Unilever is one of the world's leading suppliers of fast moving consumer goods, with operations in over 100 countries and sales in 190. In Turkey, Unilever Turkey serves more than 51 million customers, with a range encompassing 30 brands. The company operates plants in seven different locations and as of 2011 had a domestic workforce of over 5,000 employees focused both on the national market, as well as exports to 35 territories overseas. In total, Unilever Turkey has an annual turnover of approximately $3 billion.

In 2010, Unilever introduced the ambitious Sustainable Living Plan to guide its global activities, committing to a ten-year journey towards sustainable growth. The plan focuses on the direct operations of the company and its subsidiaries, but also on suppliers, distributors and the consumers using Unilever brands. Supported by 60 quantitative, time-bound targets spanning the company's social, economic and environmental performance across the value chain, the plan aims to deliver increased health and well-being, a halving of Unilever's environmental footprint, and 100 percent sustainably-sourced raw agricultural materials.

In particular, the company has reduced hazardous wastes by 98 percent, halved energy and water consumption, reduced carbon emissions through the introduction of sustainable and efficient production and transportation technologies, and made significant progress in purchasing a large portion of raw materials like palm oil, tea, fruit and vegetables from certified sustainable sources in Turkey and abroad.