



The Performance Theatre Foundation

I L A

INSPIRED LEADERSHIP AWARD

THE 2010
inspired
leadership
award GOES TO



PAUL POLMAN

CEO, UNILEVER



In 2009 Paul Polman became Chief Executive Officer of Unilever.

One of Mr Polman's early acts was to articulate a new strategy for the company. The goal which he has set is extraordinarily ambitious for a business of Unilever's scale. It is to double the size of the company while reducing its overall environmental impact.

The sustainability goal covers the full spectrum of Unilever's activities. The company is taking responsibility not just for the direct impacts of its factories, laboratories and lorries but also for those indirect impacts incurred in the sourcing of its raw materials and the use of its products by consumers in their homes.

Since the company has some 10,000 suppliers spread across 65 countries, and its products are present in nine out of ten households on the planet, this is a tall order.

Success will require Unilever to embed the principles of sustainable agriculture in the practices of hundreds of thousands of farmers around the world. It will also require it to design and bring to market new products which can be used by consumers in a more energy efficient fashion and with much less water.

Unilever's efforts are increasingly being recognised. In June it was named "Company of the Year 2010" by Business in the Community. It was also recently identified as the best company for carbon management among the 350 largest members of the FTSE Index. The ENDS Carbon consultancy, using data from the Carbon Disclosure Project, cited Unilever for its "superb track record of reducing emissions". It has also led the Food Sector of the Dow Jones Sustainability Index for 11 consecutive years – a unique achievement.

While pursuing all these programmes and initiatives, Unilever has performed well financially. That is an essential element of the criteria for the Inspired Leadership Award: no business can hope to do the world much good through promoting sustainability unless the business itself is sustainable.

It is this rare and important combination of achievements, creating an inspiring example for leaders of global businesses everywhere, that has earned Paul Polman the 2010 Inspired Leadership Award.

Geoff Colvin

Senior Editor at Large at Fortune Magazine
Chair of the Inspired Leadership Award Committee

About the ILA Criteria

The Performance Theatre Foundation established the Inspired Leadership Award in 2006 to celebrate global business pioneers – exemplary leaders who are helping to steer the world to a better future.

ILA winners are:

- leaders of businesses with a global impact
- visionaries, with an ability to anticipate trends on the horizon and meet their challenges
- driven by values and the highest moral and ethical standards
- outstanding performers, with a track record of delivering environmentally sustainable growth

Past recipients:

William Weldon, Chairman and CEO, Johnson & Johnson (2009)

Ratan Tata, Chairman of Tata Group (2008)

Lars G. Josefsson, President and CEO of Vattenfall (2007)

Sir Richard Branson, Chairman of Virgin (2006)

About the ILA Committee

The recipient is chosen by unanimous vote by an international committee. The committee's current members are:

Geoff Colvin (committee chair)

Author and Senior Editor at Large at Fortune Magazine

Professor Wangari Maathai

Founder of the Green Belt Movement and Nobel Peace Prize laureate

Sven Mollekleiv

Senior Vice President and Head of Corporate Relations & Corporate Social Responsibility, Det Norske Veritas

Michael Nobel

Chairman of the Nobel Charitable Trust

Vladimir Pozner

President of the Russian Television Academy

Nan Richards

Deputy CEO of Phorm