



SMALL ACTIONS AT HOME CAN MAKE A WORLD OF DIFFERENCE.



TOGETHER LET'S PROTECT OUR PLANET OUR HOME.

WHY HOME?



IMPACT THAT MATTERS



TOP 3

Of global CO2 contributors.

Source 1



#2

Electricity used at home is 2nd biggest contributor to carbon emissions.

Source 2

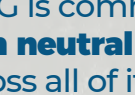
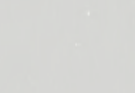
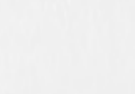
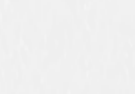
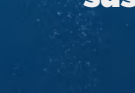
READY FOR CHANGE

Consumers are eager to make a difference with their homes... for our bigger Home, the Planet!

71%

“”

I want to do more at home to contribute to a collective positive impact on the planet.



...BUT INTENTIONS ≠ ACTIONS

38%

“”

I don't make environmentally-conscious choices at home as often as I would like to.



“I DON'T KNOW HOW TO”

Main barrier is lack of knowledge



87%

Are not aware of the impact of skipping the sink before the dishwasher to **save water**.



52%

Are not aware of the impact of cold wash on **energy saving**.



LET'S UNLEASH THE CLIMATE HEROES IN ALL OF US...



TURN
“I WISH”



INTO
“I WILL”

69%

Wish they could learn simple ways **to do more at home** to protect the planet vs. what they currently do.

HOW?

KIDS INSPIRING US TO DO MORE

76%

Of parents said their children **inspire them to be more sustainable at home.**



BRANDS MAKING IT EASY

75%

Want the **BRANDS they buy** to help them live a more environmentally conscious lifestyle.



Use Tide on cold wash and save up to **90% of energy**.



Brush up on your water saving skills. Just turning the tap off can save **30 litres a day**.



Skip the sink with Cascade and let your dishwasher be the dishwasher. **You will save UP to 378 litres of water a week.**



IT'S OUR HOME



P&G is committed to be **carbon neutral for the decade** across all of its operations.



P&G is committed to **100% recyclable or reusable packaging by 2030.**



P&G is committed to reduce **its use of virgin petroleum plastic in packaging by 50% by 2030.**