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UNILEVER AND WATER SUSTAINABILITY BACKGROUND

Unilever's Initiative

Unilever's relationship with water goes to the heart of who it is as a company. For eight years running, Unilever has been acknowledged as the food industry category leader in the Dow Jones Sustainability Index, which ranks companies on their environmental policies, and more importantly, on their environmental footprint. With a steadfast commitment to water sustainability, Unilever strives to lead by example and remains committed to further reducing its water footprint.

Unilever's Commitment to Water Sustainability

- Overall, Unilever's aim is to enable its business to grow without increasing its water footprint, whether in its own operations, in the supply chain or consumer use of its products.
- Since 1995, Unilever has reduced its water use per tonne of production by over 50 per cent, worldwide.
- Unilever invests in sustainable agriculture practices supporting farmers in many ways to conserve and protect water.
- Unilever has helped tomato growers in Greece, Brazil and the U.S.A. move to drip irrigation which can reduce water required for irrigation by up to 30 per cent.
- Unilever is a key member of the global initiative Water and Sanitation for the Urban Poor. This program is designed to improve access to water and sanitation in the developing world's poor urban communities.
- Unilever is committed to reformulating products to ensure they save water, save energy and save fuel and emissions in their transportation to market.
- Easy rinse laundry products have been introduced in water stressed regions such as India, Central and South America. These products aim to reduce the amount of water needed to rinse clothes.



Unilever's Commitment to Water Sustainability in Canada

- Unilever Canada has been an active participant in Don River improvements for 14 years.
- In Canada, Unilever supports Wildsight, a member of the global Living Lakes Network that provides protection for the Columbia River Wetland in British Columbia.
- Unilever Canada has endowed York University Faculty of Environmental Studies with a \$150,000 grant which generates annual graduate and undergraduate scholarships of \$5,000 and \$10,000 respectively. This is the largest private sector investment in that faculty.
- Between 1999 and 2006, the Unilever Rexdale Manufacturing site has reduced water use by 28 per cent.
- The Unilever Ecovoyageurs program provides lesson plans and methodology to allow students to measure their own ecological footprints.

Evergreen & Unilever GO BLUE Stewardship Grant Program

Through the Unilever GO BLUE Stewardship Grant Program, in partnership with Evergreen, Unilever Canada supports projects that aim to preserve Canadian rivers, lakes and wetlands. Evergreen is a registered national charity with a mandate to bring nature to Canadian cities through naturalization projects. Since the program was launched in 2003, Unilever and Evergreen have donated \$366,000 to 72 organizations across Canada.

GO BLUE

GO BLUE is supported by Waterlution, Water Matters, Polis and The Canadian Partnership of the UN Water for Life Decade. It is a Unilever Canada initiative that encourages Canadians to cut their water use by half. The campaign includes national TV, print, out-of-home, online, and in-store communication. Simple changes to water use habits and household equipment can reduce water consumption says Environment Canada.¹ GO BLUE encourages Canadians to try to aim for a 50 per cent reduction, reducing water use both in home and in their gardens.



About Unilever

Unilever, one of the world's largest consumer products companies, adds vitality to life by meeting everyday needs for nutrition, hygiene and personal care. Every day, 160 million people choose Unilever brands to feed their families and to clean themselves and their homes.

Unilever is best known in Canada by brands such as Becel[®], Lipton[®], Red Rose[®], Slim-Fast[®], Hellmann's[®], Knorr[®], Breyers[®], Popsicle[®], Bertolli[®], Sunlight[®], AXE[®], Vaseline[®], Vim[®], Q-Tips[®], Dove[®], Suave[®], Sunsilk[®], and Degree[®].

Unilever employs almost 2000 people across Canada and generated sales of just over C\$1.3 billion in 2007.

With a steadfast commitment to water sustainability, Unilever strives to lead by example and remains committed to further reducing its water footprint. For eight years running, Unilever has been acknowledged as the food industry category leader on the Dow Jones Sustainability Index for their environmental policies and is an active participant in several water sustainability programs across Canada including Wildsight and Ecovoageurs. In partnership with Evergreen, the Unilever GO BLUE Stewardship Grant Program supports projects that aim to preserve Canadian rivers, lakes and wetlands. Since the program was launched in 2003, Unilever and Evergreen have donated \$366,000 to 72 organizations across Canada.

For more information, visit www.unilever.ca.

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¹ Environment Canada. Household reclaimed water. Accessed on March 25, 2008. http://www.hc-sc.gc.ca/ewh-semt/water-eau/reclaim-recycle/index_e.html