

Sustainability ambassadors: Interview

Carol Milan (Laundry & Home Care, Lebanon) talks about her personal experience as sustainability ambassador.

(Quotes may be used without prior permission)

What inspired you to become part of Henkel's Ambassador Program?

The goal of the ambassador program is to engage people on the topic of sustainability, and that really motivated me to get involved. The Middle East and Africa is a challenging region in terms of sustainability. To make progress on various environmental issues here, we need to engage people and combine our efforts. That's really where my commitment and passion comes from.

What did you learn through Henkel's ambassador training?

I learned about the many different aspects of and drivers for sustainability. It is not only a matter of environmental protection. It encompasses social progress and economic success as well.

Furthermore, I learned that Henkel is thinking about sustainability in terms of its products, people and partners and using sustainability to promote the company's business objectives. Sustainability is not just a "nice-to-have" at Henkel. It is a corporate value, a profitability booster and an optimization tool.

How would you describe the experience of presenting sustainability to school children?

Every session is unique, because it involves a new interaction with a new group of students. But it's always rewarding. The students' enthusiasm and passion for the topic feeds my own commitment for sustainability.

What I find exciting is how this program multiplies our impacts. By discussing sustainability with students, we are creating a new generation of sustainability ambassadors, who can spread the message further and integrate sustainability into their own daily lives.

Has the training been useful in communicating sustainability to suppliers, business partners, retailers and other stakeholders? If so, how?

Yes, it's been helpful. Before attending the training, I thought of sustainability as a "luxury" topic, particularly for regions of the world facing wars and conflicts. Now I see that sustainability is a "must" for all of us. We can make sustainability part of our thinking, our daily lives and our culture. It gives us the opportunity to become better and do better. This mindset motivates me to share Henkel's philosophy with all of our stakeholders and to strive to find ways to partner with them on sustainability.

In your opinion, how can people make more sustainable choices in their personal lives? What tips can you give to others?

I think the key is awareness. Once people become more aware of their impacts, they can make more sustainable choices.

What's important to keep in mind is that there is no small action. We can choose to be active or passive. We should not underestimate the importance of our day-to-day choices on both a professional and personal level.