SMALL ACTIONS AT HOME CAN MAKE A WORLD OF DIFFERENCE.

CANADA DATA

TOGETHER LET'S PROTECT OUR PLANET OUR HOME.

WHY HOME?

IMPACT THAT MATTERS

TOP3
Of global CO2 contributors.
Source 1

#2
Electricity used at home is 2nd biggest **contributor to carbon emissions.**
Source 2

READY FOR CHANGE

Consumers are eager to make a difference with their homes... for our bigger Home, the Planet!

71%

"I want to do more at home to contribute to a collective positive impact on the planet."

...BUT INTENTIONS ≠ ACTIONS

38%

"I don't make environmentally-conscious choices at home as often as I would like to."

"I DON'T KNOW HOW TO"

Main barrier is lack of knowledge

87%
Are not aware of the impact of skipping the sink before the dishwasher to **save water.**

52%
Are not aware of the impact of cold wash on **energy saving.**

LET'S UNLEASH THE CLIMATE HEROES IN ALL OF US...

TURN **"I WISH"** → INTO **"I WILL"**

69% Wish they could learn simple ways **to do more at home** to protect the planet vs. what they currently do.

HOW?

KIDS INSPIRING US TO DO MORE

76%
Of parents said their children **inspire them to be more sustainable at home.**

BRANDS MAKING IT EASY

75%
Want **the BRANDS they buy** to help them live a more environmentally conscious lifestyle.

Tide

Use Tide on cold wash and save up to **90% of energy.**

Crest

Brush up on your water saving skills. Just turning the tap off can save **30 litres a day.**

Cascade

Skip the sink with Cascade and let your dishwasher be the dish washer. **You will save UP to 378 litres of water a week.**

IT'S OUR HOME

P&G is committed to be **carbon neutral for the decade** across all of its operations.

P&G is committed to **100% recyclable or reusable packaging by 2030.**

P&G is committed to reduce **its use of virgin petroleum plastic in packaging by 50% by 2030.**