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## UNILEVER'S GLOBAL COMMITMENT TO A CIRCULAR ECONOMY ([HTTP://CIRCULARECONOMYLAB.COM/UNILEVERS-GLOBAL-COMMITMENT-TO-A-CIRCULAR-ECONOMY/](http://circulareconomylab.com/unilevers-global-commitment-to-a-circular-economy/))



On any given day over two billion consumers across the globe use a Unilever product. This might be someone enjoying a relaxing cup of Lipton tea, showering with Dove soap or preparing a sandwich with Hellmann's mayonnaise. Unilever sells some of the world's best loved brands such as Breyers, Knorr, Magnum, Vaseline, Becel and Ben and Jerry's. With a broad portfolio of brands distributed in over 190 countries this means that Unilever contributes a significant volume of packaging material into the marketplace. In fact, Unilever purchases over 2 million tonnes of packaging each year.

While Canada is fortunate to have a well-developed and robust recycling system for packaging across much of the country still far too many recyclable materials end up in a landfill. Plastics are especially challenging and can create significant problems, particularly when they end up in natural ecosystems. According to the Ellen MacArthur Foundation, only 14% of plastic