

# GREENING YOUR BUSINESS



**George Owusu-Ansah**  
Managing Director  
Unilever Ghana



“The good thing is that, next to our moral obligations to address the global challenges, it is also an **enormous business opportunity**. Sustainability isn't just the right thing to do, it is **essential to drive business growth.**”

**Paul Polman,**  
Former Global CEO of Unilever and  
Chairman of World Business Council for Sustainable  
Development (WBCSD)



Of the world's 100 largest economic entities, 63 are corporations, not countries. Great power creates great expectations

- McKinsey



“If some companies and industries fail to adjust to this new world, they will fail to exist”

**Mark Carney**  
Economist  
Former Governor of the Bank of England



## Consumers are actively engaging with sustainability

**50%**

pay lot of attention to environmental and societal issues in the news

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**37%**

Have actively stopped buying products and services due to their impact on the environment

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**42%**

Believe buying sustainable products is a demonstration of who they are

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# Young People and Activism Driving Change

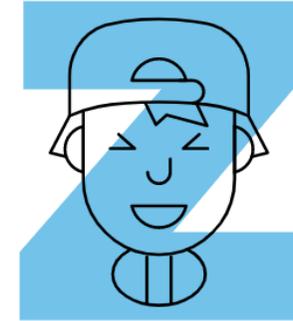


Generation



Millennials

Generation



Gen-Z

Millennial and Gen Zs – anxious about the state of the environment

They choose brands whose values align with their own.

**Numerous local climate activists:**

Waste or Create | The Green Ghanaian | Ghana Youth Environment Movement | Naa Ayelelsa Quaynor-Mettle

# The Unilever Example:

## The 3 big goals & commitments



Help more than 1 billion people improve their health & wellbeing



Halve environmental footprint of our products

Focus: Greenhouse gases, water, waste and sustainable sourcing



Enhance the livelihoods of millions of people as we grow our business

## Unilever's Commitments

€1 billion  
Climate & Nature Fund

Net zero emissions  
from all our product life-cycle by 2039:

Deforestation-free supply chain by 2023

Empower a new generation of  
farmers and smallholders

Regenerative Agriculture Code  
for all our suppliers

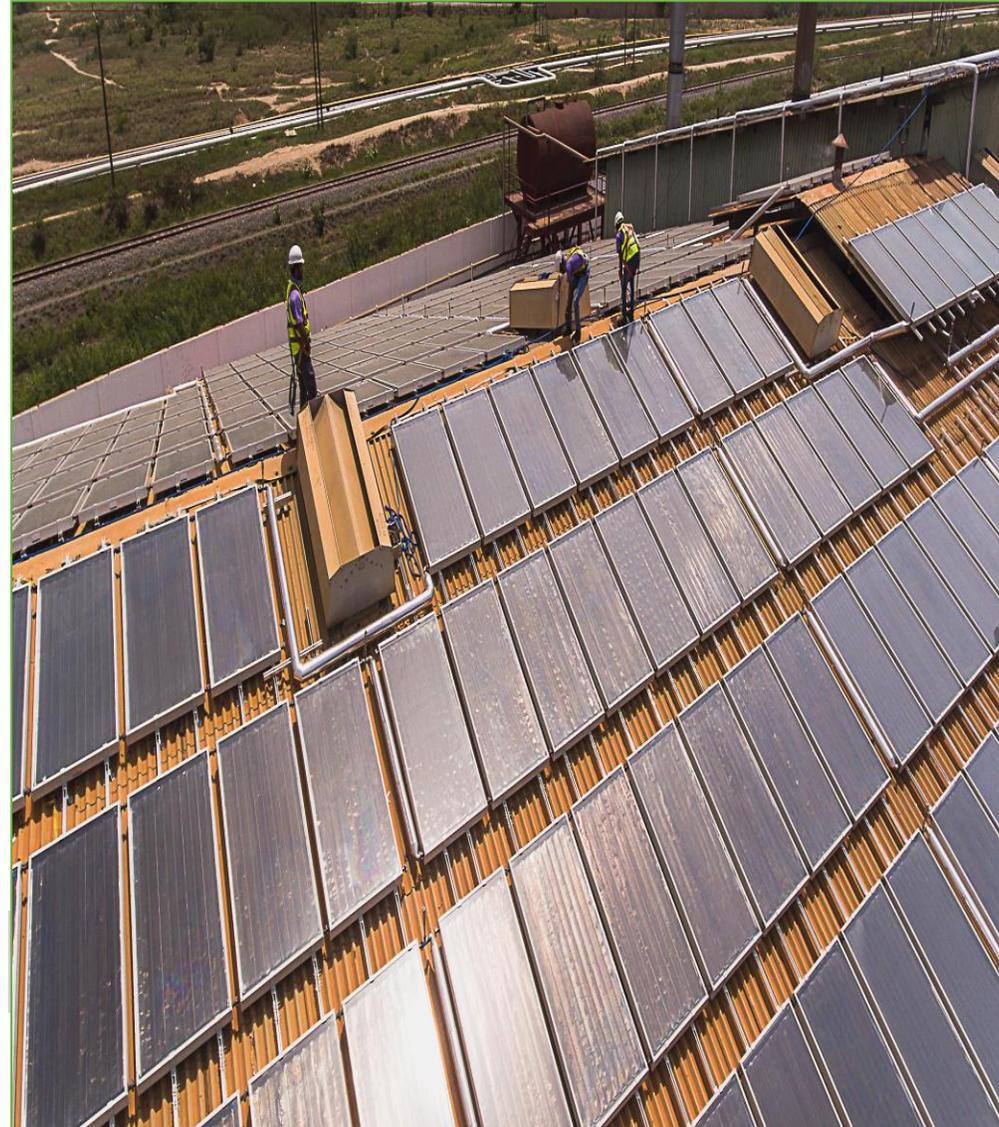
Make our product formulations biodegradable  
and implement 100 water stewardship  
programmes by 2030

# Towards 100% Carbon Neutral by 2030-

## Examples from Unilever Ghana

### Before

- Soaring electricity tariffs: CAGR of 25%
- Decreasing installation cost of solar - more attractive to invest
- Solar PV provides a good substitute over fossil fuel and free of CO2 emission



### After

- Delivers 1MW of power
- 20% savings in energy cost
- 1,300tons/annum reduction in CO2 emissions
- 15-year PPA with a 3P – No start-up cost for Unilever
- Job creation - local company, 25 people, 5-month work

# Towards 100% Carbon Neutral by 2030-

Examples from Unilever Ghana

## Before

- Heat generation by burning fossil fuel
- Generated 11,000tons CO2 emissions



## After

- Savings of €1m on energy cost
- Two years pay back on investment
- 99.9% efficient particle filtration - significantly below EPA requirement
- 70% reduction in CO2 emissions.

# Towards 100% Carbon Neutral by 2030- Greening the Value Chain



# Towards 100% Carbon Neutral by 2030- Plastic Sustainability

## OUR COMMITMENT

ALL OUR PLASTIC  
PACKAGING WILL BE  
REUSABLE, RECYCLABLE  
OR COMPOSTABLE

WE WILL REDUCE THE  
AMOUNT OF VIRGIN  
PLASTIC IN OUR  
PACKAGING BY 50%

WE WILL HELP  
COLLECT & PROCESS  
MORE PLASTIC THAN  
WE SELL

## GETTING IT DONE

### Better Plastics

33% Less packaging  
20% Cheaper than  
current

Less  
Plastics  
25tons  
Reduction exit rate

No  
Plastics  
Re-fillables  
pilots

PLASTIC REDUCTION  
EMPLOYEE CAMPAIGNS

## WINNING WITH PARTNERSHIP



01

Environment already under stress –likely more so post COVID

02

People have industry-specific concerns around sustainability; and they need help in turning their values and beliefs into action

03

People are demanding that companies step up and lead

Getting it done

Collaboration

Innovation and Investment

Embrace and Empower the Youth

**“If you really think that the environment is less important than the economy, try holding your breath while you count your money.”**

**— Guy McPherson**

Professor emeritus of natural resources and ecology and evolutionary biology at the University of Arizona

**“These challenges of inequality and climate change are not things we are going to be able to tackle alone. We need business, government, civil society and citizens to come together to represent the change that we need.”**

**— Alan Jope**

Unilever Global CEO

