

Interview of Jay Gouliard, VP Global Packaging, Unilever

During PCD 2011 your lecture will deal with «Sustainable development at Unilever: threats & opportunities». What are the key points you want to highlight during your presentation?

JG: I will talk about how important sustainable development is to our company and how important it is to decouple our economic growth from our environmental impact because we cannot sustainably grow our businesses today and continue to have the same impacts we have on the environment and expect the world to survive long term.

Sustainable development and growth are core values of our company. As one of the world's largest fast moving consumer goods companies it is our duty to drive this agenda for and with the industry.

Sustainable development has been a key topic of PCD. How does this congress contribute to innovations aimed to reduce the environmental impact of perfumes & cosmetics packaging?

JG: The conference has an excellent selection of speakers and topics that are focused on the sustainability agenda. By coming together in the PCD forum, it allows all of us to begin speaking the same language, and it encourages us to align actionable sustainability goals and strategies across the entire value chain to insure that future generations have access to the same quality of life and resources as what we have today.

During PCD 2011, you will also take part to an Innovation Workshop on ‘ New services and functionalities: packaging to enhance consumer well-being and life-style ». Is there still room for innovation in that respect?

JG: There has been much discussion recently about the paradox between packaging innovation designed to drive consumer convenience versus packaging innovation designed to deliver truly sustainable products to the market. I think it is imperative for us to do both. Its an opportunity to develop packaging innovation in a sustainable way. It's very important for us to be all aligned with this agenda.