

INTEGRATING CIRCULAR THINKING INTO THE BUSINESS STRATEGY



Lasts as long with less packaging

New **compressed** Deodorants

Dove

New 75ml = Standard 150ml

The image shows two blue deodorant cans. The smaller one is labeled 'New 75ml' and the larger one is labeled 'Standard 150ml'. An equals sign is placed between them, indicating that the smaller can contains the same amount of product as the larger one.

Rethink: Compressed Deodorant



Former Landfill

The image shows a green field with a sign that says 'Former Landfill'. In the background, there are trees and a clear blue sky.

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



The image shows a collection of various recycled materials, including a brown cardboard box, a green plastic bottle, a blue plastic container, a white egg carton, and a roll of paper.

Recycle: Increase use of recycled materials in packaging



Comfort

The image shows a blue sachet of Comfort instant noodle soup. The sachet features the brand name 'Comfort' in a large, stylized font and an illustration of a person sitting on a globe.

Recycle: Tackling the challenge of sachet waste

THE UNILEVER SUSTAINABLE LIVING PLAN



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!



[E-mail: Christiaan.Prins@Unilever.com](mailto:Christiaan.Prins@Unilever.com)



@Christiaan1978