**ACTIVATE**  
THE GLOBAL CITIZEN MOVEMENT

*Among Fast Company's  
2020 World Changing  
Ideas in Creativity*



Equality  
& Inclusion



Environmental  
Sustainability

MEMBER OF  
**Dow Jones  
Sustainability Indices**  
In collaboration with **S&P**  
a RobecoSAM brand

*5 years in a row*



FTSE4Good

*Since 2001*



Ethics & Corporate  
Responsibility



*Ranked in Top 20*



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Data in this report covers the period of July 1, 2019, to June 30, 2020. Financial information is given in U.S. dollars. Questions related to this report can be directed to [mediateam.im@pg.com](mailto:mediateam.im@pg.com). This report references GRI 102: General Disclosures 2016 and specific disclosures from other GRI Standards as specified in the GRI Content Index for this report which can be found [here](#).