

NEWS RELEASE

Reckitt launches Oh Yes! Net Zero initiative with Hull and Humber partners to make Hull a net zero city

- Innovative collaboration between business, local government and the community will catapult UK's net zero ambitions
- Living Lab approach will see 35+ businesses, representing 30,000 employees, take actionable steps to reduce their carbon footprints
- Hull and Humber region is critical to the UK reaching its net zero targets and supports the Government's Levelling Up agenda

Hull, UK, 14 March 2022 – Reckitt, the maker of Dettol, is joining forces with over 35 businesses and community representatives in its birthplace, Hull, on a net zero initiative known as 'Oh Yes! Net Zero', that will lead the UK on its way to becoming carbon neutral. Hull is critical to the UK's net zero ambitions as the Hull and Humber is the most carbon intensive industrial cluster in the UK: without Hull reaching net zero, the UK will not reach net zero¹.

The aim of the net zero initiative is to develop an innovative economic model in Hull to reduce carbon emissions and support a net zero future. By bringing together the private, public and education sectors, this collaboration supports the Government's Levelling Up agenda.

The net zero collaboration is based on a 'Living Lab' approach, where learnings will be shared at individual (household), organisational and community levels, allowing the Hull experience to help other cities both in the UK and across the world achieve the same net zero ambitions.

Examples of commitments from partners so far include:

- Hull University Teaching Hospitals NHS Trust has pledged to reach net zero by 2030. A £4.5m solar panel "Field of Dreams", is expected to generate enough energy to power the whole of Castle Hill Hospital. The Trust is also reducing anaesthetic gas emissions by 50% by 2025. Anaesthetic gases make up 2% of all NHS emissions. Using a single bottle of desflurane, the most common anaesthetic gas, has the same global warming effect as burning 440kg of coal.
- Hull City Council's investments include £56m in carbon-neutral, green and net zero capital projects over the next four years (wind, solar, and district heating), as well as electrification of the council's 300-strong fleet of vehicles by 2030. As part of its housing growth plan, Hull City Council is investing £50m to make energy saving improvements in the existing housing stock, and is committed to building new, modern council housing with enhanced levels of insulation to reduce energy demand.

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- Reckitt has delivered on its commitment to purchasing 100% renewable energy at its Science and Innovation Centre in Hull, as well as in all of its manufacturing sites globally. Reckitt is also committed to generating 50% of net revenue from more sustainable products and reducing virgin plastic use by 50% by 2030.
 - Reckitt, the Hull City Council and 1851 Trust have committed to empower 13 local secondary schools with science-based knowledge to take positive action against climate change with a new 'Protect Our Future' programme. To kick start 18 months of action, students will conduct a packaging recycling practical activity to better understand how to take action now and develop skills for the future. They will be joined by 1851 Trust ambassador, Olympic sailor, Hannah Mills OBE.
 - Ideal Heating and Hull City Council are conducting a study investigating the impact associated with using air source heat pumps to drive energy efficiencies and cost savings for residents.
 - The Ron Dearing University Technical College (UTC) is investing in an employer-led school to provide local young people with the skills to support the city region's aspirations to lead the way in decarbonisation and renewables.

Out of the six largest industrial clusters in the UK, the Humber region, where Hull is located, is responsible for the most CO2 emissions (around 37% of the clusters' total)¹. The Oh Yes! initiative's innovative approach, uniting private and public communities in the city and putting the place at the heart of the net-zero strategy, is crucial to achieving the UK's net zero strategy.

It will also encourage local residents to make small changes that together can make a meaningful difference in reducing our collective carbon footprint. Across the country, emissions from homes generally make up more than a quarter of all emissions², highlighting the opportunity that each of us has to make a difference.

COP26 President, Alok Sharma said:

"This is a unique campaign, illustrating the action we need to see as the UK becomes carbon neutral by 2050. It brings private and public sectors together, and asks every individual, household and organisation to help and make a difference across the Hull and Humberside areas.

"I look forward to seeing their success in driving down emissions, raising innovation and hope to see their ideas being replicated across the UK."

Laxman Narasimhan, CEO of Reckitt said: "I'm delighted that Reckitt, along with our coalition of partners, is bringing together the people of Hull and the Humber to shape the region's net zero future. We're extremely proud of our 182 years' heritage in the city and are committed to the role Reckitt plays in creating a cleaner, healthier world for all.

"The Oh Yes! initiative, focused on one of Britain's biggest industrial clusters, aims to unite and galvanise the city region behind the central aim of reducing carbon emissions and supporting the UK's target to become net zero by 2050."

The Oh Yes! Net Zero campaign will be launched at an event at Reckitt's Science and Innovation Centre on 14th March, with Rt Hon Alok Sharma MP, Reckitt CEO Laxman Narasimhan and leaders of businesses and organisations from across

Hull. Local students, involved with the local pioneering education project 'Protect our Future' will also attend the event, which will be hosted by former BBC environmental correspondent David Shukman.

The event will be lived streamed at the following link: <https://event.sparq.me.uk/oh-yes/>

Individuals, households and organisations can say Oh Yes! to making small changes to drive down carbon emissions by signing up for tips and advice at www.ohyesnetzero.co.uk.

-ENDS-

1. www.zerocarbonhumber.co.uk
2. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/996056/2005-19-local-authority-co2-emissions-statistical-release.pdf

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NOTES TO EDITORS:

About Reckitt:

Reckitt* exists to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. We believe that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege.

Reckitt is the company behind some of the world's most recognisable and trusted consumer brands in hygiene, health and nutrition including Air Wick, Calgon, Cillit Bang, Clearasil, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Moretin, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, more than 20 million Reckitt products are bought globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners.

We aim to do the right thing, always.

We are a diverse global team of more than 43,000 colleagues. We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet and a fairer society.

Find out more, or get in touch with us at www.reckitt.com

* Reckitt is the trading name of the Reckitt Benckiser group of companies

About Oh Yes! Net Zero

The founding partners of Oh Yes! Net Zero are Hull City Council, Marketing Humber, Reckitt and The University of Hull. This compelling collaboration from the private, public and education sectors is seeking to establish an innovative 'Living Lab' approach to securing a Low Carbon economy. It also has the involvement and support of the CBI and EY, has attracted the engagement of global businesses, and will provide an innovative economic model to help Hull and similar cities strive towards net zero.

Over 30 local organisations from across a range of sectors have already committed their support to the project.

We are also asking every individual, household and organisation in the city region to say Oh Yes! to join this community and make small changes to what they do and how they live in order to drive down carbon emissions, move towards a net zero future and help us lead the way in becoming net zero for the UK.

Why is net zero important to the Humber?

In the Humber we have the biggest opportunity to drive positive change for our region and the whole of the UK.

Around a quarter of all UK greenhouse gas emissions are generated by industry¹ and some 27% come from domestic sources².

The Humber is the UK's largest cluster by industrial emissions, emitting more than 12 million tonnes of CO₂ per year³ (or 37% of emissions from the UK's six largest industrial clusters⁴).

Whilst industrial emissions have fallen year-on-year since 2005, they will need to be drastically cut in order for the UK to meet the ambitions of the Paris Climate Change Agreement and the UK's reduction targets set down in the Climate Change Act.

This means that in the Humber we have the biggest opportunity to drive positive change for the region and the whole of the UK.

The energy intensive industries based in the Humber were born through the Industrial Revolution and the reliance on fossil fuels. They continue to be vital to the economy of our region and the UK and have an important role to play in helping the UK to achieve its net zero ambitions – as we lead a new green industrial revolution.

We all need to pull together to see what changes we can make (however small) to reduce our carbon footprint. This means that what we can do as individuals at home is vital too. Although considerably smaller than industrial emissions, domestic emissions in the Humber still contributed 1,500 ktCO₂e to global warming in 2015⁵.

1. The UK's industrial cluster comprises six regions (the Humber, South Wales, Grangemouth, Teesside, Merseyside and Southampton)
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/803086/industrial-clusters-mission-infographic-2019.pdf
2. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/996056/2005-19-local-authority-co2-emissions-statistical-release.pdf

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3. <https://www.weforum.org/agenda/2021/07/net-zero-carbon-uk-industry/>
 4. <https://www.zerocarbonhumber.co.uk/>
 5. <https://www.humberlep.org/wp-content/uploads/2020/02/Humber-LEP-Energy-Strategy-1.pdf>