INTEGRATING CIRCULAR THINKING INTO THE BUSINESS STRATEGY

Rethink: Compressed Deodorant

Reduce, Reuse, Recycle: Achieved globally Zero Waste to Landfill

Recycle: Increase use of recycled materials in packaging

Recycle: Tackling the challenge of sachet waste
THE UNILEVER SUSTAINABLE LIVING PLAN

1. Health & hygiene
2. Improving nutrition
3. Greenhouse gases
4. Water use
5. Waste & packaging
6. Sustainable sourcing
7. Fairness in the workplace
8. Opportunities for women
9. Inclusive business
ASSESSING THE EU CIRCULAR PACKAGE

Scale up business initiatives to the macro level

EU Circular Economy Package: End goal: create an internal market for resources from waste:

- Set stretching, yet achievable targets with harmonized calculation rates for recycling
- Enhance the Extended Producer Responsibility Principle (EPR)
- Building an EU eco-design capability
- Support market uptake of recycled raw materials
- Phase out landfilling of recoverable household waste
THANK YOU!

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