At P&G, Sustainability is about making everyday better for people and the planet. P&G plants in Pakistan continue to innovate, delighting consumers with quality products and services whilst conserving the world’s resources.
Assalam-o-Alaikum,

We are extremely pleased to be closing 2014 on a high note. P&G has once again been recognized for innovation and leadership development amongst renowned global rankings by Strategy& and Hay Group.

We continue to invest in developing our employees as well as the talented youth of our country. The P&G ‘Know and Grow’ fair was organized to provide employees with necessary tools and trainings designed to enhance their learning and help them progress in their careers. Moreover, the P&G Summer Internship Program was once again conducted to provide students from Pakistani universities the highly sought-after opportunity to work at P&G for a summer.

We have expanded our sustainability goals, continuing to create value for consumers, while conserving resources, protecting the environment and improving social conditions for those who need it the most. Our plant at Port Qasim in Pakistan has reached a new milestone of sending zero waste to landfill, in line with the Company’s global environmental sustainability goals - this is the first P&G site in the Middle East and Asia region to achieve this milestone.

You may recall the joint commitment we made earlier this year with our partner METRO Cash and Carry, to support the P&G Children’s Safe Drinking Water program. Disaster-stricken communities in the drought-stricken region of Tharpakar and flood-affected areas of Punjab began to experience clean drinking water as they received P&G Purifier of Water sachets via our long-term NGO partner HOPE, over the past few months.

I hope you enjoy reading more about our various initiatives in the following pages of the newsletter.

From the entire P&G family, we wish you a very Happy New Year.

P&G Expands Sustainability Goals

P&G recently announced the expansion of its environmental sustainability goals. The new goals reinforce its long-term 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 reduction in water use at manufacturing facilities by an additional 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.

Additionally, 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 to doubling the use of recycled resin in plastic packaging and ensuring 90% of product packaging is recyclable.

P&G Recently Received Recognition from two Recognized Organizations.

The Hay Group, a global management consulting firm, recognized P&G as the top company in its ninth annual study of Best Companies for Leadership. The Hay Group ranked P&G No.1 for the second consecutive year, for its commitment to the growth and development of people at all levels. The study ranks the top 20 companies from around the world which take a concerted and disciplined approach towards developing leaders.

In addition to this, the Global Innovation 1000 study by Strategy&, a Price Waterhouse Cooper company, placed P&G in the top 10. P&G was included amongst highly innovative companies including Apple, Google, Amazon, Samsung and General Electric.
Ariel Reveals Innovations in Fabric Care

Hosted in Berlin, the P&G Future Fabrics event brought together a prestigious mix of fashion, fabrics and human psychology experts to showcase the latest advances in fabrics and highlight how unconscious decisions affect clothing perceptions. P&G’s Global Fashion Consultant, Giles Deacon, unveiled his latest machine-washable collections inspired by and designed for Ariel.

P&G Fabric Care revealed how it is evolving to meet multi-sensorial fashion trends and solve the challenge of maintaining the beauty and longevity of clothes for consumers via a 3-step FibreSCIENCE approach. Ariel works deep down at the fibre level to clean, protect, and enhance the sensorial qualities of clothes, including its look, feel and scent whilst removing tough stains in one wash. It redefines what it means to care for fashion with unique FibreSCIENCE technologies that allow consumers to achieve the highest standard of clean while keeping clothes beautiful for longer.

“After a year of working with P&G I have seen their advances in fabric care. I’ve spent time with the talented team at the innovation centre in Brussels and have seen the progress in their work. I am inspired by what Ariel can do to ensure that clothes remain beautiful long after they are designed.”
- Giles Deacon, P&G Global Fashion Consultant

Pantene Launches Moisture Renewal

Pantene launched its latest regime, Moisture Renewal, by bringing hair expertise to consumers through an interactive activity held at Dolmen Mall, Clifton, Karachi during Eid.

The activity lasted for ten days during which styling booths, run by hair stylists from Nina Lotia Salon, were set up at the Mall, offering consumers free hair consultation. Nina Lotia, renowned hair stylist and Pantene’s brand ambassador, personally conducted hair sessions, providing visitors with first-hand advice for their hair issues whilst sharing information about the new Pantene Moisture Renewal regime and its benefits.
Celebrating Different Colors of Pakistan

On the occasion of Pakistan’s Independence Day, P&G celebrated its annual Colors of Pakistan event for the second consecutive year. This celebration is a tribute to all P&G people in Pakistan for making P&G’s business a success in the country.

Colors of Pakistan was a day-long, Pakistani-flavored event. It featured an In-Touch Quiz Competition consisting of 8 teams with 24 participants. The triple-round, MCQ quiz spanned Pakistan History, Pakistan Current Affairs and P&G Pakistan related questions. The finalists competed in a new ‘Wheel of Fortune’ round with the winners emerging in a nail-biting finish. The quiz was followed by hi-tea comprising continental delicacies with a Pakistani touch.

Later the same evening, employees gathered for the P&G Cricket Tournament at the Moin Khan Academy where employees were split into 4 teams. The teams presented an enthralling competition, with huge sixes, stump-breaking dismissals, dropped catches and a highly entertaining running commentary. The champions emerged by narrowly edging out the runners-up in a match that went all the way to the super over.

Achieving More with Know and Grow

P&G is committed to nurturing diverse talent in an inclusive organization and developing leaders who are externally focused to create value for consumers, customers and shareholders - leaders who serve as role models for the Company’s Purpose, Values and Principles.

Know & Grow is the Company’s renewed approach to individual development, helping employees understand their development areas, plan activities accordingly and then follow through to grow professionally as well as personally. In August, P&G launched the Know & Grow Fair for its employees in Pakistan. The event was aimed at bringing P&G’s newly introduced performance ideology “PEAK” to life and kick-starting a process of cultural transformation by creating the right kind of awareness about the Company’s new approach to learning and developing leaders.

During the Fair, employees were provided a unique opportunity to visit different booths and interact one-on-one with the booth leaders to learn more about the various P&G trainings available in areas such as Know & Grow, Vibrant Living and Diversity & Inclusion. Booth leaders included senior members from P&G management who helped employees gain a better understanding about trainings best suited to their learning and development needs and provided exclusive advice. Participants ended the learning cycle by creating customized Personal Learning Plans (PLP) and locking these in the system at PLP stations.

P&G’s people are undoubtedly the Company’s biggest asset. Initiatives such as these go a long way in developing employees’ understanding of how they can own their careers and Know & Grow to achieve more.
Celebrating 20 years of Successful Plant Operations

This October, P&G celebrated 20 years of its plant operations at Hub, Balochistan, which produces the antibacterial soap, Safeguard.

Through the years, the P&G plant has developed world class talent, P&G people who are serving the Company in various corners of the world and in different functions within Pakistan.

Sustainability is embedded in the P&G Purpose and so the plant has incorporated benchmark environmental sustainability practices into its operations. As a result, the plant has reduced its environmental footprint (electricity, natural gas, and diesel consumption) so that producing one unit of product now has a 32% lower impact on the environment.

As a model investor in the country, P&G has invested tens of millions of dollars in Pakistan to date in fixed assets. Besides its plant at Hub, the company also set up a state-of-the-art laundry detergent plant at Port Qasim in December 2010. P&G’s investments in Pakistan continue to yield socio-economic benefits to the country, including employment opportunities for over 5000 Pakistanis directly and indirectly. Via its operations, P&G has invested in developing the local supplier base, resulting in hundreds of millions of dollars in local value addition. Moreover, P&G Pakistan’s investment in the community via brand and corporate programs has touched and improved lives of over 34 million Pakistanis through the years.

“What is remarkable is that we still have today amongst us people who helped produce the first bar of Safeguard soap at this facility two decades ago. This is testimony of the incredible journey and rich heritage of this facility. I am inspired by the commitment and emotional connection of our employees with this site and am really honored to be celebrating this milestone with all my fellow colleagues.”

- Hasham Jamili, Plant Manager, P&G Pakistan
Giving Hope for Tomorrow

Pakistan has experienced a string of unfortunate natural disasters in recent years, with millions of people affected by just the monsoon floods each year. The P&G-METRO-HOPE anniversary partnership launched earlier this year aimed at providing clean drinking water to families affected by natural disasters in Pakistan to help prevent the spread of illnesses caused by drinking unsafe water at such times.

Families affected by the droughts in Tharpakar and floods in Punjab were the first to receive the much needed clean drinking water. During June to October a team from HOPE set up free distribution camps of the P&G Purifier of Water packets in the Mithi and Chhachho areas of Tharpakar as well as in various areas of Muzaffargarh, Multan, Jhang, Hafizabad and Narowal.

Many people gathered to watch the HOPE team demonstrate the use of the P&G Purifier of Water sachets and explain its benefits in their local language. The people were excited to participate in the water purifying process and could hardly wait to drink the water after it had been strained. The families were provided P&G Purifier of Water sachets along with equipment essential for the water purifying process. Additionally, as part of P&G’s disaster-relief response, the Company has supported flood-affected families with essential hygiene products including Safeguard, Ariel and Head & Shoulders.

Creating Future Leaders

P&G is recognized for its commitment to leadership development around the world and in Pakistan. P&G Pakistan has completed yet another excellent year of its flagship Summer Internship Program.

The Program was launched in June with a 3-day on-boarding program for the 22 deserving interns, selected from an applicant pool of over 5000 students from across the country. The on-boarding included an overview of P&G, functional presentations as well as a visit to the P&G Plant.

Armed with demanding action plans, the interns then began work alongside their managers and soon became part of the P&G team. They also participated in a 2-day Business Management Course which focused on functional interdependency and building effective partnerships. Through the P&G Sales Challenge the interns raised funds which were donated to HOPE, P&G’s long-term social cause partner for the education of children in need. The 3 month program ended with evaluation sessions after which interns were seen off at a fabulous farewell evening.

The program has become a regional P&G benchmark and continues to help the Company build its talent pipeline by recruiting top performers to deliver top business results.