



HELLO

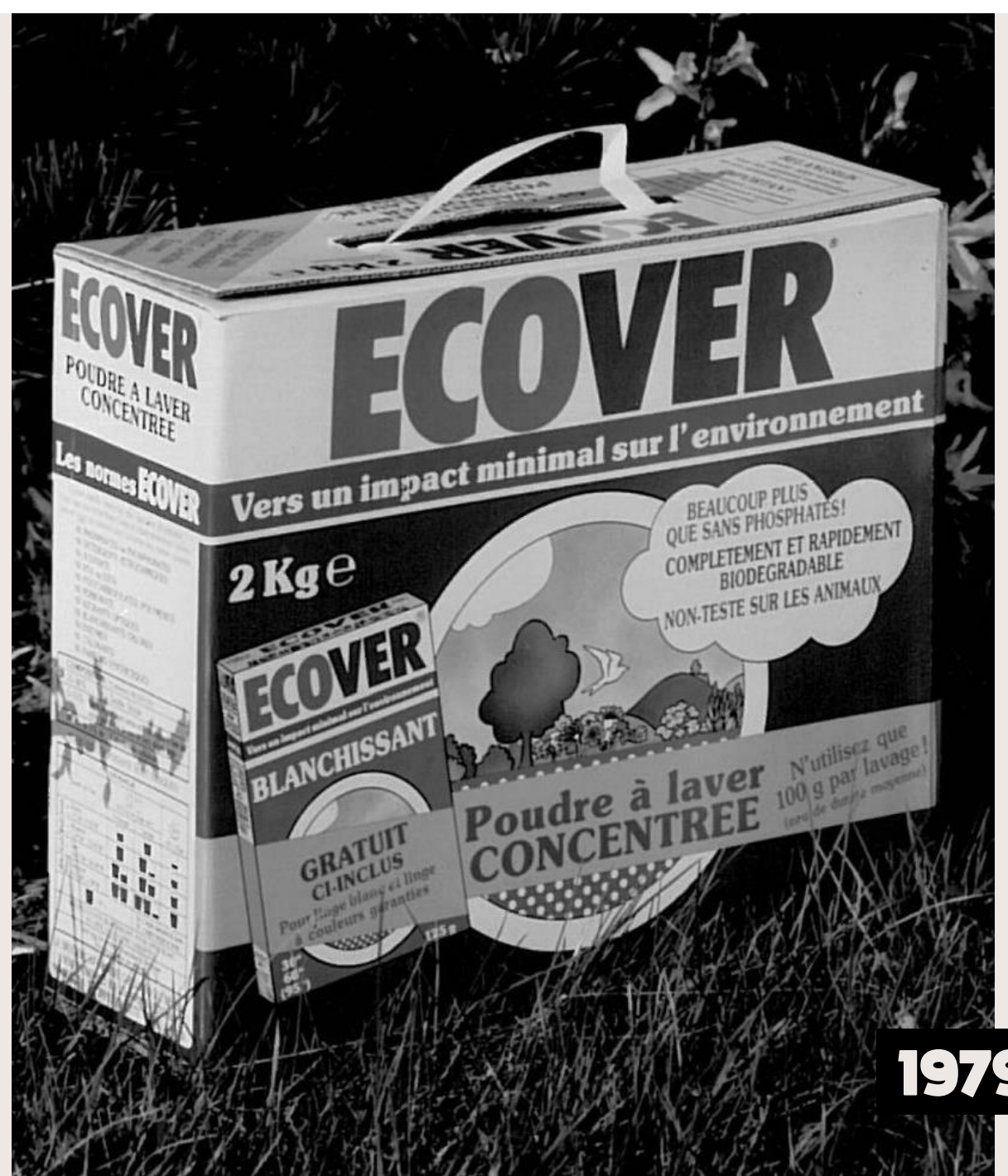
I'm Tom.

I've been working for Ecover for more than 15 years, where I head up long-term innovation strategy and sustainability across the different categories of Ecover products.

**WE ARE
LEADING
A CLEAN
WORLD
REVOLU-
TION**



WE ARE LEADING WITH VISION AND ACTION



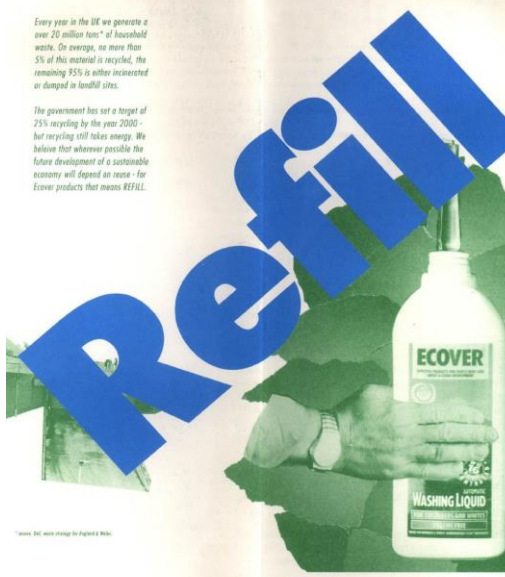
1979

FIGHTING PLASTIC WASTE >

- **PLANT BASED**
- **PLASTIC**
- **OCEAN**
- **PLASTIC**
- **RECYCLED**
- **CONTENT**
- ...

Every year in the UK we generate a over 20 million tons* of household waste. On average, no more than 5% of this material is recycled, the remaining 95% is either incinerated or dumped in landfill sites.

The government has set a target of 25% recycling by the year 2000 - but recycling still takes energy. We believe that wherever possible the future development of a sustainable economy will depend on reuse - for Ecover products that means REFILL.



ECOVER®
EFFECTIVE PRODUCTS FOR PEOPLE WHO CARE ABOUT A CLEAN ENVIRONMENT

Be the one of the first to offer it to your customers

ECOVER

THIS BOTTLE IS UTTER RUBBISH



We don't know about you, but we think virgin plastic sucks. That's why our new washing-up liquid bottle is now made from 100% recycled plastic (PCR), still 100% recyclable. And by 2020, we want all our Ecover bottles to be totally made from recycled plastic.

Join our clean world revolution at ecover.com

#LETSLIVECLEAN

PLASTIC DOESN'T GROW ON TREES...

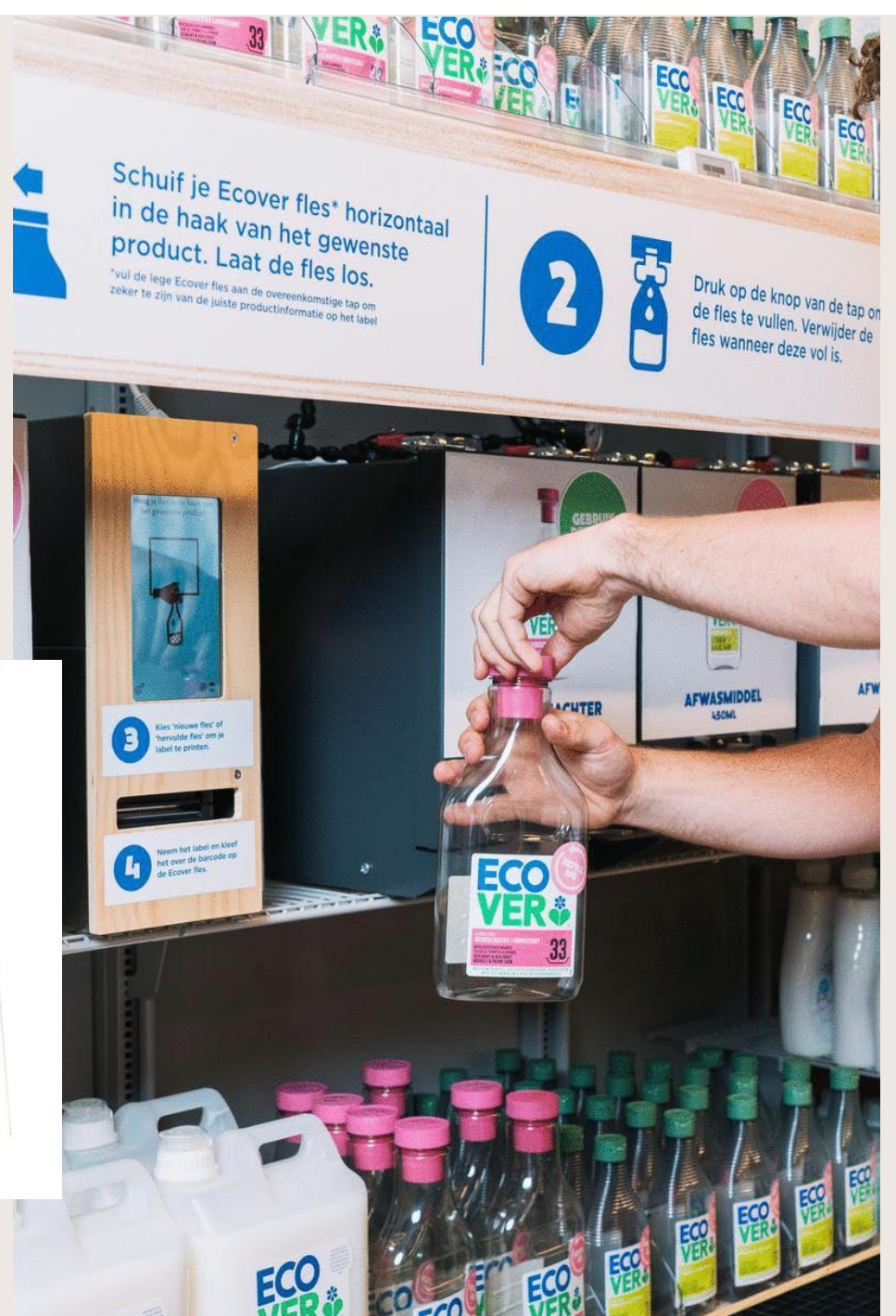
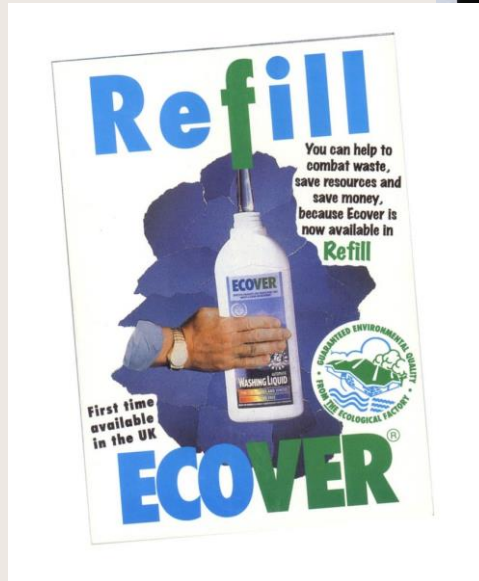


... but it does grow in fields. Our new **Plant-astic** bottles are 100% renewable, reusable and recyclable made from sugar cane.

TELL ME MORE >



WE ARE LEADING THE REFILL-UTION



WHY?

WHY WE MAKE CLAIMS?



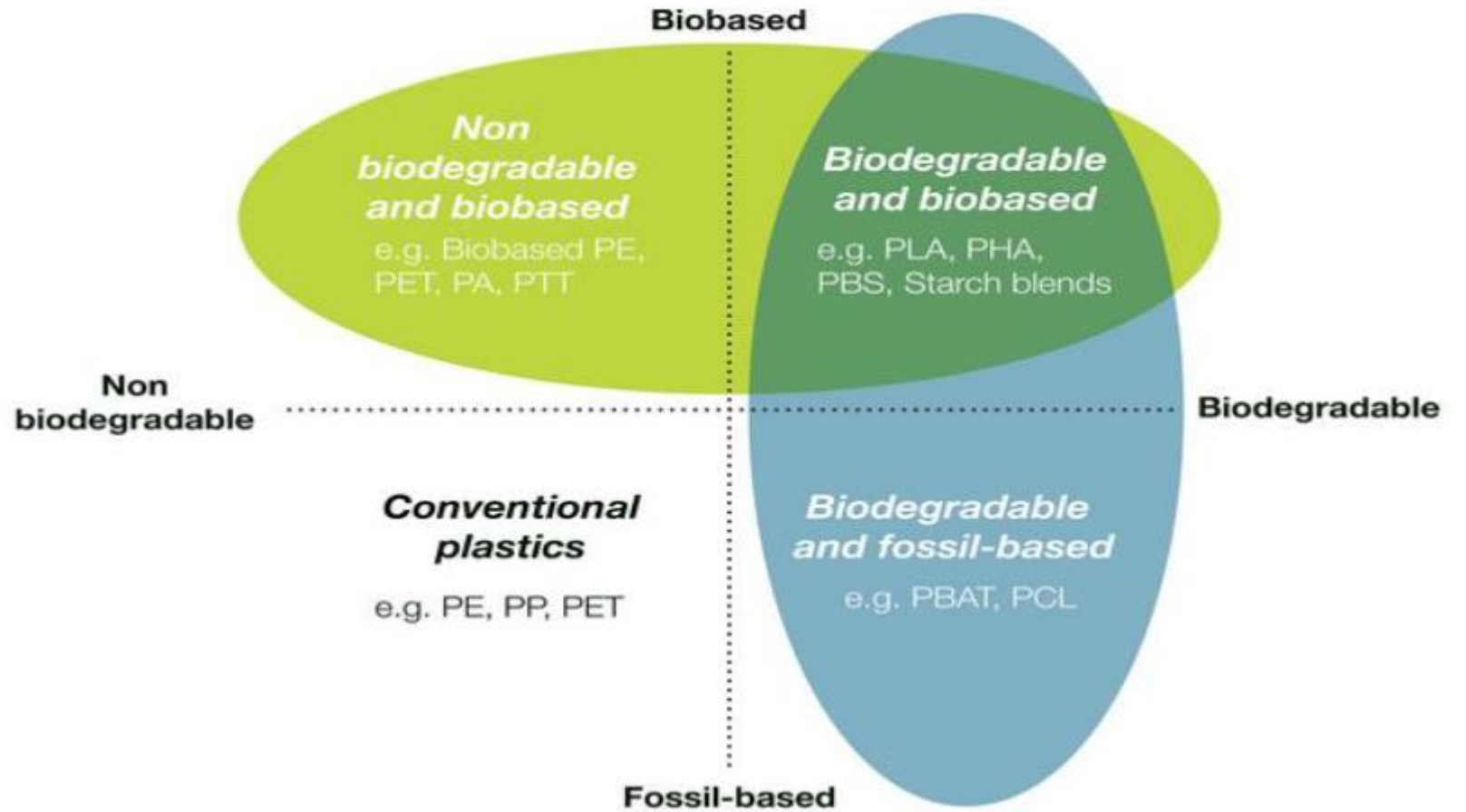
**SO WE
TEND TO
BEND
REALITY
A BIT...**



1. GAP BETWEEN THE COMPLEX REALITY AND WHAT PEOPLE (WANT TO) UNDERSTAND



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6 CHALLENGES
#2

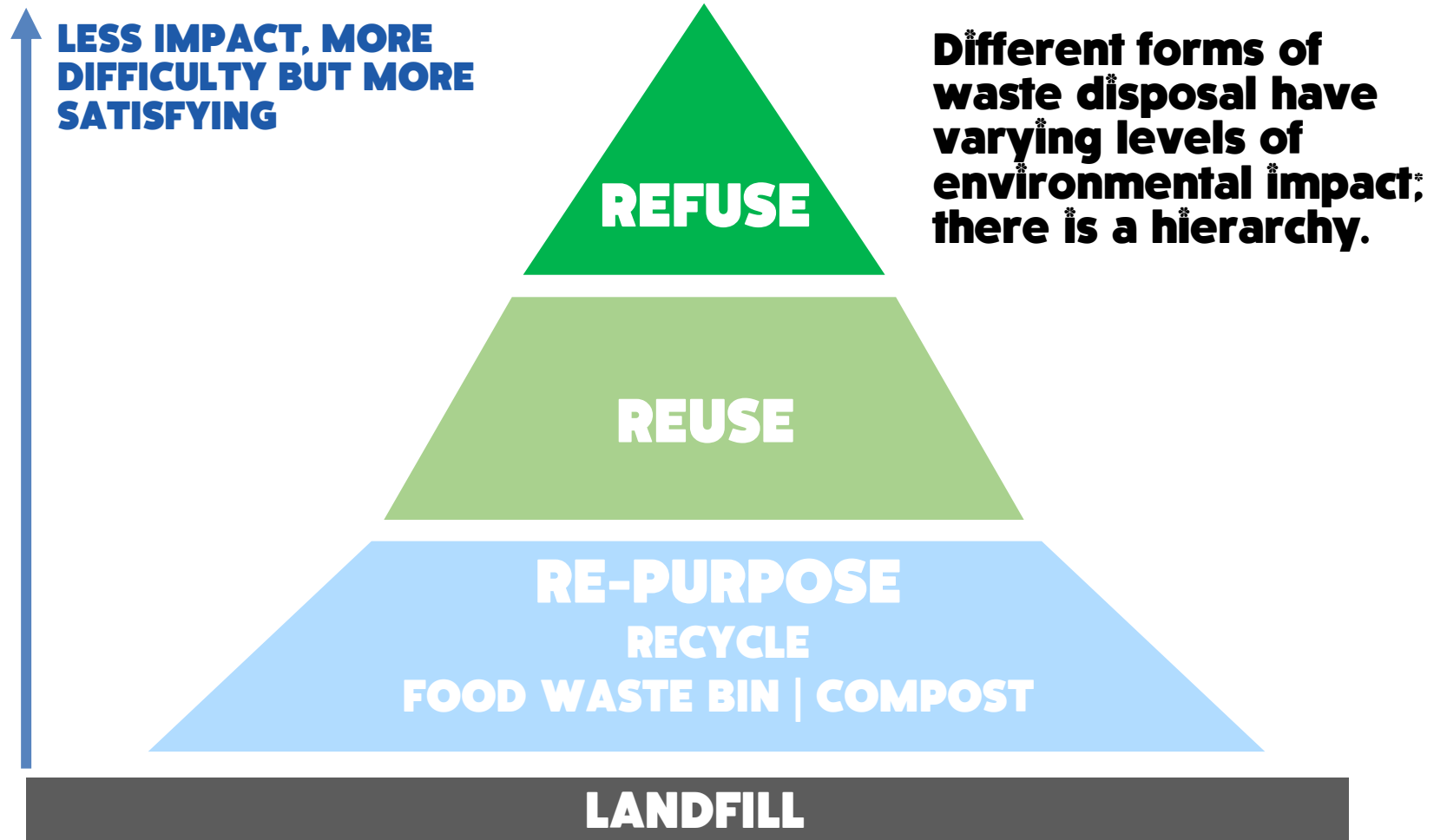
2. ALL ENVIRONMENTAL CLAIMS ARE A SIMPLIFICATION OF THE REALITY



Source tetrapack: <https://www.youtube.com/watch?v=fR-esiS1Pn0>



3. YET SOME THINGS CAN BE RELATIVELY STRAIGHTFORWARD (ON A HIGH LEVEL)



4. IT'S ABOUT WHAT YOU DO USE. NOT ABOUT WHAT YOU DON'T USE



5. LCA'S INFORM DECISION MAKING, BUT DON'T PROVIDE A SINGLE SOURCE OF TRUTH FOR CLAIMS



6. CONSISTENT FRAMEWORK NEEDED FOR ALL PACKAGING LABELING. BUT THIS WON'T NOT BE WATERPROOF.



ON-PACK MATERIAL LABEL

WHAT IS IT MADE OFF?



- BIOBASED CONTENT FROM ORGANIC WASTE
- BIOBASED CONTENT FROM SUGERCANE
- ...

WHAT IS THE END OF LIFE?

SLEEVE	TRAY	FILM
Widely Recycled	Check Locally	Not Yet Recycled



WHY?

WHY WE MAKE CLAIMS?



**DON'T
CLAIM,
TELL
YOUR
STORY**



SYMBOLS, STORYTELLING AND BOLD TRANSPARENCY

IT'S ABOUT WHAT YOU DO, NOT ABOUT WHAT YOU CLAIM

OCEAN PLASTIC

We're turning the tide on ocean plastic.
It's a fight we're proud to lead, but the war is not won.





ECO VER X pebble

LET'S UNWASTE TOGETHER

