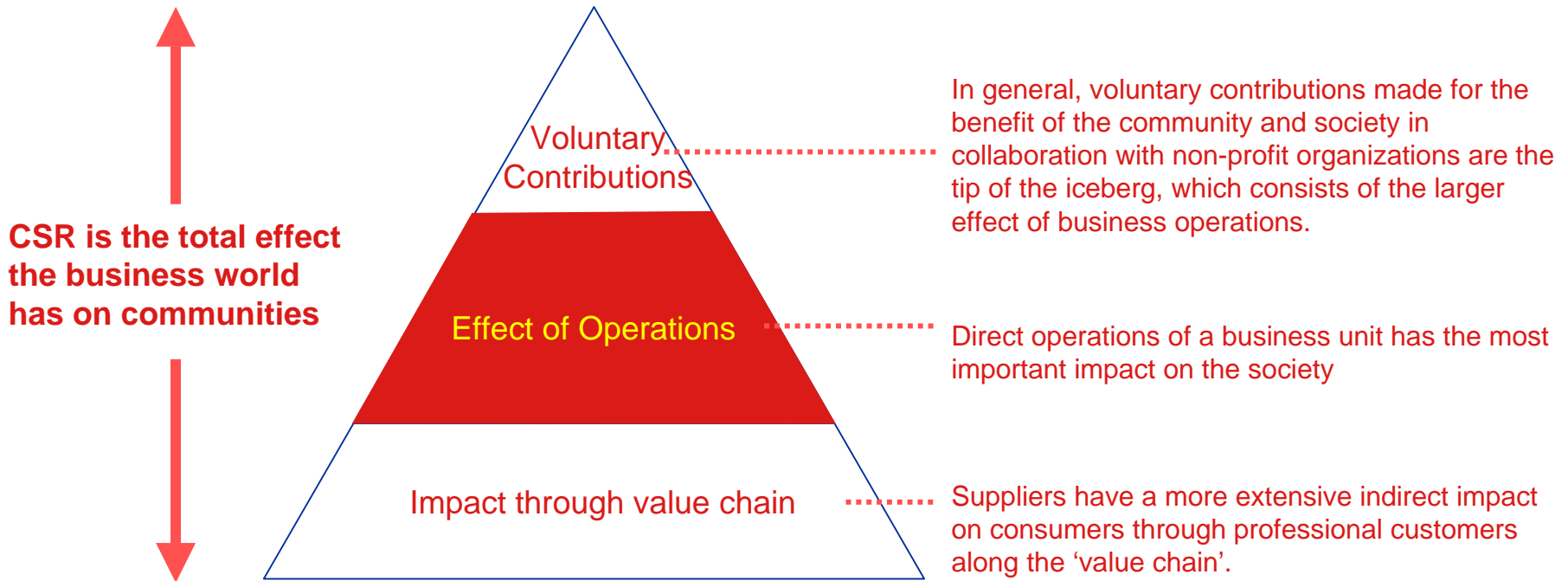




Three Stages of Corporate Social Responsibility



The direct relationship of corporate social responsibility with the success of our business is in the area of innovation and market access



Offering Resources of Today to the Use of Tomorrow

Investing in human capital
Encouraging good governance
Strengthening the economy
Protecting the environment
Ensuring social harmony

Sustainable Growth and Development

**Using today's resources without impeding the right of
tomorrow's generations to meet their needs...**

Tea



- **Unilever is the world's biggest tea company**
- We buy 12% of the world's black tea – 300,000 tons
- We have been working to ensure the sustainability of our East African tea estates for over 15 years.
- In 1998, we started to measure key aspects of sustainable tea production and developed a set of 10 sustainability indicators covering social, economic and environmental factors.

Partnership with Rainforest Alliance

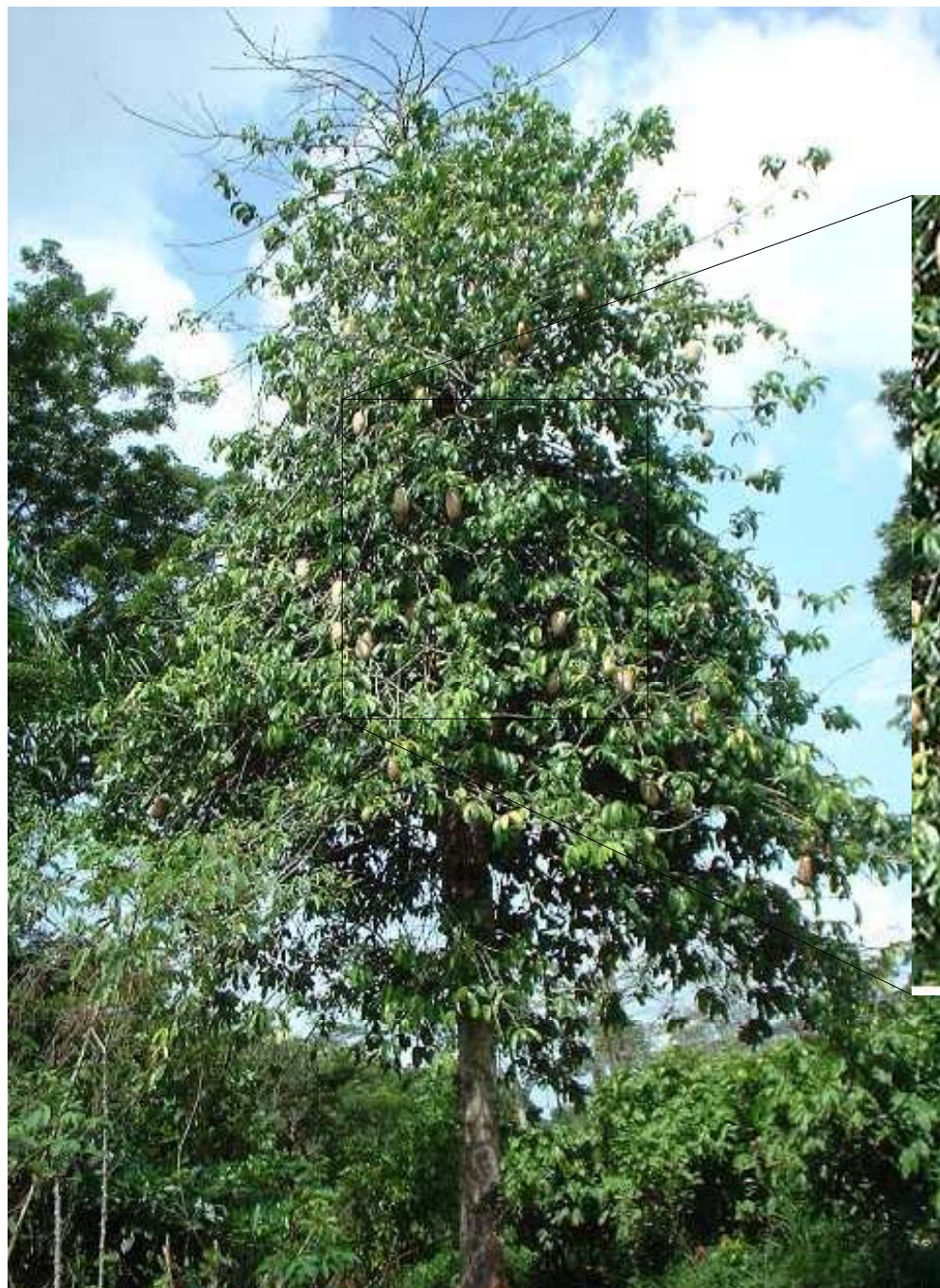
- Aims to:-
 - reassure consumers about the source of the tea
 - improve the crops, incomes and livelihoods of nearly 1 million people in Africa and, eventually, up to 2 million people around the world
 - we anticipate Rainforest Alliance-certified tea commanding prices 10-15% higher than current average prices paid at auction and estimate that we will be paying farmers around €2 million more for their tea by 2010 and around €5 million more by 2015.
 - protect the environment from a further drain on its resource
 - provide Unilever with a means by which we can differentiate our brands from those of our competitors

Palm-oil in West Africa



Investment Climate and Trade

- The objectives of the Investment Climate Facility are to:
- **Build the environment for investment climate reform**
 - Encourage, develop and work with coalitions for investment climate reform, and support business government dialogue.
- **Get the investment climate right**
 - Support governments in creating a legal, regulatory and administrative environment that encourages businesses at all levels to invest, grow and create jobs.
- **Encourage business to respond**
 - Improve Africa's image as an investment destination through a coordinated effort to publicise improvements in the investment climate.



Allanblackia floribunda

Millennium Development Village, Kenya

