

Climate solutions in the consumer goods sector: An avoided emissions UK case study

Procter & Gamble's Fairy Platinum Plus dishwasher capsules deliver effective cleaning performance in more sustainable automatic dishwashing cycles.



Up to 31% CO₂ eq. reduction

When switching from a Normal/Auto dishwasher cycle to a Short cycle (<55 mins) in the UK, with an effective cleaning result achieved when using Fairy Platinum Plus capsules.

→ Up to 8.8 kt CO₂ eq.

avoided in the UK between 2022 and 2025 when switching to a Short cycle.

Switching the remaining Fairy users in the UK from Normal/Auto cycle users to Short cycles (as of 2025) could avoid

→ 42 kt CO₂ eq.

Capturing avoided emissions

— assessment details

- **Functional unit:** One automatic dishwashing cycle cleaning a load of soiled dishes.
- **Impact:** 0.17 kgCO₂ eq. avoided per switch from Normal/Auto to Short cycle.
- **Time period:** Year-on-year
- **Scope:** UK.
- **System Boundaries:** Cradle-to-grave².
- **Key assumption:** Year-on-year increases of Fairy Platinum Plus capsules sold for Short cycle use are interpreted as a switch from Normal/Auto to Short cycles

Use this document to support your understanding of avoided emissions calculations and disclosure as outlined in the WBCSD Guidance on Avoided Emissions:



The reference scenario

- Although most machines offer a Short cycle option, many consumers opt to use Normal/Auto cycles to achieve an effective level of cleaning performance.
- Based on a study of 133 dishwasher manuals across 27 brands, the weighted average consumption of the Normal/Auto cycle is 1.2 kWh of electricity and 13.5 liters of water.
- The baseline assumes that the number of consumers using Short and Normal/Auto cycles is the same as the previous year.

The low-carbon scenario

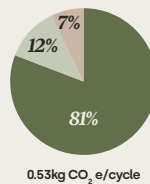
- P&G formulates Fairy Platinum Plus capsules to function effectively in all cycles including Short cycles (<55 minutes). This requires chemistry optimized for rapid dissolution at lower temperatures.
- Short cycles consume less electricity and water than Normal/Auto cycles, resulting in up to 31% reduction in CO₂ eq. emissions in the UK.
- P&G consumer data tracked the annual increase in the use of Short cycles in the UK, which is interpreted as a shift from Normal/Auto cycles.
- Fairy has consistently been highlighting switching to Short cycles through advertising for the past three years, and this effort continues today.
- Realizing the full avoidance potential of short cycles depends on changes from actors across the value chain, including machine manufacturers enabling short cycles, detergent producers providing compatible products, and consumers making the relevant informed choices.



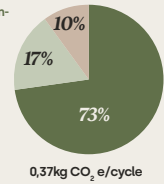
How it works

System boundaries

The Business-as-usual-scenario (Normal/ Auto cycle)



The Low-carbon-scenario (Short cycle)



Up to 31% →

■ In use: Electricity & water during dishwasher cycle ■ Capsule raw materials ■ Others (Packaging, transport, manufacturing)

Using short cycles reduces emissions associated with consumers' electricity consumption. For the capsule manufacturer, these emissions fall under Scope 3 (Category 11) of the GHG Protocol.

WBCSD avoided emissions eligibility gates

Gate 1: Climate Action Credibility Gate 2: Climate Science Alignment Gate 3: Contribution Legitimacy

What share of the company's revenue does this solution represent?

Sales of Fairy Platinum Plus capsules account for a substantial share of P&G's total dishwasher capsule sales. The "Home Care" operating segment represented 13% of the company's total revenue in 2025.

Environmental and social side effects

Selecting short cycles has a positive environmental impact on fine particulate matter, fossil resource scarcity, water scarcity and cumulative energy demand. It also has a positive social side effect on consumers' lives, saving time by shortening the dishwashing process.

Third-Party Verification

The life cycle assessment underlying this use case is compliant with ISO 14040, ISO 14044, and ISO 14067 and has been peer-reviewed and approved by an independent expert panel.

1. The 8.8 ktCO₂eq figure is a historic value based on cumulative year-on-year emissions avoided over three years from 2022 to 2025. The 42 kt CO₂ eq. figure is an avoidance potential in 2025.

2. Calculations cover the full lifecycle of the automatic dishwashing detergent (cradle-to-grave), excluding the appliances impact. This applies to both the reference and solution scenarios.

PLEASE NOTE: THE CURRENT VERSION OF THE WBCSD GUIDANCE ON AVOIDED EMISSIONS IS NOT A STANDARD AGAINST WHICH COMPANIES CAN VERIFY SOLUTIONS. WE HAVE INCLUDED THIS USE CASE AS AN INDICATIVE ILLUSTRATION ONLY. IT DOES NOT QUALIFY AS A THIRD PARTY REVIEW OR VERIFICATION FOR THE UNDERLYING AVOIDED EMISSIONS CLAIMS.