Who’s enrolled in the GSC?
Unilever’s sustainable brands grow 50% faster than the rest of the business

Unilever’s ‘Sustainable Living’ brands, which include Hellmann’s, Dove and Ben & Jerry’s, delivered more than 60% of the company’s growth in 2016.

By Leonie Roderick 18 May 2017 12:01 pm
Examples of Corporate Packaging Reduction & Recovery Commitments

- **Unilever:**
  - Work in partnerships to increase recovery by 15% by 2020 in top markets
  - Educate consumers regarding recycling, target bath & kitchen packaging
- **Proctor & Gamble:**
  - All waste end up in value chain
  - $50 billion sales of sustainable innovation products
- **Johnson & Johnson:**
  - 75% of paper pkg contain 30% PCR or certified forest content by 2010
  - 10% absolute reduction in waste disposal
- **Kraft**
  - 100 million pound reduction in global packaging
- **Tetra Pak**
  - 40% global recycling goal
- **Wal*Mart**
  - Achieve packaging neutrality where packaging is focused solely on items that are recyclable, reusable or renewable
Though consumer-goods giants are resistant to paying for managing the materials they put on the market, they should also understand EPR systems do offer them long-term return on investment.
Workbook question: 2.2
Workbook question: 13.4, 13.5
Workbook question: 13.6
Workbook question:
13.7, 15.2
Waste/Recycling

Workbook question:
13.7, 15.2
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13.7, 15.2
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