

Ms Virginie HELIAS, Vice President of Global Sustainability, Procter & Gamble Presentation at Our Oceans 2017, Malta

Introduction – Sustainability and P&G:

As Vice President of Global Sustainability at Procter & Gamble, my mission is to embed sustainability into everything we do from strategy to innovation, brand building and culture – so that we can leverage the power of our brands to inspire change.

P&G brands are some of the world's most trusted and well-loved household brands. They touch nearly 5 billion people across the globe. So even the smallest change, multiplied through our brands, in the homes of millions, can go a long way.

We are all here today to find solutions at scale to address the issue of ocean plastic pollution.

P&G's role:

As the world's largest consumer product company, we believe our role is three-fold.

Firstly, leveraging our innovation capabilities - we can contribute by reducing the amount of plastic we use in the 1st place, making our packaging 100% recyclable and then using recycled plastic. P&G has been using Post-Consumer Recycled plastic in our packaging for almost 30 years, and our 2020 goal is to double the tonnage of recycled plastic in our packaging. Our latest innovation on recycled material is a technology that turns recycled PP into virgin like state by removing all odor, colors and contaminant – a technology breakthrough.

Second, by partnering with other organizations to help develop the municipal waste management infrastructures, especially in countries having the greatest contribution of land sourced marine debris.

And third, by partnering with our consumers. From consumer research, we see People are concerned about the environment. However they do not know how to contribute, how to make a difference. We can help them make a difference, raising awareness and inspiring change, by leveraging the power of our brands.

P&G and Beach Plastic – H&S:

This is what we have done with our latest brand innovation, creating the world's 1st recyclable shampoo bottle made with plastic collected from the beaches of France. Over six months we worked with one hundred NGOs and one thousand volunteers to collect enough plastic to produce 150,000 shampoo bottles for our first limited edition run sold in France over the summer.

P&G and Beach Plastic – Fairy announcement:

But we will not stop there. Actually, our brand marketers are lining up to develop their own beach plastic bottles! And today I am very excited to announce our new limited edition Fairy dish washing liquid bottle.

The Fairy bottles will hit shelves in the UK mid-2018.

Why did we choose Fairy? Because like H&S which is the world's #1 shampoo brand, Fairy is the world's no. 1 selling dishwashing liquid and a love-mark brand in the UK. Fairy liquid bottles are

iconic and they tend to sit out on the kitchen surface and therefore can act as a daily prompt to remind people of the role they can play by recycling their packaging.

People care about reducing their household waste and limiting the ocean pollution – in the UK, on a scale of 1-10, these 2 issues scored close to 6 in importance, just below Health considerations. As a leading brand, it is our responsibility to partner with people so that we can address these challenges together.

The new bottle is a major next step in our use of ocean plastic: it is 100% made from recycled resins, with 10% coming from beaches and it's recyclable.

P&G has developed a new supply chain approach involving our partners Terracycle and Suez. The Ocean PET is collected from beaches in Western Europe by thousands of volunteers, the plastic is sorted by Terracycle and then sent to a SUEZ plant, where the plastic is shredded, washed and dried. The beach plastic is blended with traditional recycled plastic and incorporated in our Fairy bottles.

This initiative comes on top of the Fairy brand's longstanding commitment to increase the use of recycled plastic. Indeed, we have been using post-consumer recycled plastic in our Dish bottles for over 10 years. Recycled plastic accounts to 40% of our content across the 480 million of transparent PET bottles we sell every year. Imagine stacking these bottles on top of each other -- that would be 11 times the height of Everest. P&G Dish Care diverts 8,000 metric tonnes of plastic from landfill every year with its use of PCR in its transparent plastic bottles.

Concluding remarks:

We know we are not alone in our ambition. We are proud to be partnering with the Ocean Conservancy and the Trash Free Seas Alliance on this global challenge. We will leverage the power of our innovation and the scale of our brands. Because you know there is something stronger than someone calling for change, it is a strong brand calling for change; putting its equity, resources and investment to drive change, one bottle at a time.

With our 320.000 Fairy bottles, and with the ambition to extend this initiative across more brands and regions in the future, we want our brands to be a force for growth and a force for good. Our hope is that one day we will no longer be able to create our bottles from beach plastic, simply because there will not be any left. Until then we will continue to play our part and inspire our consumers to take action too.