



BizNGO Chemical Footprint Project Conference 2015

Moving Beyond Compliance: Campaigns & Corporate Strategies

Nicole Koharik, M.A.

Global Sustainability Marketing Director

GOJO Industries, Inc.



GOJO Industries – Akron, Ohio



Purpose-driven

Family-owned

Private Company

Objectives

- Share the new GOJO 2020 Sustainable Value Strategies and Goals
- Illustrate the highpoints and lessons learned from our journey thus far
- Invite your feedback and engagement during the remainder of the conference and going forward

Five-Year Corporate Sustainability Goal

- Establish and maintain an industry-leading sustainable chemistry policy, including **halving our Chemical Footprint by 2020**

GOJO Sustainable Value Strategies & Goals

Five-Year Strategy	2020 Goals
Innovate to Create Sustainable Value	<ul style="list-style-type: none">• Double global sales from products with third-party certifications• Establish and maintain an industry-leading sustainable chemistry policy, including halving our Chemical Footprint• Source reduce packaging material by 15%
Elevate Public Health and Well-Being	<ul style="list-style-type: none">• BHAG: Bring Well-Being to One Billion People Every Day• Be the most recognized advocate for well-being through hygiene in our industry
Steward a Thriving Environment	<ul style="list-style-type: none">• Recover and reuse or recycle 50% of dispenser materials from the value chain• 90% of GOJO Strategic, Preferred and Collaborative suppliers meet GOJO Sustainable Value Responsible Sourcing Criteria• GOJO distribution operations powered by renewable energy
Foster a Culture of Sustainable Value	<ul style="list-style-type: none">• Core processes are infused with SWOWSM to create Sustainable Value• All employees are engaged in SWOWSM

1946 – Founding: A Safer Way to Clean Hands



2006 – First to Market Green Certified Hand Cleaners




2010 – World's First Green Certified Hand Sanitizer



2013 – Sustainable Chemistry and Packaging Policy

- Help achieve GOJO and customer sustainability goals
- Promote viable ingredient, material and process alternatives
- Meet or exceed customer expectations
- Meet or exceed legal and regulatory requirements
- Reduce risks and improve costs

Products that sustain life... made in sustainable ways.™ 

GOJO SUSTAINABLE CHEMISTRY POLICY

STRATEGIC INTENT

GOJO is committed to developing formulations in a responsible, innovative, and proactive manner that minimizes potential health and environmental impacts. GOJO Sustainable Chemistry is about strategic asset balancing, and fully considers the following objectives:

- Help achieve GOJO and customer sustainability goals
- Promote viable ingredient and process alternatives
- Meet or exceed customer expectations
- Meet or exceed legal and regulatory requirements
- Reduce risks and improve costs

GOJO SUSTAINABLE PACKAGING AND SYSTEMS POLICY

STRATEGIC INTENT

GOJO is committed to design packaging and delivery systems in a responsible, innovative, and proactive manner that minimizes potential health and environmental impacts, and fully considers the following objectives:

- Help achieve GOJO and customer sustainability goals
- Promote viable material and process alternatives
- Meet or exceed customer expectations
- Meet or exceed legal and regulatory requirements
- Reduce risks and improve costs

By creating sustainable value through product formulation, packaging and systems design, GOJO will advance corporate sustainability goals and drive competitive advantage with high performing, safe, and sustainable solutions


GUIDING PRINCIPLES | Decisions and actions will be guided by the following set of principles:

GOJO Sustainable Value Principles:

- We evaluate opportunities to enhance Sustainable Value on a case by case basis, with a global lens
- We optimize social, environmental and economic sustainability
- We uncover and seize the opportunities hidden within a complex and evolving landscape
- We strive to move beyond short-term risk and cost mitigation to long-term opportunity creation
- We evaluate short and long-term reputational implications of our decisions
- We innovate products with market-facing sustainable value, advocating for both evolutionary and revolutionary solutions
- We employ whole systems thinking in all of our work, acknowledging the full life cycle of our products and processes

FUNDAMENTAL APPROACHES | We will take the following approaches to advance our goals, targeting improvements relative to existing solutions.

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Lead</td> <td>Use sound scientific based evidence to lead with whole product safety.</td> </tr> <tr> <td>Protect Health & Safety</td> <td>Avoid ingredients and processes known to be harmful to humans and the environment and utilize safer alternatives where possible.</td> </tr> <tr> <td>Measure</td> <td>Balance life cycle approach and metrics with whole product safety to guide decisions and identify continuous improvement opportunities.</td> </tr> <tr> <td>Preserve</td> <td>Strive to preserve finite resources with more sustainably sourced ingredients.</td> </tr> <tr> <td>Collaborate</td> <td>Collaborate with stakeholders to co-develop product User Requirement Specifications and drive continuous improvement in our ingredients.</td> </tr> <tr> <td>Elevate the Portfolio</td> <td>Manage product lifecycles to discontinue the old and introduce the new.</td> </tr> </table> <p>GOJO Sustainable Value Formulation Innovations will:</p> <ul style="list-style-type: none"> • Encourage and promote healthy, sustainable behaviors • Adhere to GOJO Procurement standards by using ingredients purchased from socially responsible suppliers • Use ingredients that are cost effective, that never compromise quality and performance standards to improve sustainability • Disclose ingredient information in a way that allows health and environmental impacts to be assessed 	Lead	Use sound scientific based evidence to lead with whole product safety.	Protect Health & Safety	Avoid ingredients and processes known to be harmful to humans and the environment and utilize safer alternatives where possible.	Measure	Balance life cycle approach and metrics with whole product safety to guide decisions and identify continuous improvement opportunities.	Preserve	Strive to preserve finite resources with more sustainably sourced ingredients.	Collaborate	Collaborate with stakeholders to co-develop product User Requirement Specifications and drive continuous improvement in our ingredients.	Elevate the Portfolio	Manage product lifecycles to discontinue the old and introduce the new.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Lead</td> <td>Demonstrate leadership in areas of the design, innovation, use, end-of-life, and closing of materials loops.</td> </tr> <tr> <td>Protect Health & Safety</td> <td>Avoid materials and processes known to be harmful to humans and the environment.</td> </tr> <tr> <td>Measure</td> <td>Use life cycle thinking and LCA based metrics to guide decisions and identify continuous improvement opportunities.</td> </tr> <tr> <td>Reduce</td> <td>Through design, innovation, and optimization, use the minimum required amount and number of materials to meet or exceed performance and customer requirements.</td> </tr> <tr> <td>Reuse</td> <td>Maximize the use of post consumer/industrial materials and design packaging and systems for ease of disassembly, re-use, and recyclability.</td> </tr> <tr> <td>Remove</td> <td>Eliminate non-value added components and manufacturing processes and steps.</td> </tr> </table> <p>GOJO Sustainable Value Packaging and Systems Innovations will:</p> <ul style="list-style-type: none"> • Encourage and promote healthy, sustainable behaviors • Adhere to GOJO Procurement standards by using materials purchased from socially responsible suppliers • Use materials that are cost effective, that never compromise quality and performance standards to improve sustainability • Minimize or eliminate waste by designing with the product's end of life in mind 	Lead	Demonstrate leadership in areas of the design, innovation, use, end-of-life, and closing of materials loops.	Protect Health & Safety	Avoid materials and processes known to be harmful to humans and the environment.	Measure	Use life cycle thinking and LCA based metrics to guide decisions and identify continuous improvement opportunities.	Reduce	Through design, innovation, and optimization, use the minimum required amount and number of materials to meet or exceed performance and customer requirements.	Reuse	Maximize the use of post consumer/industrial materials and design packaging and systems for ease of disassembly, re-use, and recyclability.	Remove	Eliminate non-value added components and manufacturing processes and steps.
Lead	Use sound scientific based evidence to lead with whole product safety.																								
Protect Health & Safety	Avoid ingredients and processes known to be harmful to humans and the environment and utilize safer alternatives where possible.																								
Measure	Balance life cycle approach and metrics with whole product safety to guide decisions and identify continuous improvement opportunities.																								
Preserve	Strive to preserve finite resources with more sustainably sourced ingredients.																								
Collaborate	Collaborate with stakeholders to co-develop product User Requirement Specifications and drive continuous improvement in our ingredients.																								
Elevate the Portfolio	Manage product lifecycles to discontinue the old and introduce the new.																								
Lead	Demonstrate leadership in areas of the design, innovation, use, end-of-life, and closing of materials loops.																								
Protect Health & Safety	Avoid materials and processes known to be harmful to humans and the environment.																								
Measure	Use life cycle thinking and LCA based metrics to guide decisions and identify continuous improvement opportunities.																								
Reduce	Through design, innovation, and optimization, use the minimum required amount and number of materials to meet or exceed performance and customer requirements.																								
Reuse	Maximize the use of post consumer/industrial materials and design packaging and systems for ease of disassembly, re-use, and recyclability.																								
Remove	Eliminate non-value added components and manufacturing processes and steps.																								

 ©2014, GOJO Industries, Inc. All rights reserved. | #13729

Sustainable Value Guiding Principles

- Decision making guidance to embed the mindset

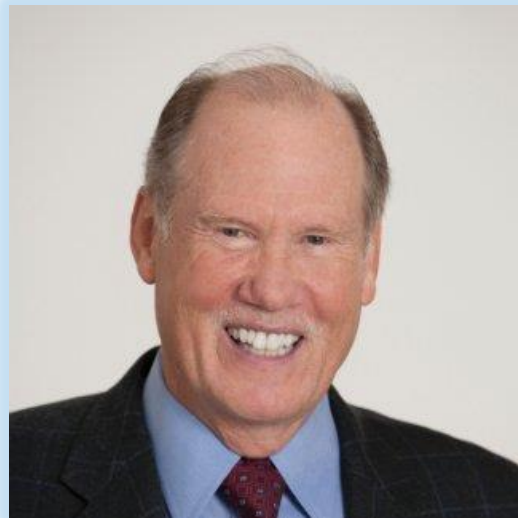
GUIDING PRINCIPLES

Decisions and actions will be guided by the following set of principles:

GOJO Sustainable Value Principles:

- We evaluate opportunities to enhance Sustainable Value on a case by case basis, with a global lens
- We optimize social, environmental and economic sustainability
- We uncover and seize the opportunities hidden within a complex and evolving landscape
- We strive to move beyond short-term risk and cost mitigation to long-term opportunity creation
- We evaluate short and long-term reputational implications of our decisions
- We innovate products with market-facing sustainable value, advocating for both evolutionary and revolutionary solutions
- We employ whole systems thinking in all of our work, acknowledging the full life cycle of our products and processes

2014 – CFP Pilot Participation



the chemical
footprint project



2014 – Exceeded 2015 Goal Targets

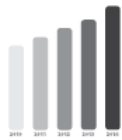
GOJO 2014

SUSTAINABILITY SCORECARD



Hand Hygiene

(Delivered)
+51% change since 2010
skin care product shipped in
equivalent uses



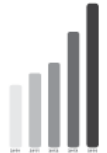
In 2010, GOJO announced voluntary goals to improve our environmental impacts. We set 2015 targets of:

- Reducing water use by 30 percent
- Reducing solid waste by 25 percent
- Reducing greenhouse gas (GHG) emissions by 5 percent, compared to the 2010 baseline



Certified Products

126% change since 2010
sales from sustainably certified products



Water Use

-50% change since 2010
gallons/1,000 uses produced



Waste Recycled

13% change since 2010
ratio of waste recycled
vs. waste produced



GHG Emissions

(Scope 1&2)
-52% change since 2010
equivalent kg of CO₂/1,000 uses



Hazardous Waste

-73% change since 2010
weight of hazardous waste treated
or transported



Solid Waste

(All generated)
-46% change since 2010
pounds/1,000 uses



Accidents

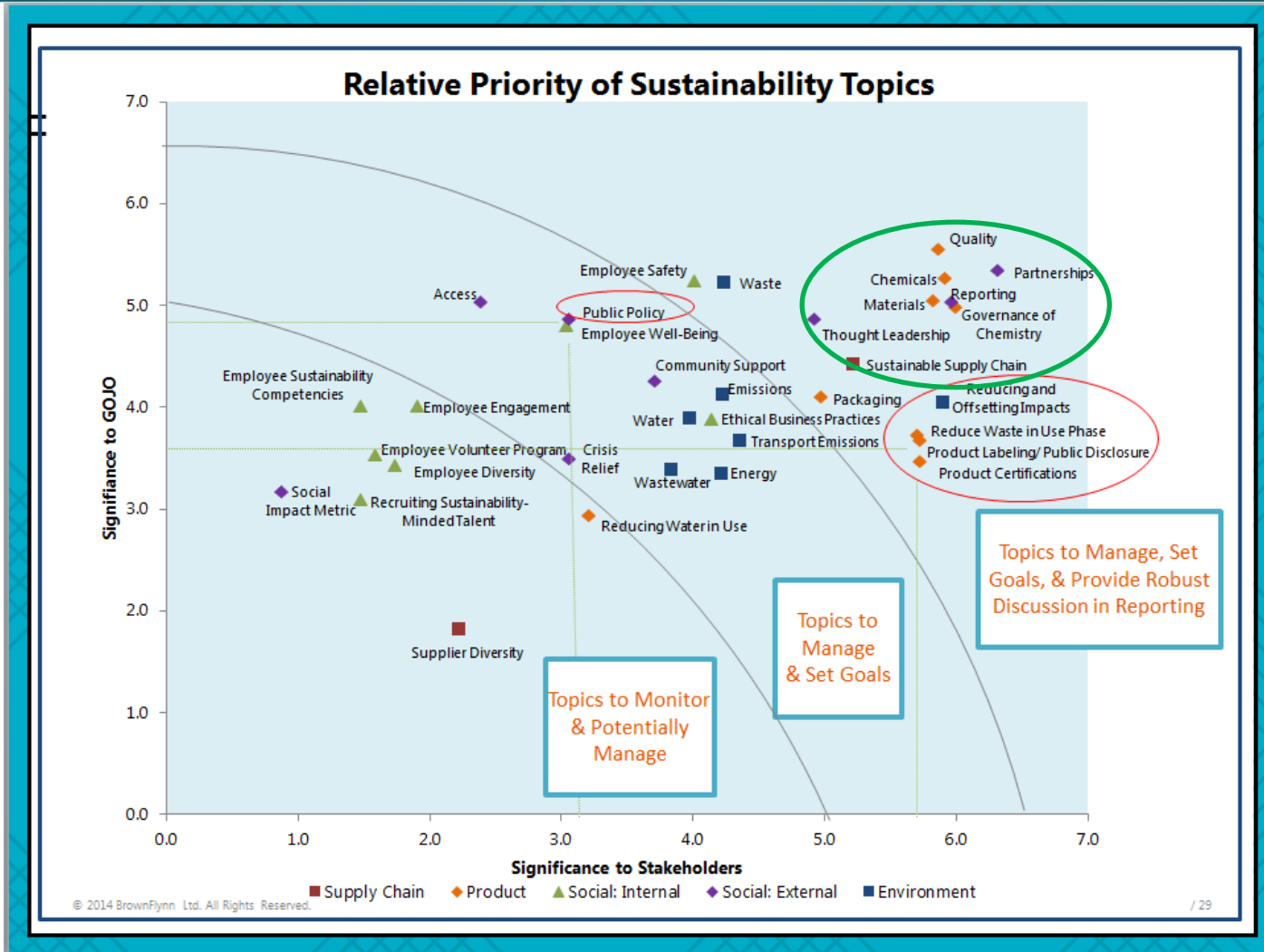
(Lost Time)
-58% change since 2010



16

17

2015 – Multiple Highpoints!



2015 – Multiple Highpoints!



Lessons Learned & Best Practices

- Set a clear **VISION**; don't merely aim for “improvements”
- Focus on **PROCESS** to positively impact products
- Make time for the tough **CONVERSATIONS**
- It is not only R&D's job; **EVERYONE** has a role
- Establish external stakeholder **ACCOUNTABILITY**
- **ENGAGE, LEARN & COLLABORATE!**

We're On This Journey Together

- GOJO is dedicated to being a best-in-class partner to our stakeholders
- To view our Sustainability Report
 - <http://www.gojo.com/sustainability>
- To contact me, email
 - KoharikN@gojo.com

