



Sustainable Design for Absorbent Hygiene Products (AHP)

“DEMONSTRATION OF IMPROVED ENVIRONMENTAL
IMPACT OF AHP USING A SUSTAINABLE ECO-TECHNOLOGY”

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OUTLINE



- How to enhance the environmental profile of AHP
- EcoCare and the EU Commission's LIFE program
- EcoCare Results
- EcoCare in Sustainability communication

HOW TO ENHANCE THE ENVIRONMENTAL PROFILE OF AHP: WITH INTELLIGENT DESIGN

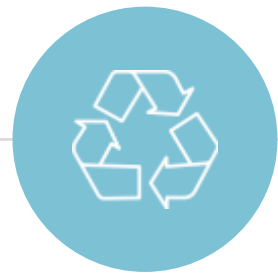


INSPIRED BY CONSUMERS



PRODUCT

No plastic



PACKAGING

Recyclable
Recycled



PROTECTION

No compromise
on performance



HOW TO ENHANCE THE ENVIRONMENTAL PROFILE OF AHP: WITH INTELLIGENT DESIGN



GUIDED BY SCIENCE



PRODUCT LIFE CYCLE ASSESSMENTS

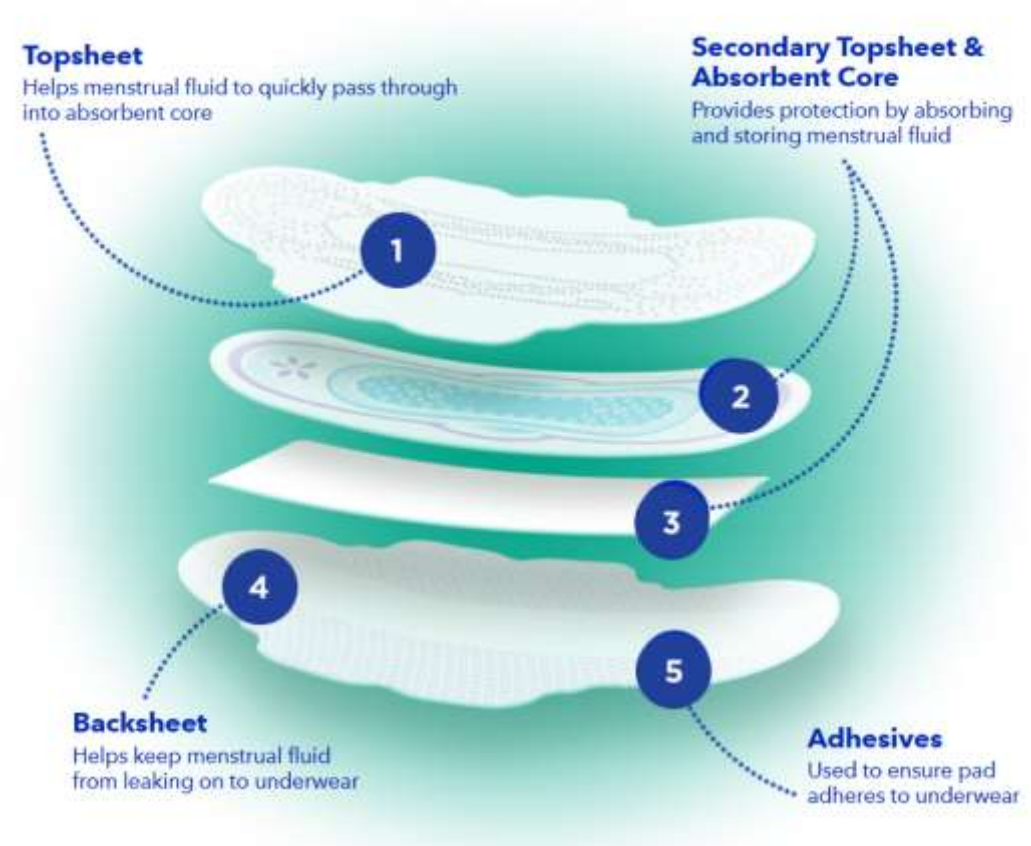


PERIOD PRODUCT TECHNOLOGY

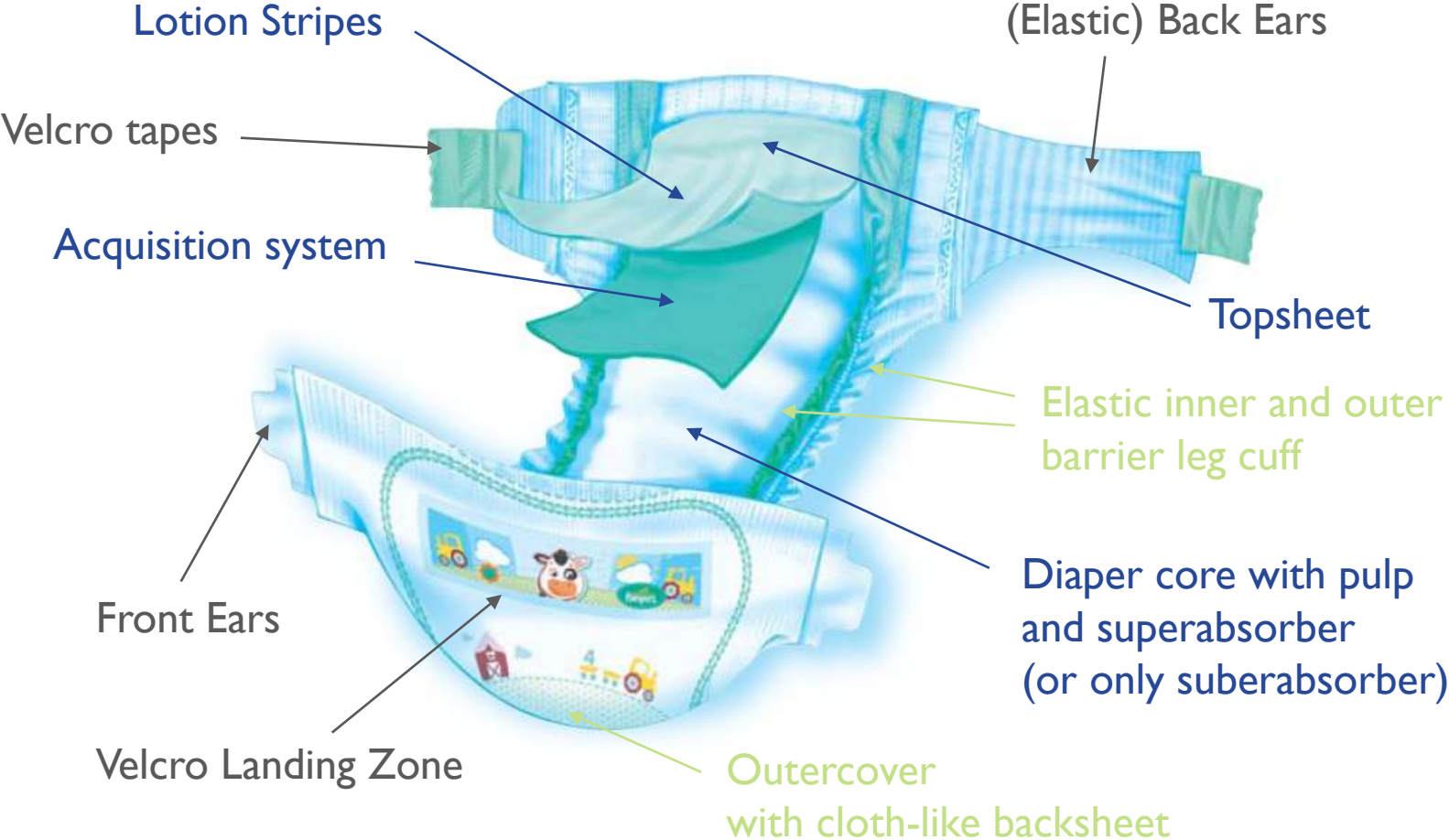


KEY FUNCTIONS:

- Rapid absorption
- Efficient fluid transport
- Sufficient absorption capacity
- Leak prevention
- Wear comfort



DIAPER TECHNOLOGY

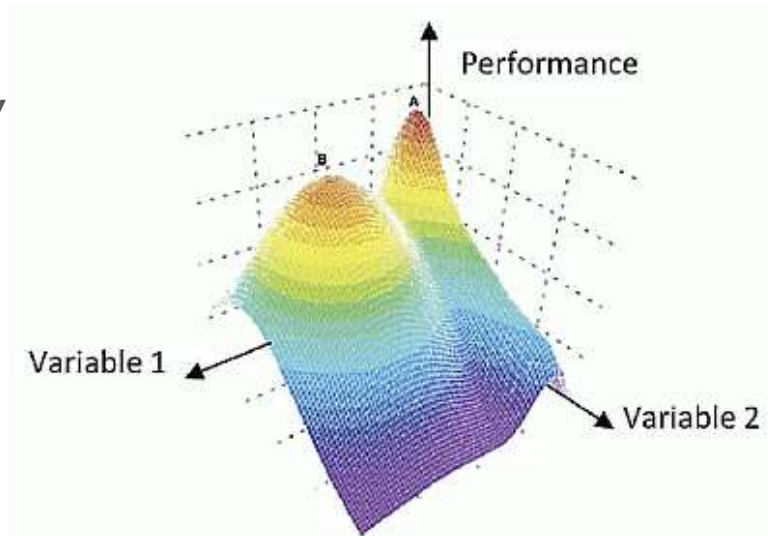


DEFINING THE DESIGN SPACE



FINAL AHP

- Performance
- Consumer evaluation
- Cost
- Technical feasibility
- Sustainability



SUSTAINABILITY 6 SCENARIOS IN LCA

- Global warming
- Material use
- Solid waste
- Land use
- Fossil energy
- Fine particulate matter formation

THE EU LIFE PROGRAM



EU COMMISSION FUNDING INSTRUMENT
for ENVIRONMENT AND CLIMATE ACTION.



EUROPEAN CLIMATE,
INFRASTRUCTURE AND ENVIRONMENT
EXECUTIVE AGENCY (CINEA)



ECOCARE IS CO-FUNDED BY GRANT **LIFE18 ENV/DE/000137**

- Website: www.ecocare-life.eu
- 3-year project, August 2019 - July 2022



ECOCARE - OBJECTIVES



MATERIAL EFFICIENCY: GET MORE WITH LESS



Increase
material
efficiency



Apply
sustainable
materials



Localize
supply
chain

SUSTAINABILITY BENEFIT:

- Less materials (10-25%)
- Waste prevention and reduction (10-25%)
- GHG emission reduction (5-15%)
- Applied sustainable resources (weight)
 - over 75% in Period Products
 - up to 50% for Baby Diapers

ECOCARE - KEY RESULTS



SUSTAINABILITY SUCCESS CRITERIA MET

for Global Warming and Waste Prevention.

SUCCESSFUL MATERIAL MASS REDUCTION

for Baby Diapers and Period Products.

- All material options meet or exceed objective:
15% - 25% less material
- P&G period products globally on market since 2021 achieved an estimated annualized material reduction about 900,000 tons.



PRODUCT PERFORMANCE

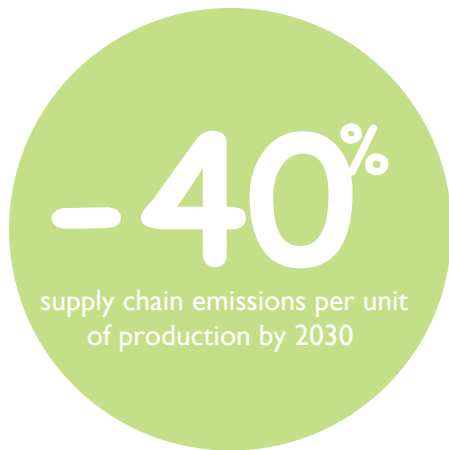
confirmed with successful consumer tests.



ECOCARE - COMMUNICATION



- Industrial showcase:
 - Foster sustainable development approaches in the AHP sector
 - Raise awareness on AHP waste management and sustainable alternatives.
- Contribute to company sustainability goals.

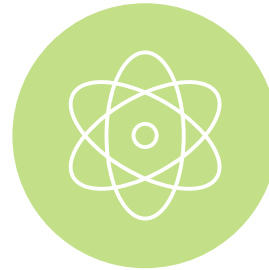




ECO CARE - KEY TAKE-AWAY



AHP products must be innovative in performance **and** sustainability



AHP sustainability design must delight consumers **and** be science-based



EU Commission support can help push research in front of the pipeline



EcoCare is EU Commission co-funded research for more sustainable absorbent hygiene products.

The goal: Save resources with intelligent design -
Improve performance and the environmental profile.

#ItsOurHome #Sustainability #Environment #ClimateProtection

