At P&G, Sustainability is about making everyday better for people and the planet. P&G plants in the region continue to innovate, delighting consumers with quality products and services whilst conserving the world’s resources.
P&G Expands its Sustainability Goals

P&G recently announced the expansion of its environmental sustainability goals. The new goals reinforce the vision of 100% renewable energy use, 100% renewable or recycled materials for all products and packaging, and zero consumer and manufacturing waste going to landfills. Moreover, the goals include a renewed emphasis on water conservation and product packaging.

Between 2002 and 2012, P&G has reduced water use at its manufacturing plants by more than 58% per unit of production. P&G is now expanding its commitments to include the reduction of water use at manufacturing facilities by an added 20% per unit of production, with a specific focus on conservation efforts at facilities located in water-stressed regions. This is coupled with the aim of providing one billion people access to water-efficient products.

Packaging sustainability is another key priority. P&G is raising the bar by aiming to reduce packaging by 20% per unit of production by 2020. Moreover, P&G is also committed also committed to doubling the use of recycled resin in plastic packaging and ensuring 90% of product packaging is recyclable.

“We continue to improve the environmental sustainability across all aspects of the product life cycle – from manufacturing, packaging and delivery through consumer use,” said Martin Riant, P&G Executive Sponsor of Sustainability and Group President, Global Baby and Feminine and Family Care. “We are reducing the environmental footprint of our products for shoppers, our communities and the Company while still delivering the quality and performance people expect from P&G products.”
P&G Hailed as a Frontrunner in Innovation and Leadership development

P&G received a number of recognitions from well-respected organizations over the past six months. The Hay Group, a global management consulting firm, ranked P&G number one in its ninth annual study of Best Companies for Leadership. The study ranks the top 20 companies for leadership around the world who take a concerted and disciplined approach towards developing leaders.

P&G also ranked 10th on this year’s list of the most Innovative Companies released by Strategy&, a Price Waterhouse Cooper company. P&G was included among highly innovative companies, including: Apple, Google, Amazon, Samsung, Tesla Motors, 3M, General Electric, Microsoft and IBM.

In addition to these prestigious recognitions, P&G was recently named the Most Attractive Employer by Universum. Moreover, Gillette and Pampers earned #18 and #30 spot respectively on Interbrand’s 2014 list of the Top 100 Global Brands.

P&G’s Sharek wins at Arabia CSR Awards

Sharek.org, the Middle East’s first corporate volunteering website, was hailed at the Arabia CSR Awards with a special recognition award. Supported by P&G, as well as partners IBM and PwC, Sharek enables society organizations and business start-ups to attract volunteer support and skills through the online site. Corporate employee volunteers can choose from a wide range of options that match their respective interests and skills, be it teaching, translating, finance or technology-related projects. CSOs and start-ups can also specify their requirement needs including skills, time frame and number of the volunteers needed.

“Sharek is an example of what can be done to benefit society through partnerships that leverage on the skills and abilities of the private sector,” said Shereen Mady, Project Manager, Sharek.org. “Sharek is the first corporate volunteering site in the region, and the response we have had from both corporates who wish to partner with Sharek and civil society organizations who are looking to leverage off the skills and experiences of our volunteers has been remarkable. Programs like Sharek can result in a real change in societies across the Middle East region.”
P&G and Hasbro Partner with Gulf-based Charities to Power Smiles for Children

Procter & Gamble joined hands with Hasbro and a number of charities across the Gulf including Saudi Arabia’s Kafel, Bahrain’s Dreams Society, and the UAE’s Red Crescent to power smiles for children and their families this year. The campaign supported children in need through a charity initiative titled “1 Pack = 1 Smile” – for every pack of select products purchased in July and August this year, P&G donated thousands of toys to children in need across the Gulf.

“We are delighted to partner with P&G through this initiative, whereby a small act of kindness, such as giving a toy goes a long way. With the support of shoppers we hope to be able to make children with terminal illnesses or a debilitating diseases enjoy their holiday even more through this distribution of toys,” said Eman Nooruddin, Chairperson, Dreams Society.

The region’s parents once again came together to show their support for eliminating maternal & newborn tetanus globally by breaking the one million vaccine target for the latest Pampers-UNICEF campaign. Run in partnership with Majid al Futtaim Carrefour (MAF Carrefour), this year’s campaign ran across the region at Carrefour Hypermarkets from July to December with the aim of fighting maternal and newborn tetanus worldwide and in doing so, helping parents all around the world celebrate their babies’ first moments.

For many parents in Africa and Asia, a healthy start to life for their babies is not possible due to the continued danger posed by maternal and newborn tetanus. With the support of shoppers around the world and donations from Procter & Gamble, progress has been made by UNICEF in the fight against maternal and newborn tetanus (MNT). Since the Pampers UNICEF “1 pack = 1 vaccine” campaign began in 2006, Procter & Gamble has donated funds for over 300 million vaccines, helping to protect 100 million mums and eliminating the disease in 15 countries.

“Every nine minutes a baby dies from maternal and newborn tetanus, especially in developing countries where mothers don’t have access to local healthcare,” said UNICEF Gulf Area Representative Dr Ibrahim El Ziq. “This disease is easily treatable, and we will continue to work together with our partners including Procter & Gamble and Majid al Futtaim Carrefour to give each and every one of the 130 million women who are still vulnerable the chance to have a baby free from this deadly disease.”

“There’s nothing more important and more precious to a parent than the health and well being of their child,” explained Stephane Joly, Vice President Sourcing and Marketing at Majid Al Futtaim Carrefour. “We believe that our consumers care about good causes such as the Pampers-UNICEF initiative, and that they want to support a campaign that has helped to save millions of lives. The reaction of our shoppers to this latest campaign to raise one million vaccines has been tremendous, and we’re delighted to have been able to cross the target as early as we have done.”

Pampers-UNICEF campaign breaks the target to raise one million vaccines.
P&G Teams Up with The Angel Appeal to Donate Care Packages to Jebel Ali Seafarers

Procter & Gamble partnered with The Angel Appeal charity to bring holiday cheer to seafarers in Jebel Ali, UAE’s largest port. As part of the company’s commitment to local communities, thirty P&G employees collected, packaged and distributed 240 care packages to seafarers at Jebel Ali Port. The packages contained soaps, razors, deodorants, shampoo, conditioner and toothpaste from a range of P&G’s best known brands as well as Angel Appeal t-shirts.

The packs which were distributed by P&G employees with support from DP World were a gesture of gratitude to the seafarers who spend months at a time at sea to bring consumers in the UAE almost every imported item used in their daily lives.

“We are always delighted to work with corporate partners such as P&G, who have a clear vision on helping local communities such as our seafarers,” said Dr. Paul Burt, Regional Director, Angel Appeal and The Mission to Seafarer. “It is remarkable how much the gesture of giving means to the seafarers, who spend months at a time away from their homes and families to make sure that we can enjoy the standard of living that we have here in the United Arab Emirates. We would like to thank volunteers from Procter & Gamble and DP World for their time, effort and dedication.”

P&G honors Saudi National Day with Diversity and Inclusion Celebration

Procter & Gamble’s MPC Plant in Jeddah celebrated Saudi Arabia’s vibrant diversity during the National Day celebrations this year. The day was headlined by a speech from His Excellency, the Saudi Ambassador to Japan Dr Abdulaziz Turkistani, who shared his life story of how he worked his way up from an immigrant background with a combination of dedication, motivation and resilience to first become a Saudi citizen and then be offered the Saudi Ambassadorship for Japan.

Dr Turkistani spoke about Saudi Arabia’s support of diversity, both in terms of its own population, diversity in the workforce and the variety of expatriate nationalities who have come to live in the Kingdom and support its economic growth and success.

In addition to the presentation by Dr Turkistani, both Saudi nationals and expatriates enjoyed numerous displays of culture from across the Kingdom, including Saudi jewelry, antiques, artifacts and paintings. The company’s employees also had a taste of the country’s cuisine and joined in with the national dance, the ardah. The event’s finale was a raffle draw for a variety of prizes, including trips and accommodation to two of Saudi Arabia’s best known destinations, Mecca and Al Madina.
Leading Antibacterial Soap Safeguard makes its Middle Eastern Debut

Procter & Gamble launched its leading antibacterial soap Safeguard across GCC markets. Safeguard – which removes up to 99% of germs in a single wash – aims to empower mothers across the region by providing them with a simple, yet effective and lasting, defense against disease-causing pathogens. It is also the only antibacterial soap endorsed by the Saudi Pediatric Association and is available in several product forms comprising bar soaps, liquid hand soaps, liquid foaming hand soaps and shower gels.

In 2014, P&G conducted extensive research across GCC countries – including the UAE, KSA and Kuwait – to better understand hygiene habits in the Arab world. The survey revealed that 95% of mothers would like to provide their family with expert protection against germs, which is why they always insist that their children wash their hands with antibacterial soap. In addition, the results demonstrated that 70% of mothers wash their hands before feeding their children. Similarly, 61% of mothers wash their hands when they get home and 85% of mothers wash their hands after using the toilet.

“With Safeguard’s formulation, a proven hygiene solution is now made available to all GCC mothers,” explained Dr. Abdulhakeem Althaqafi from the Saudi Pediatric Association. “In today’s fast-moving modern world, children come in contact with an increasing variety of germs. They transfer these germs from surfaces by sticking their fingers in their mouths and touching their eyes, exposing themselves to disease-causing pathogens. The Saudi Pediatric Association endorses Safeguard because it provides unbeatable germ protection for the entire family.”
Fashion designer Giles Deacon unveils new, exclusive collections inspired by Ariel Power Gel and Downy

P&G’s Global Fashion Consultant, Giles Deacon, exclusively unveiled his latest machine-washable collections at P&G Future Fabrics, which included a range for Ariel Power Gel and Downy.

Deacon commented: “After a year of working with P&G Fabric Care I have seen their advances in fabric care. I have spent time with the talented team at the innovation centre in Brussels and witnessed the progress in their work there. I have been inspired by what Ariel Power Gel and Downy can do to ensure that clothes remain beautiful long after they were designed.”

For this new collection I was inspired by the macro-trend of multi-sensorial fashions and fabrics. Aware that both Ariel Power Gel and Downy have the capability to preserve and protect these fashions I set about creating designs that bring the best of each brand to life. For Ariel Power Gel it was all about making first impressions last, colour, confidence and impact. For Downy I focussed on giving people the confidence to wear an item all day and feel as great in it in the evening as they did when they first put it on in the morning.”

Ariel Power Gel works deep down at a fibre level to clean, protect, and enhance the sensorial qualities of our clothes (their look, feel and scent) and remove tough stains in ONE WASH. It redefines what it means to care for fashion with unique FibreSCIENCE technologies that allow you to achieve the highest standard of clean to keep your fashions beautiful for longer. Downy Concentrate’s unique formula contains perfume oils that penetrate deep into the fibres of fabrics releasing long lasting freshness throughout the day.

Amr El-Kashashi, Associate Brand Director of P&G Fabric Care India, Middle East & Africa commented:

“At P&G Future Fabrics we heard how fashion is becoming an increasingly multi-sensorial experience, through look, feel and scent. I believe that India, Middle East and Africa region in particular, with its amazing variety of colours, fabrics and textiles represents a strong inspiration for Ariel and Downy to develop innovative technologies to help people care for the clothes they love.”
Procter & Gamble and the UAE retailer Choithrams came together in October to highlight the importance of breast cancer detection and screening. The partnership promoted breast cancer awareness holistically across a number of consumer touch points including print, in-store branding, through social media and via the internet, through media advertising and with an in-store product promotion across a range of P&G brands including Always, Ariel, Downy, Fairy, Gillette, Herbal Essences, Tide and Venus. The proceeds of the partnership were donated to the UAE’s Red Crescent.

“We have been a strong supporter of breast cancer awareness in the region for many years now, and we were delighted to be able to partner with Choithrams to do more to raise awareness of a disease that affects far too many consumers in the Gulf,” said Khaled Adawi, Director Customer Business Development, Arabian Peninsula and Pakistan, at P&G. “We have been able to reach out to tens of thousands of Choithrams shoppers during October, and we will continue to work towards driving understanding of what consumers can do to ensure that they know about and take steps to counter breast cancer.”