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# Sustainability strategy



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**Our corporate purpose is to heal, protect and nurture in the relentless pursuit of a cleaner, healthier world.**

## Sustainability strategy

Since 2012 when we set RB's first sustainability goals, global awareness of sustainability has grown massively – probably faster than anyone could have predicted. 2020 is our final year of working towards our targets, and we will be publishing our new sustainability strategy and goals for 2025 and beyond later this year.

It's fair to say that in 2012 RB was in the early stages of our sustainability journey. Our first steps were about assessing our impacts and making sure we were meeting our obligations. But we also looked forward, identifying how we could contribute more widely to the world's challenges, such as climate change and water security.



## A history of social purpose

Our 200-year history as a business is intertwined with social purpose. From the very start, we have provided people with quality products for better health and hygiene, and the goals we set in 2012 set us more firmly on that purpose-led path. Having travelled some way on this journey over the last eight years, our perspective and understanding of sustainability has matured.

Our new sustainability strategy, including goals up to 2030, will not just limit risk and fulfil obligations; it will create long-term growth for the business. As our history shows, doing good business means doing good for society and doing good for the environment.

## A longer-term approach – starting now

Traditionally, RB has thrived by responding to business challenges rapidly and opportunistically. But many of the big issues we face today require a longer-term approach: one that means forward planning, investment and patience, but will ultimately result in a step-change in impact. And that work needs to start now. These issues are also much bigger than we can solve acting alone. In areas like managing our water impact, success will depend on partnerships with stakeholders across civil society, governments, suppliers and customers.

Consumers are also fundamentally changing their attitude. Companies like ours are expected to play a part appropriate to their scale on key issues like climate change, human rights, plastics in the environment, and more.

And since much of our impact comes from consumers using our products, we recognise that innovations affecting how our products are used will contribute to more sustainable growth for RB and for society. So far, most of our work on these areas has been about understanding the landscape, both inside the business and in the wider world, and implementing ways to measure our impact. The next five to ten years will be about disciplined execution across the business to deliver at the scale RB is capable of.

# Sustainability strategy continued

## Purpose-led brands...

Our brands embody our overall purpose, and we want all of them to follow a purpose-led path, starting with innovation, which maximises the benefits our products deliver for consumers. Many of our brands already champion a sustainability issue that is meaningfully connected with the product – Durex, for example, with its focus on sexual health and wellbeing, or Finish and its drive to reduce water use around the world. And this has created a genuine connection with our consumers. In other cases, we're working to find a connected cause, aligned with the Sustainable Development Goals, that we want to and should fight for, and where we can have the most impact.

## ... based on a purposeful company...

But our corporate brand must provide the foundation – our product brands can only champion individual issues when we have all the fundamentals right. Our new strategy will also help strengthen that wider trust in RB by making our corporate brand a badge of responsibility that consumers respect.

This will require us to continue being honest and transparent about what we are doing well and what we still need to do better. We know that many of our brands, including our corporate brand, still have work to do. We are also upbeat, because we know that our products can have an inherently positive impact on the people who use them. That's a great place to start. We will work to maximise our products' positive impact throughout their life cycle, while also working to avoid any negative impacts that manufacturing, packaging, distributing, using or disposing of them might have.

## ... are our greatest opportunity

The opportunity to become a leader on vital issues is clear. And that's got so much potential – not just for consumers and our retail customers, who'll vote with their purchasing power, but for current and potential employees too, who'll vote with their hearts and minds. We know people are increasingly attracted to organisations that are committed to building a more sustainable future.

Ultimately, by delivering on sustainability, we'll see better business performance. Purpose drives performance. People will place more trust in our brands and consistently buy our products if we behave responsibly. And if those products contribute to improving society and the planet, we will have established a virtuous circle that will sustain our success for years to come.

