



**P&G is home to some of the world's most trusted brands.
Our goal to bring you that same superior quality in less
packaging.**

OUR 2020 PACKAGING GOALS



- 20% less per consumer use
- Double recycled resin in plastic packaging
- 90% recyclable or programs in place to create the ability to recycle it

Packaging

Our products need a package. Packaging protects our products and provides important safety and use information. P&G puts just as much thought and research into our packaging as we do our products. We are always making improvements, so our containers are as efficient and sustainable as possible while still delivering against key performance criteria.

One area where we are using our innovative capabilities is through our leadership in the “Holy Grail”* project aimed at developing an industry-supported version and roadmap to aid the sorting of plastics at material recycling facilities and/or recycling plants. We believe there is a lot of development potential to creating a “barcode of recycling”. In theory, these innovations have the potential to reduce the amount of sorting required by consumers and are leading the alignment towards a single, global standard for this type of recycling capability.

Our specific 2020 packaging goals are:

- Reducing packaging by 20% per consumer use
- Doubling our use of recycled resin in plastic packaging
- Ensuring 90% of our packaging is recyclable or there are programs in place to develop the ability to recycle it

Reducing Packaging by 20% per consumer use:

In FY 16/17, we reduced packaging by 13% vs. our 2010 baseline. We are proud of this progress but we continue to face market driven headwinds that are making progress against this goal challenging. This includes customer requests for smaller case counts in some key markets increasing the amount of corrugate usage per consumer use and shifting some products to smaller sizes to better meet consumer needs.

We remain committed to driving progress and our Pampers brand which has been actively reducing its packaging for years, continued significant progress this year by replacing their corrugate with recyclable plastic bags. Not only do consumers prefer this type of packaging, as it is easier to carry, but there are some great sustainability savings including an 80% packaging material reduction and the recyclability of the plastic used for the bags. The move from box to bag was successful in Latin America and is now expanding across all tiers in Europe and Brazil.

Doubling our use of recycled resin in plastic packaging

In FY 16/17, we used 34,400 metric tons of PCR which puts us 32% of the way to our goal of doubling our use of PCR. Examples of progress include all transparent Lenor sizes in Europe introducing 50% post-consumer resin (PCR) into their packaging. With this change, our European Fabric Enhancers will use more than 2700 tons of recycled plastics in the next year.

In China, we began using PCR in some of the oral care packaging. It delivered not only a sustainability benefit but a cost savings too!

Ensuring 90% of our packaging is recyclable or there are programs in place to develop the ability to recycle it

Our Family Care business is our first category to have 100% recyclable packaging**. This includes consumer messaging on pack to educate consumers on how to recycle the packaging.

Our Febreze business works with TerraCycle and their partnership is making a big difference. This fiscal, we reached our 500,000 piece of waste collection milestone and tallied a collection of more than 13 tons of waste. Canada and the UK account for nearly 70% of the collection with the US, France and the Netherlands picking up speed. Once the UK is able to add Aerosols to the recycling program, it will make Air Care 100% recyclable through the TerraCycle program.

Fabric enhancers in the UK introduced a shrink sleeve (with consumer messaging to remove the sleeve prior to recycling) on their Lenor bottles to move from colored PET to transparent PET thus improving the recyclability.

*A participant-led innovation project from New Plastics Economy Innovation (Ellen MacArthur)**Percentage was rounded up

(Extract from: <https://us.pg.com/sustainability/environmental-sustainability/focused-on/packaging>)