

## Reckitt joins the World Business Council for Sustainable Development

Geneva, 11 June 2021 - Reckitt, the multinational consumer goods company has joined the World Business Council for Sustainable Development (WBCSD) as its newest member. Reckitt joins nearly 200 companies who are committed to innovating to make real, tangible progress to tackle the triple threat of climate change, nature in crisis and mounting inequalities, for a more sustainable world.

Reckitt's long-term strategy and sustainability ambitions are well aligned with WBCSD's new membership criteria and Vision 2050: Time to Transform which sets a shared vision of a world in which more than nine billion people are able to live well, within planetary boundaries, by 2050.

**Laxman Narasimhan, Chief Executive Officer of Reckitt said:**

“We are excited to be joining the WBCSD to progress the delivery of our 2030 sustainability ambitions and create a cleaner, healthier world. The most pressing global challenges will not be met in isolation but by working together with other leading companies to drive sustainable change.”

**WBCSD President and CEO Peter Bakker said:**

“We are pleased to be welcoming Reckitt to the WBCSD membership. Their expertise, strategy and leadership truly show their deep understanding of what creating value for people and planet means. Only collaboration at unprecedented levels will create the impact and scale of transformations that are required for more than 9 billion people to live well, within planetary boundaries, by mid-century- as laid out in Vision 2050”, said.

Founded more than 200 years ago and headquartered in Slough in the UK, Reckitt exists to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. Reckitt's 43,000 employees around the globe are committed to creating sustainable value.

In March 2021, Reckitt launched their new 2030 ambitions for a cleaner, healthier world, backed by more than £1bn in existing investment over the next 10 years. Their 2030 ambitions build on the progress already made. They are chosen to reflect the areas where Reckitt can maximize its positive and enduring impact - supported by specific targets and metrics to drive disciplined execution across the business.

Reckitt's ambition is to reach half the world with products that contribute to a cleaner, healthier world by 2030, and to engage 2 billion people in programmes, partnerships and campaigns that will create a positive impact and support the Sustainable Development Goals. The strategy is focused on three areas of activity:

- Purpose-led brands -every one of Reckitt's brands is directing its focus to where it can make most impact in accelerating progress to the UN Sustainable Development Goals
- Healthier planet - recognizing the increasing connection between people's health, halting climate change and protecting biodiversity

- Fairer Society - enabling a fair diverse and inclusive society as an employer and in Reckitt's value chain

-ENDS-

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## NOTES TO EDITORS:

### About Reckitt:

Reckitt\* exists to protect, heal and nurture in the relentless pursuit of a cleaner, 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, Mortein, 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](http://www.reckitt.com)

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

### About WBCSD

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within planetary boundaries, by 2050. [www.wbcسد.org](http://www.wbcسد.org)

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