



# RECKITT PLANETARY HEALTH IS HUMAN HEALTH REPORT:

2022 Edition



# THE PLANET'S HEALTH IS OUR HEALTH

The health of our planet and the health of every person on it are inextricably linked. Climate change threatens immense damage both to the planet, and to the health of everyone on it, further stretching the health systems on which we rely.

This was the message of our report, [The Planet's Health is Everybody's Health](#), released last year, to draw attention to the health impacts of climate change during negotiations at COP26.

Since the release of our 2021 report, we have seen the connection between public and planetary health move to the centre of the climate change debate, with the development of a strong consensus on the scale and urgency of this issue. Recognition of this topic has been driven forward by landmark studies, such as the IPCC Working Group II's contribution to the Sixth Assessment Report<sup>1</sup>, the Lancet's Countdown on health and climate change<sup>2</sup>, as well as the tireless work of organisations like the WHO.

Despite this progress, 2022 has also seen the climate and health agenda further battered by world crises, from the war in Ukraine and resulting energy crisis and food shortages, to supply continuity challenges, looming recession and devastating wildfires, heatwaves and floods.

**TODAY, NEARLY 13 MILLION DEATHS PER YEAR ARE LINKED TO ENVIRONMENTAL FACTORS SUCH AS AIR POLLUTION, INFECTIOUS DISEASES AND EXTREME WEATHER EVENTS, AND SUCH IMPACTS WILL ONLY INCREASE AS CLIMATE CHANGE PROGRESSES<sup>3</sup>.**

In the face of these external pressures, Reckitt is examining what role we can play in reducing the impact of climate change on health. We are only a small part of the wider health and climate ecosystems but as a global consumer hygiene, health and nutrition company, our brands reach millions of people every day. We can and will continue to play our part in creating better health, hygiene and nutrition for people and communities. This helps us all to be more prepared and resilient to meet the challenges climate change creates for our health.

Last year, we commissioned a research review from London School of Hygiene and Tropical Medicine and EcoHealth Alliance to highlight the health impacts caused by climate change. To convert last year's insights into action, our new quantitative research in the UK, USA, UAE and India explores what the relationship between climate and health means to people across the world, what actions they are taking themselves as a result and what actions they want to see from businesses and government.

We have also laid out our vision for how Reckitt can act across our own value chain, and how we can work with international organisations, governments and other businesses, to help our health systems and everybody they serve mitigate and adapt to the impacts of climate change.

The inextricable link between planetary and human health drives Reckitt's purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. To deliver on this purpose, we are **Mitigating; Adapting** and **Anticipating**:

## MITIGATING OUR IMPACT ON THE NATURAL WORLD

Through our **science-based 2030 ambitions**, we are working to mitigate the impact of our own business and supply chain, as well as helping our customers mitigate their own impact on the natural world. Through our purpose led brands, we are **innovating our products** to make their lifecycle more sustainable, and engaging with millions of people each day, helping them to take **small actions that add up**.

## ADAPTING TO THE IMPACTS OF CLIMATE CHANGE

**Populations worldwide** are already feeling the health impacts of climate change, so we must double down on adaptation. We are helping people adapt through innovating our products and **helping consumers change their lifestyles** to address the health threats posed by climate change. Our **purpose-led brands** support disease prevention, while our **partnerships and programmes** are improving access to water, sanitation and hygiene for the communities we serve. Through the **Climate and Health Coalition**, we are helping provide guidance for businesses on how to simultaneously drive progress on climate and health.

## ANTICIPATING FUTURE HEALTH THREATS

We are **conducting and funding cutting edge research** to anticipate future health threats, driving health innovations, and **convening a coalition of climate and health experts to accelerate change**. We are easing the burdens on health systems by **addressing four of the world's largest health problems<sup>4</sup>**, empowering people to engage in self-care, and encouraging positive consumer behaviour change.

We recognise that our climate and health journey is still ongoing, but our purpose drives us to be a partner for positive change in supporting health systems that are resilient in the face of climate change.



David Croft,  
Global Head of Sustainability

<sup>1</sup>IPCC (2022). *Climate Change 2022: Impacts, Adaptation, and Vulnerability*. Contribution of Working Group II to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [H.-O. Pörtner, D.C. Roberts, M. Tignor, E.S. Poloczanska, K. Mintenbeck, A. Alegría, M. Craig, S. Langsdorf, S. Lösschke, V. Möller, A. Okem, B. Rama (eds.)]. Retrieved from: <https://www.ipcc.ch/report/ar6/wg2/>

<sup>2</sup>The Lancet (2022). *The 2022 report of the Lancet Countdown on health and climate change: health at the mercy of fossil fuels*. [M. Romanella, C. Di Napoli, P. Drummond, C. Green, H. Kennard, P. Lampard et al.] Retrieved from: [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(22\)01540-9/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(22)01540-9/fulltext)

<sup>3</sup>LSHTM (2021). *The Impact of Climate Change on Health: Reducing Risks and Increasing Resilience in the Era of Covid-19* [C. Machalaba and T. Bouley, K. Rose Nunziata, A. Anyamba, O. Dar, A. Hurtado Epstein, W. Karesh, K. Martin, L. Smeeth, F. Vial, C. Wannous, and D. Croft, P. Edwards, and P. O'Hayer]. Retrieved from: [https://www.reckitt.com/media/9552/the-impact-of-climate-change-on-health\\_final.pdf](https://www.reckitt.com/media/9552/the-impact-of-climate-change-on-health_final.pdf)  
<sup>4</sup>Reckitt (2021). *Addressing Four of the World's Largest Problems*. Retrieved from: <https://www.reckitt.com/media/10024/worlds-largest-problems.pdf>

# CONTENTS

## 04 WHAT IS THE SCALE OF THE CHALLENGE?

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What is the scale of the impact that climate change has on human health, and how has this challenge evolved since the publication of Reckitt's 2021 'The Planet's Health is Everyone's Health' report?

## 07 WHAT IS THE PUBLIC PERCEPTION?

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Results from Reckitt's multi-market polling on the relationship between climate change and human health, and implications for potential solutions

## 14 BUILDING CLIMATE RESILIENT HEALTH SYSTEMS

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How do we build climate resilient health systems, and what is Reckitt's contribution to these solutions?

## 25 WHAT IS RECKITT'S VISION FOR THE FUTURE?

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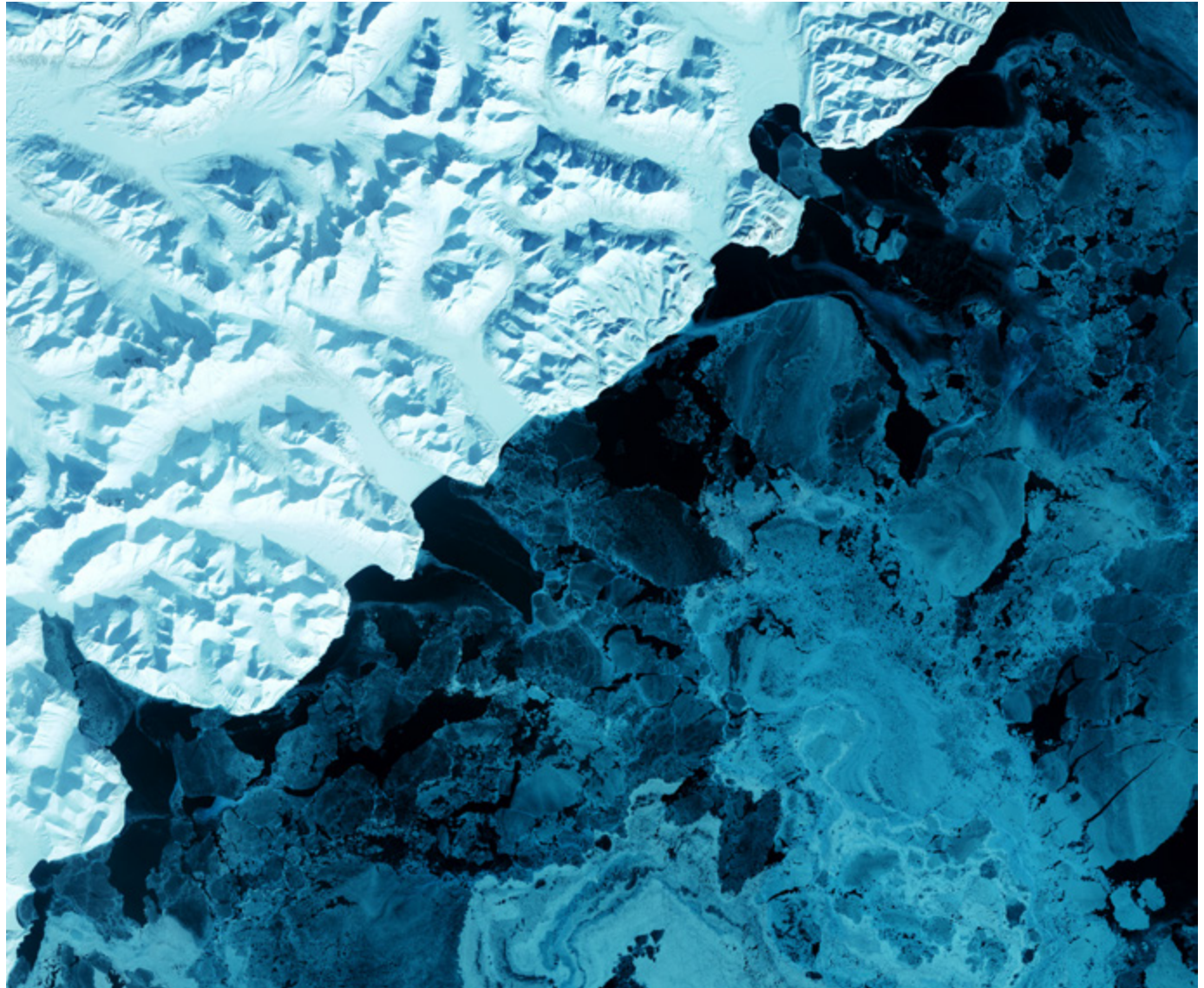
How does Reckitt aim to work with international organisations, governments and businesses to create a cleaner, healthier world?



# WHAT IS THE SCALE OF THE CHALLENGE?

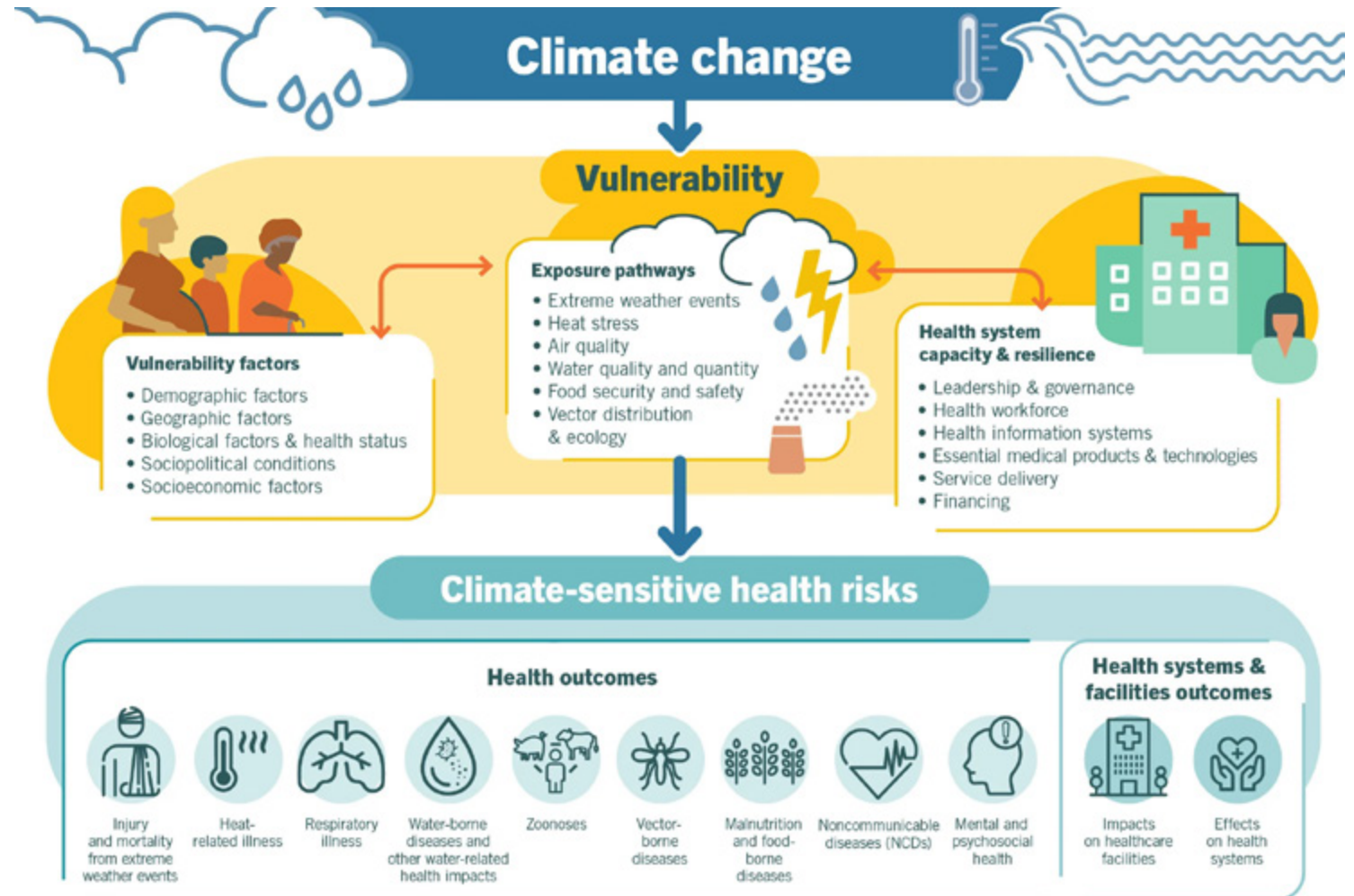
The severity of the impact that climate change is already having on human health is daunting, and this impact will only deepen as the climate crisis progresses. Climate change is impacting, directly or indirectly, every facet of our lives, and can impact human health in myriad ways. Last year, London School of Hygiene and Tropical Medicine and EcoHealth Alliance's research review, commissioned by Reckitt, highlighted the three key areas in which climate change threatens human health.

1. Firstly, climate change induced air pollution, extreme weather and temperature anomalies can elevate health risks in a plethora of ways, from infectious disease to malnutrition, cardiovascular and respiratory health as well as mental health (See figure one).
2. The health burden resulting from these impacts, as well as climate change induced forced migration, conflict and flooding, will exceed the level of demand that health systems are currently prepared for.
3. Finally, we must consider the opportunity cost of not protecting the ecosystems that support the food security and economic stability on which our wellbeing depends.



## What is the scale of the challenge?

**Figure one:** Impacts of Climate Change on Human Health, World Health Organisation, Climate Change and Health



<sup>5</sup>World Health Organization (2022). *Climate Change and Health*. Retrieved from: <https://www.who.int/news-room/fact-sheets/detail/climate-change-and-health?msclkid=8018c226d13b11ec9710a78508b88375>

## What is the scale of the challenge?

### Two statistics from last year's report encapsulate the scale of the challenge:

- Today, nearly 13 million deaths per year are already linked to environmental factors such as air pollution, infectious diseases, extreme weather events, forced displacement, food insecurity and pressures on mental health<sup>6</sup>.
- Within that, heat is a major issue. By 2100, over 40% of the world's population will be exposed to extreme heat episodes<sup>7</sup>. The yearly burden of temperature-related mortality alone is projected to reach 4.6 million per year – on a par with the current impact of obesity and diet related illness.

### ECONOMIC IMPACTS OF CLIMATE-HEALTH THREATS

The London School of Hygiene and Tropical Medicine and EcoHealth report also highlighted the economic cost of climate change. The impacts of climate change threaten to pull over 100 million people back into extreme poverty by 2030<sup>8</sup>, reversing hard-earned development gains. Many of these cases can be linked to negative health outcomes. Those already least able to manage the burden have limited access to self-protection measures and safety nets necessary to cope with new or increased health or economic challenges. One major concern is the predicted increase in forced migration and displacement and the associated health consequences for vulnerable populations.

The global additional costs associated with climate change-related cases of just three sets of diseases — malaria, diarrheal diseases, and malnutrition — are estimated to be US\$4–12 billion in 2030 under the business-as-usual scenario<sup>9</sup>. It is crucial to keep in mind that the cost of disease is in addition to the expected damages in health-determining sectors such as agriculture, water, and sanitation, underlining the serious economic toll to be expected.

### CURRENT STATE

Since the publication of our report last year, the events of this year have both highlighted the danger that climate change already poses to human health and undermined the world's ability to allocate time and resources towards combatting this pressing challenge.

As the world recovers from Covid-19, we have seen intense disruption to the global economy, from supply chain shocks as economies emerge from lockdown to the energy crisis in Europe and food insecurity in Africa resulting from the war in Ukraine. These crises are having a profound impact on both the climate and health agendas; with nine out of ten countries suffering a decline on the Human Development Index in 2020 or 2021 as life expectancy, economic prosperity and a host of other indicators regress.<sup>10</sup> These pressures are, understandably, having a knock-on effect on both human and planetary health. Over the past year, the funding shortfall to meet the UN's Sustainable Development Goals to 2030 has risen by 35%, to \$135 trillion.<sup>11</sup> At the same time, we have seen emissions increase to record levels,<sup>12</sup> erasing the emissions savings made over the pandemic.<sup>13</sup> New research underlines the growing scale of the issue, with vulnerable populations (those aged over 65 or under one), exposed to 3.7 billion more heatwave days in 2021 than the annual average from 1986–2005. Similarly, the number of months suitable for malaria transmission has increased by 31.3% in the highland areas of the Americas, from 1951–60 to 2012–21.<sup>14</sup>

However, the daunting scale of the challenge does not undermine the necessity of action. Climate change is not a distant challenge, whose impacts will only be felt in the future. We only need to look to the floods in Pakistan in Summer 2022, the scale of which were exacerbated by climate change, to see that the devastating impacts of climate change are already impacting human health and prosperity.<sup>15</sup> While the floods directly killed and displaced thousands of people, the threat of stagnant waters have led to a spread of deadly diseases like malaria, dengue fever, and acute diarrhoea.<sup>16</sup>

The impacts of climate change differ across the globe, with the

scale and nature of health effects varying from country to country. Where some countries may face increasing severity and incidence of drought and wildfires, others will face a higher prevalence of pests and increased exposure to flooding. As we look to build resilient health systems on a global scale, it will be crucial to start from a strong understanding of both the specific impacts that each country faces, as well as their capacity to meet these challenges. What is clear though is that the impacts are greatest for the most vulnerable.

While the overall picture is concerning, we should also recognise the areas where we are making progress. Malaria vaccines are being fast-tracked on the back of lessons from Covid-19, which could be a huge milestone for humanity.<sup>17</sup> This will take time, and in the meantime, we need to fast-track our progress in both mitigating and adapting to climate change, protecting people against insect borne disease in other ways too. As **Dr Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization, said:**

**“The risks posed by climate change could dwarf those of any single disease. The Covid-19 pandemic will end, but there is no vaccine for the climate crisis.”**



<sup>6</sup>Prüss-Ustün et al. 2016, <sup>7</sup>Ebi et al. 2021, <sup>8</sup>Hallegette SB, Mock; Bonzanigo, Laura; Fay, Marianne; Kane, Tamaro; Narioch, Ulf; Rozenberg, Julie; Treguer, David; Vogt-Schilb, Adrien. Shock Waves : Managing the Impacts of Climate Change on Poverty. Washington, D.C.: World Bank, 2016

<sup>9</sup>Ebi KL. Adaptation costs for climate change-related cases of diarrhoeal disease, malnutrition, and malaria in 2030. Global Health 2008<sup>®</sup>United Nations Development Programme (2022). Human Development Report 2021/22. Retrieved from: [https://hdr.undp.org/system/files/documents/global-report-document/hdr2021-22pdf\\_1.pdf](https://hdr.undp.org/system/files/documents/global-report-document/hdr2021-22pdf_1.pdf)

<sup>10</sup>Force for Good (2022). Capital as a Force for Good. Capitalism for a Secure and Sustainable Future. Retrieved: [https://www.forcegood.org/frontend/img/2022-report/pdf/2022\\_full\\_report.pdf](https://www.forcegood.org/frontend/img/2022-report/pdf/2022_full_report.pdf)

<sup>11</sup>International Monetary Fund (2022). Climate Change Dashboard. Retrieved from: <https://climatedata.imf.org/>

<sup>12</sup>International Energy Agency (2022). Global Energy Review: CO2 Emissions in 2021.

Retrieved from: <https://www.iea.org/reports/global-energy-review-co2-emissions-in-2021-2>

<sup>13</sup>The Lancet (2022). The 2022 report of the Lancet Countdown on health and climate change: health at the mercy of fossil fuels. [M. Romanello, C. Di Napoli, P. Drummond, C. Green, H. Kennard, P. Lampard et al. Retrieved from: [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(22\)01540-9/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(22)01540-9/fulltext)

<sup>14</sup>World Weather Attribution (2022). Climate Change Likely Increased Extreme Monsoon Rainfall, Flooding Highly Vulnerable Communities in Pakistan. Retrieved from: <https://www.worldweatherattribution.org/wp-content/uploads/Scientific-report-Pakistan-floods.pdf> <sup>15</sup>Reuters (2022). Pakistan Flood-Borne Diseases Could Get 'Out of Control' as Deaths Rise. Retrieved from: <https://www.reuters.com/world/asia-pacific/pakistan-flood-borne-diseases-kill-9-people-2022-09-20/> <sup>16</sup>Financial Times (2022). Adrian Hill: 'This is the breakthrough tool — vaccines against malaria' Retrieved from: <https://www.ft.com/content/ff5e9c24-4a63-44cb-b526-00e607a07abe>

# WHAT IS THE PUBLIC'S PERCEPTION?

## OVERVIEW

We commissioned quantitative public opinion research in some of our key markets: the UK, USA, UAE and India, to explore how people understand the relationship between climate and health, and what actions they were taking themselves as a result.

Our research found that the public, as a whole, are aware of the link between planetary health and human health, and want to see action taken by businesses and governments to build climate resilient health systems. Even in the context of global economic turmoil, people want to see their governments prioritise action on climate change and healthcare.

People are already trying to adopt behaviours that protect their health, but there is a large gap between those who adopt such behaviours regularly and those who do so occasionally. There is still work to be done in helping people to make the healthier choice their default choice.

*There is widespread acknowledgement from the public that climate change and people's health are connected, but less acceptance that climate change is already impacting their country.*

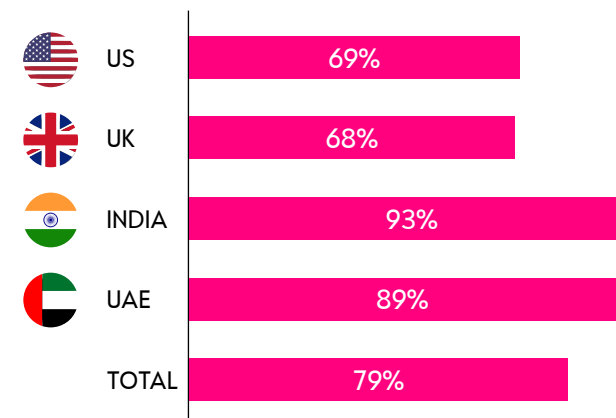
**Across our research markets, 79% of the public agree with the statement that climate change and people's health are connected, but only 62% believe that climate change is already affecting negatively affecting the health of people in their country.**

Acceptance of the links between climate change and human health are higher in India (93%) and the UAE (89%) than they are in the US (69%) and the UK (68%) – likely due to differences in climate that position India and the UAE closer to the frontlines of the impacts of climate change. Only 53% of respondents in the UK believed that the health of people in their country was already affected by climate change, compared to 72% of respondents in India.

Age appears to be a key factor in determining people's attitude to climate change and health, with 74% of respondents under 35 believing that climate change and their health are connected, compared to only 60% of those over 54. Interestingly, we found few disparities in the attitudes of men and women towards the relationship between climate change and health, with the only notable difference being that men were more likely to agree with the statement that climate change and their personal health are connected, with 73% of men agreeing with this statement, compared to only 66% of women.

## To what extent do you agree or disagree with the following statements NET Agree

Climate change and people's health are connected



Base (all respondents): Total – 4171, US – 1121, UK – 1050, India (weighted) – 1000, UAE (weighted) – 1000  
Source: Reckitt COP27 Planetary & Public Health: Global Report (October 2022), Toluna Harris Interactive

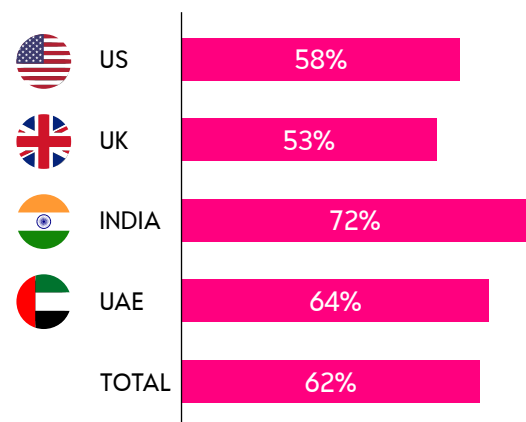


## What is the public's perception?

Given the impacts of climate change that we are already seeing, from heatwaves in the UK<sup>19</sup>, to more erratic monsoon seasons in India<sup>19</sup>, it is perhaps surprising to see that a high proportion of the public, nearly 50% in the UK, do not think that climate change is already having an impact on people's health in their country.

### To what extent do you agree or disagree with the following statements NET Agree

The health of people in my country is already negatively affected by climate change



Base (all respondents): Total – 4171, US – 1121, UK – 1050, India (weighted) – 1000, UAE (weighted) – 1000

Source: Reckitt COP27 Planetary & Public Health: Global Report (October 2022), Toluna Harris Interactive. \*Percentage respondents ranking issues in Top 3 concerns

**When asked what issues are the top threats to their country's healthcare system, the impacts of climate change were most often identified as the one of the top three issues, with 39% of respondents placing it in their top three issues.** This was followed by poor diet and exercise (32%), and population growth (31%). The only market in which this wasn't the case was the UK, in which the impacts of climate change was only ranked in the top three concerns by 21% of respondents.

When looking at the how climate change affects people's health, people were most likely to select 'accident / injury from natural disasters' as the biggest factor from climate change impacting human health, with

35% of respondents selecting this in their top three responses. This was followed by the impact of respiratory diseases (32%) and issues relating to high temperatures, such as heatstroke (32%).

This indicates a knowledge gap between people's perception of climate change impacts and the actual impacts it has on human health, where secondary impacts of climate change, such as famines and droughts, will impact more people than the direct impact of extreme weather events. People's belief of the most impactful effect of climate change, be it water-borne disease or drought, varied strongly by country, with each market selecting the health challenges most pertinent to it.

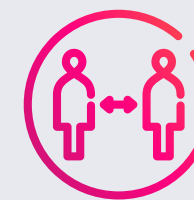
When asked what issues are the top threats to their country's healthcare system, the **impacts of climate change** were most often identified as the one of the top three issues, with **39% of respondents** placing it in their top three concerns. This was followed by **poor diet and exercise (32%)**, and **population growth (31%)**.



39%  
impacts of  
climate change



32%  
poor diet  
and exercise



31%  
population  
growth

<sup>19</sup>Zachariah M. et al. (2022). *Without human-caused climate change temperatures of 40°C in the UK would have been extremely unlikely*. Retrieved from: <https://www.worldweatherattribution.org/wp-content/uploads/UK-heat-scientific-report.pdf>

<sup>20</sup>IPCC (2021). *Climate Change 2021: The Physical Science Basis. Contribution of Working Group I to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [Masson-Delmotte, V., P. Zhai, A. Pirani, S.L. Connors, C. Péan, S. Berger, N. Caud, Y. Chen, L. Goldfarb, M.I. Gomis, M. Huang, K. Leitzell, E. Lonnoy, J.B.R. Matthews, T.K. Maycock, T. Waterfield, O. Yelekci, R. Yu, and B. Zhou (eds.)]. Retrieved from: <https://www.ipcc.ch/report/sixth-assessment-report-working-group-i/>



## What is the public's perception?

**People see the whole of society as responsible for tackling climate change and its impact on human health, but want governments to take the lead in these efforts.**

27% of respondents chose governments as the most responsible actor for tackling climate change, followed by 26% who thought that society as a whole was most responsible. Belief that governments had overall responsibility for tackling climate change was highest in the UK (36%), and lowest in India (18%). While businesses were only selected as the bodies most responsible for tackling climate change by 6% of respondents, they were selected as one of the top three actors most responsible for tackling climate change by 42% of respondents. It is clear therefore that while people see government as a driving force in the fight against climate change, they recognise the need for other parts of society, including individuals and businesses, to contribute to these efforts.



**People are supportive of government action on climate change and health across the board, and see action on climate change and healthcare as a top priority for their governments, both now and in the future.**

There is strong support for potential government initiatives across the board, with all potential policies tested receiving support from at least 82% of respondents. Policies that focus on improving access to the different building blocks of good healthcare received particularly strong support, for example improved access to healthcare (92%), improved access to clean water (90%) and improved sanitation (90%). Interestingly, the policy with the least support was introducing targets for healthcare systems to reduce their carbon emissions, with 82% support. This may be due to a lack of awareness that healthcare systems have a high carbon footprint themselves.



Which of the issues below should be your government's priority now?



**53%**  
Cost of living  
/ economic  
recovery



**51%**  
Healthcare



**38%**  
climate change

Base (all respondents): Total – 4171, US – 1121, UK – 1050, India (weighted) – 1000, UAE (weighted) – 1000  
Source: Reckitt COP27 Planetary & Public Health: Global Report (October 2022), Toluna Harris Interactive

**■ = Top 3 concerns**

## What is the public's perception?

People don't just support action on climate and health, they see it as a priority. In spite of the global shocks occurring over 2022, healthcare and climate change rank as people's second and third most pressing current priorities for government, behind only cost of living / economic recovery. This is also true over the next five years, where economic recovery ranks first, followed by climate and then healthcare in people's priorities for government. **There is therefore a clear mandate for governments to deliver on climate and health, that will likely only grow as climate change, and its resultant health impacts, becomes more severe.**



**Consumers believe that cost of living, healthcare and climate change should be top priorities for governments right now. Unemployment and jobs is more important in India & the UAE, whilst the energy crisis is seen as a top priority in the UK.**

Which of the issues below should be your government's priority now?

Cost-of-living crisis / economic recovery	US 62%	UK 76%	INDIA 25%	UAE 48%	TOTAL 53%
Healthcare	US 40%	UK 47%	INDIA 37%	UAE 42%	TOTAL 51%
Climate change	US 33%	UK 28%	INDIA 44%	UAE 47%	TOTAL 38%
Unemployment and jobs	US 26%	UK 9%	INDIA 48%	UAE 42%	TOTAL 31%
Energy crisis	US 15%	UK 63%	INDIA 11%	UAE 15%	TOTAL 26%

Base (all respondents): Total – 4171, US – 1121, UK – 1050, India (weighted) – 1000, UAE (weighted) – 1000

Source: Reckitt COP27 Planetary & Public Health: Global Report (October 2022), Toluna Harris Interactive

  = Top 3 concerns

***People are already taking action to adopt positive behaviours to protect themselves from the health impacts of climate change, but more needs to be done to turn occasional positive behaviours into habitual efforts.***

People are already taking action to adopt positive behaviours to protect themselves from the health impacts of climate change. Encouragingly, over 90% of people regularly or occasionally wash their hands, clean surfaces before preparing food and use disinfectant cleaning products in their homes. Other behaviours that are less commonly adopted, such as use of laundry sanitiser (68%), face masks (72%) and supplements (72%), are still used at least occasionally by over two-thirds of the population.

On the surface, this is an encouraging picture. However, there are important differences between those activities that are taken regularly and those that are taken occasionally. For example, in the UK, 86% of people at least occasionally try to follow a healthy diet, but this drops to only 45% of people doing so regularly. This is also

true of people using self-care for mild illnesses in the UK, in which only 47% of people do this regularly, compared to 83% who do it at least occasionally. This is equally true of India, where 90% of people take measures to control pests at least occasionally, but only 57% of people do so regularly. **There is therefore still work to be done in arming people with the knowledge to adopt less widespread health practices, and encouraging people to carry out these positive behaviours more often.**

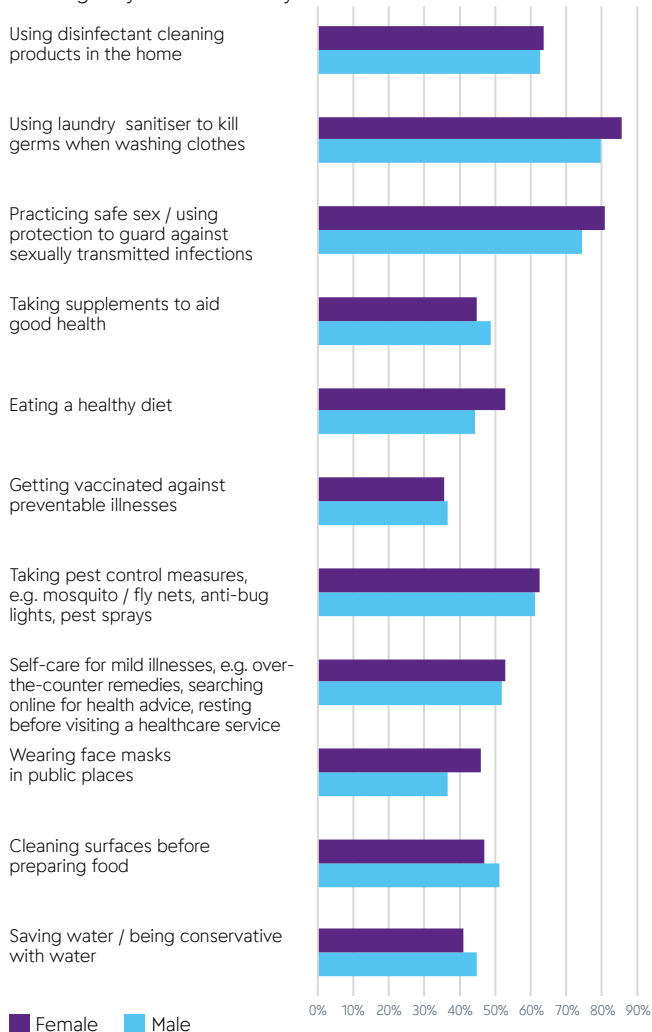
There is also a significant difference in behaviours adopted by consumers in each country. While some actions are carried out across the board, such as handwashing, cleaning surfaces and saving water, we see that reactions to regional challenges have a big impact on people's behaviours. For example, 90% of respondents used pest control at least occasionally in India, compared to only 37% in the UK.

## What is the public's perception?

Looking further into the data, we can also find interesting discrepancies into the uptake of positive behaviours between different parts of society. To take an example, while men and women are roughly as likely as each other to regularly engage in positive health habits, we see significant differences emerge in certain behaviours. To take an example, women are more likely to regularly use supplements to aid their health, with 46% of women doing so regularly, compared to only 37% of men. Similarly, women are more likely to engage in self-care to treat mild illnesses, 53% of women do this regularly, compared to 44% of men. Better understanding how these behaviours differ by gender will be an important step in ensuring the equitable uptake of positive health behaviours.

### How often do you currently do each of the following to look after your own health?

NET: Regularly and occasionally



Respondents' age also affected their attitudes towards personal health behaviours. While respondents of all age groups were roughly as likely as each other to take positive steps to protect their health overall, we found that those under the age of 35 were more likely to predict that positive behaviours would become more important to them in the future, compared to those over the age of 35. To take an example, in the US, 59% of respondents under 35 believed that using self-care to help treat mild illnesses would become more important to them in the future, compared to only 53% of those over 35. This difference in attitudes merits further study, particularly in the context of the growing elderly population in countries like the US.

**However, the key disparity that our research found was that those who believe that climate change and their personal health were connected were far more likely to engage in positive behaviours than those who did not believe that climate change is connected to their personal health.** To take an example, 80% of people who believe that climate change was connected their health wore face masks at least occasionally, compared to only 40% of those who did not. These behaviour disparities extend to other types of behaviour, with those who believe that climate change is connected their health much more likely to take supplements to aid their health at least occasionally (76% compared to 58%), and more likely to use laundry sanitisers (74% compared to 54%).



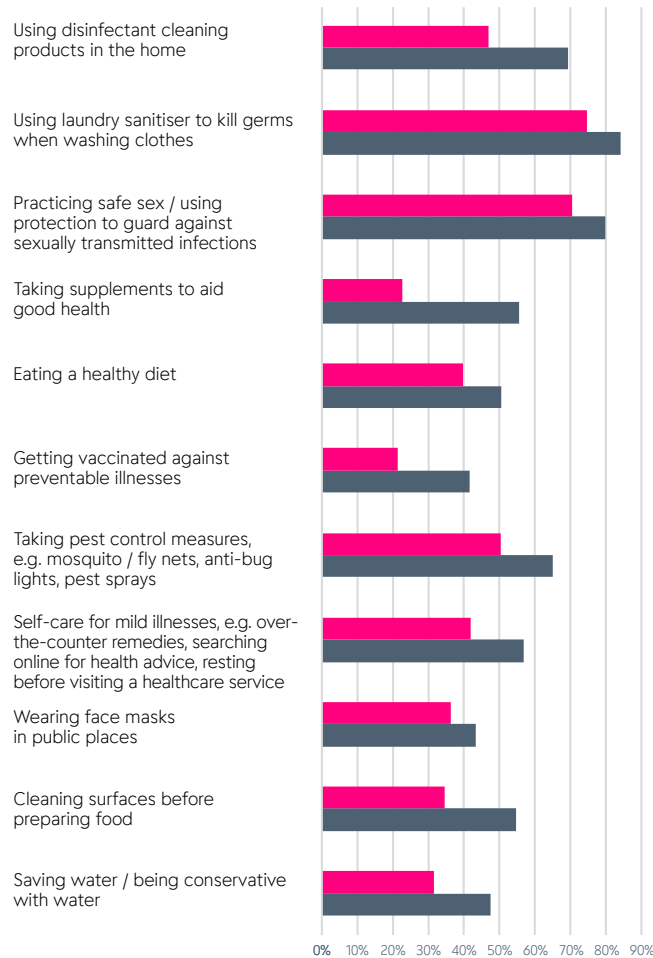
## What is the public's perception?

These disparities suggest that those who are less concerned by the potential impact of climate change are less likely to take positive steps to protect their own health, firmly underlining the importance of educational campaigns to ensure that the public are aware of the connection between climate change and human health, as well as the positive steps that they can take to protect themselves. It is also worth noting that these differences are not simply explained by differing levels of education; our polling found that the behaviour disparities between those who went to university and those who didn't were smaller than the differences in attitudes displayed between those with conflicting views on the connection between climate change and their personal health.



### How often do you currently do each of the following to look after your own health?

NET: Regularly and occasionally



■ Don't recognise link between climate and their health  
■ Recognise link between climate and their health



Finally, we should also think about how to future proof our behaviours, so that areas that will face novel challenges due to the spread of climate change, for example through the spread of vector borne disease to new regions, are supported in adopting healthy behaviours early, to minimise adverse impacts on people's health.

## What is the public's perception?



**People are supportive of businesses taking action, and are willing to listen to businesses giving advice on how they can change their behaviour to protect their health and the climate.**

Our research found strong support across the board for businesses taking action on the climate and health agenda. Business initiatives around improving access to sanitation and hygiene products, as well as providing information to help consumers better protect their own health were particularly well received, enjoying support from over 80% of respondents. In supporting business initiatives such as information campaigns on health issues, it is positive to see that the **public have given businesses a social license to speak on the issues that matter to them, and work with their customers to deliver positive behaviour change for their health and the climate.**

This research supports the findings of the latest Healthy and Sustainable Living Globe Scan report, which found that brands will play a key role in helping consumers close the gap between aspiration and action in leading healthier and more sustainable lives.<sup>20</sup>

The only policy to receive less than 77% overall support was the use of third-party verification to prove a business' environmental credentials (69%). This may show an information gap between such third-party standards and consumers, who may not understand the value that third party verification can bring.

### FURTHER RESEARCH

While this quantitative opinion research has provided useful insights into people's reported behaviours in response to climate change, we would suggest that further research is conducted into how consumer behaviour is changing in response to the health threats presented by climate change. Here, studies that move from recording reported behaviour to observed behaviour would be particularly valuable.

### NOTE ON METHODOLOGY

Reckitt commissioned quantitative opinion research from Toluna. The research comprised four polls with a sample size of c. 1,000 people per country, in the UK, USA, UAE and India. Fieldwork took place from 16 September – 4 October 2022.



Finish #skiptherinse campaign to encourage consumers to save water.

<sup>20</sup>Globe Scan (2022). *Healthy & Sustainable Living: Global Consumer Insights*. Retrieved from: <https://globescan.com/trends/healthy-sustainable-living/>

# BUILDING CLIMATE RESILIENT HEALTH SYSTEMS

Fighting climate change and delivering climate resilient health systems are systemic challenges, demanding systemic solutions. Achieving net zero, improving biodiversity, delivering water and food security and building climate resilient health systems are enormous tasks, requiring action from all of us – from intergovernmental organisations, national governments, businesses and people.

To achieve our goal of building climate resilient health systems, we, as a global community, need to progress our efforts in three key pillars:

- **Mitigating** our impact on the natural world
- **Adapting** to the impacts of climate change
- **Anticipating** future health threats

Given that Reckitt plays only a small part in meeting these wider issues, we will briefly outline our perspective on these shared challenges, before focusing on what Reckitt's specific role is in contributing to these efforts.

## MITIGATING OUR IMPACT ON THE NATURAL WORLD

As a global community, we will need to reduce the impact we have on the environment. To deliver this, we must limit global warming to 1.5°C, bringing global emissions to net zero by 2050, following the carbon budgets and emissions pathways laid out by the IPCC and other expert bodies.<sup>21</sup> In fact, it is estimated that the value of health gains from climate action would be approximately double the cost of mitigation policies at a global level.<sup>22</sup> This will necessitate dramatic changes in the ways our economy works, with deep emissions cuts in energy, agriculture, infrastructure and industrial systems, as well as the application of negative carbon technologies. However, this issue does not begin and end at greenhouse gases, we must also consider our impact on other parts of the natural world, including biodiversity and water availability to name a few. Global wildlife populations have dropped by 69% since 1970, placing the ecosystems on which we rely at risk.<sup>23</sup> We therefore support the WWF's call for world leaders to agree a global biodiversity framework that will allow us to ensure that we reverse the loss of biodiversity by 2030, moving towards a nature positive global system.<sup>24</sup>

## ADAPTING TO THE IMPACTS OF CLIMATE CHANGE

While the focus of the climate change debate, particularly in Western countries, has been on climate mitigation, there is a parallel need for adequate attention and funding for climate adaptation, so we can protect vulnerable communities from the worst impacts of climate change which are already being felt today. This adaptation funding can go towards valuable projects, including rebuilding ecosystems, building defences from natural disasters, or ensuring access to water, sanitation and hygiene. COP26 saw significant progress made on this front, with a commitment made to double adaptation finance to \$40 billion by 2025.<sup>25</sup> We support this aim and believe that the private sector also has a role to play in funding and delivering climate change adaptation.

## ANTICIPATING FUTURE HEALTH THREATS AND EASING THE BURDEN ON HEALTH SYSTEMS

As the impacts of climate change increase, the resulting cumulative health burden, as well as climate change induced forced migration, conflict and flooding, will inevitably add more strain to already stretched health systems. People will need stronger health systems, be it through hospitals, facilitated self-care, stronger health literacy, or new medical R&D. Similarly, we must conduct horizon scanning on how climate change and other factors will impact health going forward, allowing us to anticipate and mitigate future health impacts. The impact of poor health is more than personal – the economic impact of poor health, exacerbated by climate change will only grow.<sup>26</sup>



<sup>21</sup>Intergovernmental Panel on Climate Change (2018). *Global Warming of 1.5°C*. Retrieved from: <https://www.ipcc.ch/sr15/>

<sup>22</sup>World Wildlife Foundation (2020). *Nature Positive By 2030: For Us and Nature*. Retrieved from: [https://www.fint.awsassets.panda.org/downloads/wwf\\_global\\_biodiversity\\_framework\\_leaflet\\_aug\\_2020.pdf](https://www.fint.awsassets.panda.org/downloads/wwf_global_biodiversity_framework_leaflet_aug_2020.pdf)

<sup>23</sup>Intergovernmental Panel on Climate Change (2018). *Global Warming of 1.5°C*. Retrieved from: <https://www.ipcc.ch/sr15/>

<sup>24</sup>World Health Organisation (2018). *COP24 Special Report: Health and Climate Change*. Retrieved from: <https://www.who.int/publications/i/item/cop24-special-report-health-climate-change>

<sup>25</sup>World Wildlife Foundation (2020). *Nature Positive By 2030: For Us and Nature*. Retrieved from: [https://www.fint.awsassets.panda.org/downloads/wwf\\_global\\_biodiversity\\_framework\\_leaflet\\_aug\\_2020.pdf](https://www.fint.awsassets.panda.org/downloads/wwf_global_biodiversity_framework_leaflet_aug_2020.pdf)

<sup>26</sup>World Wildlife Fund (2022). *Living Planet Report 2022*. Retrieved from: <https://livingplanet.panda.org/en-GB/>

## Building climate resilient health systems

### RECKITT'S ROLE IN SUPPORTING HEALTHY POPULATIONS

As a health, hygiene and nutrition company, we know that we have a vital role to play in helping people protect themselves against the impact of climate change. While we don't have all the answers to this problem, we're continuing to strengthen the role we play in supporting healthier populations in the face of climate change.

- **Mitigating our impact on the natural world** – Through our science-based 2030 ambitions, we are working to mitigate the impact of our own business and supply chain, as well as helping our customers mitigate their own impact on the natural world. Through our purpose led brands, we are innovating our products to make their lifecycle more sustainable, and engaging with millions of people each day, helping them to take small actions that add up.
- **Adapting to the impacts of climate change** – Populations worldwide are already feeling the health impacts of climate change, so we must double down on adaptation. We are helping people adapt through innovating our products and helping consumers change their lifestyles to address the health threats posed by climate change. Our purpose-led brands support disease prevention, while our partnerships and programmes are improving access to water, sanitation and hygiene for the communities we serve. Through the Climate and Health Coalition, we are helping provide guidance for businesses on how to simultaneously drive progress on climate and health.
- **Anticipating future health threats** – We are conducting and funding cutting edge research to anticipate future health threats, driving health innovations, and convening a coalition of climate and health experts to accelerate change. We are easing the burdens on health systems by addressing four of the world's largest health problems<sup>27</sup>, empowering people to engage in self-care, and encouraging positive consumer behaviour change.



<sup>26</sup>United Nations Framework Convention on Climate Change (2022). Retrieved from: <https://unfccc.int/process-and-meetings/the-paris-agreement/the-glasgow-climate-pact/cop26-outcomes-finance-for-climate-adaptation>

<sup>26</sup>Rozenburg, J., Hallegatte, S. (2015). *The Impacts of Climate Change on Poverty in 2030 and the Potential from Rapid, Inclusive, and Climate-Informed Development*. Retrieved from: <https://openknowledge.worldbank.org/handle/10986/23447>

<sup>27</sup>Reckitt (2021). Addressing Four of the World's Largest Problems: <https://www.reckitt.com/media/10024/worlds-largest-problems.pdf>

## Building climate resilient health systems

### MITIGATING OUR IMPACT ON THE NATURAL WORLD

Sustainability is embedded at the heart of our business and is central to what we do. We start by mitigating our own impact on the natural world by not only looking at how to green our supply chain, but also at how we can create more sustainable products, and help our consumers reduce their footprint.

### GREENING OUR BUSINESS AND SUPPLY CHAIN

Our ambition is to achieve net zero across our Reckitt value chain, includes scope 3 and our consumers impacts, by 2040 – mapping our plans through our insight sheets on climate change, water and sustainable product innovation. In 2021 we purchased 100% of our electricity from renewable sources, resulting in 94% of our electricity being renewable. Alongside energy efficiency improvements, this has meant we've also already exceeded our science-based carbon emissions target, with a 66% reduction versus 2015. The challenge now is to maintain and strengthen this performance as we continue to grow in the context of an increasingly turbulent energy market. We are pushing to reduce our impact on the natural world by:

#### GOING SOLAR

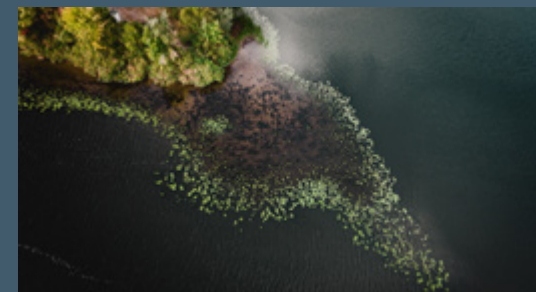
Having reached our 100% target for purchased renewable electricity, we're still pushing hard to reduce the footprint of the 6% of power we generate ourselves. We've installed solar facilities at 13 of our sites, including our Tuas factory in Singapore and the Reckitt Procurement & Barcelona Distribution Centre.



#### AIMING FOR WATER POSITIVITY

We set ourselves a bold target of becoming water positive in water-stressed areas by 2030. To this aim, we're developing water catchment area programmes at key sites, including our first certified water positive site in Hosur, India.

#### PROTECTING OUR ECOSYSTEMS



We rely on healthy ecosystems in order to produce sustainable latex, palm oil and selected fragrances. That is why we have partnered with Nature Based Insetting at Oxford University who are helping us assess and mitigate our environment impact across our key supply chains, set meaningful targets and build a roadmap to deliver them. It is how we are building resilience in our supply chains.

#### ENSURING SUSTAINABLE LIVELIHOODS

As makers of the world's number one condom brand, Durex, Reckitt is changing the way we work with 1,000 rubber farmers in Thailand, and on plantations in Malaysia and India to create a systems-based approach: enabling better livelihoods and community development via our Fair Rubber Association partnership and by embedding sustainable farming principles via our Earthworm Foundation partnership.



### MORE SUSTAINABLE PRODUCTS

We are also fearlessly innovating to develop products that are more sustainable, with more natural ingredients and less packaging. Our ambition is that every innovation is more sustainable than its predecessor.

We use an in-house Sustainable Innovation Calculator to evaluate the impact of packaging, ingredients, and use at every stage of development for all our global brands. This supports our ambition for 50% of net revenue to be derived from more sustainable products by 2030 and our science-based target goal of 50% product footprint reduction by 2030, collectively enabling Reckitt's brand portfolio as a whole to become more sustainable and resilient.

### FINISH PILOTS PAPER-BASED PACKAGING

Finish has just launched its first revolutionary paper-based stand-up pouch design, reducing plastic content by 75% and reducing CO2 emissions from production and waste. When fully rolled out, this will help eliminate more than 2,000 tonnes of plastic every year, the equivalent of 50 million 1 litre plastic bottles.



### GAVISCON GOES NATURAL WITH GAVINATURA



The new product uses 100% natural ingredients with glass packaging for recyclability and reducing plastic packaging.

### SAVING WATER AND CARBON WITH COLON DETERGENTS



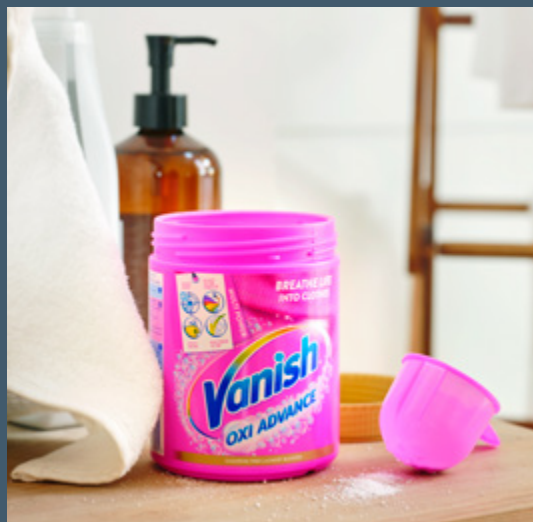
The relaunch of Colon Detergents in Spain is a great example delivering better cleaning performance with 10% less water usage and 11% less plastic usage. The power of new formulas enable consumers to wash their laundry with cold water and save on energy consumption.

### HELPING PEOPLE REDUCE THEIR IMPACT

Each of our brands has a purpose which connects it to a United Nations Sustainable Development Goal (SDG) where it can have most impact through engaging with millions of consumers each day, helping them take small actions that can add up.

### VANISH - HELPING CLOTHES LIVE MANY LIVES

The Vanish brand purpose is 'helping clothes live many lives', centred on SDG12, responsible consumption and production. Vanish products provide better performance at low temperatures than detergents alone, and cold wash cycles can double the useful life of clothing, avoiding premature garment disposal while saving money and energy. Vanish is also encouraging consumer behaviour changes through its partnerships with the British Fashion Council, Amazon and Marie Claire.



### HELPING CONSUMERS REFILL WITH VEJA POWER NATURE.

Veja Power Nature all-purpose cleaner, launched in Brazil, now has a concentrated capsule refill system. It means the original trigger and bottle can be reused up to 25 times and the use of refill saves 85% of plastic. A QR code guides consumers to a virtual reality page showing them how to use the refills and, just as importantly, how to dispose of the materials.

### ADAPTING TO THE IMPACTS OF CLIMATE CHANGE

We are helping people adapt to the impacts of climate change, by supporting disease prevention, improving access to water, sanitation and hygiene, and innovating new products to meet the health challenges raised by climate change.

#### REPELLING GROWING THREATS FROM INSECTS CARRYING DISEASE

Many of the world's deadliest diseases are bug borne, and many of these diseases are likely to spread as climate change allows disease-carrying insects to settle to new regions. Mortein Power All-In-One kills 99.9% of the germs cockroaches carry, while Aeroguard Fabric Insect Repellent provides 6 hours of protection from mosquitos and flies without skin contact or staining fabrics. Crucially, 79% of consumers who used Aeroguard's Fabric Insect Repellent upon launch were new to the product category. This means that Reckitt's products are helping people take new proactive steps to protect their own health. Our efforts to help bring new people in are aided by our consumer insights, which highlighted people's concern over using chemicals to protect their family, which is why new innovations use only natural ingredients. We're also innovating to develop more sophisticated solutions – such as smart devices in the home or new innovations in wearables repellents.

CASE STUDY

### DEVELOPING PRODUCTS THAT MEET CHANGING MARKET NEEDS

As climate change and other factors raise unique challenges for each of our markets, we are working to innovate new products to help people protect themselves from the health impacts of climate change. We are constantly adapting our products to meet specific local needs, allowing us to reach into new markets, and further spread our impact.

#### EXPANDING OUR SELF-CARE BRANDS INTO NEW SPACES AND PLACES

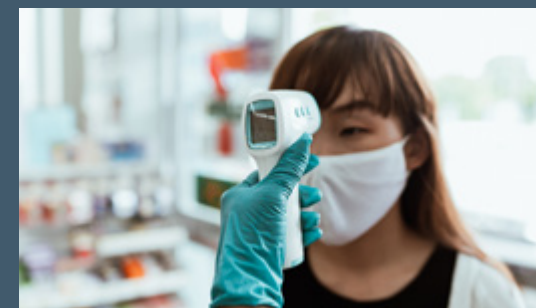
With strong cold and flu seasons since Covid-19, we have been particularly focused upon innovation in our self-care brands so people can care for themselves at home. Examples include the Mucinex NightShift and the InstaSoothe sore throat ranges, Nurofen's breakthrough ibuprofen 12-hour product launched in Australia and a best-in-class ibuprofen plus paracetamol, a combination launched as Nuromol in Brazil. With significant investment since 2019, our OTC innovation pipeline in 2022 will be double that of 2021.

#### INNOVATING TO REACH NEW MARKETS

With its huge population and resources, Nigeria has the potential to be an economic engine for Africa. Where brands and products can serve citizens' health and hygiene needs, and grow fledgling categories such as antiseptic liquid and toilet cleaners, there is significant opportunity for shared value creation. Reckitt's introduction of smaller product sizes, such as Dettol sanitiser sachets, is one way we are enabling new markets to experience effective, quality brands at affordable prices.

#### FIGHTING THE SPREAD OF DISEASE WITH DETTOL AND LYSOL

Better hygiene habits have remained at significantly elevated levels long after Covid-19-era restrictions were eased – 77% of people say they will maintain their new hygiene behaviours. But our research also shows that surfaces cleaned with these products are less attractive to insects and reduces the level of germs that pests carry after they interact with the cleaning products. Our hygiene expertise is why we were selected as the hygiene partner at the COP26 conference in Glasgow, helping to keep more than 30,000 delegates from over 190 countries safe from Covid-19, as well as the hygiene partner for the 2022 Commonwealth Games and Expo 2020 in Dubai.



CASE STUDIES

## Building climate resilient health systems

### BUILDING AWARENESS OF HYGIENE BEHAVIOURS THAT PROTECT HEALTHY LIVES

We use our purpose-led brands, which reach millions of people every day, to help support our consumers in making positive behaviour changes, that help them protect themselves from the health impacts of climate change.



CASE STUDY

### MORTEIN FIGHT TO END MALARIA

Mortein has renewed its Fight to End Malaria campaign in Nigeria, driving awareness and education on Malaria preventive measures. The brand joined forces with the Lagos, Ogun and Abia State Governments and the National Malaria Elimination Program (NMEP) Abuja, to upscale action for the elimination of malaria in Nigeria through community engagement, continued investment and sustained efforts. Mortein, known as SBP in Brazil, has also set itself the challenge to make Brazil free from mosquito-borne disease in Brazil by 2030.

To achieve this, SBP has partnered with the London School of Hygiene & Tropical Medicine and the Red Cross to provide communities with SBP products, as well as the knowledge to prevent and detect mosquito outbreaks. Since 2017, the program has reached 118,000 families through educational materials and product donations, and has reached 28 million people through our wider communications drive.

### HYGIENE EDUCATION PROGRAMMES

Our Dettol Hygiene Quest and Lysol Here For Healthy Schools Hygiene Education Programmes focus on teaching children about self-care and health awareness during their foundation years. The goal is to reduce the burden of illness through increasing knowledge and improving hygiene behaviour, and to engrain healthy hygiene practices from an early age, so children will not only keep themselves safe and healthy but share these lessons at home. After only one year of implementation, the Hygiene Quest has already run a full cycle in five countries, whilst also launching in at least three more. For the pilot phase alone, this means:

- 1,912,453 people have been impacted by the programme.
- Independent analysis quantified the societal value delivered against SDG3 – Good health and wellbeing by the pilot as US\$2,660,000. The impact was primarily felt by students benefitting from lower instances of diarrhoea, respiratory illnesses, or Covid-19. For example, in Nigeria, our pilot found a reduction in diarrhoea rates of 4.7%, where diarrhoea is the second biggest killer of children.
- The Hygiene Quest also created US\$1,163,000 of societal value against SDG16 – Strong institutions. This was achieved by reducing healthcare cost and improving government tax income through increased earning potential of students and parents. For example, in Italy, rates of Covid-19 fell by 14%, meaning less burden on healthcare systems in areas the Hygiene Quest was active.

- The programme also contributed to SDG 4 – Quality education, by increasing the number of days children spent in school. Across the pilot countries, this created US\$ 385,000 of societal value, and meant children attended a total of over 8,000 more days at school.



CASE STUDY

## Building climate resilient health systems

### IMPROVING ACCESS TO BASIC HYGIENE AND NUTRITION FOR HEALTHIER SOCIETIES

As climate change impacts water and food security, on an acute and chronic level, we are working with our partners to help ensure that the communities we help, communities adapt to these changing conditions, through the provision of water, sanitation and hygiene (WASH).



CASE STUDY

### DRIVING ACCESS TO SAFE SANITATION

Our work with Water.org has already helped 1.4 million people gain improved access to water and sanitation. We've helped mobilise \$98.5m in capital for microfinance creating 295k Water Credit loans. In Nigeria, in Partnership with the Lagos State Government, Harpic refurbished and is maintaining 150 public toilets in Lagos. But we know we need to go further, and that's why we're committing to reach 10 million people through our WASH initiatives by 2030.

### INNOVATIVE MODELS FOR DRIVING OUR IMPACT

We create a positive and lasting impact in communities where access to water and health information is scarce. Our Fight for Access programme ensures access to health, hygiene and nutrition with a focus on the mothers, children and communities who need it most. This year our Fight for Access Accelerator is taking an innovative approach to scale up impact, working with local partners to drive access to clean water and sanitation in communities in South Africa, Brazil and Indonesia. Ultimately, we will reach 10 million people by 2030.

- An example is Kusini Water in South Africa. Founded by Murendeni Mafumo, a water scientist with over 12-years of experience in water and sanitation, Kusini Water is a social enterprise that builds water treatment systems from nanotechnology and macadamia nut shells. Their systems bring clean, safe drinking water to people in rural, peri-urban and informal settlements throughout the African continent.



CASE STUDIES

### PARTNERING IN THE FIGHT AGAINST VECTOR-BORNE DISEASES DURING THE DEVASTATING PAKISTAN FLOODS

As flood waters continue to cause devastating harm to over 33 million people in Pakistan, we launched our support efforts by teaming up with Carrefour and Pakistan Red Crescent Society to donate PKR 2 million worth of Mortein Coils to those affected by the flooding. We are also planning further donations of Mortein & Dettol product worth millions in PKR, partnering with several leading NGOs and chains to reach as many flood victims as possible to help stem the spread of waterborne diseases, as well as Dengue fever which is spread by mosquitoes. Similarly, Reckitt, through our Dettol and Harpic brands, worked with the Bangkok Metropolitan Administration by donating hygiene products worth over THB 1 million, to help protect people in Thailand from the impacts of flooding. This builds on a partnership with the Ministry of Public Health in Thailand that Reckitt has had since 2019, which looks to support vulnerable communities in getting access to hygiene.



CASE STUDIES



©Reckitt (2021). Addressing Four of the World's Largest Problems: <https://www.reckitt.com/media/10024/worlds-largest-problems.pdf>

## Building climate resilient health systems

### ANTICIPATING FUTURE HEALTH THREATS

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We are conducting and funding cutting edge research to anticipate future health threats, driving health innovations to create value, and **convening a coalition of climate and health experts to drive change**. We are easing the burdens on health systems by **addressing four of the world's largest health problems<sup>28</sup>**, empowering people to engage in self-care, and encouraging positive consumer behaviour change.

### SUPPORTING AND FUNDING RESEARCH INTO HYGIENE, HEALTH AND CLIMATE CHANGE

We are working to understand the emerging health threats resulting from climate change by funding vital research into hygiene as the foundation of health and climate health impacts:

- Our own R&D Entomology Centre of Excellence in Gurgaon, India, develops breakthrough technology and formulations for more effective consumer pest-control.
- We are partnering with London School of Hygiene & Tropical Medicine to understand the evolving 'pest' threat, 'pest' threat and how we can reduce the resultant risk to health.
- As part of our five-year partnership with London School of Hygiene & Tropical Medicine, we have launched the Reckitt Hygiene Forum, a state-of-the-art base for hygiene research, teaching and collaboration. The Forum's activities include behaviour change research, safe surface science and work to advance our understanding of the mechanical transmission of diseases.
- The Reckitt Global Hygiene Institute (RGHI) is a fully independent, not-for profit global initiative bringing together global experts to demonstrate hygiene's importance as a foundation for health and inform public health decisions. Its first piece of research has found an important correlation between drought and diarrhoea among children under 5.



## Building climate resilient health systems

### ADDRESSING FOUR OF THE WORLD'S LARGEST HEALTH PROBLEMS

To ease the burden on global health systems, we are working to address four of the world's largest health problems. While we form only a small part of the solution, through our brands' global reach, we believe we can make a tangible impact on these issues.

#### 1. How can hygiene be the foundation for health?

- Advancing global health and hygiene is now our fourth most material sustainability issue. We need to grow consumer awareness of the importance of hygiene and its connection to health. The transmission of infection will be an ever-growing concern, as more people move into cities, and travel becomes more commonplace.
- Through Reckitt's premium, category-leading products, we are supporting hygiene both inside and outside of the home, aiming to break the chain of infection on surfaces and from pests.

#### 2. How do we enable consumers to self-care at a time when health systems are under massive pressure?

- Self-care is putting people at the heart of decision-making about what matters most to them, and advancements in technology are offering increasingly sophisticated personalised recommendations. Empowering people to protect their own health, and saving them from a trip to the doctor, will ease the burden on stretch public health services.
- Reckitt's over-the-counter healthcare brands provide people with the tools they need to treat everyday symptoms themselves, without recourse to healthcare professionals. We partner with clinical professionals and share science-backed information with consumers to prevent and treat infection. We are also developing scientific solutions to address specific consumer needs, pooling data and insights from our wide range

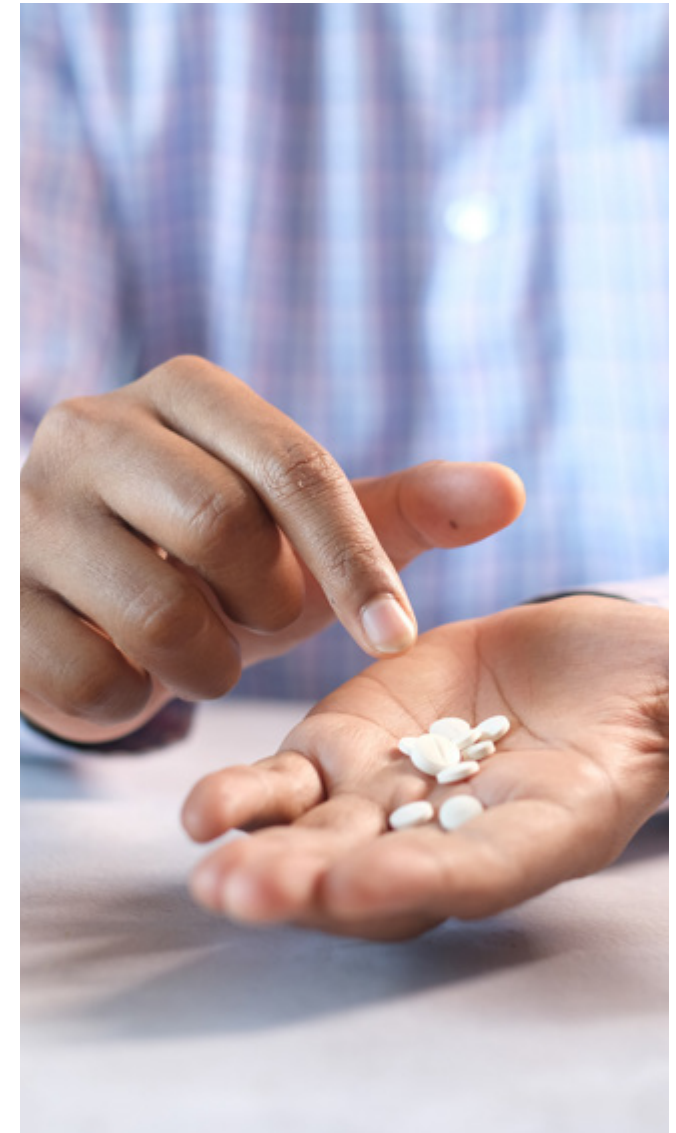
of brands, to take an example we share insights gleaned from our gastro-intestinal work on our VMS brand, Digestive Advantage, with our heartburn and indigestion relief brand, Gaviscon.

#### 3. How do we support intimate wellness and eradicate the menace of sexually transmitted diseases?

- In many areas of the world, awareness and understanding of sexual health and wellbeing is poor, helping contribute to the spread of sexually transmitted diseases.
- As the world's leading producer of condoms, Durex plays a crucial role in reducing the risk of sexually transmitted infection and encouraging safe sexual practices. Our educational initiatives promote responsible attitudes and behaviours with programmes that help young people make informed and confident choices, alongside partners such as the National AIDS Control Organization (India), Solidarite (France), Dance 4Life (Netherlands), and UNFPA (Mexico).

#### 4. How do we provide enhanced nutrition for infants and for the increasing number of seniors in society?

- As the number of both infants and elderly in our society grows, it will be increasingly important to support their wellbeing, with particular regard to their key need states such as immunity, digestion, cognition and mental health.
- With our infant brands such as the Enfa range and Nutramigen, and adult brands such as Provital, Move Free, Airborne and Neuriva, we seek to address the most important needs in nutrition. Our product innovation teams leverage the capabilities within our science platforms of digestive health and allergy and immunity to deliver natural solutions that address the specific nutritional needs of these groups.





# WHAT IS RECKITT'S VISION FOR THE FUTURE?

As a creator of products that protect, heal and nurture, we have a clear role to play in reducing the spread of disease, by bringing better health, hygiene and nutrition to millions worldwide. Through Reckitt's products and our pipeline of innovation. Through our hygiene campaigns and programmes. By improving access to reliable information and to high quality hygiene products, we can help people to protect themselves and stay healthy. By 2030 we want our products to reach half the world, with brands that help people live cleaner, healthier lives. We also aim to engage 2 billion people in partnerships that support the UN SDGs by 2030.

We recognise that we are still on our own sustainability journey, and that our work is only a small part of the wider fight against climate change. If we are to realise our ambition to create a cleaner, healthier world, we will need to work through partnerships to amplify our efforts in mitigation of and adaptation to the health impacts of climate change. We lay out below our visions for collaboration with international organisations, governments and businesses to deliver climate resilient health systems.

<sup>29</sup>Wellcome Trust (2022). *Standardising Health and Climate Metrics to Drive Urgent Action*. Retrieved from: <https://wellcome.org/news/standardising-health-and-climate-metrics-drive-urgent-action>

<sup>30</sup>Wellcome Trust (2022). *Five Things the Latest IPCC Report Tells Us About Climate Change and Health*. Retrieved from: <https://wellcome.org/news/ipcc-report-climate-change-and-health>

## How can Reckitt work with other actors drive to health and climate progress?

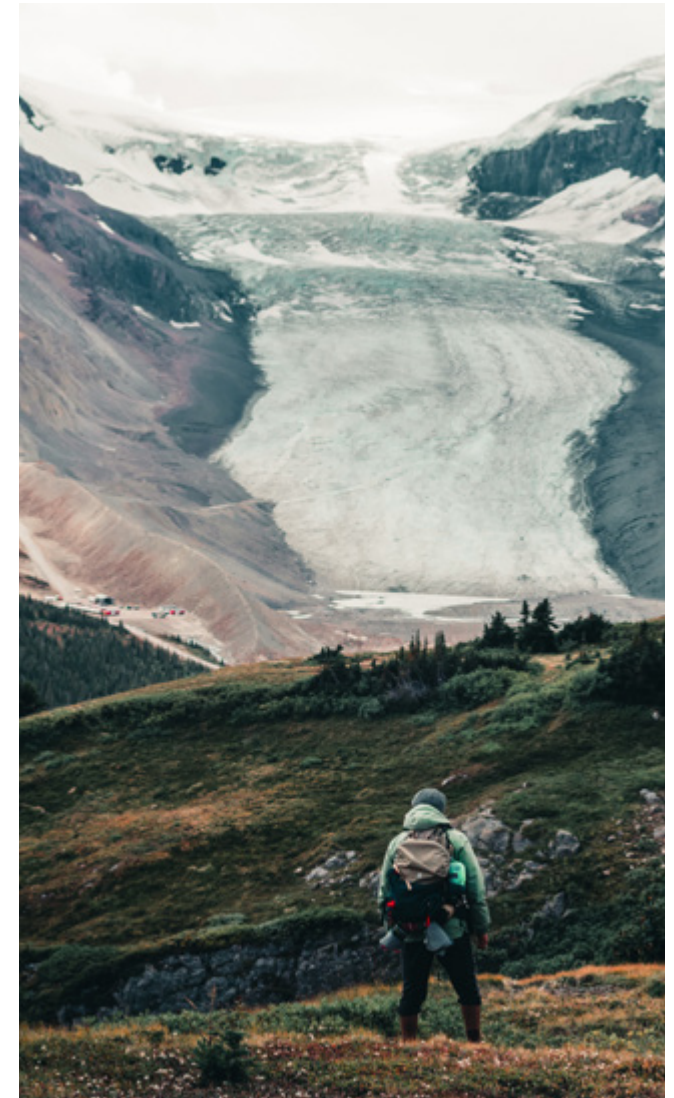
### WITH INTERNATIONAL ORGANISATIONS

- Mainstream health into international climate change and biodiversity agendas, building towards holistic solutions for health at a health day at COP28
- Support the introduction of internationally standardised set of standards for reporting the impacts on climate change and health<sup>23</sup>
- Provide and direct funding towards identifying and tackling urgent research gaps on climate and health, such as:<sup>24</sup>
  - Investigating policy solutions that deliver co-benefits to climate and health e.g. cycling instead of driving
  - Investigating the impacts of climate change on specific health issues, such as vector-borne diseases

### WITH GOVERNMENTS

- Government collaboration with the private sector to enable self-care behaviours to strengthen people's health, hygiene and nutrition and reduce the burden on health services, by:
  - Increasing access to and uptake of individual self-protection and risk reduction measures<sup>31</sup>
  - Considering the balance between improved access and public health considerations of over-the-counter medicines from a regulatory perspective
  - Embracing responsible technological developments in delivering personalised healthcare
- Engaging in self-care programmes to empower chronic patients to manage elements of their own care.<sup>32</sup>
- Map the impacts of climate change and health on a country level, setting national climate and health targets for mitigation and adaptation. This will provide guidance and confidence for the private sector to target investment.
- Conduct public health campaigns to raise awareness on health and climate change, utilising collaboration with private brands to deliver impactful initiatives with scale.<sup>33</sup>

<sup>32</sup>The Economist Intelligence Unit (2019). *Enabling People to Manage their Health and Wellbeing: Policy Approaches to Self-Care*. Retrieved from: [https://www.reckitt.com/infographic-assets/SummaryReport2019/assets/pdf/RB\\_Self\\_Care\\_Report\\_Web.pdf](https://www.reckitt.com/infographic-assets/SummaryReport2019/assets/pdf/RB_Self_Care_Report_Web.pdf)



<sup>33</sup>World Health Organization (2021). *2021 WHO Health and Climate Change Survey Report*. Retrieved from: <https://www.who.int/publications/i/item/9789240038509>

## What is Reckitt's vision for the future?

### WITH BUSINESSES

- Join us in driving solutions at scale through initiatives such as The Health and Climate Coalition.
- Measure and publish your progress towards climate goals, ensuring you are transparent and accountable.
- Adopt a clear hierarchy of approaches in reaching net zero, prioritising decarbonisation, then utilising carbon insetting when this is not possible, and utilising carbon offsetting only as a last resort.

### CONCLUSION

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All the evidence has shown that everyone's health depends on a healthier planet. While our report has rightly focused on the necessity of creating climate resilient health systems, and detailed the potential consequences of failing to adequately prepare for the impacts of climate change, we also want to explore a positive vision for a healthier, cleaner and climate resilient world. If, as a society, we rise to this challenge, we will have healthier populations, reduced health and societal inequalities, and health systems that are climate and nature positive. This will help build happier societies, while protecting the natural world on which we rely. This is the vision that Reckitt wants to work towards.

