

WINNING TOGETHER FOR SUSTAINABLE LIVING & BUSINESS



CEM TARIK YÜKSEL

**Unilever Turkey
Vice President
Customer Development**

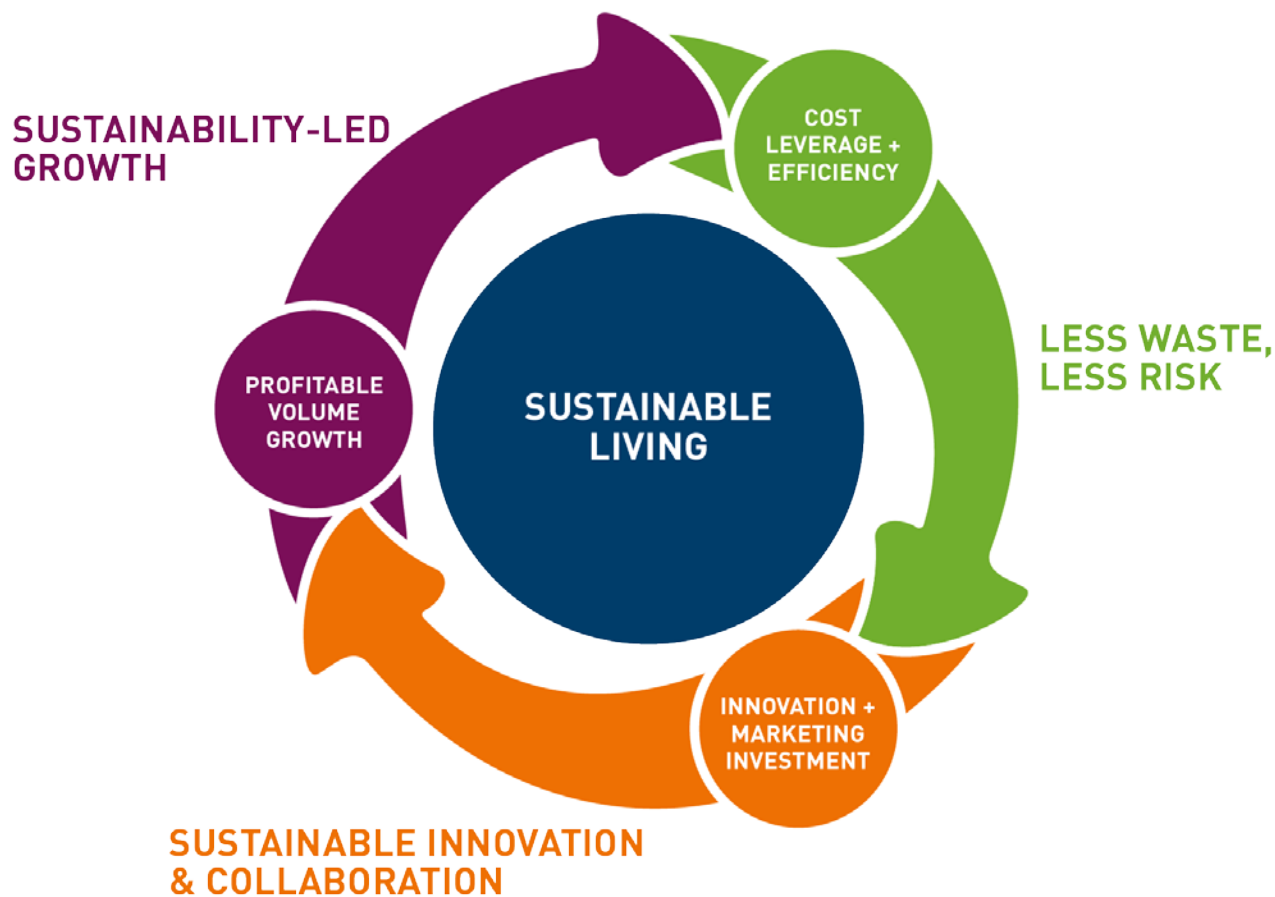
GLOBAL CHALLENGES



ECONOMIC AND SOCIAL TURMOIL



VIRTUOUS CIRCLE OF GROWTH



SUSTAINABILITY AT THE HEART



THREE BIG GOALS BY 2020



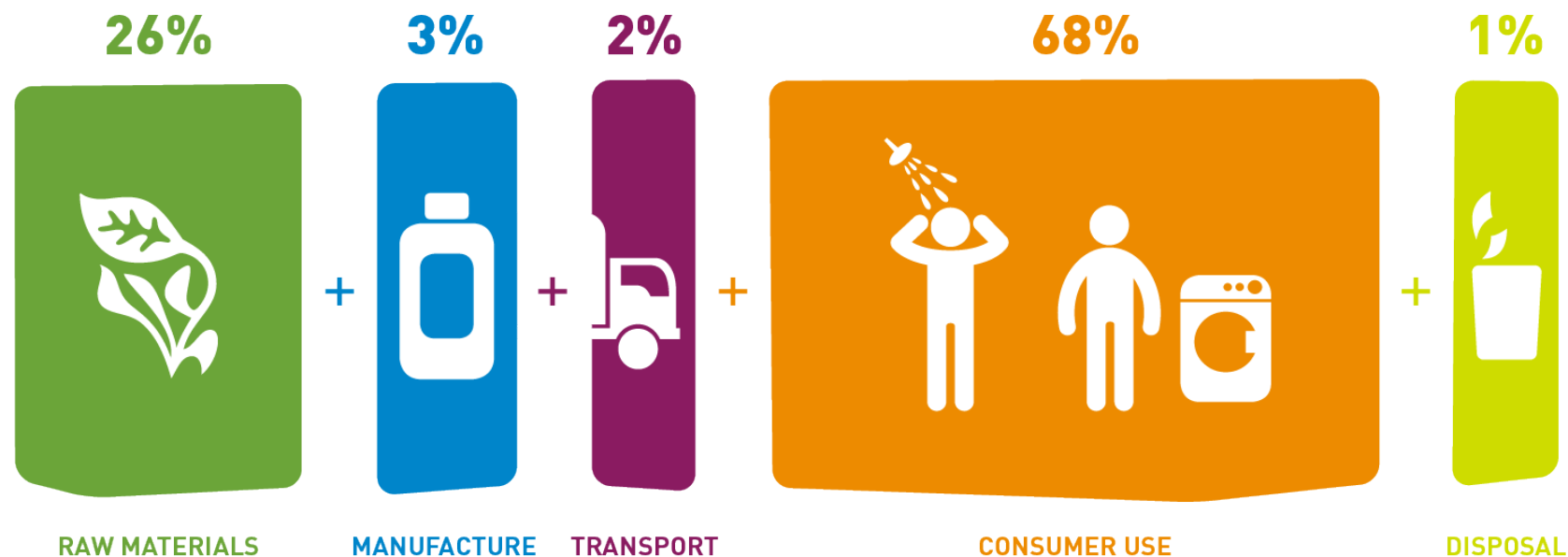
HELP
1 BILLION
PEOPLE IMPROVE
THEIR HEALTH
& WELL-BEING

HALVE
ENVIRONMENTAL
FOOTPRINT OF
OUR PRODUCTS

SOURCE
100%
OF AGRICULTURAL
RAW MATERIALS
SUSTAINABLY



RESPONSIBILITY – FULL VALUE CHAIN



Unilever's Greenhouse Gas Footprint



26%



RAW MATERIALS



RAW MATERIALS

Lipton Sustainable Tea
Agriculture project aims to help
15,000 small farmers





3%



MANUFACTURING



MANUFACTURE

Turkey Algida, Çorlu,
Besan ve Gebze Fabrics are
«Zero Landfill»





TRANSPORTATION



TRANSPORT



500 tons of
 CO_2 /year
saved!





1%



DISPOSAL

DISPOSAL POLITICS



Restaurants and the food service industry are responsible for generating three million tons of food waste every year

68%



CONSUMER USE

CONSUMER USE



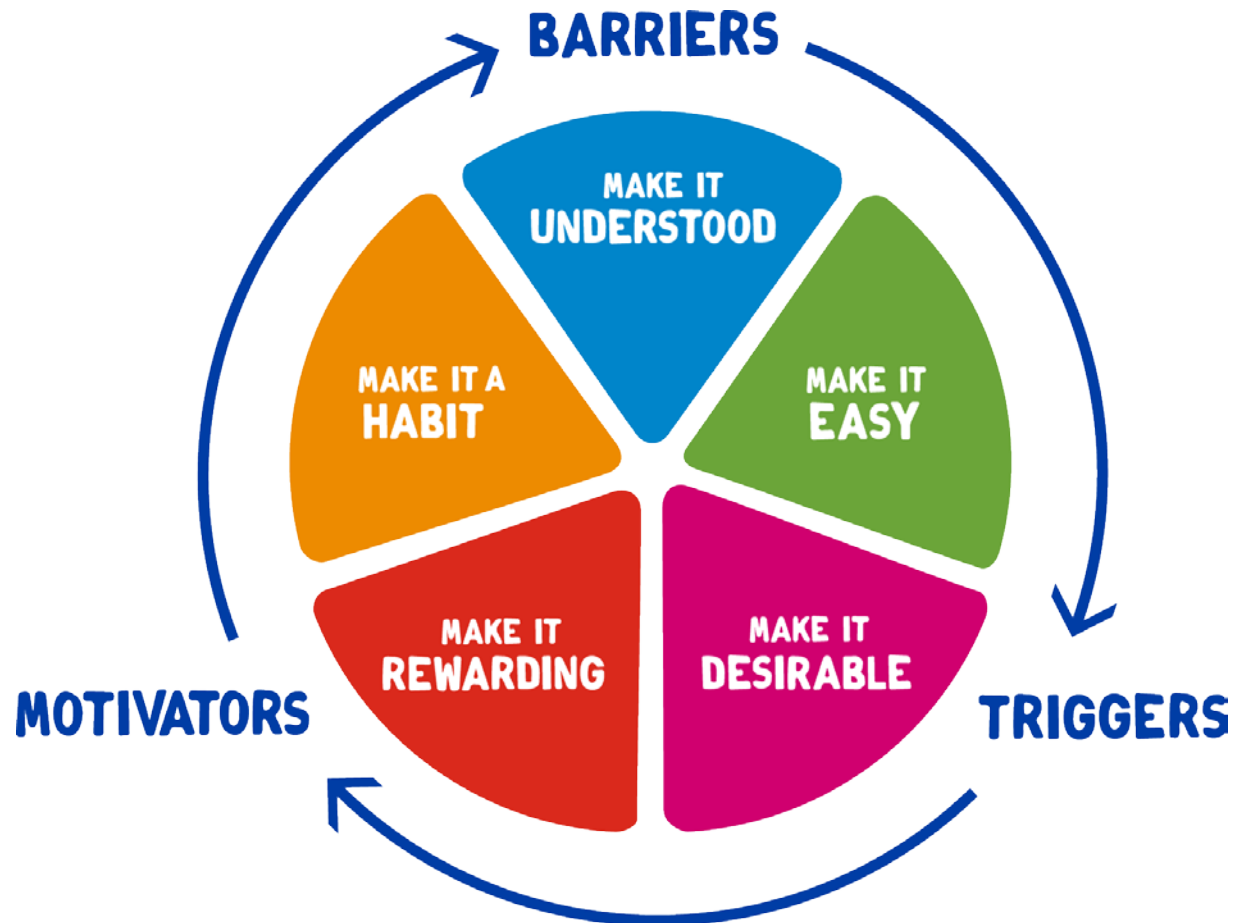
We have reduced our environmental impact by developing Concentrated Powders and Liquids and as a result:

- CO₂ emission is reduced by 41%
- Water consumption is reduced by 35%



PRODUCT INNOVATION NOT ENOUGH

Unilever's Five Levers For Change



HELPING SHOPPERS MAKE BETTER CHOICES



SCALING UP HEALTH
& HYGIENE PROGRAMMES

REDUCING ENVIRONMENTAL
IMPACTS ACROSS THE VALUE
CHAIN

CHANGING
CONSUMER BEHAVIOUR



IN ASSOCIATION WITH WWF-TURKEY

For the first time

In Turkey

We target to
decrease



The ecological footprint
of the stores!

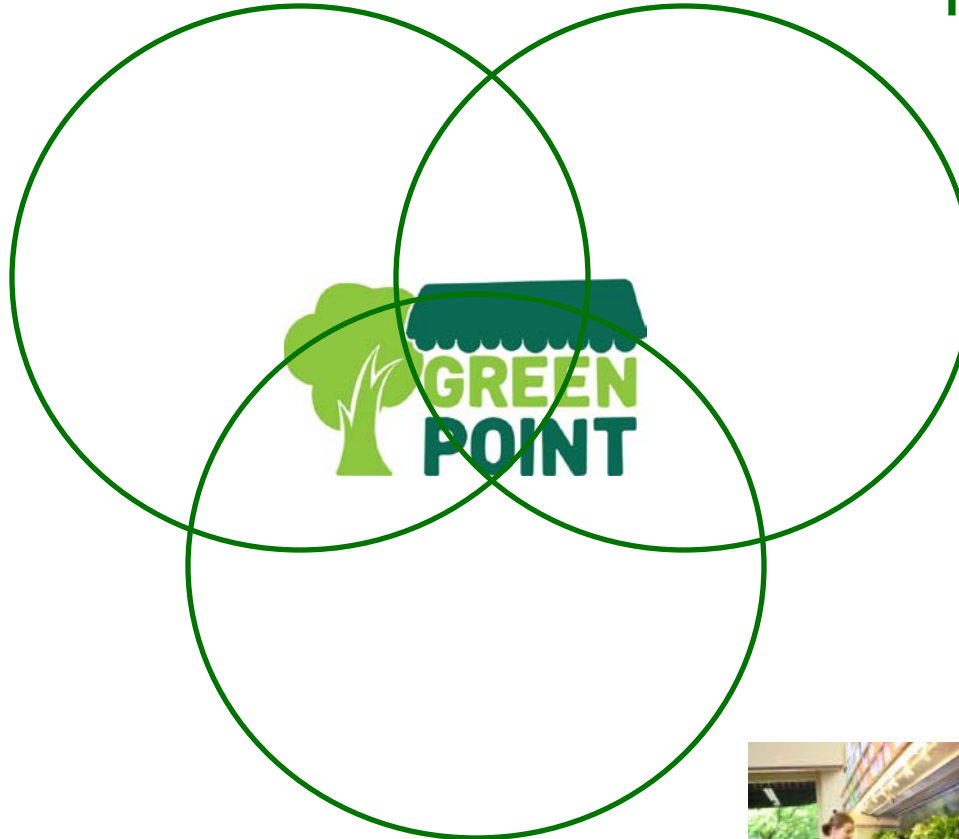
WHY TO BE A GREEN POINT?



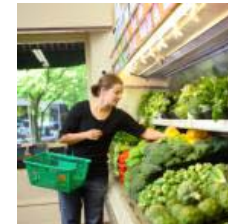
UNILEVER



RETAILER



SHOPPER



WHY TO BE A GREEN POINT? RETAILER PERSPECTIVE



Efficiency

Retailers will be able decrease their costs as a result of KPIs set by WWF



Sustainability

Collaboration with retailers for sustainable retailing practices



Differentiation

Retailers will differentiate in the eye of the shopper



WHY TO BE A GREEN POINT? FROM THE SHOPPER POINT OF VIEW



Shopper Education

Experts @ Unilever Sustainability corners educate shoppers about how they can add up to sustainable future via brands they prefer



Daily Habits

Changes the shoppers make in their daily lives will also decrease their environmental footprints



WHY TO BE A GREEN POINT? FROM UNILEVER POINT OF VIEW



Shopper Education

The Green Point platform combines benefits for shoppers with sustainability messages about small actions consumers can make. So, this platform led us to a new way of increasing sales and loyalty through the sustainable living benefits of our brands



HOW TO BE A GREEN POINT?



**New
Store
Openings**



**Managing the
existing stores
more sustainably**

1- FIRST DEMO @ UNILEVER HEADQUARTER



First Green Point opened in Unilever headquarter
Retailers are invited to the “demo” Green Point to get to know about the programme

2- LAUNCH @ 2ND GENERATION RETAILERS PROGRAMME



2nd Generation Retailers Programme was where the first seeds of “Green Point” project were sowed.

3- FIRST VOLUNTEER: “ÖZHAN MARKET”



Özhan market has succeeded to receive the Green Point diploma after having delivered all targets at the end of **its intense efforts of 5 months.**



THE RESULTS: CONTRIBUTION TO RETAILER



- **33%** saving on their electricity consumption that is equal to 2 year electricity consumption of a Turkish family with 4 members. (5.749 kWh.)
- **20%** saving on water consumption is generated via adding perlator (sensor) to the taps.
- Switching the open cabinets with green coolers generated 8.241 kWh saving on energy that is equal to 55 gas tanks for a regular car.



THE RESULTS: CONTRIBUTION TO SHOPPER



Built Lipton corners for Sustainable Sourcing, Smarter Greener Living corners for HC and “5 min for yourself” self-esteem corners for PC to educate the shoppers and reached **50.000 shoppers** via these corners



EXTENSION OF THE “GREEN POINT” PROJECT



After the success of the programme in retailers; the programme has been extended to 3 more channels to create a higher impact on the footprint decrease in the Value Chain; again in association with WWF.

- 1- Green Distributors
- 2- Green Drug Distributor
- 3- Green Pharmacy



2- GREEN DRUG DISTRIBUTOR

“Gercek Kozmetik” is Turkey’s exclusive Drug Channel Distributor serving for 50% of total UL/TO.

Gercek Kozmetik has succeeded to receive their diploma in June.



3- GREEN PHARMACY



Unilever Turkey has been investing a lot on pharmacy channel by driving the beauty agenda there with the main focus on growing the PC business in line with USLP. So, as a third extension; pharmacies are also in the scope of the project as “Green Pharmacy”.



WHAT IS THE TARGET OF THE PROJECT?



25 Green Points by the end of 2013



100 Green Points by the end of 2015

MORE SUSTAINABLE STORES

If somehow we could achieve to convert all stores in Turkey into “Green Points”...



MORE SUSTAINABLE STORES



Just by reducing the electricity consumption and decreasing the CO2 emission

Will save 45 million trees!



AT THE HEART OF OUR BUSINESS...



...TOGETHER WITH OUR PARTNERS



Unilever