



**Industry:** Household and personal care products

**Duration:** 2009 – September 2010

**Location:** Canada and United States

**Case study type:** Species rehabilitation

## Everyday Wildlife Champions



Procter & Gamble Co. (P&G) is a Fortune 500 multinational corporation headquartered in Cincinnati, Ohio. Four billion times a day, P&G brands touch the lives of people around the world. P&G markets approximately 300 brands of consumer products in roughly 180 countries. It is a global company that employs approximately 135,000 people in 80 countries with more than 2,000 in Canada. P&G is a leading consumer packaged goods company with roughly \$80 billion in annual global sales of products ranging from beauty and grooming, health and well being to household care under brand names such as Gillette®, Crest® and Dawn®. P&G is credited with many business innovations including brand management and the soap opera.

### Procter and Gamble's perspective on biodiversity

#### Impacts on biodiversity

Procter and Gamble's (P&G) operations are varied and dependent on a broad array of natural and man-made resources. Impacts on biodiversity can range from direct impacts due to the operational footprint to indirect impacts from emissions, outsourcing of raw materials and energy consumption to product transportation and afterlife. P&G recognizes that sustainability is at the heart of its business model, and that keeping sustainability at the core of the company business fuels innovation and strengthens results.

#### Procter & Gamble's biodiversity management policy

P&G recognizes that environmental progress is a never-ending journey of continuous effort and improvement. P&G has had an Environmental Science Organization (ESO) since the late 1960's that includes scientists with specialization in environmental toxicology, microbiology, ecology, environmental engineering, analytical chemistry, microbial ecology, environmental modeling and life-cycle assessment for all of its operations worldwide. One important task of the ESO is to develop and continue improving the assessment tools for environmental risks at all its sites worldwide.

P&G continually strives to improve the environmental quality of products, packaging and operations in its operations globally. To carry out this commitment, it is P&G's policy to:

- Ensure products, packaging and operations are environmentally safe.
- Support the sustainable use of resources and actively encourage reuse, recycling and composting.
- Share experiences and expertise and offer assistance to others who may contribute to progress in achieving environmental goals.
- Meet or exceed the requirements of all environmental laws and regulations.

P&G has operating policies, programs and resources in place to implement its environmental quality policy. It cooperates with governments in analyzing environmental issues and developing cost-effective, scientifically based solutions and standards. This is accomplished by continually assessing environmental technology and programs and monitoring progress toward environmental goals. It develops and uses state-of-the-art science and product life cycle assessment, from raw materials through disposal, to assess environmental quality.

P&G seeks to establish and nurture open, honest and timely communications and strives to be responsive to concerns. P&G provides consumers, customers, employees, communities, public interest groups and others with factual information about the environmental quality of P&G products, packaging and operations through means such as its website and packaging.

To ensure every employee understands and is responsible and accountable for incorporating environmental considerations in daily business activities, P&G encourages, recognizes and rewards individual and team leadership efforts to improve environmental quality. It also encourages employees to reflect their commitment to environmental quality outside of work.

## Supply chain

One of the key ways resources can be conserved is to design high-performance and high-value products that use the least amount of materials possible – getting “more from less”. Concentrated laundry detergents and fabric softeners, high-performance/low-fiber paper towels and tissues are a few examples. P&G also works with its suppliers, such as wood pulp, through its wood pulp procurement policy, to help ensure that natural resources, such as forest ecosystems, are responsibly managed.

## Wood pulp procurement

P&G purchases wood pulp for tissue and absorbent hygiene products. While P&G does not own or manage forests, they recognize they have a responsibility through its procurement practices to ensure sustainability of the world’s forest resources. As such, P&G have a stated commitment to understanding the sources of its pulp fiber by:

- ensuring transparency in sourcing;
- ensuring that sustainable forest management practices are used;
- avoiding unwanted sources of wood;
- working with stakeholders on stepwise increases in preferred certification schemes.

P&G tracks and reports annually the amount of wood pulp it purchases from suppliers certified under each of the forest certification schemes. It uses independent third-party verification systems to ensure sustainable forest management and wood traceability as well as works with global multi-stakeholder organizations to develop tools and scientific methods to protect the values and ecosystem services that forests provide.

P&G’s wood pulp procurement policy states it will purchase wood pulp from suppliers that:

- Ensure the safety of forestry and manufacturing operations for employees and the environment.
- Document that wood is legally harvested and that other legal requirements are met. P&G will not knowingly use illegally sourced wood fiber in its products.
- Practice principles of sustainable forest management and continuous improvement in its own operations and in sourcing of wood, as verified by independent forest and chain-of-custody certification.
- Do not obtain wood from High Conservation Value Forests. P&G supports multi-stakeholder efforts to develop information sources and tools that will help suppliers identify these areas on their own forestlands and in their procurement of wood raw materials from third parties.



- Do not obtain the wood from genetically modified tree sources.
- Reflect P&G’s social values and support of universal human rights through work with local governments and communities to improve the educational, cultural, economic and social well-being of those communities.
- Do not source wood from conflict timber (timber that was traded in a way that drives violent armed conflict or threatens national or region stability).

P&G ensures compliance with this policy through site visits, comprehensive surveys and research, required documentation, and independent third-party certification of sustainable forest management practices. P&G requires pulp suppliers to independently certify their operations for sustainable forest management. It also requires suppliers to provide auditable assurance that wood from sources not directly owned and managed by them is legally sourced and that harvest is conducted via sustainable practices.

P&G has supported conservation efforts globally for many years. For example, in 1990 it donated more than 97,000 acres of wilderness that included ecologically important wetlands to The Nature Conservancy. In 1992, it created the P&G Seashore Foundation to provide ongoing financial support to the Conservatoire du littoral in France, which promotes the preservation of sea and lake shores and educates children on the importance of biodiversity. In Canada, one of their key efforts has been Dawn’s Everyday Wildlife Champions.

## Dawn's Everyday Wildlife Champions

### Rationale

According to the National Academies of Science, Engineering and Health, more than 25 million gallons of petroleum pollution enter North American waters annually. Every year thousands of marine wildlife are injured or killed as a result of this pollution. A drop of oil the size of a dime on a bird's body or wings can damage their insulated layer of down feathers and lead to death due to freezing.

Being prepared and properly equipped to handle oil spills is crucial to the success of saving wildlife. For over thirty years P&G has made it a priority to assist in wildlife rescue and relief efforts by providing support to rehabilitation centers like the Marine Mammal Center, International Bird Rescue Research Center and the Canadian Oiled Wildlife Rescue Academy.

For 30 years, wildlife rescuers have used Dawn dishwashing liquid to gently remove oil and help save wildlife affected by oil spills. Dawn dishwashing liquid has been a vital tool to wildlife conservation organizations worldwide as it removes the greasy oil but is gentle on delicate feathers and skin of aquatic birds such as ducks, pelicans, gulls and egrets. Thousands of donated bottles of Dawn dish detergent have helped save more than 75,000 oiled birds and aquatic mammals.

Since the mid-80s, Dawn began donating product as needed in the event of oil spills. During the Exxon Valdez oil spill in 1989, hundreds of cases of Dawn were used to help with the clean-up.

### Description

In 2009, Dawn continued its important contributions to wildlife rescue organizations with a new North American campaign that invites Canadians and Americans to become Everyday Wildlife Champions. The Everyday Wildlife Champions program is an effort to provide people the opportunity to become involved in everyday actions that help wildlife and provide them an opportunity to connect and communicate in a social forum. Everyday Wildlife Champions is an effort to encourage everyday action – big or small – to help preserve wildlife and unite individuals who share passion for the cause and take part in Dawn's heritage – saving oiled birds/marine life from both natural and man-made disasters

Many consumers today are looking for their daily purchases to mean more. Through the Everyday Wildlife Champions program, when consumers buy a bottle of Dawn dish washing detergent they have the option to go online to activate a donation using the donation code printed on the bottle. By activating this code Dawn will donate one dollar (up to \$500,000 until September 30, 2010) to its wildlife conservation partners, The Marine Mammal Center and The International Bird Rescue Research Center, which devote time and resources to saving animals and habitats. To date approximately \$360,000 has been raised of which more than \$58,000 is from Canada. All contributions from this effort will benefit the programming and technology needed to help save marine wildlife.



### Partnerships

Dawn has a long-standing partnership with the Marine Mammal Center who is participating in this initiative. The Center combines animal rehabilitation with an on-site research lab and educational programming for the purpose of saving marine mammals and promoting ocean stewardship and collaborates with Canada on specific issues. Donations made available to the Center through the Everyday Wildlife Champions program will go towards programs including: live patient care, patient release, marine mammal health studies, an adopt-a-seal program, and marine science education programs which reach over 100,000 children and adults. Since 1975, the Marine Mammal Center has rescued and treated more than 14,000 marine mammals.

The International Bird Rescue Research Center (IBRRC) has been helping birds around the world since 1971 with a mission to mitigate human impact on aquatic birds and other wildlife. The IBRRC has partnered with Dawn to save oiled birds for over three decades, and is participating in the Everyday Wildlife Champions program. Funding from this initiative will go towards supporting its vast volunteer network, the operation of wildlife hospitals to develop better treatments for aquatic life, as well as education programs and training for oil spill response.

In 2006, Dawn entered into a three year partnership with Tri-State Bird Rescue and Research, Inc. to create the Canadian Oiled Wildlife Rescue Academy (COWRA). The mandate of COWRA is to educate and prepare wildlife rescue teams in the event of oil spills and has hosted yearly workshops across Canada to educate and prepare wildlife rescue teams for future oil spills.

Dawn also donates its dish detergent to groups such as the Wildlife Rescue Association of British Columbia and Focus Wildlife, also a British Columbia-based organization that offers oiled wildlife emergency response services around the world. Focus Wildlife, with the support of Dawn, cleaned hundreds of oiled wildlife after the 2005 oil spill at Lake Wabamun, Alberta.

## Communication

A multi-channel cause campaign combines video (TV) advertising, packaging, shopper participation, a microsite and a Facebook Page to promote the program and its accomplishments. The Everyday Wildlife Champions Facebook page ([www.facebook.com/DawnSavesWildlife](http://www.facebook.com/DawnSavesWildlife)) serves as a one-stop hub where wildlife-conscious people can interact, create awareness of personal wildlife events, and learn about environmental happenings across the country. Participants can also gain access to insightful interviews and rescue videos from the IBRRC and MMC, as well as news regarding other volunteer efforts and participation.

## Outcomes

### Benefits

#### Economic

P&G has been ranked for 10 years running as one of the Global 100 Most Sustainable Corporations in the World by the Dow Jones Sustainability Group Index and was the recipient of the *Financial Times* 2008/2009 Social Innovation Award for its work in shaping the new world of sustainable and socially responsible enterprises.

#### Biodiversity

The incidence of wildlife impacted by the accidental release of oil is a problem, especially in coastal areas. The partnerships, funding and donated product by Dawn has and will continue to help offset this problem by:

- providing funding and product needed to clean and rehabilitate oiled wildlife;
- providing funding to facilitate training programs in cleaning oiled wildlife;
- educating the general public on the issues of oiled wildlife;
- providing opportunities for the general public to become involved in biodiversity conservation programs.

## Lessons learned

Key points of a successful consumer driven campaign must include:

- sincerity;
- support of a meaningful cause that ties naturally into product benefit;
- meaningful and transparent partnerships;
- engaged consumers: people want to feel they are contributing and can actively make a difference;
- open dialogue amongst consumers;
- a meaningful goal with regular updates.

### Impact on company

The development and implementation of a conservation initiative that allows consumers to be actively involved and openly express their views has helped create a high level of consumer trust and respect.

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