The objective of this project is to structure a competitive landscape analysis and to understand sustainability ranking criteria to provide insights and recommendations for Unilever US’s sustainable living agenda. The project encompasses two main analyses:

1) Understand how other relevant corporations are measuring and managing their sustainability efforts.
2) Understand the methodology of Trucost’s sustainability ranking criteria and how Unilever could apply this tool in its sustainable living strategy.

**Comparison**

**Measuring Tools**

- Identify main issues
- Quantify $'
- Innovate
- Communicate

**Analyses**

<table>
<thead>
<tr>
<th>Company</th>
<th>Sustainability Focus</th>
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</table>
| P&G     | Social, Environment and Economic Focus areas:  
|         | Improving Health and Well Being  
|         | Reducing Environmental Impact  
|         | Enhancing Livelihoods |
| Nestlé  | Nutrition, Water, and Rural Development |
| 3M      | Social, Environment and Economic Focus areas:  
|         | Economic Success  
|         | Environmental Stewardship  
|         | Social Responsibility |
| L'ORÉAL | Social, Environment and Economic Focus areas:  
|         | Innovating Sustainably  
|         | Producing Sustainably  
|         | Consuming Sustainably |
| PUMA    | Safe: Environment protection  
|         | Peace: Through Sports  
|         | Creative: Supporting arts |

**Frameworks**

1. Sustainability Strategy
   1.1 Sustainability Focus
   1.2 Goals and Metrics
   1.3 Partners for Sustainability Strategy
   1.4 Communication with Stakeholders
2. Life Cycle Analysis
3. SWOT Analysis

**Recommendations**

- **Sustainability Focus** – Explore the possibility of expanding its focus beyond Unilever’s business.
- **Goals and Metrics** – Provide a strong and impactful message maintaining it reliable and understandable. This recommendation is based on the way P&G phrases its goals.

**P&G’s Goal:**

“Save one life every hour by delivering two billion liters of clean water every year”

**Unilever’s Goal:**

“By 2020, Unilever will help more than a billion people to improve their hygiene habits and will bring safe drinking water to 500 million people”

- **Communication with Stakeholders** – Incorporate Integrating Reporting to communicate financial and sustainability results.
- **Life Cycle Analysis** – Learn from 3M and Puma on how to change the products composition instead of focusing on changing consumer behavior.
- **Trucost** – Identify and focus efforts on environmental impacts in order of importance and provide transparent information to stakeholders.