Resource Efficiency and Green Growth

Mie Kitano
Asia Sustainability Leader
Consumer Insights Drive Product Innovation

Consumer Types

- Basic
  - 10%
  - Indifferent to sustainability, value conscience

- Sustainable
  - ~75%
  - Eco-aware, but will not accept trade-offs in cost and performance

- Niche
  - ~15%
  - Highly engaged, will accept trade-offs in cost and performance

Importance of NO ‘trade-offs’

Data have been stable over time and consistent worldwide (US, Canada, Brazil, Europe, Japan, Indonesia, etc.).
Resource efficiency needs to be approached with a lifecycle mindset.
Designing Products that Conserve Resources
Cold Water Washing

We focus on:

Engaging consumers is a BIG opportunity to improve resource efficiency in cold

2020 Goal:
70% of machine loads in cold water