

**Henkel**

*A Brand Like a friend*

## **Intrinsically linked: The role of consumers & the role of business**

**Christine Schneider**

**December 08, 2009**

CSCP conference Brussels: Give consumers a voice –

How to influence consumers to uptake sustainable innovations

# Our Business Sectors and Top Brands



**Laundry /  
Home Care**

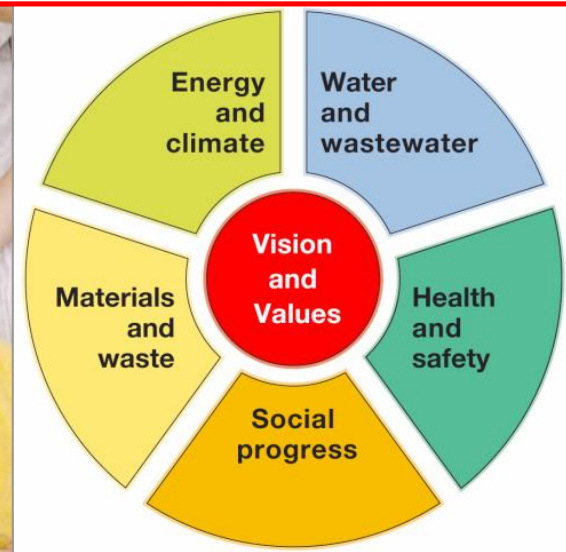
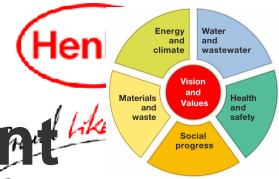
**Cosmetic /  
Toiletries**

**Adhesives  
Technologies**



**Quality with Brands and Technologies**

# Performance based on Sustainability: From Corporate Vision to Product Development



• Corporate vision

• Focal areas

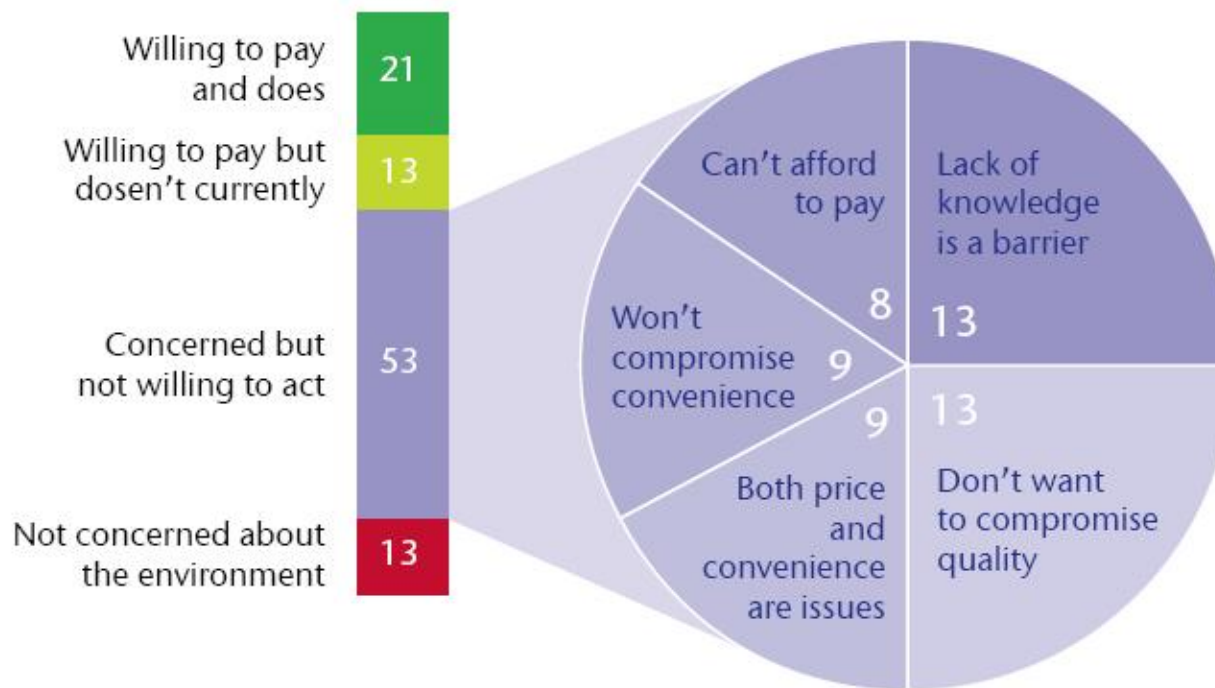
• Corporate values

→ Sustainability – A total company focus

# A sustainable Business Model has to focus on the entire Value Chain



# Influencing Consumer Choices: Attitudes vs. Behaviour



*Global retail consumers segmented by willingness to pay for products with environmental & social benefits – Survey of consumers in Brazil, Canada, China, France, Germany, India, the UK and the US.*  
Source: The McKinsey Quarterly, March 2008.

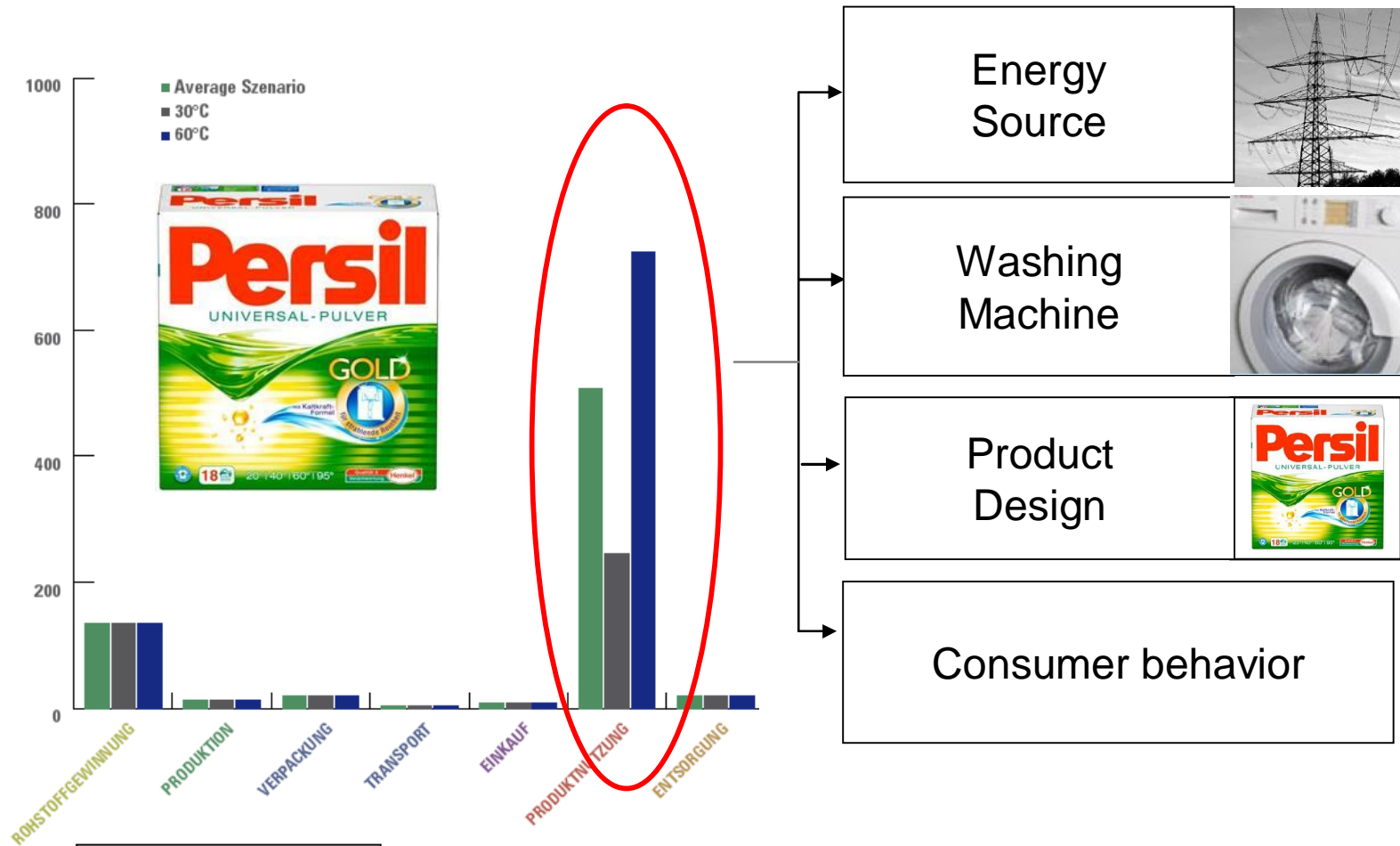
- **There is a large gap between consumer attitudes, willingness and actual behavior change**
- **The consumer will not compromise on performance, convenience or price**

# The Role of the Consumer: Key Learnings



- Consumers are confused about which products are more sustainable
- On pack claims do not explain the complexities of life cycle analysis and global supply chains

# Identify desirable Improvement Options & suitable Approach(es)



# Progress requires Time & Continuity: Persil Advert 1982



WIE GUT IHR WASCHMITTEL  
WIRKLICH IST, SEHEN SIE  
NICHT NUR AN DER WÄSCHE.



## Mit Persil können Sie fast die Hälfte Strom sparen.

Das kommt Ihrem Wirtschaftsgeld zugute: Beste Persil-Reinheit bei 60°C – und Sie sparen fast die Hälfte Strom gegenüber der Kochwäsche. Wir haben Persil energieverstärkt, damit Sie weniger Energie aus der Steckdose brauchen. Und darauf kommt es heute an: Energie sparen.

Deshalb greifen Frauen, die auf ihr Geld achten, zu Persil. Denn billig kann zu teuer sein. Unsere Qualität kostet ihren Preis. Aber sie zahlt sich aus: Sie bekommen beste Persil-Reinheit und Pflege bei jeder Temperatur. Das spart Ihnen Geld und Ärger. Persil ist von Henkel. Und wir bürgen mit unserem Namen für Qualität.

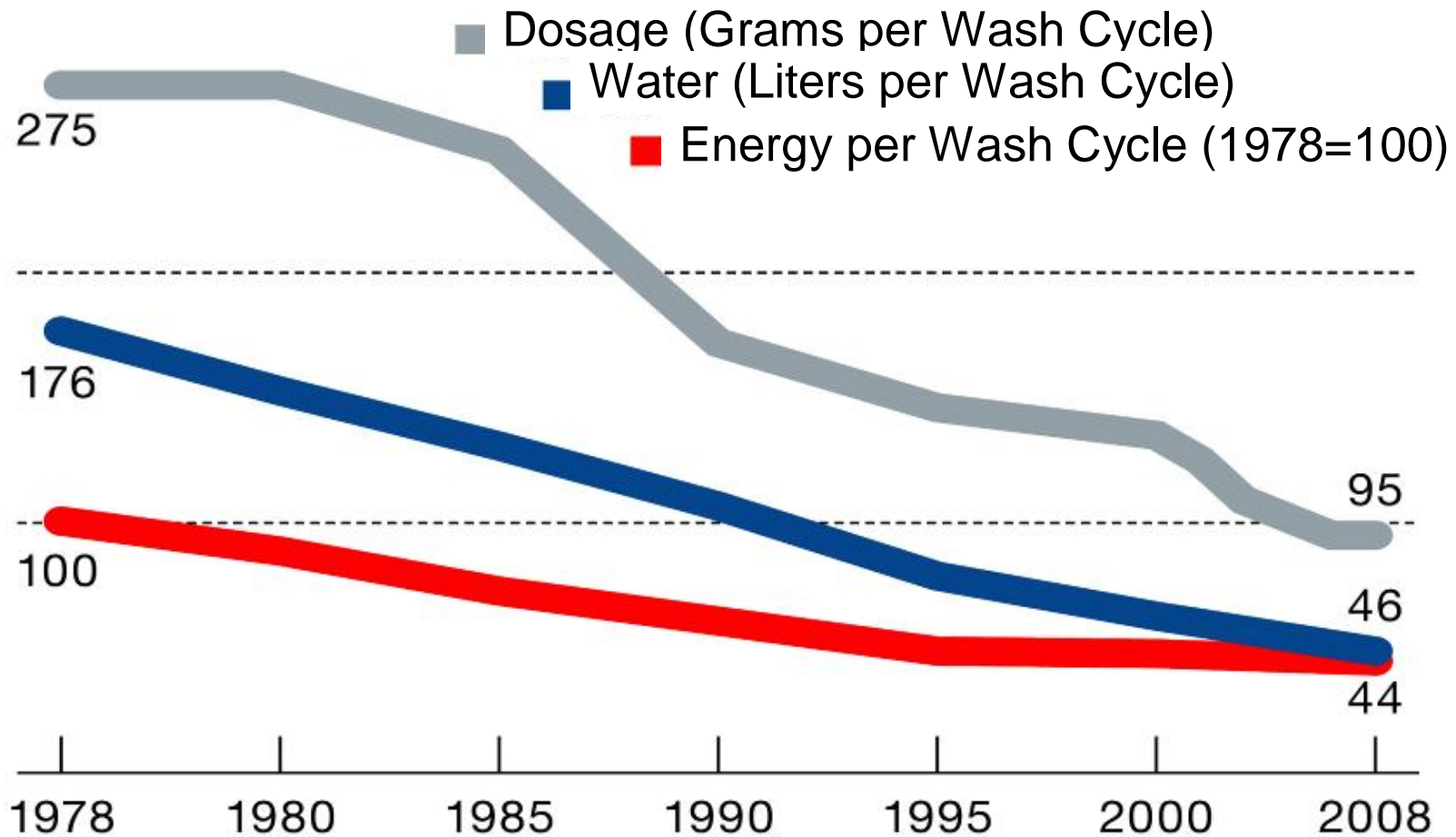
Bei anonymen Herstellern aber haben Sie diese Sicherheit nicht. Wir garantieren beste Persil-Qualität.



Da weiß man,  
was man mehr hat.



# Sustainability in Laundry Washing: Progress from 1979 to 2008



# Performance based on Sustainability: Our Message to the Consumer



For more than 130 years, our brands have combined top quality with respect for people and the environment. Our branded products offer both high performance and ecological compatibility. We manufacture them using as little water and energy as possible, under good working conditions, for resource-conserving use in the home. This is what we stand for -worldwide, today and tomorrow.

# Utilizing the Communication Portfolio to provide relevant Guidance



Quality & Responsibility

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# The business perspective: Statement of Intent



## A Statement of Intent

From the WBCSD's Business Role Focus Area workstream  
on Sustainable

Current global co  
on the facts and tr  
apparent that effi

**...efficiency gains and technological  
advances alone will not be sufficient to  
bring consumption to a sustainable level ...**

**... changes will also be required to consumer  
lifestyles and the ways in which consumers use and  
choose products and services...**

consumption  
as innovati  
by work  
gove

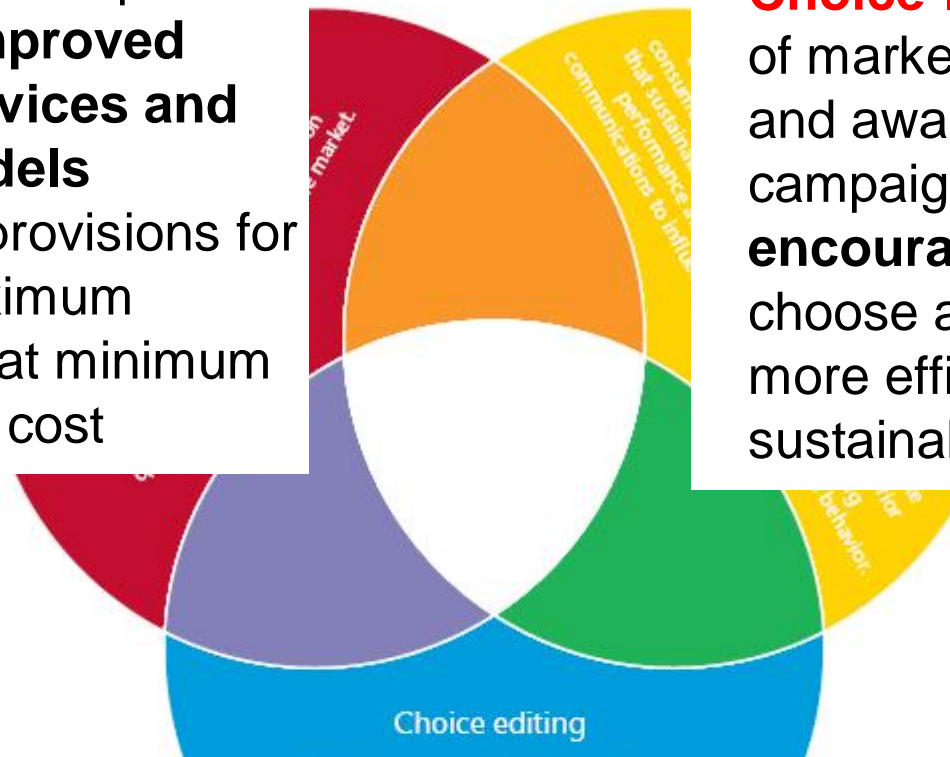
**...business needs to play a leadership role  
in fostering more sustainable levels of  
consumption ...to achieve more  
sustainable lifestyles.**

# The Role of Business: Mainstreaming sustainable consumption



*A Brand Like a Friend*

**Innovation:** development of new and improved products, services and business models incorporating provisions for delivering maximum societal value at minimum environmental cost



**Choice-Influencing:** the use of marketing communications and awareness-raising campaigns to **enable and encourage consumers** to choose and use products more efficiently and sustainably

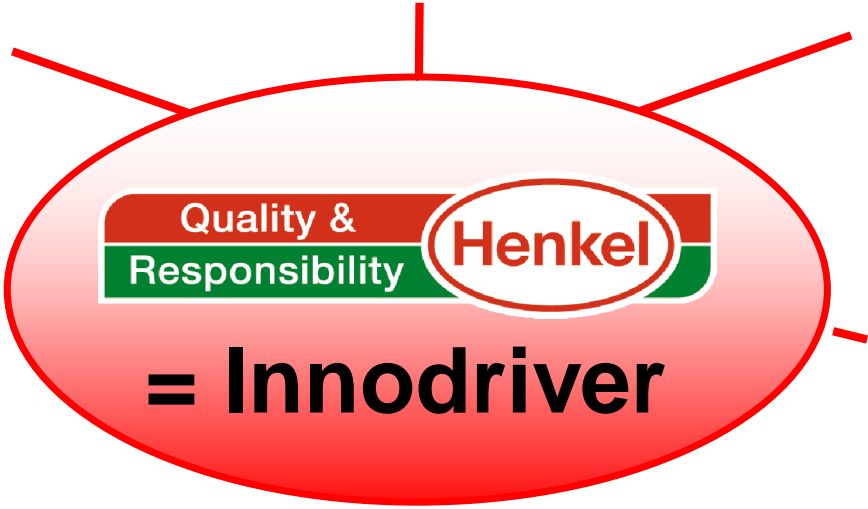
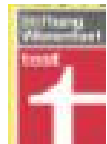
**Choice-Editing:** the removal of “unsustainable” products, product components and services from the marketplace.

*In partnership with other actors in society such as policy makers and retailers*

# Sustainability as innovation driver



**NACDS** NATIONAL ASSOCIATION OF CHAIN DRUG STORES



**RSPO**  
Roundtable on Sustainable Palm Oil

# QR Code – a variable technical platform



**branded content**  
(part of brand communication mix)  
→ digital media involvement  
→ interactive added consumer value

**ingredients, biodegradability**  
**sustainability profile (focal area)**  
**CO2 / energy calculator / LCA**  
**what Henkel as sender stands for**

*information & engagement*



*at POS and in-home*

**Interface to POS-activities / CRM**  
→ link to retailer cooperation

# QR Code – presentation 06.11.2009



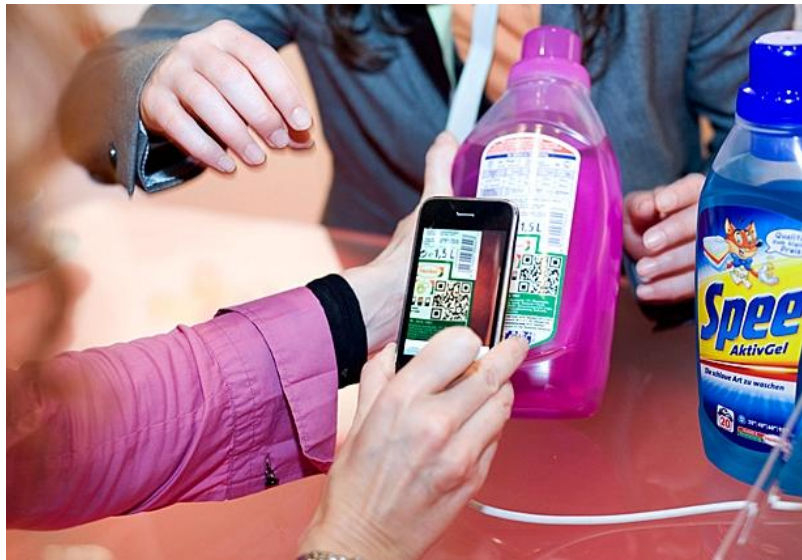
**Henkel booth:**

- sustainability @ Henkel
- QR-code

presented to public at  
Deutscher Nachhaltigkeitstag  
Düsseldorf, November 6, 2009



# Outlook: Interactive Consumer Informationen

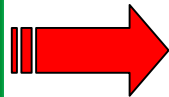


## “Clever compared“:

- 60 degree Celsius result in ca. 1100 g CO<sub>2</sub> and 0,24 EUR per wash load, 20 cycles per month 58 EUR per year
- 30 degree Celsius result in ca. 600 g CO<sub>2</sub> and 0,11 EUR per wash load, 20 cycles per month 27 EUR per year

# Performance based on Sustainability

## Leading in Consumer Information for Innovative Sustainable Consumption



software on mobile



scanning code



interactive mobi-website

**Information-panel on our products**