

# Unilever

**Headquarter:** United Kingdom and Netherlands.

**Number of employees:** 161 000 employees in 70 countries.

**Revenue:** approx. \$59 billion (2018)

**Products:** beauty, personal care, foods, refreshments, and cleaning products.



## Potential Technical Assistance offer for national SBN Members

### Fortification

Vitamin A & D, iodine, iron, and zinc

### Product Reformulation

Sugar reduction  
Salt reduction  
Fat reduction

### Food Safety

Safety and environmental assurance

### Nutrition Labelling

Voluntary labelling  
Front-of-pack logo

### Affordability

Holistic cost-managing platform  
Selling through discount channels

### Financial Inclusion

Venture capitals

### Marketing

Demand creation

# Areas of technical expertise for potential technical assistance transfer

## Fortification

**Vit A** - fortification of flavored Maizena corn starch in Latin America and seasonings in Vietnam.

**Iodine** - aim to use only iodised salt in savoury portfolio globally.

**Iron** - staple food fortification, and behaviour change programmes to encourage cooking with iron/micronutrient rich foods.

**Zinc** - fortification flavored of Maizena products in Latin America.

## Product Reformulation

**Sugar reduction** - Unilever is reducing sugar across portfolios, focused on sweetened tea-based beverages (i.e. ready to drink).

**Salt reduction** - Unilever uses natural alternatives to sodium, like potassium salt (potassium chloride).

**Fat reduction** - Unilever has removed trans fats from partially hydrogenated vegetable oils.

## Nutrition Labelling

**Nutrition information** - Unilever works to provide nutrition information on all packaged products back-of-pack (energy, protein, carbohydrate, sugars, fat saturates, fibre and sodium) and also a front-of-pack icon showing energy content.

**Front-of-pack** - Unilever has developed a front-of-pack nutrition labelling strategy towards WHO's ambitions and is an expert in solutions that encourage consumers to make healthier choices.

## Marketing

**Demand creation** - Unilever has years of experience in developing through consumer-facing, behaviour change campaigns across a range of different areas (dietary diversity, uptake of iron etc.) and target groups (adolescents, school children, new-mums, supply-chain workers) to create demand for safe nutritious food.

## Food Safety

**Safety and Environmental Assurance** - Unilever's Safety and Environmental Assurance Centre is led by safety and environmental sustainability scientists. They use industry-leading approaches, combining safety risk and environmental impact assessments.

## Affordability

**Holistic cost-managing platform** - Unilever avoids passing extra costs onto consumers by minimising or completely offsetting changes, such as ongoing currency fluctuations or material inflation.

**Selling through discount channels** - To promote affordable, nutritious products, Unilever offer discounts, price promotions and coupons, and engage with shoppers through promoters and dietitians.

## Financial Inclusion

**Venture capitals** - Unilever Ventures is the venture capital and private equity arm of Unilever that invests in young, promising companies, accelerating growth by providing access to Unilever's global ecosystem, assets and expertise. Unilever Ventures works closely with the Unilever Foundry to provide technology innovators with access to paid pilot projects, mentorship and growth financing.