



Colgate Palmolive's 2020 Sustainability Goal:

To have a positive impact by expanding access to affordable health and wellness products for millions of people in underserved communities.

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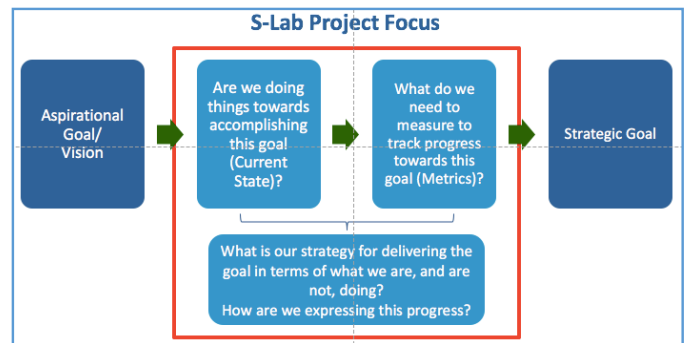
Problem Statement: Colgate is delivering meaningful, tactical results in achieving its 2020 Sustainability Goal. However, the absence of a formalized strategy and unified metrics to assess progress is prohibiting them from communicating their achievements to both internal and external stakeholders.

Team Objective:

- 1) Formulate an overarching **strategic framework** to help Colgate assess their ongoing and future initiatives that deliver against this goal.
- 2) Recommend **metrics** that should be leveraged in order to express progress of existing and future initiatives.
- 3) Integrate the framework and metrics in order to tell the **cohesive story** of Colgate's ability to achieve their goal

Methodology:

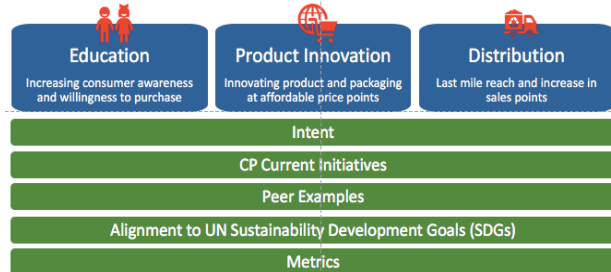
- Understand Colgate's current global efforts towards achieving access and affordability by engaging in interviews with key global stakeholders in Marketing, Logistics, & Professional Relations
- Gather information on competitor practices and industry standards / benchmarks
- Define global strategic framework for Colgate, including key metrics for tracking progress towards goal
- Address how Colgate can effectively communicate its strategy and progress towards increasing access and affordability



Recommended Strategic Framework

Overview:

Key Elements Critical to Increasing Affordability and Accessibility



Implementation:

Project	Intent	Alignment to SDGs	Metrics	Peers	Colgate Current
Jeevika "Life"	Distribution	No Poverty	# of attendees at meetings % of increased awareness	Unilever Shakti Initiative	Yes
		Good Health & Well-being	Incremental sales attributed to usage due to women's groups		
		Gender Equality	# additional Women Community Mobilisers		

Metrics for Consideration:

Product Innovation	Distribution
<ul style="list-style-type: none"> # of products (toothbrushes / toothpaste) tailored to low-income people Decrease in product cost from improved product to packaging ratio # of successful pilot projects launched in low-income communities 	<ul style="list-style-type: none"> # of new sales points in underserved communities # of new households reached in low-income / rural communities served # of low-income sub-distributors for last mile efforts employed

IRIS Metrics, GIIN

Communication Recommendations:

Internal:

- Focus on internal communications by leveraging strategic framework
- Highlight current CP initiatives that can be replicated globally

External:

- Utilize framework to highlight how goal will be attained
- Limit external communication efforts to focus on oral care products
- Standardize one metric that can be utilized globally to tell overall story through illustrative example