

# TIME TO TURN WORDS INTO ACTION



The COP26 summit in Glasgow was a pivotal moment in our collective fight against climate change. Reckitt came on board as the event's official hygiene partner.

COP26 was billed as the last, best opportunity to implement the goals of the Paris Agreement and the UN Framework Convention on Climate Change. Reckitt was named as hygiene partner. Through our Dettol brand, we were entrusted with keeping 30,000+ delegates from over 190 countries safe from COVID-19.

This was a chance for us to demonstrate our Purpose in action. We highlighted the link between planetary health and public health, we discussed how our brands can encourage consumers to do the right thing and we profiled the campaign in Hull – where Reckitt has its roots – to become the UK's first net-zero city.

## SAFE AND SUSTAINABLE

Our hygiene protocols protected delegates and visitors, while respecting the event's sustainable objectives. Over 600 Dettol handwashing stations were placed strategically around the site. Every delegate got a hygiene kit.

Our approach was validated by the London School of Hygiene & Tropical Medicine, and the data suggests it succeeded. The frequency of COVID-19 cases at COP26 was 81% lower than the Scottish national average.

## ENGAGING WITH STAKEHOLDERS

In the run-up to the summit, we worked with stakeholders globally, demonstrating the important connection between climate change and health, and how we can help influence consumers to help tackle climate change.

We engaged with governments in 41 global capitals. We hosted and participated in top-tier and high-profile events. In Milan, we profiled our Finish brand purpose commitment at a round-table event focusing on scarce water resources. In the US, we hosted a COP26 round-table with the Biden administration's Deputy Special Envoy for Climate. In Mexico City, the UK Embassy showcased Reckitt as a trusted partner for health, hygiene and climate ambitions. Dettol's Banega Swasth Initiative ran 'One Planet, One Health, One Future' as a 12-hour telethon on India's leading channel, NDTV.

At COP26, we showcased the risk to public health of climate change, and health strategies that take account of that. We convened leaders from the World Health Organization, governments, academia and civil society to build action to protect health and combat climate change. Our major customers have joined in the debate and are helping to develop solutions. Sustainability leaders from Walmart, Tesco, Walgreens Boots Alliance and Sainsbury's all spoke at Reckitt-convened events.

## YOUNG PEOPLE'S VOICES

Young people's passion and powers of persuasion can inspire real change, especially on climate. We ran campaigns at COP26 to give them a voice. We launched Dettol Hygiene Quest, a fun and interactive primary school programme that aims to build lasting hygiene habits among six to nine year-olds. A competition for seven to 18 year-olds called for images inspiring action on climate. The best entries won eco-friendly prizes and featured on our Instagram account.

26,000

hygiene kits for delegates

600+

handwashing stations

8,000

litres of Dettol

81%

lower COVID-19 cases at COP26  
vs Scottish national average

1,300+

sustainable pledges made  
at our exhibition stand

## MATCHING PERSONAL PLEDGES

Our COP26 exhibition space highlighted five misconceptions on hygiene and challenged visitors to do their bit for a more sustainable world. Every promise made at our exhibition stand was matched by a donation to WWF UK restoring ten square feet of wildflower habitat.

The top pledge was washing hands with cold instead of warm water. Most people didn't know that water temperature makes no difference to killing germs. It's a small change with a big impact. If everyone in the UK did that, the CO<sub>2</sub> saving would be the same as taking 285,000 cars off the road for a year.

## THOUGHT LEADERSHIP

We convened and hosted events on a range of climate change-related topics. 'Planetary Health and Public Health' discussed the adverse public health impacts of climate change, the escalating risks of inaction and how the private and public sectors can collaborate to find solutions. 'Inclusion is Key' looked at how gender equality improves science and innovation and spurs climate action. The 'Changing Consumer Behaviours' panel session discussed the impact on climate of a shift to more sustainable consumption and how that can be done. 'Achieving Net Zero:



Critical Role of Cities' examined how the race to net zero can be managed in cities through public and private sector collaboration with reference to Reckitt's own participation in Hull Living Lab.

## A CLEANER, HEALTHIER WORLD

Our white paper 'The Impact of Climate Change on Health: Reducing Risks and Increasing Resilience in the Era of COVID-19', co-authored with the London School of Hygiene & Tropical Medicine and EcoHealth Alliance, was published at the summit. This set out the wide-ranging risks to human health of unabated climate change and presented detailed recommendations to address these serious and potentially existential threats. The paper made ten recommendations for public health to build resilience and protect people from the health impacts of climate change.

**There was progress at COP26. Critically, most governments and businesses now agree we're in a race against time to create the cleaner, healthier world we all want to see.**

**But the time for talking has passed and we cannot relax. We need to act decisively – locally and globally – to tackle this challenge. Everybody has a role. At Reckitt, we're determined to play our full part.**