



# 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.

We believe a future is possible where every child has a healthy and happy childhood; every girl grows up confident in a more equal world; every home has enough water to drink and to wash, cook and clean; no child goes to bed hungry; and every child reaches their fifth birthday.

## Sustainable living is already evident in the social missions of many 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 has a vision of a world where beauty is a source of confidence, not anxiety. The Dove Self-Esteem project is working to reach more than 15 million young people with self-esteem education by the end of 2015 and has reached more than 13 million girls so far.

Become part of this community by going to [projectsunlight.us](http://projectsunlight.us), or follow the conversation to inspire others using #brightfuture to share your stories and your commitment to making a difference toward creating a brighter future. By encouraging people to take small actions to live sustainably, together, we can make a big difference.

## Unilever Sustainable Living Plan and Project Sunlight

At Unilever, the commitment to building a better society is in our heritage, beginning in 1885 when William Lever changed the world with a bar of soap — called Sunlight — and a mission to make cleanliness commonplace. The company he founded became Unilever, which continues this legacy today with a goal to make sustainable living commonplace through 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 impact. By 2020, we hope 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.

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.

Supporting these goals are nine 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.

Unilever is behind hundreds of much-loved brands that touch two billion people every day around the world, and a global leader in promoting sustainable living.

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).

Project Sunlight is a movement that has already started. It's made up of a growing community of people who believe it is possible to build a world where everyone lives well and lives sustainably; who recognize we can only achieve this if we all work together to do small actions every day that make a real difference; and who inspire others to join us in making this the way everyone chooses to live.