

<b>Title of case study</b>	<b>Product solutions for a future of more constrained resources</b>
<b>Name of organization(s)</b>	<b>Unilever</b>
<b>Business sector</b>	Consumer Packaged Goods
<b>Region(s) relevant to case study</b>	<input type="checkbox"/> All regions <input checked="" type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input checked="" type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input checked="" type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input checked="" type="checkbox"/> South America
<b>Country(s) relevant to case study</b>	Multiple countries
<b>Adaptation sector(s) relevant to case study</b>	<input type="checkbox"/> Business <input type="checkbox"/> Education and training <input type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input checked="" type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
<b>Adaptation activity</b>	<p>As one of the world's leading consumer goods companies with a strong portfolio of trusted brands, Unilever aims to help people meet their everyday needs for nutrition, hygiene and personal care in a way that is sustainable and protects the environment. Securing access to clean water is a growing concern in many parts of the world. In addition to reducing the total amount of water used across our value chain, Unilever is committed to finding innovative solutions to enable consumers to adapt in areas of water stress. For example, we have launched a fabric conditioner for hand-washing laundry which reduces the amount of water required to rinse detergent from clothes by two-thirds. This saves an average of 30 litres of water per wash, often at a lower</p>

	<p>cost to consumers than traditional products, while at the same time reducing the effort and time needed to hand-wash laundry. Unilever estimates that consumers could save 500 billion litres of water annually if this conditioner were used by all its laundry product users in Asia and South Africa</p>
<p><b>Cost-benefit</b></p>	<p>Over fifty percent of Unilever’s current sales are in developing countries and much of our future growth is expected to come from emerging markets. As these countries face the greatest challenges from climate change, adapting our product portfolio to be fit for a future of more constrained resources will enable more consumers to enjoy a good quality of life whilst still living within the planet’s means. Providing sustainable solutions to enable people to use less water not only increases brand loyalty but also helps Unilever achieve its target of halving the water associated with the consumer use of our products by 2020.</p>
<p><a href="http://www.sustainable-living.unilever.com/the-plan/">http://www.sustainable-living.unilever.com/the-plan/</a>  <a href="http://www.sustainable-living.unilever.com/the-plan/water/washing-clothes/">http://www.sustainable-living.unilever.com/the-plan/water/washing-clothes/</a></p>	



Source: Unilever