



# AMBITION 2030:

## A New Global Commitment to Reduce Plastic



When P&G announced our Ambition 2030 sustainability goals in April 2018, we included several goals for packaging, including 100% recyclable or reusable packaging by 2030.

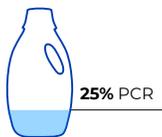
In April 2019, we're making an additional company commitment: **P&G will reduce global use of virgin petroleum plastic in our packaging by 50% by 2030.** This is an ambitious goal we will achieve via light weighting, increasing recycled content, driving conversion to more concentrated product forms (eg. Tide Pods), and when it makes sense, using alternative materials. We estimate this will avoid the use of over 300,000 tons of virgin plastic used every year.

# 50%

Reduction in global use of virgin petroleum plastic packaging by 2030.

## P&G brands are making our packages with a next life in mind, and continuously innovating with recycled plastic (PCR) to reduce our environmental footprint.

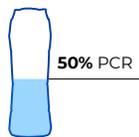
### P&G Fabric Care Brands (Europe):



Ariel Bottles



Lenor Bottles (Core Business)



Unstopables Bottles

### P&G Fabric Care Brands (North America):



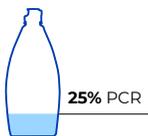
Single Unit Dose Packaging (Tide & Gain)

# +99%

Recyclable by 2023

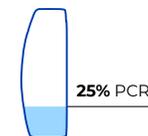
All North America Fabric Care Packaging

### Fairy Dishwashing Liquid (Europe):

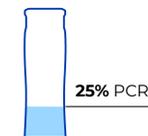


Clear Bottles

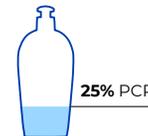
### P&G Hair Care Brands (Europe):



Head & Shoulders

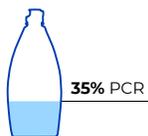


Pantene

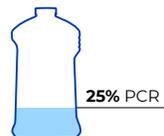


Aussie

### P&G Home Care Brands (North America):



Dawn Clear Bottles



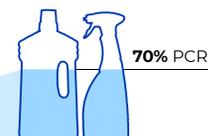
Mr. Clean

### P&G Home Care Brands (Europe):



Mr. Proper & Viakal

Today



2020

### Fairy Ocean Plastic Bottles:



Over 3 million bottles in the UK, Germany, Spain, Belgium, Turkey

### Head & Shoulders Beach Plastic Bottles:



Over 1 million bottles produced around the world since 2017