

Procter & Gamble

173 years of innovation to improve consumers' lives

- Principles based, values led
- 127.000 employees in 80 countries
- The consumer is boss
- Strong sustainability heritage



Our Purpose, Values and Principles

P&G Purpose

We provide branded products and services of superior quality and value **that improve the lives of the world's consumers**, now and for generations to come.

P&G Principles

We incorporate **sustainability** into our products, packaging and operations.



Sustainability Focus Areas



Strategy 1
Products



Strategy 2
Operations



Strategy 3
Social
Responsibility



Strategy 4
Employees



Strategy 5
Stakeholders

WATER = relevant in all of those

Social Engagement

Philanthropy

2012 Goal :
**Improve lives of
300 million kids**

2012 Goal :
**Provide 4 billion l
Safe drinking water**

2020 Goal :
Save 1 life every hour

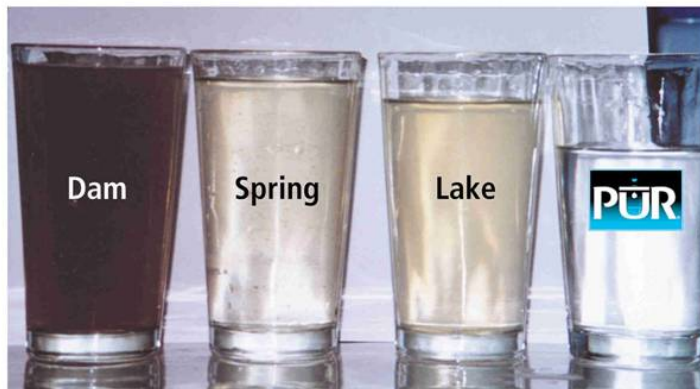




Always : keep girls in school



Safeguard : teaching kids hand-washing habits



PUR : makes available water safe to drink





P&G

**Children's Safe
Drinking Water**

**More than 1.5 million children
under age 5 die every year from
water-borne, diarrheal illnesses**



PUR Purifier of Water

Small sachet to treat 10 liters of water using coagulation, flocculation and disinfection

Uses same ingredients used in municipal systems

- Calcium Hypochlorite as Disinfectant
- Ferric Sulfate as Coagulant



PUR Laboratory and Field Testing

- Effective in killing bacteria (>99.99999%) and viruses (>99.99%) that cause typhoid, cholera, and hepatitis
- Effective in removing chlorine resistant parasites like giardia and cryptosporidium (>99.9%)
- Effective reduction in heavy metals (e.g. arsenic and lead), herbicides, organics, and pesticides
- Very effective in visually cleaning dirty water

QUALITY/SAFETY : ✓



PUR Health Intervention Studies

Six studies, More than
25,000 People showed
Average Diarrhea Reduction
of 50%

- Diarrhea Reduction
 - Guatemala (2 Studies, Rural)
 - Kenya (Turbid water)
 - Pakistan (Urban)
 - Liberia (Refugee camp)
- Arsenic Removal
 - Bangladesh



Emergency Relief

PUR is easy to transport, well accepted & used correctly in emergencies

Distributed in most major disasters

Global partners include:

UNICEF

IFRC (Red Cross)

AmeriCares

CARE

Population Services International (PSI)

Catholic Relief Services

World Vision



Social Market Approach

Work with international social marketing experts including PSI, CARE

Work with community based groups, schools, clinics to create habit change

Social and brand marketing to create issue and product awareness



School Programs

World Vision Malawi

PUR provided in schools and sold by local women in community

53% decrease in diarrhea

Absenteeism dropped by 57%

Pit latrine coverage increased by 75%



PUR Helps People with HIV/AIDS

PUR removes chlorine
resistant parasites that
are fatal to people
living with AIDS

PUR is helping
thousands of people
daily to live positively
with HIV/AIDS



P&G Children's Safe Drinking Water Program

- P&G's global cause **P&G Live, Learn and Thrive®** focuses on the development of children in need, ages 0-13,
- The Children's Safe Drinking Water program is a signature global program
- CSDW is a not-for-profit program with two focus areas – social markets and emergency response

Affordability : ✓



P&G CSDW Efforts to Date

- 14 Social market countries
- Emergency relief provided in >50 countries
- Delivered 2.4 billion liters
- Helped save over 13,000 lives
- Prevented over 100 million days of diarrhea
- **NEW Goal : To Save One Life Every Hour by 2020**







P&G

**Children's Safe
Drinking Water**

**More info on :
www.csdw.com**

Thank you!

