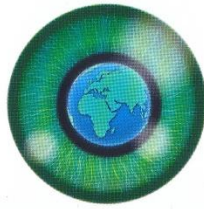


SUSTAIN

Issue 01 / SPRING 2023



ABILITY

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Khalil Yassine

Head of Unilever Saudi Arabia, Unilever

HOW ARE YOU CREATING A SUSTAINABLE FUTURE FOR THE REGION?

We're a company of brands and people with a clear purpose: to make sustainable living commonplace. We believe that business growth should not be at the expense of people and the planet. That's why we're changing the way we do business, and why we want to change the way business is done.

The problems our society faces such as climate change, inequality, plastic pollution, lack of sanitation and so forth are urgent, large, and complex. Change in our own business is not enough. We need transformational change to whole systems if we are to make a genuine difference on the issues that matter.

To achieve this, we launched the Unilever Sustainable Living Plan (USLP) in 2010 – a bold ambition to change the way we do business and changing the way business is done. It set out three big goals to transform our social, environmental, and economic performance across the value chain.

Building on the last 10 years of the USLP, in 2020 we introduced the Unilever Compass – our strategy to deliver growth that is consistent, competitive, profitable, and responsible – via our purpose-led, future-fit business model. We have driven sustainability via our operations by embedding sustainability further into every part of our business; via our brands that drive purpose and encourage behavior change; through our people; and by actively engaging with all stakeholders bringing others along with us.

Regarding operations, our focus on improving the eco-efficiency of our manufacturing sites and offices has helped us cut their environmental impact, reduce running costs, and enhance overall site performance.

Regarding our brands such as Lifebuoy soap and Signal toothpaste, we have been driving behaviour change programmes in schools since 2012. Here, we teach children why handwashing is vital, and we have partnered with schools to spread good hand

hygiene messages and provide the necessary resources to make sure little hands are staying clean throughout the day. Around the world we have managed to teach life-saving lessons about hygiene to over 1 billion people, and in the Gulf, more than 5 million.

Regarding people, we are an equal opportunities employer, as we believe a diverse and inclusive business makes us, and society, stronger. Our Diversity and Inclusion (D&I) efforts therefore to ensure gender balance within our teams has resulted in nothing short of a corporate revolution, witnessing an increase from 21.8% (2014) to 37% in 2022 of women in UAE offices. Additionally, we use the power of our advertising to challenge how gender is viewed, and in 2020 Unilever, along with UN Women, launched the UAE 'Chapter of the Un-stereotype Alliance' – the 6th globally and the first outpost in the MENA region.

The Unstereotype Alliance is a thought and action platform that seeks to eradicate harmful gender-based stereotypes in all media and advertising content. Convened by UN Women, the alliance works towards empowering women in all their diversity while addressing harmful stereotypes.

WHAT ARE THE BIGGEST CHALLENGES YOU FACE?

We see climate change as perhaps the biggest challenge in our aim to make sustainable living commonplace. Additionally, our commitment to sustainability extends across our value chain – from sourcing of raw materials until end consumer use and disposal. While we can manage the footprint of our own operations easily and seamlessly, it's managing the extended value chain that presents the bigger problem.

As a consumer goods business, the large part of our footprint is consumers using our products through washing clothes and hot showers. Another challenge we have seen is



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getting people to engage with sustainability and environmental issues. The environment is largely seen as somebody else's problem and getting them to change their behavior is difficult

HOW ARE YOU OVERCOMING SAID CHALLENGES?

To support our increased focus on addressing climate issues as an organization, in December 2020 we introduced the Climate Transition Action Plan (CTAP) which has been approved by our shareholders. The CTAP lays out our ambitious emissions reduction targets to reduce emissions to zero within our own operations by 2030 and to net zero across our value chain by 2039.

As one of the largest FMCG companies globally, we have a lot of partners up-stream and down-stream that we need to influence. We therefore develop partnerships with our suppliers based on a responsible sourcing agenda via the Unilever Responsible Sourcing Policy (RSP). It aims to reinforce our commitment of working together with our suppliers towards a long-term, sustainable, and successful future for all parties.

The RSP is instrumental in ensuring we deliver our business objectives while making a positive social impact on the lives of millions of people in our supply chains around the world and reducing our environmental impact. Beyond this, we encourage our suppliers to move from meeting the mandatory requirements, to good practice, and onwards thereafter to best practice – a journey of continuous improvement and one which we work with them to achieve. Finally, we are also using technology now to further our sustainability goals and offer increased transparency across our supply chain such via satellite images that track deforestation in the supply chain.

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