

# 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.

