

# AkzoNobel Decorative Paints UK Sustainability Policy



## Leading our industry into a brighter, more sustainable future



AkzoNobel Decorative Paints UK wants to play a positive role in creating a brighter, more sustainable future for our planet and our communities. We are fully aware that this hinges on our ability to do radically more while using less. By creating more value

from fewer resources, we are also securing our own business success – and that of our customers.

We are committed to pioneering new possibilities to do more with less on behalf of the decorating industry, reducing not only our own product footprint but also enabling our customers to reduce theirs. We want to offer high-quality solutions that create a positive impact for both our customers and the planet. We particularly hate waste and are keen to eliminate it where possible and reclaim any left-over material for positive use, seeking like-minded partners to work with us to lead this change together.

AkzoNobel is an active member of the World Business Council for Sustainable Development and Forum for the Future, both of whom inform our sustainability strategy and keep us at the forefront of sustainable development. We are proud that AkzoNobel has been recognised as the Materials Industry Group leader on the Dow Jones Sustainability Index consecutively for the last 3 years.

As part of Planet Possible, AkzoNobel's sustainability strategy, myself and the rest of the management team of the Decorative Paints UK & Ireland business have set ourselves the following goals and will keep them under regular review.

**Matt Pullen, Managing Director,  
AkzoNobel Decorative Paints UK & Ireland  
17th September, 2014**

MEMBER OF  
**Dow Jones  
Sustainability Indices**  
In Collaboration with RobecoSAM

**forum for  
the future**  
action for a sustainable world

**wbcSD**

## We endeavour to:

**1** Radically reduce the VOCs in our products

**2** Further improve the sustainability of our total portfolio

**3** Innovate products with positive sustainability benefits

**4** Inspire and equip our customers to make sustainable choices and further reduce their decorating footprint

**5** Pioneer post use waste solutions for left over paint and containers

**6** Lead our business and our industry into a brighter, more sustainable future

**7** Positively colour communities and actively support the next generation

**8** Manage ourselves and our suppliers responsibly

**9** Drive radical resource efficiency throughout our business

**10** Keep health & safety at the centre of everything we do

# Our commitment to doing more with less



From 2007 to 2012, we reduced the carbon footprint of the UK Deco value chain\* by 25%. We are now seeking to go even further, reducing the environmental footprint of the whole decorating process and improving the resource efficiency of our total business. Our business mission is to colour people's lives and we want to positively colour 1m lives in our communities by 2020.

\*Our carbon footprint was calculated from raw material extraction through to application of our product, not including end-of-life impacts. Our methodology has been revised to now include end of life in its scope so 2012 values are no longer comparable.

As part of our Planet Possible strategy, we aim to:

## 1 Radically reduce the VOCs in our products

**We will switch our trim paint category to be primarily water-based by 2020 and look to develop alternatives to other solvent based coatings**

- We will develop high quality minimal/low VOC alternatives to our main-line existing solvent-borne products
- We will help our customers adapt to this change of our trim portfolio, enabling a significant transition by 2017 and a full-transition by 2020
- Where specialist solvent-based products are still required in other categories for niche application, these will be kept under constant review as technology advances

## 2 Further improve the sustainability of our total portfolio

**We will use lifecycle thinking and continuous improvement to further reduce the environmental impact of our product portfolio and explore possibilities of renewable and non-virgin materials**

Whilst improving the sustainability of our portfolio, we seek to continue to match or exceed the market expectation of quality and meet all our product stewardship policies

- Where possible, we will seek to lower the environmental impact and carbon footprint of our existing products
- We will use recycled content in our core packaging whilst ensuring it remains fit-for-purpose and recyclable at end-of-life
- We will trial use of non-virgin materials in specialist ranges

## 3 Innovate products with positive sustainability benefits

**We will develop products that offer tangible sustainability benefits to our customers as well as the planet**

- We will offer increased durability paints to extend maintenance cycles and lower overall costs
- We will create solutions that allow our customers to more easily meet their sustainability targets for lower carbon buildings and greater energy efficiency
- We will develop innovative products that make buildings and homes more energy efficient and enable better living

## 4 Inspire and equip our customers to make sustainable choices and further reduce their decorating footprint

**We will make it simpler for our customers to choose, use and dispose of our products responsibly, and enable them to minimise their impacts while decorating**

- We will help customers recognise the value of making sustainable choices and provide integrated tools to allow them to easily select the most sustainable coating for their project, and calculate the right quantity for each job
- We provide transparent data via Environmental Product Declarations for regularly specified Dulux Trade products and seek to ensure all our Dulux Trade paints are BREEAM HEA 9 and HEA 02 compliant
- We will support our customers in reducing their decorating waste through tools, advice, services and resource efficient packaging
- We will provide innovative services to allow our customers to minimise waste and water use whilst cleaning out their decorating accessories

## 5 Pioneer post use waste solutions for left over paint and containers

**We will enable and encourage our customers to recycle left over paint, woodcare products and their containers more effectively, creating new infrastructures to extract materials and put reclaimed resources back into effective reuse**

- We will continue to support the growth and effectiveness of [Community RePaint](#), a network of not-for-profit schemes sponsored by Dulux since 1993 which enables left-over paint to be reused by community groups and those in social need
- We will work with relevant organisations to create new infrastructures and methodologies to reclaim and recycle left-over paint and empty containers from consumers, creating closed loop systems
- We will pioneer the recycling of trade paint and packaging waste via our Dulux Decorator Centre network of stores

## 6 Lead our business and our industry into a brighter, more sustainable future

**We will create sustainable value for ourselves and our customers and seek opportunities to work with selected partners to bring positive change to our planet, our industry and the living spaces we help create**

- We will continue to manage our brands, our customer relationships and our business processes to create sustainable value for AkzoNobel and our customers
- We will inspire and help equip our customers to be part of our Planet Possible journey
- We will create a positive vision for our industry and seek out key partners to help us to deliver our vision
- We will continue to work with selected industry bodies to play a positive role in climate change and resource efficiency
- We are members of the [UK Green Building Council](#), [BRE](#), [Supply Chain Sustainability School](#) and patrons of [CRASH](#) (the construction and property industry's charity for homeless people) and are committed to work with them to meet their goals
- We encourage and support apprentices in our industry via Dulux Decorator Centre Apprentice of the year programme, our Fresh Start initiative, and our support of local colleges
- We play a leading role in driving sustainability in the paint industry via the [BCF](#) and [CEPE](#)

## 7 Positively colour communities and actively support the next generation

**We will bring colour to local communities and inspire and support the next generation through powerful partnerships**

- We will continue to support Let's Colour Projects across the UK, donating paint and materials to transform grey spaces throughout the UK and contribute to AkzoNobel's Human Cities initiative
- We will continue to allow all of our employees two days each year to colour local community projects as part of team events
- We will continue to support disadvantaged children in unlocking their potential through outdoor experiences with our charity of choice, [The Outward Bound Trust](#). Find out more about how we [positively colour lives in the UK](#) and AkzoNobel's wider global [Let's Colour projects](#)
- AkzoNobel Decorative Paints UK is a member of the [LBG](#), a network which helps us measure and improve our community impact



## 8

### Manage ourselves and our suppliers responsibly

**We will operate a quality-orientated, customer-focussed culture. We will drive continuous improvement in our supplier base, working positively with them to reduce our value chain impacts and ensure we operate an ethical supply chain**

- We will protect the foundations of our business: Quality, Service, Value, Innovation and Trust and maintain our commitment to continuous improvement and quality through the rigorous adherence to our Quality policy
- We will adhere to principles of responsible sourcing, recognising that purchasing decisions can affect society and the environment beyond the impact of our own operations
- We encourage and reward our employees to live out the AkzoNobel values and enforce the AkzoNobel [Code of Conduct](#)

- We will continue to request all suppliers to sign our Vendor Policy which aligns to the Ethical Trading Initiative Base Code/ILO Declaration on Fundamental Principles and Rights at Work. [Click here for our detailed Vendor Policy](#)
- We are committed to working collaboratively with our suppliers to continually improve standards and we conduct supplier support visits based on a risk based approach
- We are members of [Together for Sustainability](#) (TfS), creating a standardised approach for sustainable supply chains in the chemical industry
- AkzoNobel has been a signatory of the United Nations Global Compact since 2004, the principles of which are included in the AkzoNobel [Code of Conduct](#)
- We expect all our suppliers to adhere to our Business Partner Code of Conduct [Business Partner Code of Conduct](#)

## 9

### Drive radical resource efficiency throughout our business

**We are driving resource efficiency and carbon reduction into our products, our processes, our manufacturing and our stores. We are working to embed sustainable thinking into everything we do – always considered, always ambitious**

- We require all employees to be fully aware of our Planet Possible strategy and embed it in their day-to-day roles
- We use our Environmental Impact Analyser as part of our product development process to ensure we formulate high quality products to the lowest environmental impact
- We seek continuous efficiency improvements in our use of resources in our manufacturing sites, our offices, our logistics network and our stores
- We intend that our new Ashington manufacturing site is the most sustainable paint plant ever, reducing our energy per litre produced by 60% and including a range of low carbon sources in our energy provision. We will extend learnings from Ashington to other AkzoNobel sites

- We are seeking to increasingly migrate our customers onto digital tools and communications; where paper is required it is 100% FSC sourced
- All AkzoNobel Decorative Paints UK manufacturing sites are ISO9001 and ISO14001 accredited
- AkzoNobel Decorative Paints UK has held the [Carbon Trust Standard](#) continuously since 2009, and currently holds all three standards for carbon, waste and water reduction
- AkzoNobel Decorative Paints UK operates a green travel policy, a waste policy and a water policy.
- AkzoNobel Decorative Paints UK is a signatory of the [Carbon Disclosure Project](#)
- We are responsible stewards of our sites and ensure that the impacts of our activities on the environment are minimised.



## 10

### Keep health & safety at the centre of everything we do

**We will maintain our strong culture of health and safety and strive for zero incidents across our business**

- In addition to compliance with legal and regulatory requirements, AkzoNobel operates stringent Health, Safety, Environment and Security standards
- We work continuously with all colleagues to raise awareness and capability of safety through a Behavioural Based Safety approach
- Beyond safety, we operate a Thrive programme for employees to support their well-being and that of their families

[Click here for our detailed HSE&S policy](#)

**We will ensure health, safety & well-being are always an integral part of our product development process**

In addition to compliance with laws and regulatory requirements we aim to always develop, manufacture and market our products that can be transported, stored, used and disposed of safely. To do so we:

- Take full regard for all HSE&S aspects,
- Ensure we are in full compliance with REACH
- Adhere to the principles of Responsible Care,
- Meet our own AkzoNobel's Product Stewardship Management system requirements

[Click here for our detailed Product Stewardship policy](#)

