



Unilever

## projectSunlight

Unilever Project Sunlight is a long-term initiative to motivate people to live sustainably by inspiring them to create a brighter future for children. Through this initiative, Unilever aims to build momentum behind a growing community of people who believe it is possible to build a world where everyone lives well and lives sustainably, without compromising the needs of future generations.

## Unilever Sustainable Living Plan and Project Sunlight

“Sunlight” is a tribute to company founder William Lever, whose audacious vision 130 years ago to make cleanliness commonplace with Sunlight soap inspires our equally ambitious purpose today: to make sustainable living commonplace. Sunlight also reflects the sense of possibility and optimism which characterizes the Unilever approach. Where others saw a bar of soap, William Lever saw a chance to make cleanliness easy for thousands of everyday people.

It is this global view and capability, married with the work that our brands are already doing, that drive the Project Sunlight ambition – to inspire small changes to create a more sustainable future.

At the core of Project Sunlight, is the Unilever Sustainable Living Plan (USLP). Developed in 2010, this plan sets out to reduce our environmental impact, while at the same time increasing our positive social value.

### By 2020, we aim to achieve three goals set forth in the USLP:

- Help more than a billion people take action to improve their health and wellbeing;
- Halve the environmental footprint of our products across the value chain, not just those relating to manufacturing or that are within our direct control; and
- Source 100% of our agricultural raw materials sustainably.

Supporting these goals are seven commitments underpinned by targets spanning our social, environmental and economic performance across the value chain – from the sourcing of raw materials all the way through to the use of our products in the home. Importantly, Unilever includes consumer-based metrics, taking on the responsibility to educate people and motivate behavior change.

### The USLP is already evident in many of the social missions of Unilever brands, including:



Hellmann's is committed to transitioning its entire product line to 100 percent cage-free eggs by 2020.



Together with the Rainforest Alliance, Lipton is working to develop more sustainable approaches to tea farming.



Q-Tips sources paper for its sticks and packaging from sustainable forests — and has since 2007 — helping to make sure there will be forests, trees and habitats for a long time to come.



Dove Self-Esteem project.

Unilever is also one of Feeding America's biggest partners, helping the organization achieve its goal of making sure that everyone in the U.S. has access to food. Over the past five years, with brands like Lipton, Hellmann's and Ben + Jerry's, Unilever has contributed more than 20 million pounds of product and \$2.7 million to help Feeding America get more food to people in need.

Our USLP is ambitious, and we have much more to do – and it is our intention that through Project Sunlight, we can shine a light on the actions people are already taking to create a #brightfuture, and to encourage people around the world to take small steps that add up to a big impact by joining the initiative at [www.projectsunlight.us](http://www.projectsunlight.us).

HELP CREATE A BRIGHTER FUTURE. THERE HAS NEVER BEEN A BETTER TIME.  
#brightfuture