

## Unilever Sustainable Development Report

### 2010 at a Glance

#### Health and well-being

- [Lifebuoy launched the Delta Strike Mass Activation Programme](#), a new mass behaviour-change programme to help change the hygiene behaviour of 1 billion consumers across Asia, Africa and Latin America by promoting the benefits of handwashing with soap at key times.
- The [Pureit water purifier](#) was launched in Indonesia and Bangladesh, building on the sales to 20 million people who already benefit from Pureit's safe drinking water in India.
- Signal, Pepsodent and Close Up's [Brush Night & Day](#) campaign reached an estimated 10 million children during the year.
- The [Nutrition Enhancement Programme](#) reduced saturated and trans fat, salt and sugar in Unilever products, with 44% meeting nutritional benchmarks by the end of the year. Unilever has set new nutrition targets for 2020 as part of the Unilever Sustainable Living Plan.
- Over 2009–2010, Flora and Becel encouraged over 5.4 million people to take the [Heart Age](#) test to assess cardiovascular risks. The Heart Age tool is now available in 23 countries.
- Safety continued to improve with a 15.7% reduction in Unilever's [total recordable accident frequency rate](#).

#### Reducing environmental impact

- Unilever has continued to improve the [eco-efficiency of its manufacturing operations](#). It has reduced CO<sub>2</sub> from energy by 44% per tonne of production since 1995, water use by 66% and total waste by 73% (preliminary data that will be verified by Deloitte in May 2011.)
- It sourced over 10% of all agricultural raw materials sustainably, a good start to achieve its [ambition](#) to reach 50% by 2015 and 100% by 2020.
- [Over 20% of Unilever's tea](#) came from Rainforest Alliance Certified™ farms, keeping it on track towards its 2015 goal of using Rainforest Alliance Certified™ tea in all Lipton tea bags. The longer-term goal is to have all Unilever tea produced sustainably by 2020.

- Unilever achieved its 2010 aim of purchasing 30% of its palm oil requirements as [sustainable palm oil](#).
- Through the Consumer Goods Forum, it also encouraged other companies to tackle climate change and combat deforestation by pledging to phase out the use of hydrofluorocarbon (HFC) [refrigerants](#) and to achieve zero net [deforestation](#) by 2020.
- In Unilever's own business, it has purchased 640,000 ice cream freezer cabinets that use [climate-friendly refrigerants](#) and is aiming for another 660,000 by 2015.

### Enhancing livelihoods

- Unilever announced a programme with Oxfam to link more [smallholder farmers](#) into its supply chain, starting with onion farmer co-operatives in Azerbaijan.
- Around 11,000 people are involved in our partnership in Africa to develop [Allanblackia](#) as a new source of high-quality oil for use in spreads. In 2010, over a quarter of a million seedlings were raised for planting in 2011.
- Around 45,000 Shakti women [micro-entrepreneurs](#) reached 3 million households in 100,000 villages in India. Following a pilot in Orissa, 'shaktimaans' – men on bicycles – were introduced to extend Shakti's reach.

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