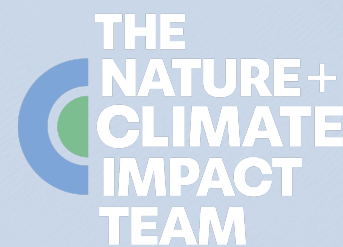




# H2NO

## Beauty & Personal Care Cultural Change



# Join Us For Change

## Industry

- Collaborate to effect citizen behaviour change

## Philanthropy and Finance

- Ignite and catalyse change



# The Vision

Solid and concentrate personal care products are in every bathroom, in every building.



# The Mission

Accelerating the mainstream adoption of water-wise (solid and concentrated) beauty and personal care products.



University  
of Exeter



# The Why + What We Did



- Personal care products are central to daily lives, but their production and manufacturing also contribute to nature loss, high water usage and packaging pollution if managed incorrectly.
- 
- By making solid products mainstream, the project seeks to reduce packaging, water use, and carbon emissions across the personal care sector.



Carbon  
Footprint



Water  
Footprint



Ecosystem  
Quality /  
pollution



Land  
quality



Human  
Health

# Insights: Supply

What did we learn?

Industry told us that there are barriers to increasing supply:

- limited R&D expertise
- high re-tooling costs
- lack of clarity on what counts as 'waterless'.
- economic uncertainty making experimentation less attractive and being accused of greenwashing
- weak consumer demand signal



# Insights: Demand

What did we learn?

Industry shared with us the perceived barriers impacting citizen demand:

- consumers lack knowledge on use
- have doubts about performance and lack product familiarity
- rituals of texture, scent, and lather create resistance; liquids still signal hygiene and luxury
- few trial sizes
- perceived as for 'eco-warriors'
- poor shelf visibility ( limited retail presence).



# The Plan

## Citizens

We will deliver collaborative high impact campaigns to build a social norm of using concentrates/solids formats

## Industry

We will support industry to overcome supply challenges



# The Plan- Citizens

What this project could do together to increase citizen demand.

1. **One Product** - Collectively make one product, communicate together and profits to charity.
2. **Multiple products** -Collectively promote own product, communicate together and profits to charity
3. **Joint Campaign**- Collectively develop social media activations/campaigns and share through own channels.
4. **Gap Analysis Citizen Research**- Use to inform above campaigns and activations.



# The Plan- Business

What this project could do to support industry over come supply challenges

1. **R&D Support** Collaborative Working groups overcoming formulae challenges
2. **Impact Data**- Clear environmental impact modelling data from production to use,
3. **Impact Data**- Clear commercial impact modelling data due to regulatory tools.
4. **Citizen Insight Data**- Clear user information for modelling impacts used for on-pack messaging.- 40 washes



# The Plan - Examples

1. Under a University, industry collectively develop a formulae/s to deliver the quality experience of liquid alternative citizens have come to expect. Open Source access.
2. Literature Review of environmental evidence and primary research to fill the gap, followed by recommendations, and business case for switching to take to key decision makers in the business.



# What Next?

Get in contact for

- more information about the project
- to register to receive the white paper

[NCITeam@exeter.ac.uk](mailto:NCITeam@exeter.ac.uk)



# Appendix 1- Who are we



[NCIT](#) (Nature and Climate Impact Team) at the University of Exeter Business School, collaborate with businesses, creatives, NGOs, and policymakers to co-create nature-positive, climate-smart, and collaborative paths to accelerating change.

**Creative and storytelling excellence:** delivering & supporting award-winning campaigns that influence hearts and habits

Network access: NCIT is partnered with top ad agencies and has a superfriends network of marketers, scientists, and policy influencers.

**Campaigns** such as [Save the Flavours](#) (with M&C Saatchi and Rainn Wilson), which translated climate science into emotional, flavour-based messaging to shift public attitudes

[WRAP](#) is a global environmental action NGO transforming our broken product and food systems to create Circular Living. For the benefit of the climate, nature, and people.

WRAP brings experience and convening power in driving circular economy action in the UK. Their credentials include leading the [UK Plastics Pact](#), which brings together businesses from across the entire plastics value chain with UK governments and NGOs to tackle the scourge of plastic waste.

Proven success in launching **national and global campaigns** that drive measurable consumer behaviour change (e.g. Love Food Hate Waste, Recycle Now).

**Evidence lead behaviour change** solution utilising behavioural science, and its circular living segmentation model to really target the most influential audience for change.

# Appendix 2- Workshop Methodology



Two workshops uniting forward-thinking companies across the personal care space who want to accelerate the shift to concentrated and waterless formats. Businesses in attendance were primarily involved with UK Plastics Pact. The workshops were in person, in Central London.

**Workshop 1** – For heads of sustainability and innovation teams. Focused on sharing insights, identifying barriers, and co-designing campaign elements. We led a structured COM-B workshop to explore the key behavioural barriers and enablers to adopting waterless cosmetics - from both consumer and business perspectives.

**Workshop 2** - For marketing and comms leads. Focused on messaging, norm-changing strategies, and audience engagement. The aim was to explore how communications can drive change

# Appendix 3 Mindfulness & Watchouts



1. We want people to switch products, not purchase more.
2. How people use products has impact, just as much as the product itself, and in some cases the usage phase may have higher environmental impact. This project will address what it can control.
3. A benefit in one environmental indicator, may prove a disbenefit in another. There is no silver bullet other than purchase less and use less.
4. A change in formulae may create an environmental benefit in one indicator, for example in the production stage, but an environmental disbenefit in the citizen usage stage- or vice versa.
5. Any collaboration with industry will be Competition Law compliant.
6. Citizen insights around these products was a mixture of quant, qualitative and industry reporting their barriers. There are gaps in citizen insights on usage.
7. The industry barriers are from the businesses, and organisations that attended the workshop, whilst indicative of the sector, are not representative.