

## Shop to Save: Unilever’s sustainability campaign

"A Great Deal for Everyone" is turning everyday purchases into meaningful climate action



**A great deal for everyone**

Shop your favourite sustainable products\* on promotion at Lulu


\*Unilever in collaboration with Mastercard, The Priceless Planet Coalition, The Dubai Charity Association and Emirates Nature Association are helping restore over 6000 mangrove trees in the UAE.

دعومة دبي الخيرية DUBAI CHARITY ASSOCIATION

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Unilever’s month-long initiative, “A Great Deal for Everyone,” aimed to restore 6,000 mangroves while educating consumers on the importance of mangrove restoration

While 97 percent of people worldwide want to live more sustainably, only 13 per cent are able to do so, according to the Kantar Sustainability Sector Index (2022). This striking gap between intention and action underscores the need for innovative solutions to [sustainability](#).

As a result, Unilever’s month-long initiative, “A Great Deal for Everyone,” becomes more than a promotional campaign; it’s a rallying call for sustainable action. In partnership with LuLu Group, Mastercard, and Emirates Nature-WWF, Unilever empowers UAE consumers to make environmentally impactful choices through their everyday purchases.

### Bringing sustainability to the forefront

Unilever’s campaign aimed to restore 6,000 mangroves while offering affordable, sustainable products to their consumers. Mangroves are among the planet’s most effective natural defences against climate change. This restoration project, which covers 1.2 hectares of mangrove habitats, directly supports coastal resilience, carbon sequestration, and biodiversity.

*“Our goal is to inspire sustainable choices that make a tangible impact,” says Khalil Yassine, Managing Director at Unilever Arabia. “This campaign exemplifies how small changes can lead to significant environmental benefits, reinforcing our commitment to protecting and restoring nature.”*



*Reaching consumers through multichannel engagement*

To ensure the campaign resonated with consumers, Unilever employed a multi-channel engagement strategy in which UAE consumers were educated on the importance of mangrove restoration, alongside interactive activations.

From November 21 to December 15, Unilever products like Dove, Jif, and Comfort were on promotion at LuLu outlets across Dubai, Abu Dhabi, and Al Ain, as well as on LuLu's ecommerce platform. Shoppers were made aware of the campaign through visuals at every turn, from pop-up banners and floor stickers to shelf tags and checkout displays. To amplify awareness, Unilever partnered with Virgin Radio for a five-day competition that offered AED 5,000 in cash and daily prizes worth AED 1,000.

Unilever extended its message online with a targeted ad campaign on Instagram and TikTok, running concurrently with in-store promotions. Consumers were encouraged to scan a QR code that led them to a microsite where they could learn more about mangroves and enter a themed competition.

A three-day activation at LuLu Barsha-1 Hypermarket (November 22–24) brought the campaign to life, where visitors learned about the mangrove ecosystems and participated in a competition to win an educational trip to explore them.

The campaign's global relevance was spotlighted at COP29 during a TIME100 Talks panel, where it was lauded as a model for how partnerships can drive climate resilience and sustainable consumption. A robust PR program—including press releases, op-eds, and interviews—will continue driving dialogue through early 2025.

Khalil Yassine, Head of Customer Development at Unilever Arabia said: "At Unilever, our commitment to achieving Net Zero emissions by 2039 goes hand-in-hand with empowering consumers to become part of the solution. In the UAE, we have been at the forefront of

decarbonizing our operations and are taking this further by investing in nature conservation efforts, with a particular focus on mangrove restoration.”

Yassine continues, “We recognize that consumers face barriers in adopting sustainable behaviors—whether due to cost, trust, or the impact of their choices. This campaign directly addresses these challenges by making sustainable products more accessible, educating consumers on the value of their purchases, and linking them to tangible environmental outcomes, such as funding the restoration of 6,000 mangroves.

Our goal is not only to offer sustainable products but to inspire long-term behavioral shifts that contribute to both local and global environmental goals. Through this partnership, we are demonstrating that by working together, we can help drive meaningful change for the planet.”



*A consumer-focused sustainability campaign*

Unilever’s “A Great Deal for Everyone” campaign exemplifies a consumer-centric approach to ESG strategy, seamlessly integrating sustainability into daily life. By connecting everyday purchases with measurable environmental benefits, the campaign encourages shared responsibility for sustainability without disrupting consumers’ routines. It effectively bridges the gap between intention and action in sustainable living while educating the public on the critical role mangroves play, turning everyday shopping into meaningful climate action.

“At Mastercard, we recognize that tackling climate change requires collective action, including investing in nature-based climate initiatives. Contributions from partners like Unilever and LuLu to the coalition’s collective goal of restoring 100 million trees is an important step in creating a global movement of businesses and consumers that are integrating climate action into their everyday decisions. We look forward to the impact on climate, biodiversity, and community that will be made possible by this contribution,” said Amnah Ajmal, Executive Vice President, Market Development, EEMEA, Mastercard.

This initiative goes beyond just raising awareness. Through impactful mangrove restoration, the campaign makes a tangible contribution to the UAE’s national climate goals while also leaving a lasting impression on consumers through its educational efforts.

Credits:

**Clients**

Anila Gopal – Global Sustainability Head, Brands & Middle East Advocacy

Priya Sarma – Corporate Affairs and Sustainability Head, Personal Care Category Strategic Advisor Unilever Middle-East & Turkey (MET)

Francesca Kennedy Wallbank – Senior Sustainability Manager, Unilever

Raween Osama – Corporate Communications Coordinator, Personal Care, Unilever Middle-East & Turkey (MET)

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Ali Rez – Executive Creative Director

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PR Agency – Impact Porter Novelli

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Tags: [Khalil Yassine mangroves mangroves restoration sustainability Unilever](#)

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