Procter & Gamble Manufactures Pampers and Herbal Essences With Renewable Energy

Procter & Gamble (P&G), one of the largest global consumer products manufacturing companies, has made sustainability a key component of their corporate vision going forward. In addition to tackling issues around chemical use in manufacturing, plastic waste, and global labor equity, P&G has made renewable energy a focus of their work in the U.S. In 2015 P&G joined the RE100 initiative, pledging to source 100% renewable energy by 2030.

P&G’s renewable energy strategy incorporates a mixture of large-scale wind PPAs, unbundled REC purchases, and onsite renewable energy where possible. In 2015 P&G signed a PPA with EDF Renewable Energy for 80% of the 123 MW Tyler Bluff wind farm in Cooke County, TX. In 2017, P&G completed construction on a 50 MW biomass-fueled combined heat and power facility at their paper manufacturing plant in Albany, GA.

But while P&G’s renewable energy procurement strategy was moving forward full-steam, their marketing and communications teams were wrestling with the question of how best to let their customers know about their sustainability commitments. So P&G turned to Center for Resource Solutions (CRS), which runs the Green-e program, to help with on-product certification and claims verification.

The Green-e logo appears on 108 Herbal Essences and 27 Pampers products

Green-e staff conducts an annual audit of P&G’s electricity usage and renewable energy purchases at their Herbal Essences and Pampers manufacturing facilities, to ensure that P&G can accurately claim to be manufacturing these product lines with renewable energy. Green-e staff also works with marketing and communications teams to craft on-product renewable energy claims that meet industry best practices around transparency and accuracy. Customers can now find 135 products in the Herbal Essences and Pampers family of products with the Green-e logo. P&G is exploring how to incorporate even more renewable energy into their operations, and to expand their communications strategy to additional brand families and product lines.