
SUSTAINABILITY REPORT 2012

Unilever Pakistan



Unilever

Double the size of the business, whilst reducing our environmental footprint and increasing our positive social impact.



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Unilever Pakistan Limited and Unilever Pakistan Foods Limited, collectively referred to as Unilever Pakistan in this report, are subsidiaries of Unilever PLC and CONOPCO Inc. respectively, which operate in over 100 countries. Established in Pakistan in 1948, Unilever Pakistan is amongst the country's oldest and largest consumer goods companies. Its brands such as Blue Band, Lux, Lifebuoy, Lipton, Knorr, Rafhan, Surf and Wall's are known for their consistent high quality and are trusted and consumed daily by millions of people across Pakistan.

Lifebuoy reaches out to thousands of children through its handwashing campaign, raising standards of hygiene; Lux promotes film, fashion and music through the iconic Lux Style Awards; Sunsilk partners PFDC in the fashion weeks; Close Up and Pepsodent raise awareness on oral health while Knorr and Blue Band support nutrition. Unilever Pakistan also runs various initiatives to enhance livelihoods, conserve water and energy, reduce carbon emissions and waste and promote recycling.

For more information please visit:
www.unilever.com/sustainable-living and www.unilever.pk

About this Report:

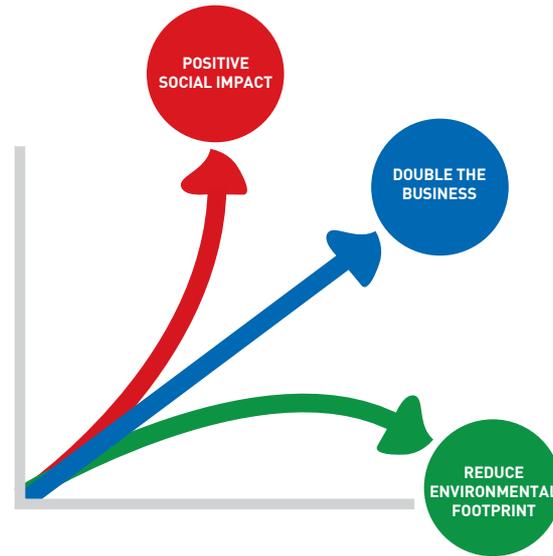
This report, for the period 01 January – 31 December 2012, gives an overview of Unilever Pakistan's efforts and contribution to the Unilever Sustainable Living Plan, the global blueprint for achieving our vision. It also covers the community development initiatives undertaken by Unilever Pakistan. Pages 2 – 7 of this report pertain to Unilever's global progress against the Unilever Sustainable Living Plan launched globally in November 2010.



“OUR VISION DOUBLE THE SIZE OF THE BUSINESS, WHILST REDUCING OUR ENVIRONMENTAL FOOTPRINT AND INCREASING OUR POSITIVE SOCIAL IMPACT

We will lead for the responsible growth, inspiring people to take small everyday actions that will add up to a big difference.

We will grow by winning shares and building markets everywhere. ”



OUR COMPASS

The volatility and uncertainty facing the world remain the “new normal” and are set to last for the medium term. These ongoing pressures – economic, social and environmental – frame our approach to our business strategy and our business model.

We call our business strategy “the Compass” since it sets out a constant path for Unilever for the long term. The Compass lays out our ambitious vision and purpose, and defines four “Winning with” pillars within the business that help us both: brands and innovation; marketplace; continuous improvement; and people. Our performance against these pillars is explained in our Annual Report and Accounts 2012.

First developed in 2009, the Compass was sharpened in 2012 but its core elements remained the same.

In 2012 we added our new purpose “To make sustainable living commonplace”. This builds on the original purpose of our 19th century founder, William Lever, “to make cleanliness commonplace”.

The Compass gives life to our determination to build a sustainable business for the long term and to find new ways to operate that do not just take from society and the environment. This is captured in the Unilever Sustainable Living Plan (USLP).



EMBEDDING SUSTAINABILITY GLOBALLY

PLEASE NOTE THAT ALL INFORMATION ON THIS PAGE RELATES TO OUR GLOBAL BUSINESS AND SUSTAINABLE LIVING PLAN PROGRESS REPORT 2012

In order to realise sustainable growth, we are integrating sustainability into our strategy, brands and innovation. We are working with our customers and suppliers, engaging employees and forging new partnerships.

OUR GLOBAL BUSINESS STRATEGY

With 7 billion people on our planet, the earth's resources can be strained. This means sustainable, equitable growth is the only acceptable model of growth for our business. We believe growth and sustainability are not in conflict. In fact, in our experience, sustainability drives growth.



By focusing on sustainable living needs, we can build brands with a significant purpose. By reducing waste, we create efficiencies and reduce costs, which help to improve our margins. By taking a long term view, we can reduce risk for example securing raw material supply through sustainable sourcing. And we have found that once we start looking at product development, sourcing and manufacturing through a sustainability lens, it opens up great opportunities for innovation.

Our product category and functional teams are playing a central role in driving sustainable growth. They review progress against their targets quarterly. We are linking progress to reward with sustainable business goals in the remuneration of a growing number of managers. This includes the CEO and several members of the Unilever Leadership Executive. We have sustainability champions covering every key function, category and country.

BRANDS AND INNOVATION

We are accelerating the integration of sustainability into our brands. Brands are developing their own USLP ambition – for example Knorr has chosen sustainable sourcing. Our Brand Imprint model enables us to take a 360-degree view of the social, environmental and economic impacts of brands and – among other outputs – triggered Lipton's decision to source its tea sustainably. We are now applying the methodology to help brands make a development goals to succeed the Millennium Development Goals. Our CEO was subsequently invited to join the UN Secretary General's High Level Panel to review the post-2015 Development Agenda.

We recognise the scale of change that is needed and we are stepping up our engagement in multi-sector and cross-sector stakeholder groups, such as the Tropical Forest Alliance 2020, Refrigerants, Naturally! And the

Roundtable on Sustainable Palm Oil. We take part in initiatives such as the World Economic Forum's New Vision for Agriculture and the UN's Scaling Up Nutrition (SUN) and Zero Hunger Challenge which tackle the challenge of high levels of under-nutrition and hunger in the world. Sustainable business contribution in line with their positioning. Similarly, our Five Levers for Change methodology is helping our brands prompt consumers to adopt new behaviours. Innovation is critical to achieving our sustainable living goals. We are committing a significant proportion of our R&D budget to finding sustainability-led technologies. We are also supporting the commercialisation of innovative technologies through our investment arm, Unilever Ventures.

We have updated the tools we use to evaluate the environmental impacts of new products and packaging, known as Innovation Process Management. We use a simple traffic light system to compare the potential impacts of an innovation with the products we currently market as well as the impacts on our category portfolio.

THE MARKETPLACE

Many retailers have sustainability goals. For the last three years, we have worked on 'A Better Future Starts at Home', a joint shopper programme with Tesco countries to achieve these goals together.

WORKING WITH OUR SUPPLIERS

In 2011 Unilever launched a programme called Partner to Win, to work more closely with its key suppliers, including on sustainable practices. In particular, we are developing partnerships with our agricultural raw material suppliers to achieve our sustainable sourcing goal.



PEOPLE

Our vision of creating a sustainable business is motivating for employees, but it is not always clear to them how to apply it to their role. We integrate sustainability into existing training and have created bespoke training, for example, new brand managers engage in a week-long sustainable marketing challenge during their foundation course.

COLLABORATION WITH PARTNERSHIPS

Global issues such as deforestation, water scarcity and under-nutrition are too complex for any single organisation to tackle alone. We are engaging with governments to create an environment in which the big sustainability challenges can be tackled.

At the UN Conference on Sustainable Development in Rio in 2012 we urged collaboration to agree Sustainable Development Goals to succeed the Millennium Development Goals.

INVESTING IN SUSTAINABLE BUSINESS

Through Unilever Ventures, we are investing in early and mid-stage companies with new technologies and compelling business models that are of strategic relevance to Unilever. Sustainable business is a key factor in this mix. Our portfolio includes a number of innovative start-ups from the green tech and low-carbon sectors. Sectors, such as Recyclebank. In 2013 we are launching a new Sustainable Business Venture Fund with €50 million allocated to investment in new businesses which specifically support our USLP goals.

UNILEVER FOUNDATION

Established in 2012, the Unilever Foundation's mission is to improve the quality of life for communities through the provision of hygiene, sanitation, access to clean drinking water and basic nutrition and by enhancing self-esteem.

Working with five partners – Oxfam, PSI (Population Services International), Save the Children, UNICEF and the World Food Programme (WFP) – the Foundation is developing programmes designed to grow the business and support the USLP's goal to help more than 1 billion people take action to improve their health and well-being.

THREE KEY FEATURES OF OUR PLAN

- Spans our entire portfolio of brands and all countries in which we sell our products.
- Has a social and economic dimension – our products make a difference to health and well-being, and our extended supply chain supports the livelihoods of many people.
- When it comes to the environment, we work across the whole value chain – from the sourcing of raw materials to the way consumers use our products.

WE WORK ACROSS THE VALUE CHAIN



INNOVATION IN MANUFACTURING

Many employees have sustainable business ideas and our manufacturing team has set up a 'Small Actions, Big Difference' budget to make them happen. Factory employees can apply for investment for their ideas which are evaluated on the basis of environmental benefit and financial return. In 2012 over 600 projects were identified and the best 100 will be implemented in 2013. Their combined benefits will deliver savings of around 1% of our global energy and water use and achieve an average pay back within two years.

TROPICAL FOREST ALLIANCE 2020

Unilever has led the process of building the Tropical Forest Alliance 2020, a public-private partnership between the US government and the Consumer Goods Forum (CGF). The CGF is a large industry body made up of almost all the major retail and consumer goods companies in the world, with revenues amounting to more than \$3 trillion. The Tropical Forest Alliance 2020 was announced at the Rio+20 Summit. It aims to reduce and eventually eliminate the deforestation associated with the sourcing of commodity crops such as soy, palm oil, beef, pulp and paper.



UNILEVER SUSTAINABLE LIVING PLAN IN 2012

PLEASE NOTE THAT ALL INFORMATION ON THIS PAGE RELATES TO OUR GLOBAL BUSINESS AND SUSTAINABLE LIVING PLAN PROGRESS REPORT 2012

The Unilever Sustainable Living Plan (USLP) sets out to decouple our growth from our environmental impact, while at the same time increasing our positive social impact.

It has three big goals to achieve by 2020 – to improve health and well-being, reduce environmental impact and source 100% of our agricultural raw materials sustainably and enhance the livelihoods of people across our value chain.

Supporting these goals are seven commitments underpinned by targets spanning our social, environmental and economic performance across the value chain – from the sourcing of raw materials all the way through to the use of our products in the home †.

In the second year of our Plan, we made steady progress towards our goals. Our USLP is ambitious and we have much more to do. We continue to strive to deliver our stretching goals.

IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.

REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.*

ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

1 HEALTH AND HYGIENE

By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.

2 NUTRITION

We will continually work to improve the taste and nutritional quality of all our products. By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.

3 GREENHOUSE GASES

Halve the greenhouse gas impact of our products across the lifecycle by 2020.*

4 WATER

Halve the water associated with the consumer use of our products by 2020.*†

5 WASTE

Halve the waste associated with the disposal of our products by 2020.*

6 SUSTAINABLE SOURCING

By 2020 we will source 100% of our agricultural raw materials sustainably.

7 BETTER LIVELIHOODS

By 2020 we will engage with at least 500,000 smallholder farms and 75,000 small-scale distributors in our supply network.

IMPROVING HEALTH AND WELL-BEING

We estimate that we helped 224 million people take action to improve their health and well-being.



REDUCING ENVIRONMENTAL IMPACT

Our greenhouse gas and waste impacts per consumer use have reduced and our water impact per consumer use has remained broadly unchanged.*

ENHANCING LIVELIHOODS



We have trained around 450,000 smallholder farmers.

1 HEALTH AND HYGIENE

By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.

● 224 MILLION PEOPLE REACHED BY END 2012

- Reduce diarrhoeal and respiratory disease through handwashing
- Provide safe drinking water
- Improve oral health
- Improve self-esteem
- Reduce workplace injuries and accidents

2 NUTRITION

We will continually work to improve the taste and nutritional quality of all our products. By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.

● 18% OF OUR PORTFOLIO BY VOLUME MET THE CRITERIA FOR HIGHEST NUTRITIONAL STANDARDS IN 2012

- Reduce salt levels
- Saturated fat:
 - ⊗ Reduce saturated fat
 - ⊗ Increase essential fatty acids
- Remove trans fat
- Reduce sugar
- Reduce calories
- Improve heart health
- Provide healthy eating information
- Improve employee health and nutrition

3 GREENHOUSE GASES

Halve the greenhouse gas impact of our products across the lifecycle by 2020.*

● OUR GREENHOUSE GAS IMPACT PER CONSUMER USE HAS REDUCED BY AROUND 6% SINCE 2010*

- Reduce GHG from skin cleansing and hair washing
- Reduce GHG from washing clothes:
 - Concentration
 - Reformulation
 - Consumer behaviour
- Reduce GHG from manufacturing:
 - CO₂ from energy
 - Renewable energy
 - New factories
- Reduce GHG from transport
- Reduce GHG from refrigeration
- Reduce energy consumption in our offices
- Reduce employee travel

4 WATER

Halve the water associated with the consumer use of our products by 2020.*+

● OUR WATER IMPACT PER CONSUMER USE HAS REMAINED BROADLY UNCHANGED SINCE 2010*

- Reduce water use in the laundry process:
 - Easy rinse products
 - Products that use less water
- Reduce water use in skin cleansing and hair washing
- Reduce water use in agriculture
- Reduce water use in manufacturing process:
 - Reduce abstraction
 - New factories

5 WASTE

Halve the waste associated with the disposal of our products by 2020.*

● OUR WASTE IMPACT PER CONSUMER USE HAS REDUCED BY AROUND 7% SINCE 2010*

- Reduce packaging
- Recycle packaging:
 - Increase recycling and recovery rates
 - Increase recycled content
- Reuse packaging
- Tackle sachet waste
- Reduce waste from manufacturing:
 - Reduce total waste
 - Zero non-hazardous waste to landfill
 - New factories
- ⊗ Eliminate PVC
- Reduce office waste:
 - Recycle, reuse, recover
 - Reduce paper consumption
 - Eliminate paper in processes

6 SUSTAINABLE SOURCING

By 2020 we will source 100% of our agricultural raw materials sustainably.

● 36% OF AGRICULTURAL RAW MATERIALS SUSTAINABLY SOURCED BY END 2012

- Palm oil:
 - Sustainable
 - Traceable
- Paper and board
- Soy beans and soy oil
- Tea
- Fruit
- Vegetables
- Cocoa
- Sugar
- Sunflower oil
- Rapeseed oil
- Dairy
- Fairtrade Ben & Jerry's
- Cage-free eggs
- Increase sustainable sourcing of office materials

7 BETTER LIVELIHOODS

By 2020 we will engage with at least 500,000 smallholder farms and 75,000 small-scale distributors in our supply network.

● 450,000 SMALLHOLDER FARMERS TRAINED; SMALLHOLDERS METRIC IN DEVELOPMENT; 48,000 SMALL-SCALE SHAKTI DISTRIBUTORS BY END 2012

- Smallholder farms
- Small-scale distributors

Key

- Achieved
- On-plan
- Off-plan
- ⊗ % of target achieved

Note: Our most material targets are shaded

+ In our 2011 Progress Report we presented our people and workplace targets as a standalone set of targets. In 2012 we incorporated these targets into the main body of the Plan.

* Throughout this document, our environmental targets are expressed on a 'per consumer use' basis. This means a single use, portion, or serving of a product. We have taken a lifecycle approach with a baseline of 2008.

+ In seven water-scarce countries representing around half the world's population.

GLOBAL IMPACT STATEMENT



2012 turned out to be another difficult year, but not always in ways that were anticipated. Economic growth remained sluggish and continued volatility on the world's markets resulted in commodity cost inflation significantly in excess of expectations. Meanwhile, the threat – only narrowly averted – of the world's largest economy going over a 'fiscal cliff' brought added uncertainty and a further undermining of already fragile confidence.

Of greater concern were the broader challenges to the world's social and environmental equilibrium, which became even more evident in 2012. Geopolitical tensions spread to other parts of the world and rising levels of unemployment – especially among the young – put an added strain on social cohesion. The biggest challenge came in the continuing threat to 'planetary boundaries', with scientists warning of an 'abrupt and irreversible environmental change'. This is already resulting in more extreme weather patterns. We saw the impact of this in a number of our markets last year, including in the US where a severe drought in the mid-west was followed by the largest Atlantic hurricane on record, Hurricane Sandy.

We remain convinced that businesses able to internalise these external challenges and respond with models that address the direct concerns of citizens and the needs of the environment will be those that prosper over the long term, especially as governments and other agencies struggle to develop practical solutions. This thinking lies at the heart of the Unilever Sustainable Living Plan (USLP) and our vision of doubling the business while reducing our environmental footprint and increasing our positive social impact. As the USLP becomes increasingly embedded throughout the company there is growing evidence that it is accelerating our growth. It certainly contributed to another strong year for Unilever in 2012.



UNILEVER PAKISTAN SUSTAINABLE LIVING PLAN HIGHLIGHTS 2012

PLEASE NOTE THAT ALL INFORMATION FROM HERE ON RELATES TO THE PAKISTAN BUSINESS AND SUSTAINABLE LIVING PLAN PROGRESS 2012.

IMPROVING HEALTH AND WELL-BEING

HEALTH AND HYGIENE



- Lifebuoy inculcated Handwashing habit in more than 610,000 consumers
- Over 33,000 households reached through Brush Day and Night Campaign

NUTRITION



- Communicated health benefits of tea to 13,690 doctors and 47,000 households
- Knorr's Healthy Snacking Programme benefited 200,000 children
- 1 million consumers reached through Knorr's rural programme
- Blue Band's School Programme impacted 600,000 children

REDUCING ENVIRONMENTAL IMPACT

GREENHOUSE GASES



- 7.7% less CO₂ emitted through manufacturing initiatives*
- Office energy consumption reduced by 8.6%*

WATER



- 11% reduction in water consumption during the manufacturing process*

WASTE



- 55% reduction in waste through more efficient manufacturing processes*

ENHANCING LIVELIHOODS

BETTER LIVELIHOODS



- More than 900 women in 85 villages benefited from the Guddi Baji Programme
- 500 small salon owners trained



* All reductions are calculated against 2011 as base year.

LOCAL IMPACT STATEMENT

The operating environment in Pakistan remained challenging in 2012. Low economic growth, inflation and power outages impacted the business throughout the year. Pre-electoral political uncertainty coupled with a fragile law and order situation – especially in Karachi acerbated the challenges. Additionally, competitive intensity sharpened across all categories. Notwithstanding the aforementioned, our profit for the year rose by 32 % as compared to 2011 and turnover was 15 % higher against the same period*.

In the tough operating realities of Pakistan, we sharpened the focus on our vision of doubling the business while reducing our environmental footprint and increasing our positive social impact. Through multiple brands and functions, we have for the past several years been working with various partners to improve health and well-being of the communities we serve. For example Lifebuoy reaches out to thousands of children

through its handwashing campaigns, raising hygiene standards across the country, Lux promotes film, fashion and music through the iconic Lux Style Awards, now in its twelfth year; Close Up and Pepsodent raise oral health awareness while Knorr and Blue Band promote health and vitality. Through our products we enable our consumers to prepare healthy, nutritious and great tasting meals every day. We also lead a number of initiatives to enhance livelihoods particularly in rural areas, leveraging our extensive sales and distribution network. We conserve water and energy and promote recycling and reduction in carbon emissions and waste.

Our success is due to the dedication and hard work of colleagues at Unilever Pakistan and the support we receive from our global counterparts. I hope this report gives you an overview of the progress we are making towards sustainable growth.



Chairman Unilever Pakistan
April 30th 2013



*Figures quoted here are combined figures for Unilever Pakistan Limited and Unilever Pakistan Foods Limited.



HEALTH AND HYGIENE

IMPROVING HEALTH AND WELL-BEING

Unilever Pakistan through multiple brands and various partners, has been working towards improving the health and well-being of the community through behaviour change programmes on health and hygiene and nutritious food products that meet the required health standards.

HEALTH AND HYGIENE

Understanding the critical role our brands can play through cost effective interventions and affordable products, we have taken a lead in this area and have made good progress towards our goal.

REDUCE DIARRHOEAL AND RESPIRATORY DISEASES THROUGH HANDWASHING

Each year 2.1 million children die globally because of diarrhoea and respiratory diseases, which are easily preventable by the simple habit of handwashing with soap at key occasions. Globally, Lifebuoy aims to change the hygiene behaviour of 1 billion consumers across Asia, Africa and Latin America by promoting the benefits of handwashing with soap at key times.

Keeping the global mission in perspective, Lifebuoy launched a mass activation campaign drive to reach out to school going children in Pakistan. The 21-day behaviour change programme uses multiple classroom contacts and interactive techniques including a catchy jingle to inculcate the lifesaving habit of handwashing with soap at 5 key occasions; before the 3 meals, after using the loo and while bathing. The school programme

communication was endorsed by the inspirational cricketer, Wasim Akram and supported by partnering NGO, Idaara-e-Taleem-o-Aagahi (ITA).

In 2012, Lifebuoy was able to expand the school programme to 1,750 schools across Pakistan to reach out to over 613,800 school going children and their families.

Lifebuoy also celebrated Global Handwashing Day in 2012 with 1,360 schools across the country to reinforce its key message of health and hygiene. This was made possible with the support of partner organisations, ITA, The Citizens Foundation and Sindh Education Foundation and the volunteer support of more than 600 Unilever employees across Pakistan.

Over 613,000 children were taught to wash hands 5 times a day.



HEALTH AND HYGIENE

IMPROVE ORAL HEALTH

An average brushing experience requires 1 gm of toothpaste. However in Pakistan, research shows that the average usage of toothpaste per individual per day is only 0.2 gms. In other words, most Pakistanis brush only once every 5 days. This is primarily due to lack of awareness of the consequences of poor oral health.

This prompted Pepsodent and Close Up in Pakistan to team up with Population Services International Greenstar (PSI) to run an activity geared towards educating children and their mothers on the importance of day and night brushing. In 2012, the importance of oral hygiene was integrated into the health awareness sessions conducted by PSI field staff. During the PSI household visits and one-on-one discussions, mothers were encouraged to brush their teeth twice a day and build this habit within their families. Through this partnership, more than 28,000 households in 11 districts were educated on oral hygiene. Close Up also partnered with FDI to take the same message to an additional 5,000 households in 2012.

IMPROVE OVER ALL HYGIENE

Lifebuoy shampoo partnered with Idara-e-Taleem-o-Aagahi to teach children basic hygiene which included hair care amongst other cleanliness habits. The famous lifebuoy brand character "Chulbulli" was used to create awareness by holding various activities about clean hair through short videos of her in 1,750 schools and engaged a total of 613,800 children in 2012.

The message of brushing teeth twice per day reached over 28,000 households.



HEALTH AND HYGIENE

REDUCE WORKPLACE INJURIES AND ACCIDENTS

Unilever Pakistan Limited places Safety, Health and Environment (SHE) at the heart of its business agenda. The Central Safety Health & Environment Committee (CSHEC), comprising of the company's management committee, review performance and provides policy guidelines to business units. Each Committee member, in turn, leads a sub-committee to drive a specific SHE mandate across the company. Unilever's global SHE standards are the key building blocks and the CSHEC regularly monitors the performance through leading and lagging indicators of all its manufacturing and non-manufacturing Units.

We continually engage our business partners and other organisations through various safety programmes. Key initiatives are "safety programmes for transport and market activation service providers" and "Supplier Ethical Data Exchange" (SEDEX) certification audits for key suppliers and co-packers. The first cycle of SEDEX audits was completed in 2012 and improvement programmes were initiated to strengthen safety and social compliance across the value chain.

Motivational drives such as 'Family Safety Mela', 'Safety Week' and the 'Wellness Week' were also initiated internally for employee engagement and to raise awareness of key safety issues.

Road Safety remained a key pillar of our safety systems in 2012. Defensive Driving Workshops, Behavioral Risk Assessment and Route Risk Assessments were conducted regularly throughout the year to pro-actively identify and manage driving-related risks. Based on these initiatives, Pakistan was awarded a leadership role to drive the 'Safe Travel Programme' across South Asia.

We continually improve our management system and standards, not only in the workplace but also through 'Off the Job Safety' initiatives to inculcate this consciousness amongst the employees round the clock.

The above initiatives contributed significantly in achieving a 56% reduction in injury rate in 2012 as compared to 2011.



56%
Total Recordable
Frequency Rate
0.21 2011: 0.48



NUTRITION

HELPING PEOPLE MAKE HEALTHY CHOICES

Unilever Pakistan aims to give its consumers a healthy choice without compromising on taste, convenience and affordability, reinstating its commitment to health and vitality.



NUTRITION

PROVIDE HEALTHY EATING INFORMATION

Communicating Health Benefits of Tea

Second only to water in consumption, tea is the beverage of preference and is widely consumed around the world. For the Pakistani market, tea binds people together and is socially and individually consumed in a number of ways.

What makes tea so spectacular are its nutritional benefits. However, majority of Pakistanis are not aware of these. Brooke Bond took the responsibility to educate the consumers with the support of health care organisations.

In 2012, Unilever participated in the Annual Medical Symposium of the Jinnah Postgraduate Medical Center to share the brand science with health care professionals. The science behind tea and health was also shared with family physicians at the Pakistan Society of Family Physicians Annual International Medical Conference through workshops, demonstrations and interactive

booths. It was inspirational to see that most of the health care professionals realised the need to raise awareness about the health benefits of tea.

We partnered with the Pakistan Nutrition and Dietetic Society (PNDS), one of the largest associations of doctors and nutritionists in the country, and also developed a newsletter by the Brooke Bond Tea Council, where experts from nutrition and medicine contributed articles that busted tea related myths and explained how tea contributes to hydration. This newsletter was distributed at various health forums across the country. Over 7,000 experts have connected themselves to our mission.

Brooke Bond Supreme and PSI Green Star also trained field staff in 20 towns of Sindh and Punjab to create awareness amongst house wives about the health benefits of tea. Brooke Bond Supreme also launched a drive to induct health care professionals to create awareness on the benefits of tea. These efforts received recognition both internally and externally and more than 37,000 families have already been educated.



Over 37,000 families educated about health benefits of tea.

NUTRITION

Making Snack Time Nutritious

Malnutrition is a key obstacle in growth and prosperity. In 2012, Knorr Noodles took their message of fun, health and nutrition one step further.

Knorr Noodles partnered with Idara-e-Taleem-o-Agaahi (ITA) and Gup Shup, to implement the 'Healthy Snacking Programme' in schools across Pakistan. The idea was to provide one food from each food group in order to develop healthy eating habits. Knorr Noodles engaged nutritionists to develop Healthy Eating Calendars to complement the health and nutrition education.

In order to take the message of health and well-being further to more far flung areas, Knorr Noodles expanded its reach to cities such as Muzaffargarh, Charsadda, Mardan, Swat, Quetta, Hyderabad and Shikarpur. In 2012, the programme was able to reach over 270,000 students.

Moreover, an 'Education and Confidence Building' programme was activated by cascading the Knorr books, which revolve around meaningful lessons such as confidence building and early childhood education, in a fun and engaging manner for children. The students' interest was enhanced through the use of exciting animations, especially through the famous characters of 'Ramiz' and 'Rania' from the Knorr Noodle Gang Series.



Health Programme for Rural Communities

Rural areas of Pakistan constitute approximately 65% of the country's population. An initiative was introduced to give basic education to the rural communities regarding nutrition and introduce healthy alternatives such as Knorr Noodles as opposed to unhealthy snacking options.

The initiative was communicated through posters and localised announcements and home based activities in over 2,500 villages in Sindh and Punjab.

270,000 students used healthy eating calendar.

NUTRITION

Improved Employee Health

Unilever Pakistan has always put a great deal of emphasis on employee health. We believe that our sustainability growth goals can only be achieved if we ensure a safe and healthy environment internally for our staff and give special attention to their health needs. For this purpose, annual health check-ups were conducted for all employees in 2012.

Across various offices, employees have access to fitness facilities like the gym, swimming pool and indoor sports such as table tennis to encourage physical exercise. Sports tournaments such as soccer, cricket, volleyball and table tennis matches are a regular feature at the company. We also implemented in Pakistan, Unilever's global No Smoking Standard for employees while at work.

Our records indicate that employees have increasingly become more conscious about their fitness and well-being over the years. The habit of smoking has reduced from 22% in 2006 to 17% in 2012 amongst our employees. Almost 58% of the employees now indulge in physical exercise and obesity has reduced by almost 6% since 2006. The cholesterol level in almost 71% of the employees is normal and consumption of unhealthy food products has gone down to 7% in 2012 from 58% in 2006.

A health passport system has also been developed to encourage employees to enter the healthy zone of living. The passport ranges

from green to red, with green indicating a risk free lifestyle and red being a stage of high risk. More employees are now entering the green zone indicating a positive trend and rising awareness and interest in one's own well-being. These have proven to be valuable tools in safeguarding employees' health, improving productivity and reducing costs.

Health and Well-Being of the Extended Value Chain

We recognise that our business partners and associates are instrumental in meeting our sustainable living plan goals. Hence, we are committed to ensuring their well-being and health concerns are addressed.

In 2012, Unilever Pakistan embarked on a drive to ensure that our Distributor's Sales Representatives (DSRs), Office Staff and Ancillary Service Staff were covered with health and accidental insurance. The initiative was driven with the support of our partner Naya Jeevan, a social enterprise catering to the low income group. Our third party service providers, MOP and Human Recourse Services Global Outsourcing (Pvt) Ltd, continued to offer insurance coverage facilities to 69 employees whereas more than 3,500 DSRs were also included in the year through our distribution partners. The insurance covers basic hospitalisation, emergencies, pre and post-surgery tests and recovery expenses.

Five claims were made during the year and a total of PKR 96,078 in claims was settled by the insurers against the five cases of hospitalisation and recovery. This move has enhanced morale in the extended value chain.

More than 3,500 DSRs provided health insurance through distribution partners.





GREEN HOUSE GASES HELPING TO TACKLE ENVIRONMENTAL CHANGE

Unilever's commitment to reduce environmental impact extends across our value chain and aims to continually improve our management systems to deliver consistent and measurable progress against our growth ambitions in an environmentally responsible manner.

GREEN HOUSE GASES

REDUCE GHG FROM MANUFACTURING

In 2012, Unilever Pakistan reduced **2,212 tonnes** of carbon dioxide from its manufacturing operations which was **7.7 %** less as compared to 2011.

An eco-efficient, environment friendly manufacturing process lies at the heart of our strategy. We aim to reduce our carbon impact by maintaining the 2008 level despite substantial increase in volumes of production. Due to the energy crisis in Pakistan, most sites rely on self-generation, posing a great challenge to the environment.

Despite the odds, we have taken the following initiatives at our production sites to contribute to this goal:

- Steam consumption optimisation in soap manufacturing process at Rahim Yar Khan factory
- Waste heat recovery through condensate utilisation
- Balancing air-conditioning load in factory offices
- Smart production scheduling by shutting down the ice cream plant and ketchup chillers during winters
- Temperature optimisation in compressors
- Reverse Osmosis plant installation at ice cream factory to improve boiler efficiency
- Engineering improvements in manufacturing to reduce energy waste. (Limit switches at air-curtains, variable speed drives)
- Utilising day light in production halls and warehouses and conduction of department wise energy measurement
- Phasing out window air-conditioners and installing energy savers in the production hall, warehouses and boundary-wall lights

Result

Despite the social, economic and energy pressures, we have significantly reduced greenhouse gas emissions.

Key highlights are:

- 2,212 tons of CO₂ in absolute terms, which is 7.7% less as compared to 2011
- 28,494 Giga Joules (~ 7.9 mn KW Hrs) of energy in absolute terms, which is 9.3% less as compared to 2011
- 7.42 tons of less Sulfur Oxide (SO_x) emissions, which is 24 % less as compared to 2011

9%
CO₂ (kg/tonne)
195.98 2011: 215.8



GREEN HOUSE GASES

REDUCE GHG FROM TRANSPORT

Product Warehousing and Logistics continue to be a contributor in meeting our GHG footprint reductions. Unilever Pakistan launched Project 8 by 10 as a holistic strategy for improving the Logistics and Transportation Business Partners. This not only allows gave us a competitive advantage but also established a sustainable model for improving Carbon Footprint and Safety on Road.

Key drivers of this strategy are:

- Vehicle standardisation
- Reducing number of trips by delivering more products
- Managing load efficiently, so that maximum vehicle space is utilised
- Route optimisation to eliminate redundant vehicle movement

Result

While we have been making steady progress, with 26% less CO2 emissions as compared to 2008, overall this target remains challenging due to the changing ground realities.

Warehousing and Logistics team have taken following key initiatives for meeting this challenge:

Distribution Centre Rationalisation

Overall country's product distribution map was studied and Hyderabad and Rahim Yar Khan Distribution Centers were eliminated, thereby resulting in less road trips to these towns.

Cross docking

Customers in Hyderabad and Rahim Yar Khan are being reached directly by bringing products in 40 foot containers from Karachi off-loading each town's load directly into a smaller vehicle. This initiative not only eliminated product off-loading and warehousing in these cities, but also improved vehicle management, resulting in less trips.

Joint Logistics Initiative

We collaborated with non-competing organisations on utilising vehicles to share container load on round trips.

Vehicle Tracking Systems

This helped ensure improved route-compliance, timeliness of delivery as well as safety during transportation.

Improve Container Space Utilisation

The Packaging Development team continually collaborates with Logistics team to optimise container space utilisation. A key initiative of 2012 was using "thin and light weight sacks" instead of "corrugated cartons" for small packs of Surf Excel. This initiative alone doubled the container space utilisation, thus resulting in fewer container trips and reducing GHG emissions subsequently.



GREEN HOUSE GASES

REDUCE GHG FROM REFRIGERTION

Wall's pioneered the use of climate friendly freezers in Pakistan to reduce the environmental impact caused by using electricity run freezers at retail outlets across the country. The initiative, which required months of planning was executed in 2012 resulting in replacing 3,400 electricity run freezers at 3,200 retailers with hydrocarbon (HC) freezers that have a negligible global warming potential compared to those that contain hydrofluorocarbons (HFCs). The new Wall's freezers also use up to 15% less energy.

The initiative will continue through 2013 as we replace the remaining freezers. The Ozone Cell Ministry of Climate Change (MoCC) has endorsed the initiative as a first in Pakistan and acknowledged the role played by Unilever Pakistan in developing capacity of local manufacturer that will aid other companies to also adopt environment friendly technologies. Unilever has also agreed to engage in sharing its expertise through the MoCC platform to drive awareness of environment friendly business practices.

REDUCE ENERGY CONSUMPTION IN OUR OFFICES

The Unilever Pakistan Head Office achieved WWF Green Office certification based on its sustainability initiatives through a structured programme of measuring, monitoring and reducing energy, paper consumption and waste segregation.

Key enablers were:

- Temperature optimisation in central air-conditioning system and reducing idle time cooling
- More than 85% of the employees shifted to laptops, which are more energy efficient as compared to desktop computers
- Replacing tube-lights with energy savers
- Creating awareness on switching off idle lights

The Head Office consumed 24% less energy in 2012 as compared to 2011.

REDUCE EMPLOYEE TRAVEL

Reducing the amount of time employees spend on the road to sell products, visit markets and commute to factories helps address safety as well as health and environmental concerns. To meet this goal, the following steps were taken:

- Investment in technology such as teleconferencing, live meetings and Skype across all manufacturing locations, third party operations and all regional offices
- Agile working policy enabling people to work from home by providing employees laptops and out-of-office connectivity. As of 2012, more than 85% of management employees have switched to Laptops allowing implementation in letter and spirit
- 0.53 mn less km travelled when compared to 2011 and 2.6 mn km less travelled when compared to 2008

10%
Energy (GJ/tonne)
2.23 2011: 2.48





WATER

REDUCING OUR WATER USE WHERE IT MATTERS MOST

With water scarcity becoming a reality, we feel it imperative to invest in measures that conserve this precious and essential resource. Our approach is to work across our value chain beginning with reducing water consumption in our processes.

WATER

REDUCE WATER USED IN MANUFACTURING PROCESS

Our eco-efficient manufacturing strategy includes a rigorous review of water usage at our manufacturing sites especially during production with a view to minimise its usage.

We initiated a project to reuse the treated water from the factory's Effluent Treatment Plant (ETP) for gardening and construction work that resulted in a water saving of 28 million litres. In the first phase a 3,000 feet line was installed to connect the ETP's line that discharged water around to direct the water towards the necessary points. This was completed at zero cost by reusing scrap material available on the factory premises and resulted in the total consumption of fresh water has decreased by 15%.

In the second phase, the line of the treated water was extended for further use in steam generation and cooling towers after the installation of chemical treatment plant to yield further savings in consumption of water. The project owner Abdullah Toseef, Assistant Manager Supply Chain, was one of 6 employees recognised at Unilever's global forum in 2012 for his contribution to sustainable living plan goals.

Additionally, there is a systematic plan in place to reduce our water footprint in the entire manufacturing chain.

Key levers of this strategy are:

Reduce Water Consumption at Source

- We have adapted a dry-floor policy to avoid waste of water
- Optimising product run-strategy so that frequent product changeovers and cleaning activities are minimised
- Cleaning circuits are optimized, so that less water is flushed out during product changeovers
- Removing Open-water hoses and introducing Trigger-Trippguns where washing is needed to reduce waste
- Water-metering initiated to create monitoring system and culture of water reduction

Reuse and Recycle Water

- Reusing water in cooling circuits for multiple cycles in Soap Manufacturing
- Grey-water is used in sanitary flushing and for watering green belts instead of fresh water

- Total of 38 million liters of treated water from Rahim Yar Khan's effluent treatment plant and other water conservation initiatives was reused to water green belts and in construction activities
- Installation of Reverse Osmosis Plant to minimise blow down losses, which helped in improving energy and water conservation
- Water from sauce plant was reused in the cooling processes at the ice cream factory

Other Water Saving Initiatives

Other research based initiatives that helped Unilever Pakistan conserve water were:

- Reducing phosphate from 18% to 2% in detergent formulation to minimise consumers' water consumption while using the product
- Started a pilot study in 2012 to explore Rain Water Harvesting at our Foods Factory. This project has a potential of 7,000 m³ water per annum and is expected to yield results in 2013

12.5%
Water (m³ /tonne)
2.887 2011: 3.298





WASTE

REDUCE, REUSE, RECYCLE

Packaging plays a key role in protecting our products. However, it may end up as waste or litter. In a developing country like ours where we lack the infrastructure to manage such waste, this is particularly important. Our approach is to reduce, reuse and recycle.

WASTE

REDUCE PACKAGING

In 2012, Unilever Pakistan reduced **66 tonnes** of waste from its manufacturing operations which was **55 %** less as compared to 2011.

Our Packaging Development teams continually strive for "Right-Sizing" so that unnecessary packaging is avoided. This is not only beneficial to the environment but also helps save material, energy and transportation. Consequently we have been able to eliminate.

- 170 tons of excess packaging through grammage reduction and structure optimization
- 30 tons of PVC packaging with recyclable PET material

Reduce Waste in Manufacturing

The eco-efficiency programme in manufacturing units is built on the principle of reduction at source to reduce waste from

quality rejections, machine malfunction, process and material failure or poor operational skills. Our manufacturing excellence programme aims at zero waste in operations by 2015 and we have made significant progress. In 2012, 66.5 tons of less waste has been generated, resulting in a 55% reduction from 2011.

Recycle Waste

In line with the global goal of achieving zero non-hazardous waste to landfill by 2015 and developing programmes to recycle waste, we have been strategically allying with our suppliers, waste recycling service providers, municipal authorities and NGOs for incentivising efficient collection of flexible plastic waste.

55%
Waste (kg/tonne)
0.409 2011: 0.91





ENHANCING LIVELIHOODS SUPPORTING ECONOMIC DEVELOPMENT

Our business contributes to the economic well-being of many communities across our value chain, whether through employment, up skilling or linkage into our extended supply chain. Our core focus under this pillar is rural areas and recruiting and training female entrepreneurs.

ENHANCING LIVELIHOODS

SMALL-SCALE DISTRIBUTORS

Guddi Baji

Guddi Baji, literally meaning doll sister, is a unique initiative piloted in 2011 that attained scale in 2012. It is a certified vocational development programme which equips participants with beautician skills while creating brand ambassadors for Unilever's personal care products in rural areas.

The programme, run with the support of Idara-e-Taleem-o-Aagahi and certified by the Punjab Technical Education and Vocational Training Authority (TEVTA), targets women between 18 and 30 years of age most of whom have no opportunity to generate income otherwise. Inductees for the programme are selected from rural villages and undergo an extensive self-grooming course. The Guddi Bajis are provided with comprehensive beautician training along with basic selling techniques, commercial product knowledge, ultimately leading them to become skilled entrepreneurs. After the training, the women are also recruited as Unilever brand ambassadors for Lux, Sunsilk and Fair & Lovely, giving them an opportunity to earn additional income.

Some women enrolled in the programme have stepped out of their houses for the first time, earning an average of PKR 6,000 to

7,000 per month; have shown a noteworthy increase in confidence and self-esteem and many have already established their own beauty salons.

This initiative not only benefits the participants but through these ambassadors, provides other women in their communities with enhanced access to genuine personal care products. At the back end, the Guddi Baji is provided with stock through Unilever Rahbar, our small scale distributor programme for men belonging to and serving rural communities.

In 2012, Unilever trained and recruited 911 women from more than 850 villages in rural areas of Pakistan. We aim to induct a total of 7,000 Guddi Bajis by 2015 to reach out to 525,000 rural households introducing Unilever beauty brands to more than 2 million rural women.

Umeed

In December 2012, we also collaborated with National Rural Support Program (NRSP) enabling them in providing entrepreneurial support using micro-financing model to under-privileged individuals. Titled Umeed, this aims to establish a sustainable business model that will utilise mutual expertise in providing economic opportunities through self-employment. 50 candidates were selected from rural areas to receive micro finance loans from NRSP to set up their own

mini shops and receive entrepreneurial training covering fund management, basic sale techniques and record keeping. Umeed gives Unilever the opportunity to expand its distribution footprint into deep rural areas by developing and empowering small scale distributors. The pilot is expected to yield results in 2013.

More than 900 women provided with beautician training.



ENHANCING LIVELIHOODS

DIVERSITY

We celebrate diversity of people and value a workforce where different views, opinions and experiences come together to make a great team. A diverse workforce gives us the opportunity to learn from one another, achieve better business performance and connect with the widest range of consumers. To deliver our business goals, it is vital we have people with the right talent, skills and creativity. As women make up more than 75% of our consumer base, gender diversity amongst our employees is top of mind for us. We believe that having a gender-balanced, engaged workforce that reflects our consumer base is a critical element of our long-term growth strategy.

Unilever is able to achieve the stretching targets every year because of the right mix of people working towards the growth agenda. We ensure that a suitable environment is provided for our people to thrive in, may that be providing housing for the women working away from home, flexible working hours through the agile working policy, safe working conditions especially for the females in the sales team or access to the leadership to voice any concerns. More than 200 females are performing various roles across the functions in the Company including two women on our Management Committee.

The focus on gender diversity at Unilever does not take away from facilitating every team member. To broaden our scope of inclusion, the Unilever Day Care Centre, started in 2003 to cater to the needs of the female employees is now also used by male employees, whose spouses work elsewhere. In 2012, we further nurtured our partnership with AIESEC Pakistan by sourcing a foreign intern through their internship exchange programme and have continued the practice even this year.

More than
200 female
employees.





COMMUNITY DEVELOPMENT

From nurturing businesses to empowering through education, from taking lead at the time of need to small efforts that make people feel good, look good and get more out of life, Unilever Pakistan invests deeply in community development through multiple programmes in the rural and under-developed areas of the country.

COMMUNITY DEVELOPMENT

UNILEVER FOUNDATION

Established globally in 2012, the Unilever Foundation's mission is to improve the quality of life for communities through the provision of hygiene, sanitation, access to clean drinking water and basic nutrition, and by enhancing self-esteem. The Foundation is developing programmes designed to grow the business and support the sustainable living goal to help more than 1 billion people take action to improve their health and well-being.

The Foundation works with five global partners - Oxfam, PSI (Population Services International), Save the Children, UNICEF and the World Food Programme (WFP) – as well as select local partners in country to meet the development and community needs in line with our goals.

LOCAL INITIATIVES

The Citizens Foundation

We have been supporting TCF since the past 10 years. We continue to foster our partnership with an annual financial support of PKR 7,000,000, now under the ambit of Unilever Foundation. A total of 963 primary students in 5 TCF schools in Lahore, Rawalpindi and Balochistan benefitted with this support in 2012. 48% of the beneficiaries were female.

Rahim Yar Khan Government Elementary School

We continue to support RYK Government Elementary School, built at the Unilever Pakistan estate in Rahim Yar Khan with an annual donation of PKR 1.4 million.

The school was upgraded to a high school in 2011 and enrolls 1,500 students.

To counter the drop out ratio of the girl child, we initiated a separate section for the female students starting from grade 6. This has encouraged families to allow the girls to continue their middle school and high school education.

The school premises are also utilised as a certified vocational training center in the afternoon for beautician and auto-cad courses in partnership with TEVTA and managed by ITA. The 3 month long courses were selected after a detailed need analysis of the skills demanded in the town, which has led to over 300 trained men and women in the last year.

Iqra Foundation School

Unilever Pakistan also facilitates the operation of Iqra Foundation that is within the premises of the Unilever Residential Estate in Rahim Yar Khan for the children of the low income estate staff. The school, with classes up to grade 3 was founded in 2003 and continues to be managed by the Unilever Pakistan Rahim Yar Khan team and their

families residing in the estate. The bulk of the school's funding comes from the contributions of our employees and their families.



COMMUNITY DEVELOPMENT

Health Care

We also extended support towards SIUT, The Kidney Center and The Layton Rehmatullah Benevolent Trust for basic health care support in the form of cash donations during the year 2012.

Environment

Unilever Pakistan Limited is a member of WWF Pakistan. We observed Earth Hour in 2012 by switching our office lights for the hour and also encouraged our employees to pledge to do the same.

Safe Drinking Water

In 2012, we inaugurated the safe drinking water project in Purnawan, in the outskirts of Lahore with our partners, Pakistan Poverty Alleviation Funds. The water plant, built with a total cost of PKR 5,000,000, was initiated in 2010 and the final installment of PKR 1,650,000 as made in 2012. The plant caters to approximately 10,000 people through seven water distribution centers at different locations within the village. The water plant provides hygienic water facilities for drinking and cooking resulting in the reduction of water borne illnesses. The project has been developed with a community ownership model to ensure it is sustained in the long run.

Employee Payroll Programme

Our employees also support causes close to the company through individual contributions. The Unilever Pakistan Employee Payroll Programme allows employees to voluntarily contribute a set amount that is deducted from their salaries. Based on employee choices, the funds are directed towards Aga Khan University Hospital for Child Heart Surgery, United Nations World Food Programme for their Fight against Child Hunger programme and The Citizens Foundation's Support a Child programme. The funds are passed onto the partner organization in the first quarter of the following year. In 2012 a total contribution of PKR 2,227,500 was collected from this programme.

The utilisation is summed in the table below.

EMPLOYEE PAYROLL PROGRAMME UTILISATION		
TCF	PKR 268,644	22 students
AKU	PKR 223,870	3 heart surgeries
WFP	PKR 1,746,186	69,840 meals



COMMUNITY DEVELOPMENT

Breast Cancer Awareness Campaign

Pond's partnered with Shaukat Khanum Hospital to create awareness about breast cancer. Pond's developed an all-round campaign which reached more than 100,000 people on digital media, thousands through billboards and millions through the TV ads. Pond's dedicated 50% of their air time for the month to run the TV ads. Pond's also ran a cause related marketing campaign for the month where 1% of each Pond's purchase during the month was donated to the hospital for breast cancer research.

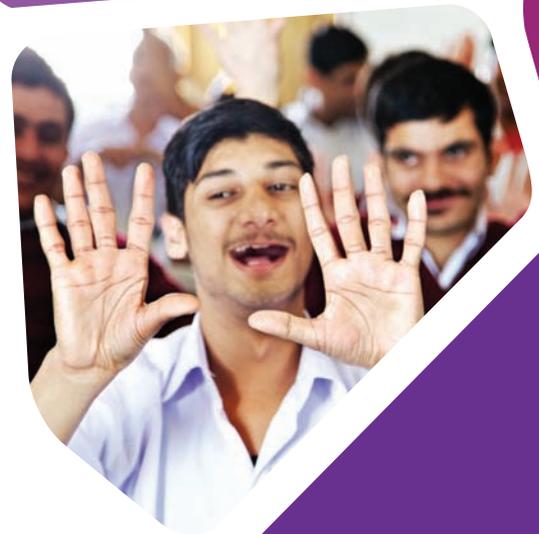


Product Donations

During the year, we also supported Karachi Vocational Training Center (school for special children), Roshni Homes, Marie Adelaide Leprosy Center and Institute of Behavioral Psychology through annual product donations which include Lifebuoy Soap, Lifebuoy Shampoo, Brooke Bond Supreme, Close Up, Vim, Vaseline, Comfort, Surf, Lux, Energile, Knorr, Sunlight and Rafhan.

Disaster Relief

Unilever Pakistan has always played an active role during disaster and emergencies. In the 2012 wave of floods, we contributed products worth PKR 2 million to relief camps in Shikarpur, Sukkur, Khairpur, Jacobabad and Kashmir through our partner NGO.



COMMUNITY DEVELOPMENT

Supporting Talent

Lux, as part of its legacy, awarded 8 fashion, arts, music and film making students the Lux Style Awards scholarships. The students belonging to National Academy of Performing Arts, Pakistan Institute of Fashion Designing, Asian Institute of Fashion Designing and National College of Arts went through rigorous evaluations as they competed for the scholarships.

Encouraging Young Professionals

2012 saw immense success of Lipton Talent Hunt in colleges, engaging over 1,000 participants from 36 universities in a competitive yet learning environment that gave them a unique opportunity to build their confidence and capacity. The teams competed to develop the best green tea campaign for Lipton to win entry into the Unilever Management Trainee Programme 2013 as well as a trip to see the Dubai Lipton operations. The participating students got a sneak preview in the corporate ways of working that will serve as instrumental career development insights.

Nurturing Small Businesses

Salons are an effective forum and have a great influence on the lives of women when it comes to purchase decisions regarding grooming and beauty. Fair & Lovely understands the importance of this forum and thus partnered with Mussarat Misbah at Depilex, a renowned beauty expert of the country to train 500 small salon owners from 5 cities to enhance their skills and techniques. As a result, small salon owners learned ways to improve their services and maintain customer loyalty. Additionally, the 500 salons were given a visual uplift by Fair & Lovely.

Supporting Campaigns

We also extended support to Zakat Campaigns of The Kidney Centre, SUIT, Aga Khan University Hospital, The Layton Rehmatullah Benevolent Trust and The Citizens Foundation by placing their campaign communication on Unilever billboards in Karachi, Islamabad and Lahore during Ramadan.





In a conscious effort to promote a greener Pakistan, this report is not printed and made available for downloading on the Unilever website:

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