

Proctor & Gamble On Environmental Marketing

BY HENRIK JONES

"There is a saying that we have not inherited the earth from our parents. We have, rather, borrowed it from our children," says a Proctor & Gamble brochure. Dr. Deborah Anderson from P&G will be here this Wednesday to talk about solid waste and environmental marketing.

Dr. Anderson is Director of Environmental Coordination for all of P&G's products. Among many accomplishments, Dr. Anderson was involved in creating thinner PAMPERS diapers which require less pulp and take up less space in landfills.

P&G has taken many steps to reduce waste. Less packaging goes to landfills as a result of creating compact CHEER and TIDE detergent. Also, SPIC & SPAN won a Dupont Packaging Award for its 100 percent recycled PET bottle. In manufacturing, P&G has strived to conserve energy with cogeneration at six of its largest US plants.

Proctor & Gamble was invited to HBS as part of the Distinguished Speakers Program. Dr. Anderson will speak on Wednesday, September 19 at 3 pm in Aldrich 110. The speech is hosted by the Environmental Club and Marketing Club.

P.S. You may have noticed the recycling bins by the Aldrich mail boxes and in Soldiers Field Park. The recycling program is a joint effort by HBS Facilities Maintenance and the Environmental Club. Presently these are for **WHITE PAPER ONLY**. Your assistance is greatly appreciated.

