

SUSTAINABILITY @POS

IN 2022+

WHY – WHAT – HOW



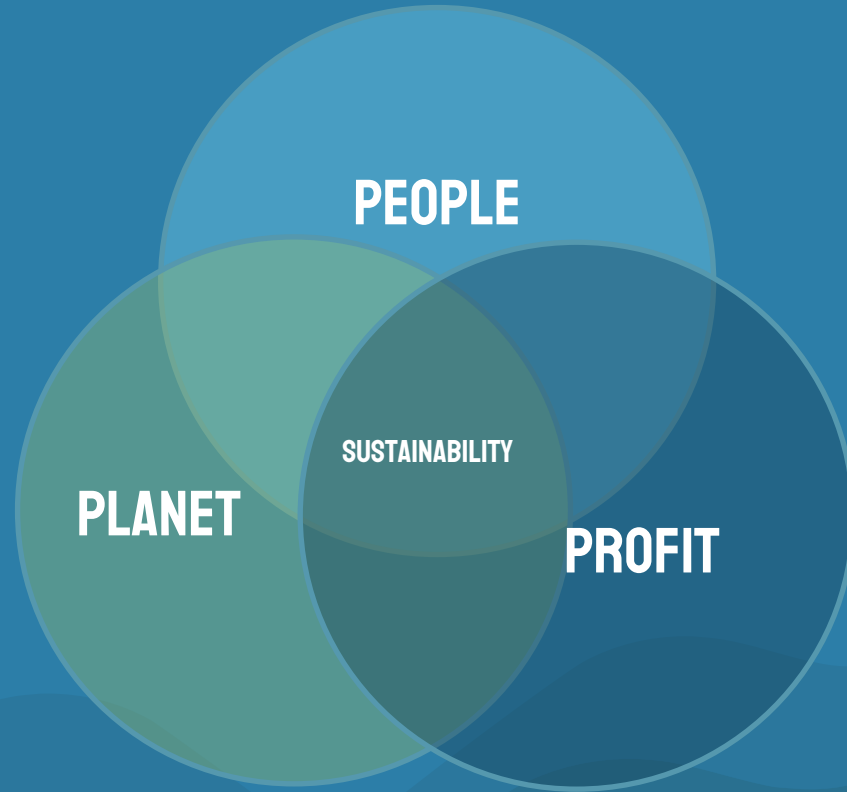
Vera Markl-Moser
Global Head of CD Sustainability @ Unilever



**WE NEED TO TAKE BETTER DECISIONS
AT WORK,
AT HOME,
AT PLAY.**



SUSTAINABILITY!?



**GOOD FOR THE
ENVIRONMENT
& PLANET**

**SUSTAINABLE ACTIONS
ARE GOOD FOR**

PLANET

+

PEOPLE

+

BUSINESS

**GOOD FOR
SOCIETY &
PEOPLE**

**GOOD FOR THE
ECONOMY &
BUSINESS**

SUSTAINABLE ACTIONS MATTER

54%

claim they will
“**make more sustainable choices**” post COVID.
Shoppers want & expect
brands to **behave responsibly**.

SHOPPER

2x

Unilever
purposeful brands
grow
2x faster
than rest of
portfolio

UNILEVER

17

Retailer
vision statements
are **aligned to the**
UN Sustainable Development Goals

RETAILER

BUSINESS CASE FOR SUSTAINABLE BUSINESS MODEL





JOURNEY TOWARDS SUSTAINABLE POS MATERIAL

SUSTAINABLE

STOP PVC

MORE RECYCLABLE

REDUCE MATERIAL

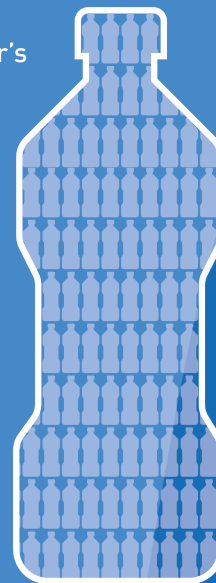
MORE RECYCLED



2018 – 19,070 shippers were produced with, on average 96g of plastic clips per unit (based on 4 shelf units).

The new structure is just as strong and based on last year's flatpack volume, will save

1.83
tonnes
of plastic
annually
That's equal to
183,000
plastic bottles



EFFECTIVE



1.8 Seconds
Point Of Sale Materials

+77%
uplift when we
design better



EFFICIENT

Fully integrated, end-to-end business process
across total sales value chain

UNCLAIMED

Approximately 20% of the
POSM we order
**does not reach
the shop floor.**

OBSOLETE

A disconnect between
warehouse management
and POSM owners leads to
unnecessary stockpiling.

FRAGMENTED

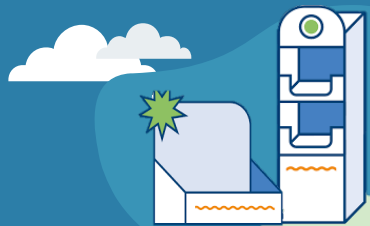
77% of orders are <€1,000.
Resources in designing,
developing, producing are not
efficiently used.
We waste resources.

SUSTAINABLE POS MATERIAL

SUSTAINABLE

EFFECTIVE

EFFICIENT





**TOGETHER
WE CAN DRIVE
BIGGER & BETTER CHANGE!**