# A Cleaner World for Wildlife







PARTNERS IN SAVING WILDLIFE



surfactants in rivers







1972 DEBUT OF LIQUID DAWN



1977 INTERNATIONAL BIRD RESCUE DISCOVERS THE POWER OF DAWN FOR HELPING WILDLIFE



1977: P&G co-founds the Society of Environmental Toxicology & Chemistry



Environmental Sustainability Scorecard



# 1981

BIRD RESCUE RESPONDS TO MYSTERY SPILL **CLEAN-UP IN** SOUTH CAROLINA **USING DAWN** DISH SOAP



COMPACTION INNOVATION REDUCES WATER & WASTE



2002 DAWN LAUNCHES NATIONAL **'SAVE-A-DUCK'** CAMPAIGN

2006

OFFICIAL

WITH THE

CENTER

**DAWN BEGINS** 

PARTNERSHIP

MARINE MAMMAL



2010 DAWN LAUNCHES NATIONAL 'DAWN SAVES WILDLIFE'



P&G reduced

emissions 52%\*

P&G reduced

25% per unit

of production

operations

truck miles



MILESTONE ACHIEVED: 150,000 BIRDS AND MARINE MAMMALS

**MILESTONE** 

ACHIEVED:

55,000 TONS

OF PLASTIC

MILLIONS

OF DOLLARS

INVESTED TO

DATE SUPPORT

INTERNATIONAL

AND THE MARINE

BIRD RESCUE

MAMMAL

CENTER

SAVED

**MILESTONE** 

DONATED TO

THE MARINE

INTERNATIONAL

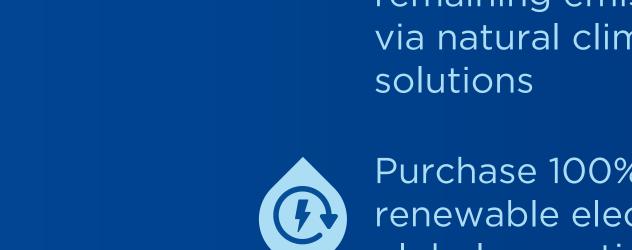
**ACHIEVED: 50,000** 

BOTTLES OF DAWN

BIRD RESCUE AND

MAMMAL CENTER





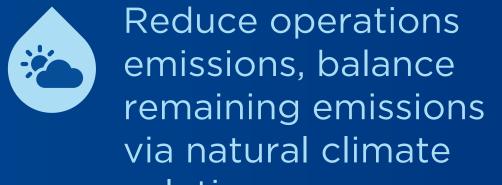






Reduce virgin petroleum plastic in packaging 50%

### **P&G OPERATIONS Commits to Carbon Neutral** for the decade



Purchase 100% renewable electricity in global operations by global operations by 2030, already at 97%

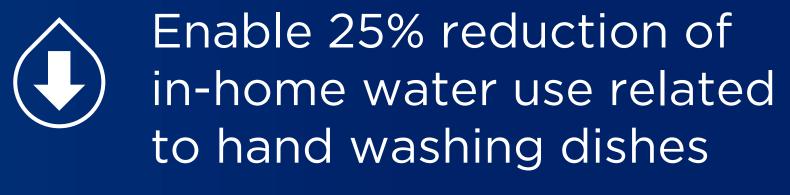
## PACKAGING

## TRANSPORTATION

Reduce finish product freight emissions intensity by 50% +  $^{\prime}$  intensity by 50%  $^{\scriptscriptstyle +}$ 













P&G to scale renewable carbon, recycled carbon, and captured carbon technologies

P&G to grow rail and shipping while increasing renewable fuels and energy sources for transportation





supply chain emissions from raw material to retailer



P&G's emissions



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Balance any remaining emissions that cannot be eliminated with natural or technical solutions that remove and store carbon







DAWN BEGINS PARTNERSHIP WITH INTERNATIONAL BIRD RESCUE



1989 INTERNATIONAL BIRD RESCUE **RESPONDS TO EXXON VALDEZ OIL** SPILL CLEAN-UP IN ALASKA USING DAWN DISH SOAP



LAUNCH OF **POWERWASH:** 50% WATER SAVINGS<sup>^</sup>





**AMBITION 2030** GOALS



DAWN LAUNCHES

» Post consumer recycled packaging <sup>+</sup> Against a 2020 baseline

· Inclusive of priority categories Compared to running the tap that account for over 90% of \* Against a 2010 baseline P&G's supply chain emissions

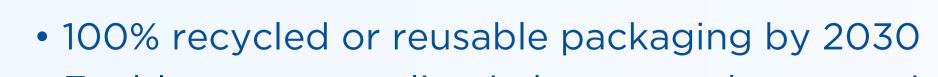




Reducing Consumer Use Through and Education



## Reducing Product End of Life



 Enable more recycling in homes and communities Pilot and scale materials from recycled carbon