



Dulux[™]
let's colour

Dulux
TRADE

TOWARDS
SUSTAINABILITY



Sustainability is at the heart of everything we do

AkzoNobel is committed to sustainability at all levels. We have been striving to be a more sustainable business and have made real progress, yet the more we understand the needs, the greater we see the need for radical action.

It is our ambition to reduce the whole-life ecological footprint of the decorating process and to contribute to more sustainable home, work and leisure environments, as well as minimise the environmental impacts of our own operations.



'Step towards greener' explains our approach.

We recognise that there are no instant fixes, but acknowledge that progress will be made by making many step-wise improvements to reach our sustainability goals.

THE 5 PILLAR VISIONS



PRODUCTS AND SERVICES

Our products and services will create sustainable value by systematically reducing the ecological footprint of the whole-life decorating process.



PEOPLE AND COMMUNITIES

Our employees will be proud to work for a company that puts sustainability at the forefront of its agenda. We will play a positive role in the local communities.



ENERGY

We develop our carbon strategy and work to build initiatives with our suppliers to reduce emissions across the business.



TRANSPORT AND TRAVEL

We will significantly reduce the impact on people and the environment associated with the movement of our products and our people.



WASTE AND RESOURCES

We will eliminate waste and emissions from our own operations and reduce the impact of our products and our packaging for our customers.

Dulux has five pillars under the **'Step towards greener'** approach to contribute positively to future generations as we continue to provide quality products that meet decorative needs:



PRODUCTS AND SERVICES

Innovative Sustainable Solutions -

Dulux believes in delivering new products that tackle sustainability in an innovative way. Whether it's lessening the carbon footprint whilst adding colour with the **Dulux Trade Ecosure** range, saving time and money with the **Dulux Trade Weathershield** Range or finding a brighter way to make a room more energy efficient with the **Dulux Trade Light and Space** Range, our products offer the best balance of performance and sustainability. As Silver Founding Member of the Greenbuilding Council of South Africa, Dulux Trade supports the Green Star Rating Tool.



PEOPLE AND COMMUNITIES

Let's Colour Project - Dulux recognises the impact that colour has in people's lives and encourages adding colour to our lives™ with an easy splash of paint, to transform grey spaces into colourful surroundings full of inspiration. The Let's Colour Project is a worldwide initiative that is uplifting spaces in and around South Africa, as we team up with our local communities all over the world to bring bright positive change.



ENERGY

Dulux encourages the reduction of carbon emissions through energy reduction and renewable resources by ensuring that our energy management systems measure and reduce our carbon footprint. Our aim is to halve our CO₂ emissions for our energy consumption by 2020.



TRANSPORT AND TRAVEL

Dulux is committed to reducing business related travel, we encourage all employees to consider the environmental impact of their travel by introducing a business wide audio and online conferencing tool. We continually optimize our logistics and delivery network.



WASTE AND RESOURCES

At Dulux we are committed to reducing waste from our manufacturing process, our manufacturing site in Durban engaged with a recycling company to manage waste on site.

