



AMBITION 2030

ENVIRONMENTAL SUSTAINABILITY GOALS

Click here or on any of the four focus areas below to learn more.

BRANDS

**SUPPLY
CHAIN**

SOCIETY

EMPLOYEES

AMBITION 2030 GOALS

Ambition 2030 aims to enable and inspire positive impact on the environment and society while creating value for the Company and consumers. Our Ambition 2030 goals span our brands, our supply chain, society and our employees. We know P&G alone does not have all the answers. It will take partnerships and collaboration to make meaningful progress and take responsible consumption to the next level.

Click on any of the goals listed below to view additional details.

BRANDS



- 100% of our leadership brands will enable and inspire responsible consumption
- 100% of our packaging will be recyclable or reusable.
- We will build even greater trust through transparency, ingredient innovation, and sharing our safety science.

SUPPLY CHAIN



- We will reduce our footprint and strive for circular solutions.
- We will protect and enhance the forests we depend upon.
- We will improve livelihoods of palm smallholders by increasing yields from existing lands.

SOCIETY



- We will find solutions so no P&G packaging will find its way to the ocean.
- We will protect water for people and nature in priority basins.
- We will advance recycling solutions for Absorbent Hygiene Products.

EMPLOYEES



- We will integrate social and environmental sustainability as a key strategy in our business plans.
- We will educate employees across all levels.
- We will reward progress and integrate recognition in the individual's performance assessment.

BRANDS



WHY WE ARE FOCUSED ON THIS

For the past 180 years, we have built brands people trust and love, enabled by a culture of innovation and greater superiority in all elements of our consumer proposition: Superior Products, Superior Packaging, Superior Brand Communication, Superior In-Store & Online Execution, and Superior Consumer & Retail Value Equations. Increasingly consumers and other stakeholders expect brands to meet performance expectations while also helping solve some of the most complex challenges facing our world.

We expect this, too. We believe making a brand's social and environmental efforts an integral part of how the brand drives superiority across the five elements will enable us to set an even higher standard of excellence, enabling and inspiring responsible consumption. Serving five billion people gives our brands the unique opportunity to not only delight consumers through superior product performance, but to also promote conversations, influence attitudes, change behavior, and drive positive impacts for all stakeholders.

WHAT WE DO

We want all our leadership brands to be growing and creating value while having a measurable, long-term positive impact on society and the environment: Brands that are a force for good and a force for growth. To do that, we have asked each brand to implement four Brand Fundamentals and a brand-specific Ambition, ensuring a thorough long-term integration of meaningful and measurable social and environmental impacts into the brand strategy and experience - versus having only an initiative or being a slice of the marketing mix. **[Click here to learn more.](#)**

[» Click here to continue to the next goal](#)

**100% OF OUR
LEADERSHIP
BRANDS
WILL ENABLE
AND INSPIRE
RESPONSIBLE
CONSUMPTION**



[» Click here to return to the goals overview](#) | Page 3

BRANDS



The criteria are broken into two parts: Brand Fundamentals and Brand Ambition. As our journey will take us through 2030, our intent is to regularly review these criteria and update them as science, stakeholder views, and our own experience evolves.

BRAND FUNDAMENTALS

1.) Product & Packaging Innovation:

Brands will need to innovate to enable responsible consumption:

- A meaningful impact in the brands key environmental impact area
- 100% of packaging will be recyclable or reuseable
- A meaningful increase in responsibly-sourced bio-based, or recycled or more resource efficient materials

2.) Brand Communication: Brands leverage their voice in communication and advertising production to promote social and environmental sustainability

3.) Transparency: Brands are transparent about ingredients and share the brand's safety science

4.) Supply Chain Impacts: Brands reduce supply chain impacts, including responsible sourcing of priority materials and their manufacturing sites are on track to meet [the Company's Ambition 2030 goals](#)

BRAND AMBITION

Above and beyond the Fundamentals, brands are asked to put a strategic social or environmental commitment at the heart of their consumer experience, a so-called "North Star", helping to solve for a societal challenge to which they can uniquely and meaningfully contribute.

We are now in the process of training all our leadership brands on the requirements and plan to start reporting in FY19/20.

BRAND 2030 CRITERIA



BRANDS



WHY WE ARE FOCUSED ON THIS

Packaging plays a critical role in delivering products to our consumers. It protects our products, provides important information to consumers, and is what our consumers see, touch, and feel when they purchase and use our products. Today, more and more consumers care about what happens to the packaging of the products they purchase. We do too. We have advanced significant progress against our existing 2020 packaging stewardship targets and will continue to do so. Our new goal will extend our commitments even further.

WHAT WE INTEND TO DO

In the absence of a globally aligned definition of “recyclable,” our definition goes beyond the technical ability to recycle an item and calls for a recycling system to be operational at scale with viable collection, recovery, and end markets in place. By 2025, all of our major packaging platforms will be recyclable or reusable. This will encompass ~95% of all packaging materials and we will make this happen through a combination of material choice, package design, and working with others to create new innovative solutions for recycling.

The remaining fraction of our packaging consists of materials and formats that are used in much smaller amounts and present unique challenges that we will need to address through both technical and commercial innovation. By 2030, we will identify solutions for this packaging that will allow it to be recyclable or reusable.

We will report our progress on an annual basis by tracking the percentage of our packaging that is recyclable or reusable.

**100% OF OUR
PACKAGING
WILL BE
RECYCLABLE
OR REUSABLE**



BRANDS



WHY WE ARE FOCUSED ON THIS

People care more and more about what goes into making the products they use to care for their families every day. We understand there is a growing segment of consumers who have changing preferences on ingredients they either wish to avoid or are seeking more information to make product choices. At P&G, nothing is more important than ensuring our products are safe for consumers and the environment. Providing people the information they need to make more informed choices while continually improving our product portfolio with the performance and preferences they are looking for remains a core focus for the company.

WHAT WE INTEND TO DO

As a first step, we will publish the principles that guide our efforts on ingredient transparency, the process we use to ensure the safety of our products, and our commitment to continuous improvement of our ingredients and product portfolio to better meet the range of consumer preferences in markets around the world. We will also work with some external partners that provide added consumer confidence in their choices and our progress.

Our intent is to publish our principles by the end of 2018 and report progress on these principles via our Citizenship Report on an annual basis.

**WE WILL BUILD
EVEN GREATER
TRUST THROUGH
TRANSPARENCY,
INGREDIENT
INNOVATION, AND
SHARING OUR
SAFETY SCIENCE**



SUPPLY CHAIN



WE WILL REDUCE OUR FOOTPRINT AND STRIVE FOR CIRCULAR SOLUTIONS

WHY WE ARE FOCUSED ON THIS

Reducing our footprint and moving towards circular solutions is not only the right thing to do, it also helps make our operations more efficient and resilient.

WHAT WE INTEND TO DO

We have established specific targets that we intend to achieve by 2030. Click on each target below for additional details:

- 1 100% renewable electricity and cut GHG emissions in half at P&G sites
- 2 P&G sites will deliver a 35% increase in water efficiency and source at least five billion liters of water from circular sources
- 3 Advance at least 10 significant supply chain partnerships to drive circularity on climate, water or waste

WHAT WE INTEND TO DO

We will purchase 100% renewable electricity by 2030. On an annual basis, we will report the percentage of purchased electricity that comes from renewable sources.

We will cut our Scope 1 and 2 GHG emissions in half by 2030 vs. our current 2010 baseline. This is a science-based target aligned with the reductions called for by climate science and is the next step forward from our current science-based target of a 30% reduction by 2020. We will continue to report our absolute Scope 1 and Scope 2 GHG emissions on an annual basis as well as the percent reduction vs. our 2010 baseline.

1 *100% renewable electricity and cut GHG emissions in half at P&G sites*

WHY WE ARE FOCUSED ON THIS

Climate change is one of the most significant challenges facing the planet today, and we are committed to doing our part to help reduce GHG emissions from P&G sites. Increasing our use of renewable electricity and improving energy efficiency are two key strategies that help reduce GHG emissions and make good business sense. In fact, our efforts on energy conservation since 2010 have resulted in hundreds of millions of dollars in cost savings.

[» Click here to continue to the next goal](#)



SUPPLY CHAIN



- 2** *P&G sites will deliver a 35% increase in water efficiency and source at least five billion liters of water from circular sources*

WHY WE ARE FOCUSED ON THIS

Water is a critical resource and water stress is increasing in many locations around the world. We recognize the need to continue to improve water efficiency in our operations and will build upon that by exploring how we can begin to source more water from circular sources.

WHAT WE INTEND TO DO

We are targeting to source at least five billion liters of water from circular sources which represents about 10% of our overall water consumption. This is a first step towards sourcing more water from circular sources (e.g. integrating treated water that has been used for an industrial purpose back into the system as a resource) which will help to reduce overall fresh water consumption.

We will also continue our efforts on water efficiency. We achieved our 2020 goal of increasing water efficiency by 20% and will extend those efforts to achieve 35% by 2030 vs. our current 2010 baseline. Our sites have been working on water efficiency for more than two decades, so driving further reductions will require new and innovative approaches. As we progress our efforts, we will report percent reduction in water consumption per unit of production and the total liters of water sourced from circular sources.

- 3** *Advance at least 10 significant supply chain partnerships to drive circularity on climate, water or waste*

WHY WE ARE FOCUSED ON THIS

We believe that collaborating with our supply chain (both suppliers and retailers), represents an opportunity to deliver significant climate, water, and waste benefits not only in our upstream supply chain, but also in the manufacturing, distribution, and use of our products.

WHAT WE INTEND TO DO

At a minimum, we will execute at least 10 significant efforts prior to 2030 and are targeting to announce our first effort by the end of 2018. We are at our best when we collaborate; therefore, our intention is to work with our suppliers to identify what we jointly believe are the best opportunities to drive meaningful impacts in the focus areas of climate, water, and waste. We will remain open to a wide range of possible ideas and approaches that can drive meaningful impacts across climate, water, and waste.

SUPPLY CHAIN



WHY WE ARE FOCUSED ON THIS

P&G uses wood pulp in our tissue towel and absorbent hygiene products. As such, we depend on healthy and thriving forests to support our supply chain. We have existing procurement policies to ensure responsible sourcing of the wood pulp used in our products and we will continue to source virgin fiber from forests certified to the most rigorous forest certification standards. As we look toward 2030, we want to further expand our efforts to explore what we can do in partnership with others to protect and enhance forests that are a key part of our supply chain.

WHAT WE INTEND TO DO

- 1 We will partner to increase the area of certified forests globally while working to strengthen certification systems.
- 2 We will play a leadership role in efforts to develop a [Forest Positive](#) approach for the forest products industry that is based on sound science and delivers forest health benefits. As the concept of a Forest Positive approach is better defined, we will seek to implement Forest Positive actions that we believe will serve to sustain and expand the protection of working forests P&G depends on.

We are at the start of our journey to advance progress against these goals. We will identify the partners and specific actions we plan to take and will share our progress on an annual basis.

WE WILL
PROTECT AND
ENHANCE
THE FORESTS
WE DEPEND
UPON



SUPPLY CHAIN



WHY WE ARE FOCUSED ON THIS

We have an existing procurement process to ensure responsible sourcing of palm oil, palm kernel oil, and the derivatives of each. This is one part of a broader three pillar management strategy that governs supplier management, industry engagement, and smallholders. We will continue to enforce and report against our procurement process and industry engagement efforts. We also know that within our supply chain there are a large number of small farmers who face unique challenges in maintaining and operating their farms. As we work to ensure small farmers in our supply chain are following sustainable practices, we believe that we also have an opportunity to help them maximize yields from their existing lands. This has the dual benefit of increasing production without increasing land use and helping them improve their livelihoods.

WHAT WE INTEND TO DO

We have completed initial smallholder pilots and will begin to scale our efforts with an initial focus on our palm kernel oil supply chain in Malaysia, which is our single largest supply chain and has a high density of small farmers. We will implement local programs to build capability in good agricultural practices with the objective of helping small farmers achieve an average production of 18 metric tons per hectare (the national average of palm production in Malaysia). In parallel with these efforts, we will also verify that sustainable practices are being followed.

**WE WILL
IMPROVE
LIVELIHOODS
OF PALM
SMALLHOLDERS
BY INCREASING
YIELDS FROM
EXISTING LANDS**



WHY WE ARE FOCUSED ON THIS

Research has demonstrated that significant amounts of plastic are finding their way into the world's oceans and that the primary source of this plastic is land-based sources of trash. While plastic can offer many benefits (e.g. light weighting, product protection), it clearly has no place in our waterways or oceans. As plastic packaging is a component of the plastic flowing to the ocean, we want to find solutions that will stem the flow of plastic to the ocean. We believe that better management of municipal solid waste in key regions, innovation in recovery technology, development and growth of end-markets for recovered materials, and consumer engagement programs on recycling can all help to stem the flow of plastic that is finding its way into the ocean.

WHAT WE INTEND TO DO

We will advance solutions to help stem the flow of plastic to the world's oceans. We clearly cannot do this alone and will look at waste management holistically. Our efforts will include multi-stakeholder collaborative efforts that seek to catalyze development of sustainable waste management systems in key regions, as well as other efforts to improve recovery of value from waste. We are already partnering with the Trash Free Seas Alliance to help advance their efforts in Southeast Asia and will report progress on this and other relevant efforts on an annual basis.

WE WILL FIND SOLUTIONS SO NO P&G PACKAGING WILL FIND ITS WAY TO THE OCEAN





WHY WE ARE FOCUSED ON THIS

Pressure on water resources is growing in many regions and has the potential to impact suppliers, manufacturing sites, and the communities and consumers we serve. Being good stewards of the water that we and others depend upon is critical to enhancing the future resilience of our operations and the markets in which we operate.

Across the world, and even within countries, there is a diverse mix of landscapes, cultures, economies, and climates that make water issues complex and require solutions unique to each river basin. Identifying these potential solutions will require an understanding of the local basin and collaboration with relevant stakeholders. As we move forward, we will identify priority basins, key partners, and viable actions that will enhance the resilience of the basin and our business.

WHAT WE INTEND TO DO

As a first step, we will identify where our consumers, suppliers and facilities are being most impacted by current and future water issues. We are already in the process of doing this using a data-based water risk assessment process across our value chain. By the end of 2020, we aim to have clearly defined our priority basins, the partners we will work with, and the impact measures needed to address the specific water challenges in each basin. We seek to advance viable solutions that will increase the resilience of the basin and our business and communicate our progress on each basin project.

**WE WILL
PROTECT
WATER FOR
PEOPLE AND
NATURE IN
PRIORITY
BASINS**



WHY WE ARE FOCUSED ON THIS

Recycling of absorbent hygiene products (AHP) waste (baby diapers, adult incontinence, and feminine care products) represents a significant opportunity to recover worth from waste and create secondary raw materials for higher value applications. The unique recycling technology developed by Fater, a Joint Venture between P&G and the Angelini Group, has raised the possibility of being able to implement AHP waste recycling at a city or municipality scale and recover valuable materials, giving used diapers a new life in a wide range of potential applications, (e.g. bottle caps for detergents, viscose and bio-fertilizers). The technology is operational at industrial scale in Italy. We are partnering with cities, municipalities, waste operators, and other partners around the world to set up and support the scale up of AHP recycling globally.

WHAT WE INTEND TO DO

We aim to have absorbent hygiene product waste recycling operational in 10 cities by 2030. As we begin this journey, we will be reporting our progress on an annual basis.

**WE WILL
ADVANCE
RECYCLING
SOLUTIONS FOR
ABSORBENT
HYGIENE
PRODUCTS**



EMPLOYEES



WE WILL
INTEGRATE
SOCIAL AND
ENVIRONMENTAL
SUSTAINABILITY
AS A KEY
STRATEGY IN OUR
BUSINESS PLANS

WE WILL
EDUCATE
EMPLOYEES
ACROSS ALL
LEVELS

WE WILL
REWARD
PROGRESS AND
INTEGRATE
RECOGNITION IN
THE INDIVIDUAL'S
PERFORMANCE
ASSESSMENT



EMPLOYEES



WHY WE ARE FOCUSED ON THIS

Employees are our single greatest asset and the source of the passion, creativity, and innovation that drives our business. Our manufacturing organization has already demonstrated the power of employee engagement, as the tremendous progress they have made across climate, water, and waste was driven in large part by the passion and ingenuity of our employees. As we seek to advance our Ambition 2030 efforts, we will need to ensure our employees are engaged and equipped to help us drive progress vs. our sustainability goals and objectives.



WHAT WE INTEND TO DO

We have developed and will deploy a detailed plan to engage our employees across all levels and organizations to ensure awareness of business sustainability plans and how they can embed social and environmental sustainability in the work they do. We will communicate key efforts on an annual basis and will measure our progress through our annual employee survey. We will also implement a system to recognize those employees who have made significant contributions to advancing progress vs. our goals.

