

# Sustainable Consumption via new product formats

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# Market Reality

*satisfaction*

**Happy consumer** *before* “good citizen”

*‘good for me’*

*empowered*



# Market Reality

**Happy consumer *before* “good citizen”**

*satisfaction*

*Comply with  
obligations*

*‘good for me’*

*empowered*

*‘good for everybody’*

*“Do my bit”*



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# Market Reality

**Happy consumer *before* “good citizen”**

user-friendliness

***so***

good value

***products which satisfy consumer needs first***

efficacy

availability

‘empathy’



Unilever

The key question.....

*how can we bring about change?*



# Building on Behavior

*Innovating continuously to improve consumer benefits*

*whilst*

*reducing environmental impact*



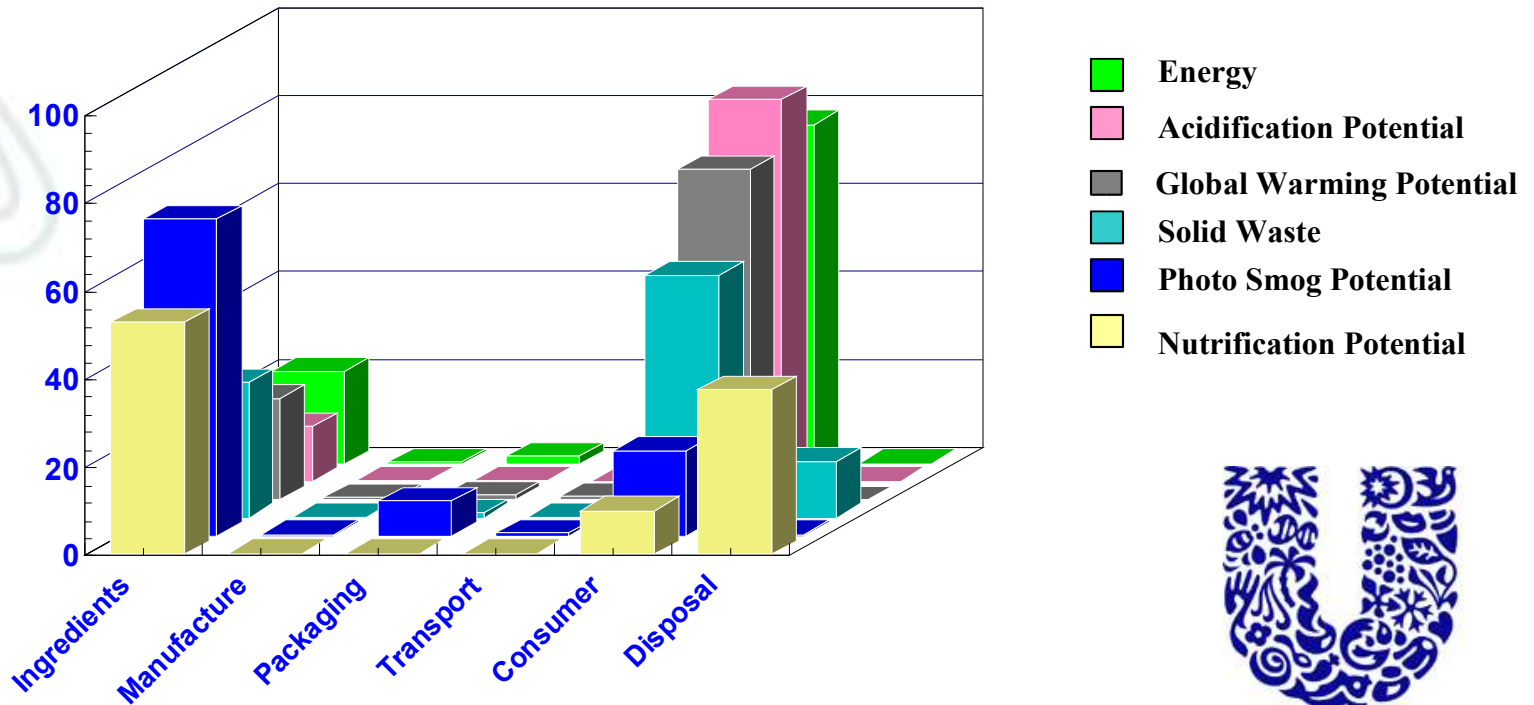
# Communicating Sustainability

- Through brand innovation
- Through Industry initiatives



# Life Cycle Knowledge

## Life Cycle Inventory of a European Washing Product normalised on a per wash basis

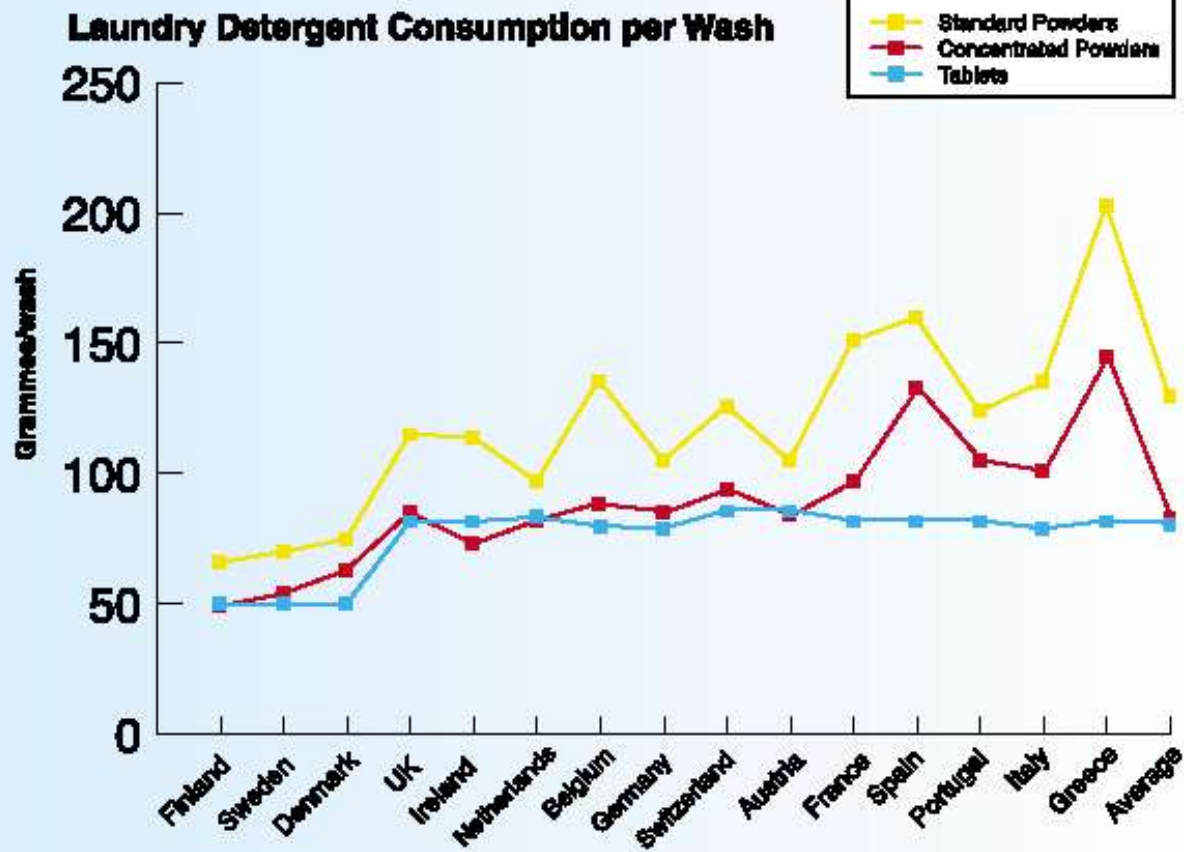




# Communicating Sustainability

- Through brand innovation
  - unit dosing
    - laundry detergent tablets
    - laundry detergent unit dose liquid
    - machine dishwash tablets





Data circa 2001



# Life Cycle Assessment to Quantify Environmental changes

Significant Improvement	Green
Significant Worsening	Red
No Change	White

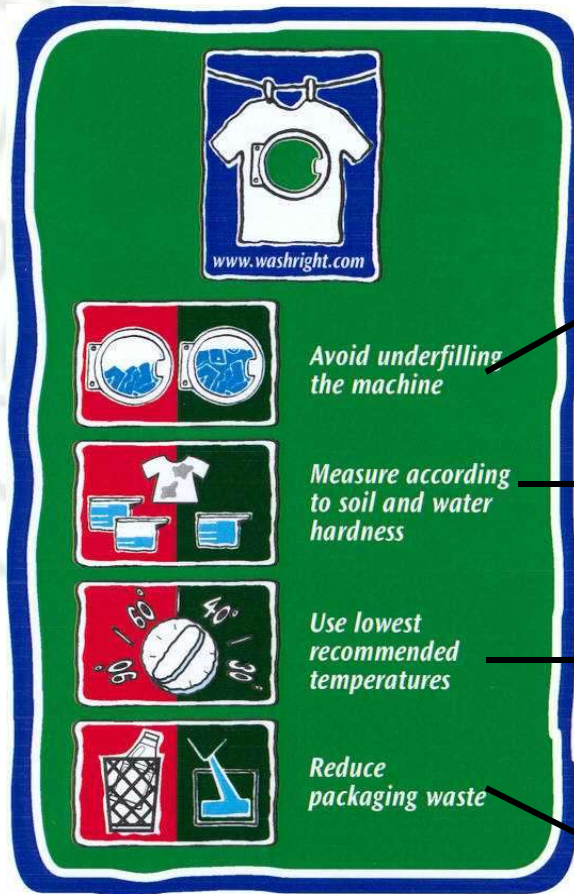
Lever Tablets vs Lever Powders/ Country	Global Warming Potential	Acidification Potential	Photochemical Oxidant Creation Potential	Nutrification Potential	Solid Waste	Energy
Sweden				n/a*	Red	
Norway				Green		
UK			Green	Red		
Ireland				Red		
Netherlands						
Belgium		Green	Green	Red		
Germany						
Switzerland		Green		Green		
Austria						
France		Green	Green			
Spain		Green	Green			Green
Portugal				Red		
Italy				Green		
Greece						Green

(\*Not applicable as there are high levels of tertiary wastewater treatment systems throughout the country.)



# Communicating Sustainability

- Through Industry initiatives



**AISE**

## Washright Campaign

Washing more clothes in one wash will reduce water and energy used

The amount of detergent used should relate to hardness of the water and soil level of the laundry

Most detergent work well at low temperature-saving energy and water

Keep permanent packaging or refillable packaging and buy refill packs if available



# Sustainable Consumption

- Internal commitment pre-requisite for external success
  - innovative product proposition
    - in-built environmental design, using life cycle thinking
  - effective communication
    - fact & benefit
  - trust
    - consumer confidence in the company behind the brand

