

Procter & Gamble

As one of the world’s largest consumer products companies operating in over 180 countries, Procter & Gamble (P&G) has the potential to significantly impact the way business is conducted. They appear to have done a relatively good job overall, though there is room for improvement on environmental issues.

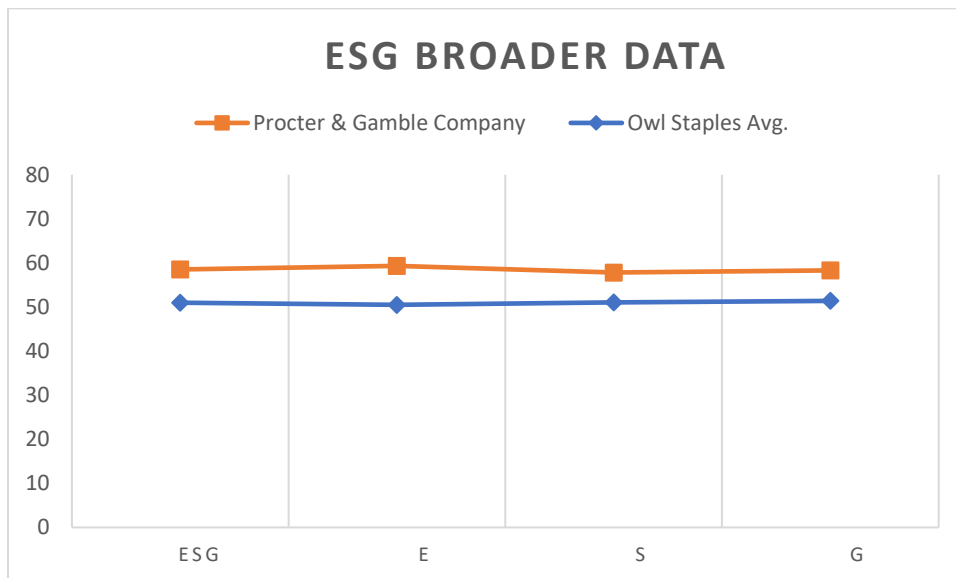
As the world’s largest advertiser, the most material issue for P&G is the fair representation of people in their ads. In fact, P&G concurs as they have said “the focus of P&G’s global efforts to be a force for good in recent years has been the issue of gender inequality.” In March, 2017 the company introduced its #WeSeeEqual digital campaign which highlighted men, women, boys and girls defying gender stereotypes. Earlier this month, they released a new commercial known as “The Talk.” No P&G brands are mentioned or shown. Instead, the commercial features vignettes in which actors portraying black moms have conversations with their children about racial bias. The commercial has been widely viewed and generated a great deal of attention. Their 2015 commercial “Like a Girl,” which aired during the Super Bowl to much applause, had the goal of changing the phrase from an insult to an expression of strength and confidence. Their latest campaign is branded as #WeSeeEqual.

P&G notes that it is aware that it must walk the talk and has been striving to improve gender equality within its workforce. It notes that about 45% of its employees and one-third of its Board are women. They have been rated the 13th best company to work for based on diversity measures. It receives a perfect score from the Human Rights Campaign on non-discrimination issues related to LGBT employees.

The company does not test any of their products or ingredients on animals anywhere in the world unless required by law. They have spent over \$400 million on finding alternatives to animal testing.

P&G was named by Corporate Responsibility as the 51st best corporate citizen in the country.

The company notes that it is purchasing 100% renewable electricity in the U.S., Canada and Europe. From 2010 through 2015, P&G only reduced its greenhouse gas emissions by 4%.



Source: OWL SHARES

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