

## **Sustainability ambassadors: Interview**

**Frank Tenbrock (Finance, Germany) talks about his personal experience as sustainability ambassador.**

(Quotes may be used without prior permission)

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

Everyone should use Earth's natural resources in a responsible manner. We need to conserve resources not just for today's generation but for the generations still to come. Thus, as the father of two young children, I felt that it was important to take part in this initiative.

### **What did you learn through Henkel's ambassador training?**

I learned that "achieving more with less" is not a contradiction. In fact, sustainability and economic success can be aligned.

Sustainability is a key strategic driver and a source of competitive advantage at Henkel. By reducing our consumption of energy, water and materials in production, we can cut costs. And by developing products that improve consumers' quality of life and require fewer resources during use, we can provide customers and consumers with real added value.

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

Yes, I have used the training in team meetings, and the feedback has been extremely positive. One example is the effort to reduce the environmental footprint of foods served in our cafeterias. Do we really need to serve strawberries in January, when they are out of season? No.

The initiative to identify and serve more sustainable foods at Henkel is coming along nicely, and we look forward to serving our first sustainable menu in the months to come!

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

I think it is important to understand that anyone and everyone can contribute to sustainability in their daily lives. Taking shorter showers on a daily basis and turning off the lights when you leave a room are just as important as buying high-quality, long-lasting products.

Each person may only make a small contribution. But as a family, a group, or a company of almost 50,000 employees, our individual contributions combined will help to preserve the Earth's resources for future generations.