Jenny Xakoustou
Senior Marketing & Sustainability manager
HENKEL GR & CY

Dixan

OUR MEGA BRAND

Already an **environment - friendly** brand

- Bottles out of **25% recycled plastic**
- **100%** recyclable
- **92%** biodegradable components of nature origin

REGENERATIVE PLANET

We strive to achieve a circular economy, a climate-neutral future and the regeneration of nature.

- CLIMATE
- CIRCULARITY
- NATURE

OUR 2030+ SUSTAINABILITY AMBITION

TRANSFORMATIONAL IMPACT FOR THE GOOD OF GENERATIONS

PRODUCTS | PEOPLE | PARTNERSHIPS

THRIVING COMMUNITIES

We actively contribute to people being able to lead a better life through our business and brands.

- EQUITY
- EDUCATION
- WELLBEING

TRUSTED PARTNER

We are committed to product quality and safety while ensuring business success with integrity.

- PERFORMANCE
- TRANSPARENCY
- COLLABORATION

Henkel

REGENERATIV
E
PLANET

THRIVING
COMMUNITIES

TRUSTED
PARTNER

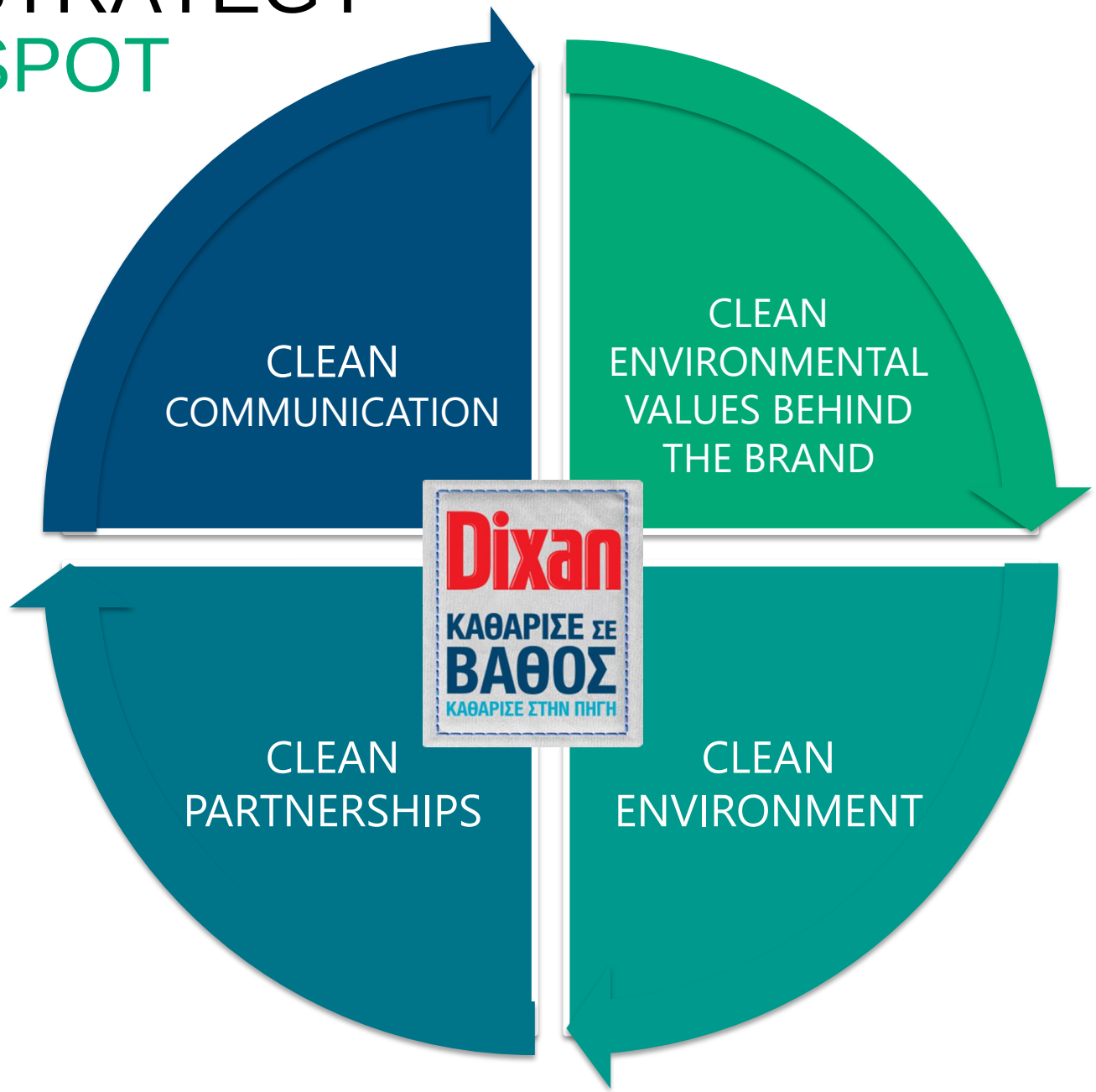
HIGHLIGHT AMBITIONS 2030+

Climate-positive operations and -30% Scope 3 emissions
by 2030 + develop a Net Zero Climate pathway

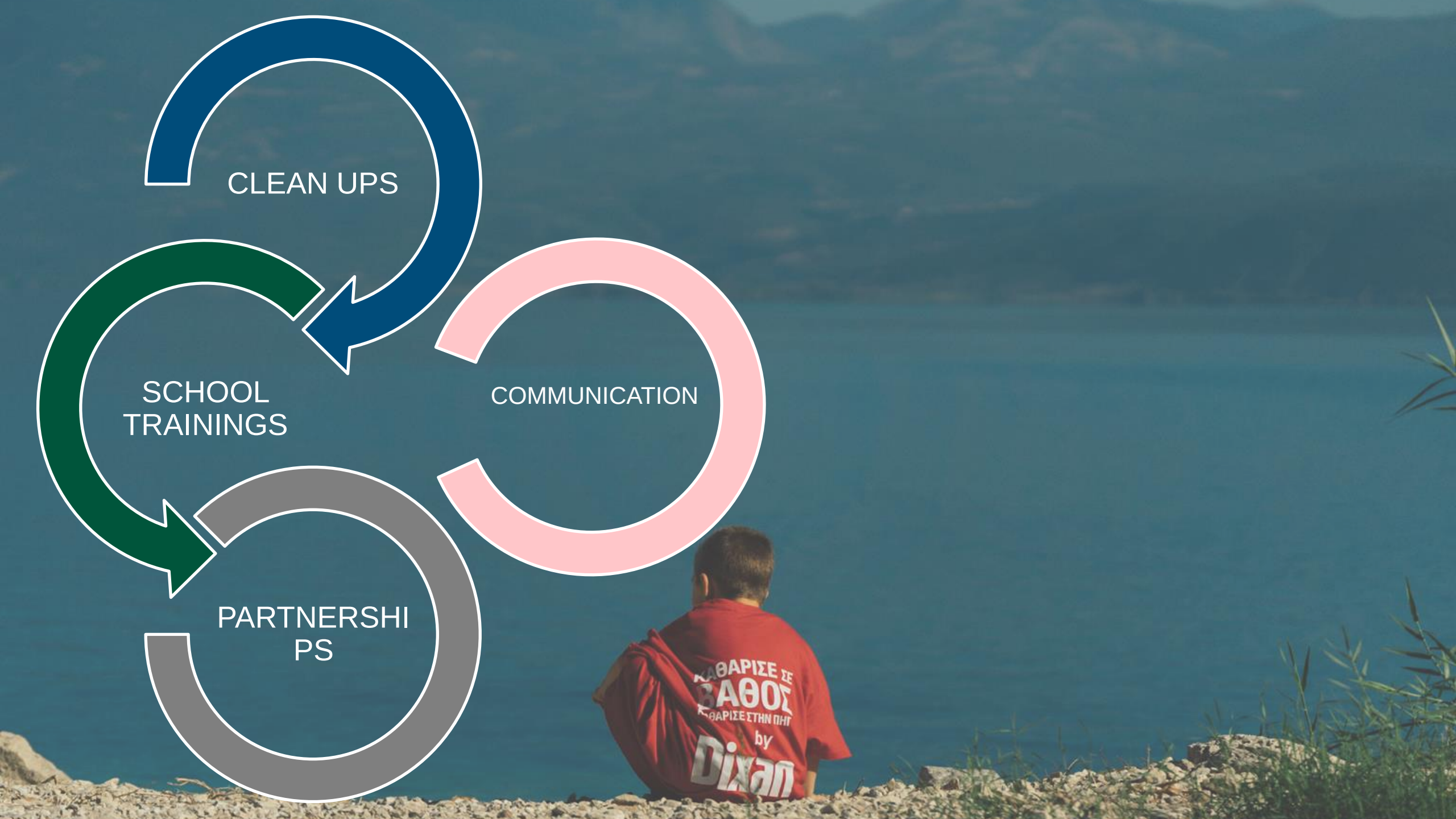
Circularity of water use and waste materials in operations by 2030, in addition to sustainable packaging targets.

Gender parity across all management levels
by 2025.

OUR LOCAL STRATEGY
THE SWEET SPOT



And just like that…Clean in Depth was born!


CLEAN UPS
SCHOOL TRAININGS
COMMUNICATION
PARTNERSHIPS

THE CLEAN UPS

- 4 years
- 48 clean ups
- Seas, underwater & coastal
- Rivers, lakes
- Forests & mini forests
- 7+ tones of plastic
- 22+ tones of garbage
- Over 300kg on every clean up

THE VOLUNTEERISM

Actions are taking place

mainly on weekdays

- **350+ volunteers on** 2023
- **Over 600+ in total**
- Henkel employees
- Kids' employees
- NGOs
- Local municipalities

ΑΛΣΟΣ ΔΑΦΝΙΟΥ , 2023

ΑΛΣΟΣ ΔΑΦΝΙΟΥ , 2023

ΑΓΙΟΣ ΝΙΚΟΛΑΟΣ ΑΝΑΒΥΣΣΟΣ, 2023

ΑΛΣΟΣ ΔΑΦΝΙΟΥ, 2023

ΒΡΑΥΡΩΝΑ, 2023

ΡΕΜΑ ΞΗΡΙΑ – ΒΟΛΟΣ, 2023

ΡΕΜΑ ΞΗΡΙΑ – ΒΟΛΟΣ, 2023

ΑΛΣΟΣ ΔΑΦΝΙΟΥ, 2023

ΡΕΜΑ ΞΗΡΙΑ – ΒΟΛΟΣ, 2023

ΒΡΑΥΡΩΝΑ, 2023

ΑΓΙΟΣ ΝΙΚΟΛΑΟΣ ΑΝΑΒΥΣΣΟΣ, 2023

ΑΛΣΟΣ ΔΑΦΝΙΟΥ, 2023

ΒΡΑΥΡΩΝΑ, 2023

PARTNERSHIPS

SAVE YOUR HOOD

My market
Μαζί, για όσα αγαπάς

UNIVERSITY OF THESSALY
FOUNDED 1984

ANIMA
ΣΥΛΛΟΓΟΣ ΠΡΟΣΤΑΣΙΑΣ & ΠΕΡΙΒΑΛΛΟΝΤΙΚΗΣ ΑΓΡΙΑΣ ΖΩΗΣ

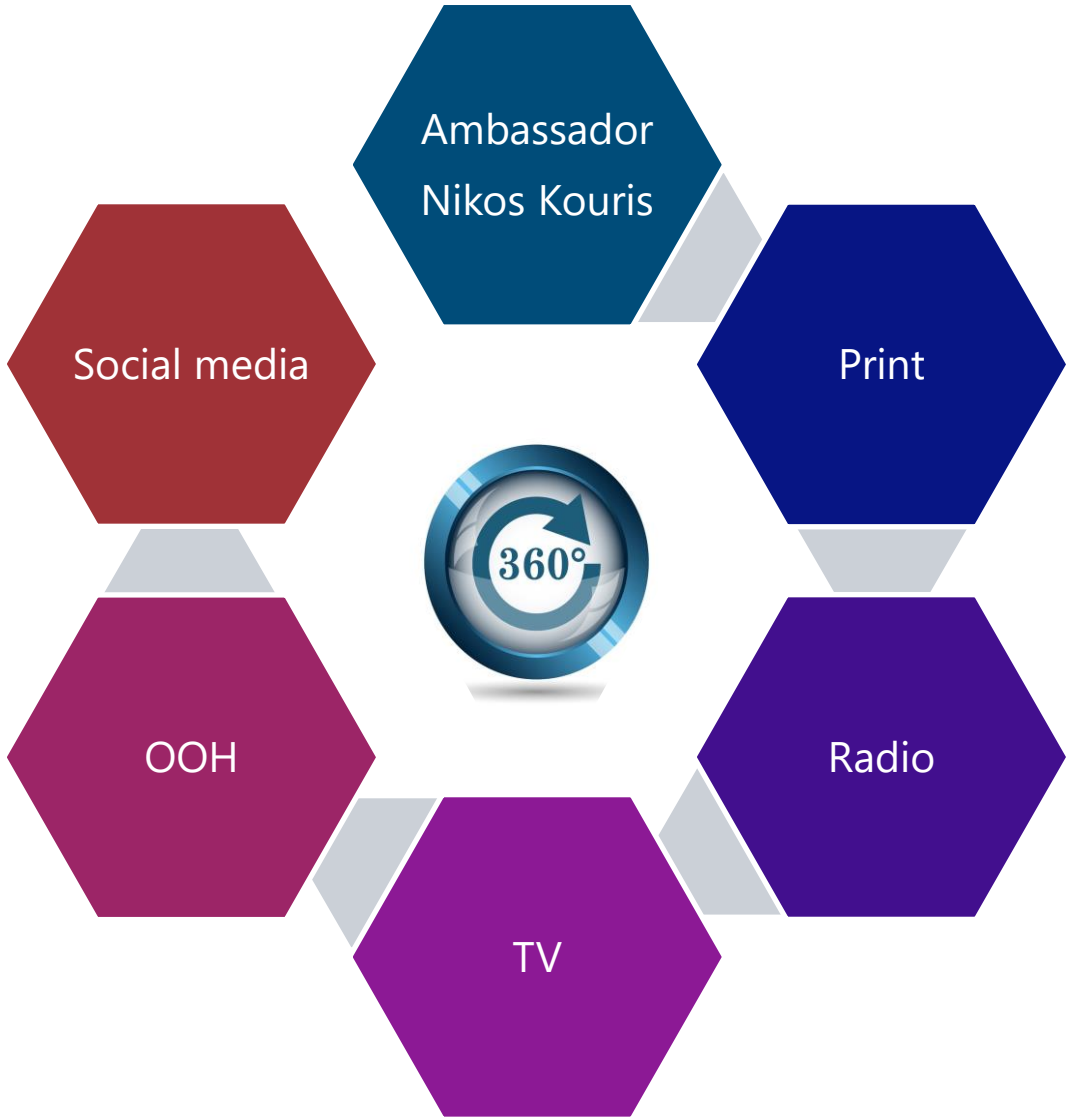
TEAM
sympraxis

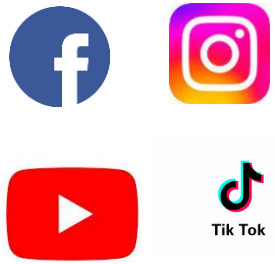
μασούτης
ΟΙΚΟΝΟΜΙΚΑ ΚΑΙ ΕΛΛΗΝΙΚΑ

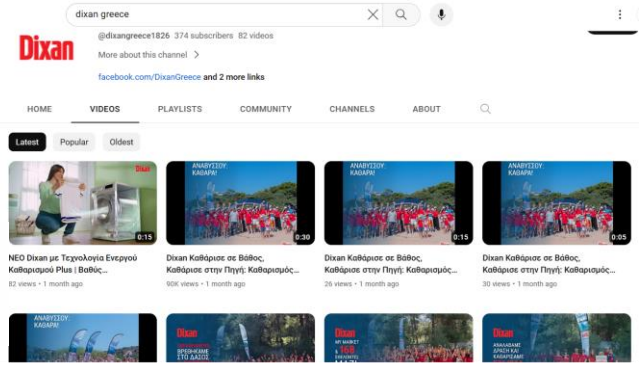
ΥΠΟΥΡΓΕΙΟ
ΠΕΡΙΒΑΛΛΟΝΤΟΣ
& ΕΝΕΡΓΕΙΑΣ

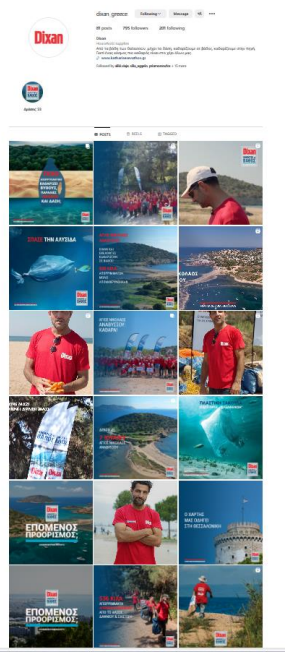
COMMUNICATION

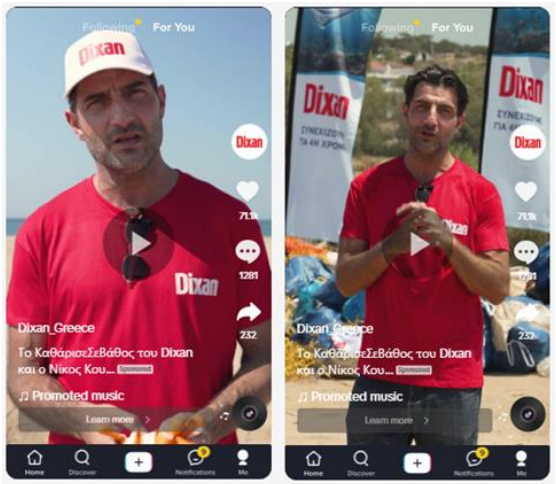
#katharizoumegiaolous











SCHOOL TRAININGS

October 2023 – March 2024

- 85 days
- 140 groups presentations
- 3.000 pupils
- 6-12 y.o

5th year and we are already ON!

21.03 – World's forest day @ YMITTOS

95 volunteers

7 NGOs

26 tones of garbage

1 tone of Plastic

THANK YOU.

Jenny Xakoustou
Senior Marketing & Sustainability manager
HENKEL GR & CY