

# DRIVING SUSTAINABLE PRODUCT INNOVATION IN A CONSUMER-GOODS COMPANY



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LCM conference - 5 September 2017





## 3 BIG GOALS

- **HELP MORE THAN 1 BILLION PEOPLE IMPROVE THEIR HEALTH & WELLBEING**

- **HALVE THE ENVIRONMENTAL FOOTPRINT OF OUR PRODUCTS**

- **ENHANCE THE LIVELIHOODS OF MILLIONS OF PEOPLE AS WE GROW OUR BUSINESS**

# 6000+ SMART MINDS, FEW LCA EXPERTS



Senior Leaders

LCA Experts

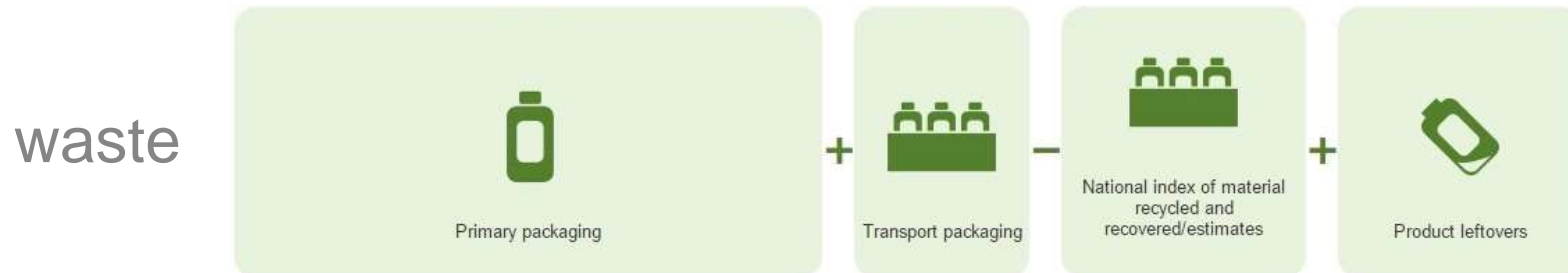
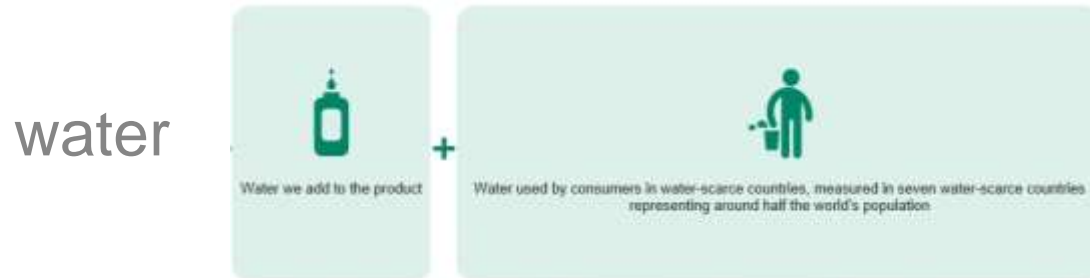
Formulators

Packaging Engineers

Consumer Experts

Project Leaders

# WE ANNUALLY CALCULATE A DETAILED FOOTPRINT OF ~3000 PRODUCTS



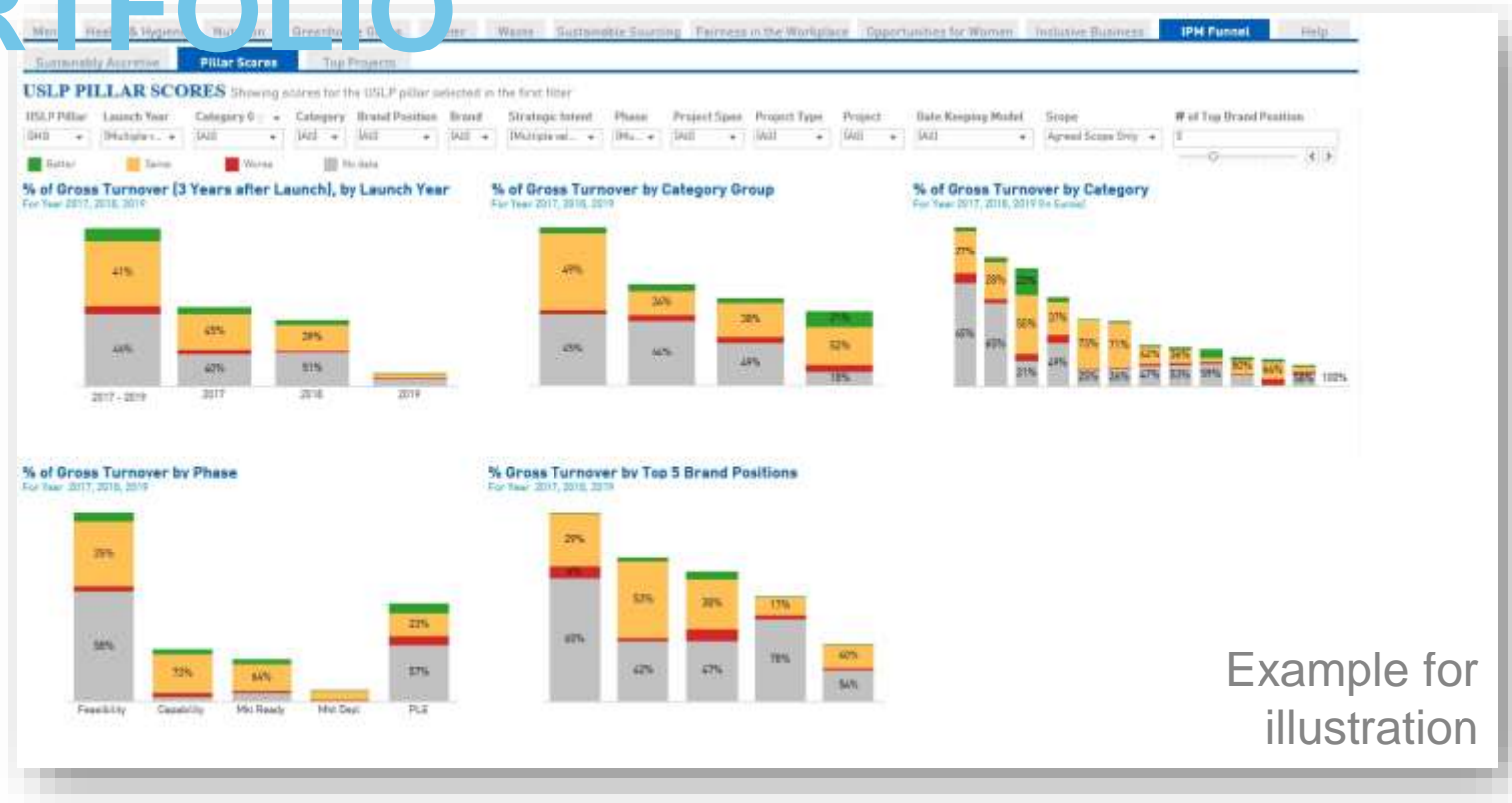
# ECODESIGN



Enables everyone to make LCA assessments for their innovation projects in 5-10 minutes



# ECODESIGN RESULTS CAN BE COMPARED ACROSS PROJECTS AND PORTFOLIO



Senior Leaders

Reports bring visibility across projects which are 'Better', 'Same' or 'Worse' than current to allow for decision making



**ANY  
QUESTIONS?**