Colgate Palmolive’s 2020 Sustainability Goal:
To have a positive impact by expanding access to affordable health and wellness products for millions of people in underserved communities.

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Problem Statement: Colgate is delivering meaningful, tactical results in achieving its 2020 Sustainability Goal. However, the absence of a formalized strategy and unified metrics to assess progress is prohibiting them from communicating their achievements to both internal and external stakeholders.

Team Objective:
1) Formulate an overarching strategic framework to help Colgate assess their ongoing and future initiatives that deliver against this goal.
2) Recommend metrics that should be leveraged in order to express progress of existing and future initiatives.
3) Integrate the framework and metrics in order to tell the cohesive story of Colgate’s ability to achieve their goal.

Methodology:
- Understand Colgate’s current global efforts towards achieving access and affordability by engaging in interviews with key global stakeholders in Marketing, Logistics, & Professional Relations
- Gather information on competitor practices and industry standards / benchmarks
- Define global strategic framework for Colgate, including key metrics for tracking progress towards goal
- Address how Colgate can effectively communicate its strategy and progress towards increasing access and affordability

Recommended Strategic Framework

Implementation:
1) Formulate an overarching strategic framework to help Colgate assess their ongoing and future initiatives that deliver against this goal.
2) Recommend metrics that should be leveraged in order to express progress of existing and future initiatives.

Communication Recommendations:
Internal:
- Focus on internal communications by leveraging strategic framework
- Highlight current CP initiatives that can be replicated globally

External:
- Utilize framework to highlight how goal will be attained
- Limit external communication efforts to focus on oral care products
- Standardize one metric that can be utilized globally to tell overall story through illustrative example