

Procter and Gamble Earns the 2014 DBMA Circle of Excellence Award



Doing the right thing is the foundation of P&G's Purpose, Values and Principles. At P&G, doing the right thing also includes investing in the communities in which it lives, works and serves. At its core, P&G Social Responsibility programs aims further what the firm has already done for more than 175 years: improve lives.

This profound commitment and the tangible successes it has already yielded embodies the ideals that we at the Distribution Business Management Association wish to foster in all business, and for that reason we are proud to honor Procter and Gamble with the 2014 Circle of Excellence Award.

Each year, a panel of DBMA experts takes stock of America's major corporations and their demonstrated performance in conducting environmentally responsible business, ensuring that sustainability and profits grow in unison. With stressors from a still-recovering economy to an ever-changing climate, operating with an eye to the future is equal parts good business and moral imperative.

"What Procter and Gamble has done is really quite impressive," said DBMA Executive Director Amy Thorn. "At DBM, we've always thought of the Circle of Excellence as a kind of a club whose members set a sustainability ideal that all companies should aspire to. Companies like P&G understand that today companies have a choice. They can choose to meet the needs of this generation without compromising the right of future generations by creating places, policies and practices that improve the quality of life.

P&G has chosen to work toward encouraging and creating sustainable lifestyles instead of continuing on with business as usual.

"Companies like P&G are a force in the world. Their market capitalization is greater than the GDP of many countries, and they market their products in more than 180 countries. With this stature comes responsibility to be an ethical corporate citizen. Through their social responsibility programs, initiatives such as P&G Children's Safe Drinking Water and Pampers 1 Pack = 1 Vaccine are just a few examples of how they are improving the lives of people every day.

"These responsible business practices and policies as well as others are what has earned them the title of this year's Circle of Excellence Award," Thorn said.

Among the companies demonstrated successes, several of the most impressive deserve special mention:

Procter and Gamble has done an exemplary job stepping up the sourcing of raw materials in the form of product ideas from both inside and outside the company and devising a process to find them and turn them into innovations.

This recognition is in part due to P&G's efforts to improve its innovation in four major product categories:

1. Sustaining innovations to improve on existing products (i.e. Gillette Fusion)
2. Disruptive innovations that bring high-end services to mass markets (i.e. Crest Whitestrips)
3. Transformative innovations based on performance breakthroughs (i.e. Olay Pro-X)
4. Commercial innovations to enhance the consumer experience (i.e. P&GbrandSAVER events)

We applaud P&G's efforts to chart a challenging course toward a stronger, more sustainable and innovative future for the entire industry. ■