

Roundtable Business, Water and Wetlands
in the Danube River Basin
Bucharest – July 2012

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Sustainable Water Management @ P&G

What, Why and (with) Who ?



P&G

A. What is the P&G Water Approach ?

1. Reducing water impact associated with the use of our products



Products

2. Sustainable Water Management @ our sites



Operations

3. Water Stakeholder Engagement



Employees



Stakeholders

B. HOW ?

1. Water related to our Products



Products

Environmental Safety Assessment

Water efficient product technologies

Consumer awareness campaigns (w. partners)

1. Water impact associated with the use of our Products



Products

Environmental Safety Assessment of ingredients :

- a. Aquatic Toxicity testing
 - Literature data/calculated structure data
 - Fish
 - Daphnia
 - Algae
- b. Biodegradability testing
 - Standard testing (OECD – 2 P&G tests)
- c. Bioaccumulative potential
- d. Risk Assessment : comparing predicted environmental concentration (PEC) to the Predicted No-Effect Concentration (PNEC)

1. Water impact associated with the use of our Products



Products

Water efficient product technologies
(e.g. Downy Single Rinse)

Consumer awareness campaigns (w. partners)

- *Japan Water Forum (school program)
- *Spain Ariel campaign “Cada gota cuenta”
- *Science-in-the-Box website with reco on W use
- *Detergent industry : “Wash Right”

2. Operations water efficiency



Global PS Water Strategy :

Reduce the water impact of P&G's operations

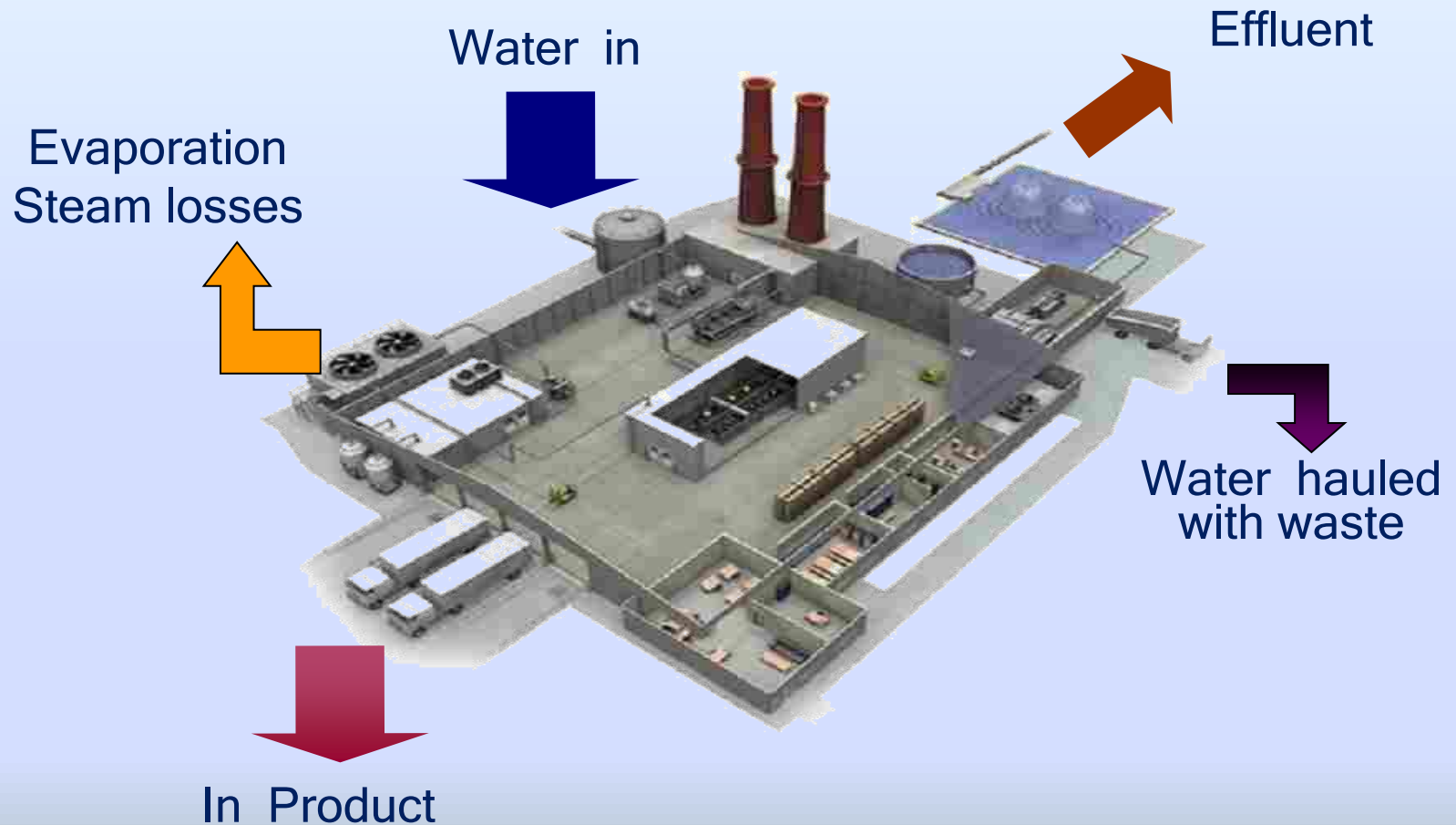
The Corporate PS WATER Goals :

2007-'12 : Reduce water use by **20%** per unit production

Water Goal was reached already in 2011



Knowing our Water Use



- Deliver the 20 % Company Sustainability goal**
- focus reduction projects in sites in water scarce areas
- breakthrough opportunities to reduce water usage beyond 2012.

**BREAK –
THROUGH
TECHNOLOGY**

Cleaning &
Sanitization

7 steps to move
to 'zero waste
water discharge'

Waste water recycling

specification of water
used in our formula's

Pinch approach

Sourcing strategies

Portfolio of
break
through
technologies
(beyond 2012)

**BENCHMARK
+
REAPPLICATION**

External benchmarking

Ideal State: cost x 1000 ?

Water map of TOP 40 sites

Define
**Benchmark
Water
consumption**
per product category

GAP
versus
benchmark

Portfolio
of projects
to reapply

**BACK-
TO-
BASE**

Watermapping:

Understand where
water is used within a
site

**LEARN &
REAPPLY**

Monthly phone conf on 1 specific
topic (e.g. water efficiency of RO
unit). Company expert explains how to
improve water efficiency. Sites shares
examples and success)

**'BACK-TO-BASE'
checklist**

- Self assessment tool
- List of 'must-do' items
- Reapplication matrix

3. Working together for Water



Employees

In cooperation with GBS / SAmba network :
raise employee awareness to water

Take the  for tomorrow.



Stakeholders

Reporting, dialogue, partnerships, awards, ...

- Membership of WBCSD Water WG
- WWF partnership – incl. review of W strategy
- SIWA founder – SIWI review of W strategy

P&G - WWF – Global Partnership : Water Workstream

Input to Product Water Footprint :

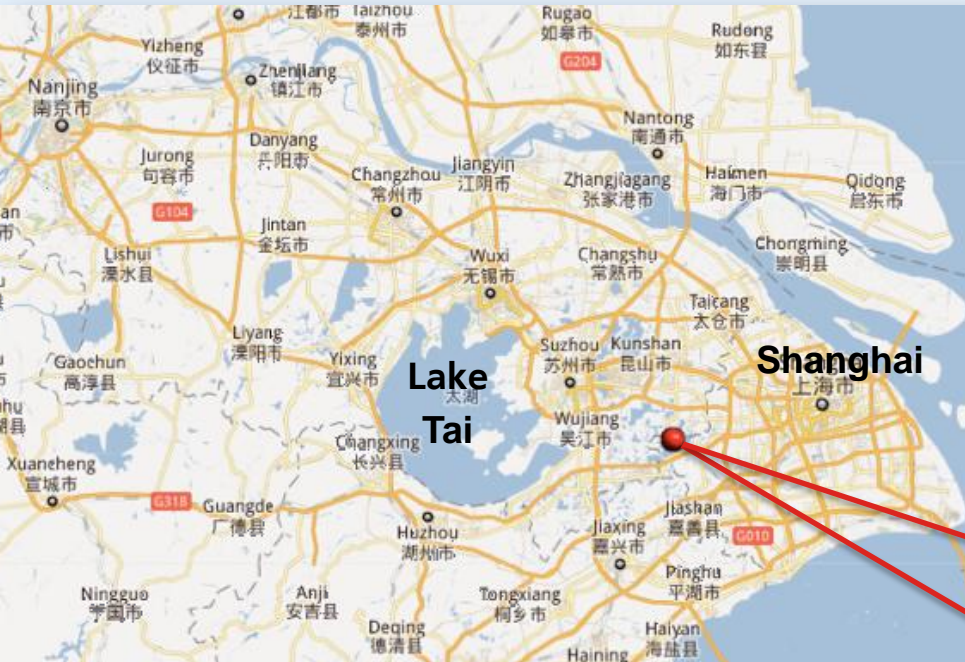
Case study on Dish Washing Liquid

Operations Water Conservation
& Water Risk Assessment

Water Stewardship : pilot projects

Year 1 Pilot Water Stewardship

- + Lake Tai Basin = first pilot
- + Restoration work start end '11
- + Pilot located near new Taicang plant



Led by WWF Shanghai

With support from :

- WWF Washington
- P&G Taicang HSE
- P&G China
- P&G Corporate Env. experts



Cenbo Village Project Site

Lake Tai

Water Stewardship

Elements of Pilot Project :

- + Establish wetland landscape system
- + Introduce local aquatic plants, fish and benthos
- + Raise consumer awareness on water savings
- + Taicang plant water efficiency work



• Cenbo Village Project Site

Lake Tai

Water Stewardship

Taicang Plant sustainable water management features :

- Minimize need to do wash-out => less water used and less process effluent
- Maximal water reuse (includes reverse osmosis)
- Cooling tower, toilets and on-site irrigation use purified effluent
- Employee awareness raising incl. Lake Tai Basin stewardship project + reward and recognition system to drive accountability on water conservation.



PHASE I: BRIEF



Expert Conclusions Year 1

Lake Tai basin Water Stewardship

- Project has met its objectives
- Positive progress made in Xiaofengyang basin
- Project duration too short to demonstrate substantial change

Reco : confirm/build further positive impact through:

1. long(er)-term monitoring on water quality and bio-diversity
2. Introduce plants/animals requiring good quality water : survival shows visually that progress has been made
3. Investigate economic benefits beside environmental => model creating traction for reapplication in the lake Tai region.

P&G Observations on Year 1

Lake Tai basin Water Stewardship

Wetland restoration and conservation :

- + Nice progress
- P&G contribution was mainly through funding

P&G Volunteer support opportunities :

- + Earth Day activity with Taicang plant employees

Little opportunity for Consumer Communication

Focus should be relevant to P&G activities

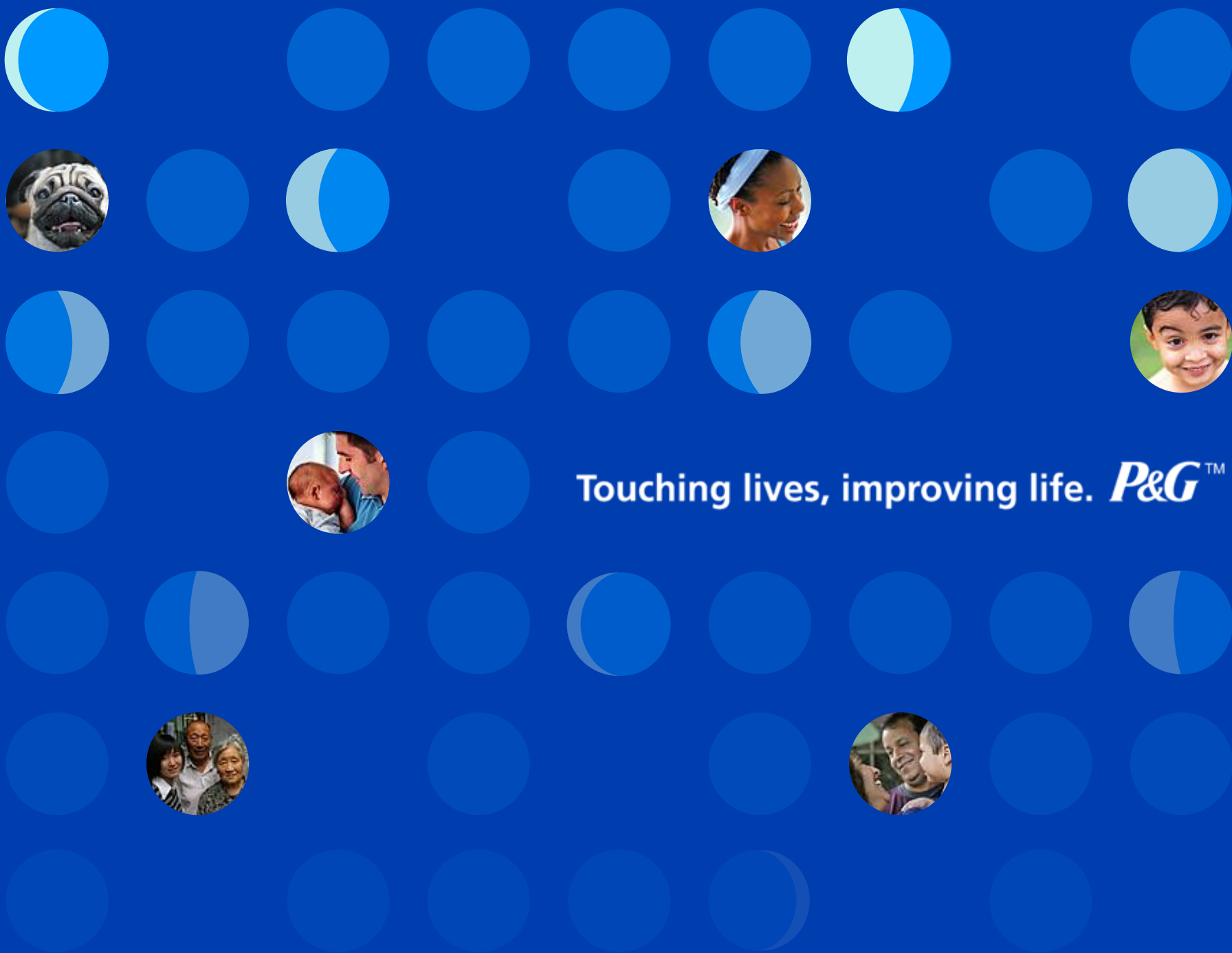
- Year 1 focus ... mostly on organic farming ..

C. Why do we strive for sustainable water management ?

1. It's WIN-WIN : if water is managed sustainably, it's good for
 - ✓ Our environment,
 - ✓ Our consumer
 - ✓ Our business
2. We want to be AND be seen as a sustainable company
3. Our stakeholders want sustainable water management :
 - ✓ At the minimum we meet all relevant legal requirements
 - ✓ Our employees want to be proud of their company
 - ✓ Environmentally conscious consumers want it
 - ✓ Our shareholders enquire about it

A photograph of two seagulls swimming in the ocean. The water is a mix of blue and green with small waves. In the background, there are dark, jagged rocks. The sky is a pale, hazy blue. A light blue rectangular box is overlaid on the bottom half of the image, containing the text.

**THANK YOU FOR YOUR ATTENTION !
ANY QUESTIONS ?**



Touching lives, improving life. *P&G*[™]