

A young girl with dark hair in two buns is laughing joyfully, her mouth wide open. She is wearing a yellow top with a white lace collar. An adult woman with dark hair is leaning over her from the right, looking down at her. The scene is set indoors, likely at a dining table, with warm, natural light coming from a window in the background.

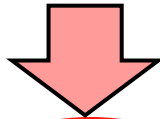
***P&G***

**Resource Efficiency and Green Growth**

***Mie Kitano***  
***Asia Sustainability Leader***

# Consumer Insights Drive Product Innovation

Consumer Types



Basic

Sustainable

Niche

**Importance of NO 'trade-offs'**

conscience

not accept trade-offs in  
cost and performance

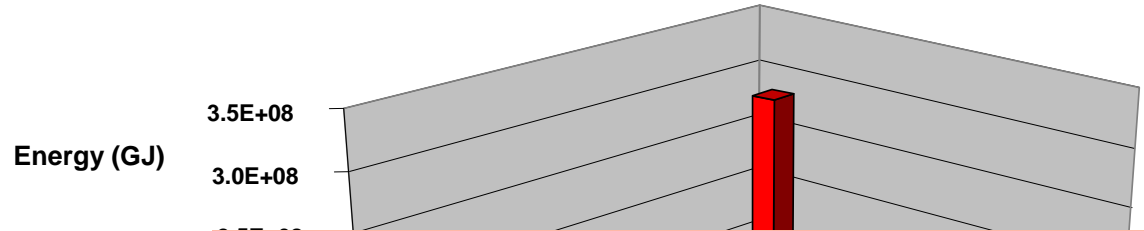
in cost and  
performance

Data have been stable over time and consistent worldwide (US, Canada, Brazil, Europe, Japan, Indonesia, etc.).



# Science-Based Approach

Company Product Energy Usage from Life Cycle Perspective



**Resource efficiency needs to be approached with a lifecycle mindset**

of LCA

Life Cycle Phase

Use In...  
Transport L...  
Transport Inter...  
Disposa...  
Diaper  
Feminine Pad  
Toilet Tissue

Packaging

Distribution

- Diaper
- Bathroom Tissue
- Laundry
- Liquid Fabric Softener
- Feminine Pad
- Paper Towel
- Liquid Dishwash
- Shampoo

Manufacturing

Materials

Usage

Disposal



# Designing Products that Conserve Resources

## Cold Water Washing

We focus on:

**Engaging consumers is a BIG opportunity to improve resource efficiency**

in cold

**2020 Goal:**  
**70%**  
of machine loads in cold water

