



# 2015-2020 Sustainability Strategy

## Colgate's Sustainability Journey

Colgate has long focused on sustainability. We have always been dedicated to providing quality products that delight consumers, and we have focused on promoting oral health in communities and improving our operational efficiency for decades. Colgate's values of Caring, Continuous Improvement, and Global Teamwork go hand-in-hand with the idea of sustaining our business and the planet for generations to come.

In 2008, we organized our sustainability efforts under the three pillars of People, Performance and Planet. In 2010, we developed the next phase of sustainability commitments, our 2011 to 2015 Sustainability Strategy, with focused measurable goals aligned with business objectives. These commitments reflect the global challenges and opportunities that are material to Colgate and to our stakeholders. We have made great strides toward our 2015 sustainability goals, and today Colgate people around the world continue their hard work to meet those goals.

As we move closer to 2015, the need for environmental, economic and social sustainability in our world has never been greater. Colgate people have once again come together to renew our sustainability strategy with commitments for the coming years that are in line with the needs of our times.

### People



In the area of People, we will continue to promote healthier lives for our employees and their families, with a stronger focus on providing opportunities for healthy activity and personal wellbeing. We have expanded our goal for the number of children reached with our "Bright Smiles, Bright Futures" oral health education program, to a total of 1.3 billion children by 2020. We will also help our employees give back to the community through volunteer opportunities throughout the Colgate world.

### Performance



In the area of Performance, we will work toward an improved sustainability profile across all new products and product updates. We will continue to increase the recycled content and recyclability of our packaging, invest \$250 million to research breakthrough sustainability innovation and focus on reaching the underserved in emerging markets with affordable health and wellness products.

### Planet



Our commitment to protecting the Planet has enabled us to reduce energy and water use and achieve financial savings for over a decade. We now pledge to reduce carbon emissions on an absolute basis by 25 percent by 2020 compared to 2002, with a longer term goal of a 50 percent reduction by 2050. These goals will allow us to play our part in limiting global warming to 2°C, as recommended by the Intergovernmental Panel on Climate Change. We have also published a No-Deforestation Policy, outlining our commitments to sustainably source forest commodities in order to protect biodiversity and limit climate change. These climate and no-deforestation targets are included in our new commitments.

## Committed to Our Future

Reaching our goals will be challenging, but we are confident that with these commitments we will extend our over-200-year legacy of Giving the World Reasons to Smile for years to come.



# 2015-2020 Sustainability Strategy

Colgate's 2015 to 2020 Strategy maintains its emphasis on People, Performance and Planet, with focused, measurable goals that align with the Company's business objectives.

**Helping Colgate People and Their Families Live Better**

**Contributing to the Communities Where We Live and Work**

**Brands That Delight Consumers and Sustain Our World**

**Making Every Drop of Water Count**

**Reducing Our Impact on Climate and the Environment**

**We Will**

- Continuously improve employee health and reduce health risks by 15%
- Encourage healthier living for Colgate People and their families
- Ensure a safe and healthy work environment with a goal of zero lost-time incidents
- Provide education and tools to Colgate people to elevate financial awareness and planning

**We Will**

- Expand “Bright Smiles, Bright Futures” program to reach 1.3 billion children
- Invest \$300 million to support improved health, education and environment for thousands of people in communities around the globe
- Partner with animal shelters to help over 2 million dogs and cats find a home
- Reach 60 million people annually with handwashing education
- Expand “Colgate Cares Day” globally to be a leader in volunteerism

**We Will**

- Improve the sustainability profile in our new products and product updates <sup>1</sup>
- Commit \$250 million to drive sustainability with breakthrough product and process innovation
- Increase the recyclability of our packaging and increase recycled content to 50%
- Have a positive impact by expanding access to affordable health and wellness products for millions of people in underserved communities
- Use the power of our brands to build awareness and drive engagement in product sustainability

**We Will**

- Reduce our manufacturing water intensity by half compared to 2002
- Replenish water withdrawn in highly stressed regions
- Increase supplier participation in our water stewardship program
- Partner with local and global organizations to bring clean water to underserved areas of the world
- Promote water conservation awareness to all our global consumers

**We Will**

- Responsibly source forest commodities to reach zero net deforestation
- Promote use of renewable energy and reduce absolute greenhouse gas emissions from manufacturing by 25% compared to 2002
- Reduce our manufacturing energy intensity by one third compared to 2002
- Halve our manufacturing waste sent to landfill per ton of product compared to 2010, working toward our goal of “Zero Waste”
- Partner with key suppliers, customers and consumers to reduce energy, greenhouse gas emissions and waste

<sup>1</sup> Based on representative products from the product portfolio evaluated against comparable Colgate products across seven impact areas to characterize likely improvement in the sustainability profile, based on review of quantitative and qualitative data