



# SMALL ACTIONS AT HOME CAN MAKE A WORLD OF DIFFERENCE.



TOGETHER LET'S PROTECT OUR PLANET OUR HOME.

## WHY HOME?



### IMPACT THAT MATTERS



## TOP 3

Of global CO2 contributors.

Source 1

## 2x

Electricity use at home is expected to nearly **double** by 2050.

Source 2

## READY FOR CHANGE

Consumers are eager to make a difference with their homes... for our bigger Home, the Planet!

## 72%

“ ”

I want to do more at home to contribute to a collective positive impact on the planet.



## ...BUT INTENTIONS ≠ ACTIONS

## 54%

“ ”

I don't make environmentally-conscious choices at home as often as I would like to.



Main barrier is lack of knowledge

## 79%

Are not aware of the impact of skipping the sink before the dishwasher to **save water**.

## 58%

Are not aware of the impact of cold wash on **energy saving**.



## LET'S UNLEASH THE CLIMATE HEROES IN ALL OF US...



TURN  
“I WISH”



INTO  
“I WILL”

## 78%

Wish they could learn simple ways **to do more** at home to protect the planet vs. what they currently do.

## HOW?

### KIDS INSPIRING US TO DO MORE

## 86%

Of parents said their children **inspire them to be more sustainable at home.**



### BRANDS MAKING IT EASY

## 79%

Want **the BRANDS they buy** to help them live a more environmentally conscious lifestyle.



Use Tide on cold wash and save up to **90% of energy**.



Brush up on your water saving skills. Just turning the tap off can save **8 gallons a day**.



Skip the sink with Cascade and let your dishwasher be the dishwasher. **You will save UP to 100 gallons of water a week.**



## IT'S OUR HOME



P&G is committed to be **carbon neutral for the decade** across all of its operations.



P&G is committed to **100% recyclable or reusable packaging by 2030.**



P&G is committed to reduce **its use of virgin petroleum plastic in packaging by 50% by 2030.**