



Sustainability is a fundamental advantage in the market place

On Thursday the 29th of September INA organised, together with BritCham, a special business luncheon with Chief Marketing & Communication of Unilever 'Keith Weed'. He shared his ideas and experiences about sustainability and sustainable consumption.

'Sustainability is a fundamental part of how we do business and gives us a competitive advantage in the market place'. He did this through a very interesting, fun and knowledgeable presentation and questions & answers round.

The first thing you might notice is that it is not a 'CSR manager' talking about CSR, but the Chief Marketing and Communication. In Unilever they don't have a person especially assigned for CSR, they feel that CSR is part of communication, part of marketing, and part of their whole growth strategy. You can't split these things up but you need to run it as one. As Mr Weed said 'Unilever needs to address sustainability head on, its all about sustainable growth'. Their mission is to double the size of the business, while halving the impact. Environmental impact and growth need to be decoupled. All though Unilever doesn't know how to get this done right now, they will do their best to work towards this goal in the future.

They try to reach this goal by implementing the Unilever sustainable living plan. The plan involves addressing sustainability across the entire value chain to provide the best possible benefits to the widest range of stakeholders – the shareholders, employees, business partners, customers, consumers and the communities served. Unilever believes that by addressing sustainability issues, the whole operation, from the conception of the products and sourcing of raw materials through production, consumption and disposal, will provide benefits to society and business development opportunities.

An example of addressing sustainability across the entire value chain is their washing powder. The biggest impact that the washing powder has on the environment is when the consumers use it, and not when it is produced in their factory. Though, Unilever still feels responsible for minimizing the impact at the moment their product is used by consumers. So they improved their Molto washing

