



花王国際こども環境絵画コンテスト

KAO International Environment Painting Contest for Children



The Kao Group has held this contest annually since 2010, with the aim of encouraging children around the world to think seriously about conservation of the environment around them and of the earth, as well as about the earth's future, and express their thoughts in paintings, which will also hopefully encourage people around the world to take action to preserve the environment.

For this tenth contest, we received 16,552 entries from all over the world. We will introduce 32 of these entries with the children's message through their paintings, which have been selected under strict criteria.

General remarks by the juries



Mr. Fumikazu Masuda

Chair of Jury
Ecodesign Consultant
Former Professor,
Tokyo Zokei University

It is ten years since this contest started, and at this memorable point, it seems as if we are receiving more entries with sharper and more unique perspectives. It is changing from the idea of using paintings to express campaigns and slogans, to paintings with wishes to convey one's honest opinion without reservation. How do we as adults respond to the children's painful cries as we see more message-embodied entries? Don't we have to face their feelings and act on them? I felt this contest has come to a significant turning point.



Ms. Sumiko Okubo

Artist

The screening made me think more than the previous years. While many entries featured similar motifs like nature and animals, I also wanted to select entries that did not fit in this category. Yet it is natural for children to feel concerned, faced with realities such as typhoons, floods, and animals facing extinction from the polluted environment. Hearing such voices as, "It will be too late if we don't do something," and "What are you adults doing?"...we must respond to them and change the situation for the future. It is my great hope that this contest becomes one of the starting points.



Mr. Kei Matsushita

Professor, Tokyo University
of the Arts

"Perhaps children are better at portraying the change of times than adults," I mourned as I viewed the entries. In the previous contest and contests before, there were many entries that depicted diverse elements in fine detail to express some kind of power that surrounded our lives. Yet, this year, plenty of entries seemed to depict animals, nature and humans as equals. A powerful message that humans are living with nature, not controlling it. This was a fruitful screening in that the entries suggested the emergence of the next stage, where children will think about global environmental problems and come up with their own solutions.



Ms. Yoko Oyamada

Artist, Illustrator

This was an opportunity for great learning again from the children's entries. Despite featuring backgrounds created by adults, that vary from region to region, the children's paintings reflected the current reality of where they are from. Some evoked a sense of nostalgia, reminding me of some lost landscapes in Japan. The awarded entries as well as all others made me aware that the children's wishes all converge to one. All of the entries were wonderful, able to convey messages forever across the region, times and languages, as long as there are people to view them.



Mr. Andreas Schneider

Designer

As this year's contest had entries from more regions than ever, the task to select awardees has become increasingly difficult. Reviewing the beauty of the many submissions, it was really hard to narrow down on a few winners. During the screening, I tried to decipher the motivation of the children as they created the paintings. Reading the messages some had written to great detail in their application, I appreciated the optimistic and often very pragmatic suggestions from the children who obviously are living with all kinds of anxiety. I want to compliment all children who made a great and brave effort by producing and sending their ideas, including those who unfortunately did not receive nomination.



Mr. Dave Muenz

Senior Vice President, ESG,
Kao Corporation

This was the first time I served as a judge, and I am grateful to have encountered so many wonderful entries.

The most stunning thing was the sharp perspective from the children that was present in every entry. They are facing real problems that they want to elaborate on, without looking away from real causes, including their background. And they are raising alarms through their works to the reality that their world is in immediate danger. It was an invaluable opportunity where their poignant cry of help, "Don't be quiet, do something!" pierced my heart.

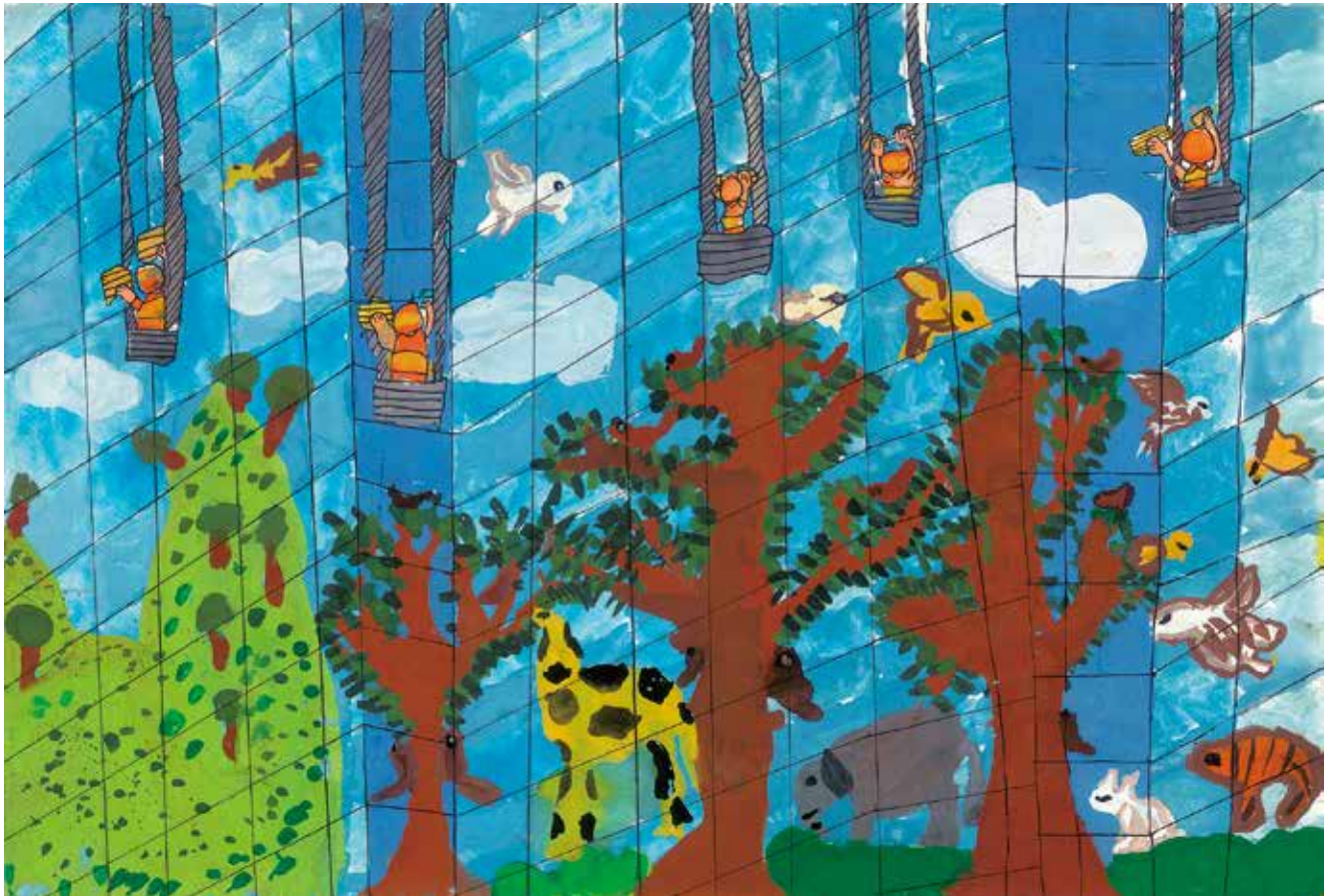


Mr. Naoto Katahira

President, Creative,
Kao Corporation

I felt the differences in expressions were narrowing overall. I had often been surprised by how particular expressions came out of certain regions, and this experience reminded me that it is important to look at each artwork without being trapped by preconceived ideas about different parts of the world. I also felt that serious subjects are on the increase, meaning perhaps that more children are feeling saddened by today's environmental news. This contest has become an opportunity that reminds us once again that as a company and as adults, we have the duty to continue actions that bring more smiles to children.

"eco together"—Planet Earth Grand Prix



The Park with Building

Thoughts and wishes regarding the painting

Workers are wiping a glass building. The glass reflects a view of a park near the building. This shows that nature and technology can co-exist. If we, human, save our nature together, by conserving forest and stopping environmental degradation, we will be happy with our natural environment.

Comment by the juries

From Thailand, a country abundant with nature, comes an effortful piece spontaneously portraying the painter's wish toward a society in which nature and humans live in harmony. The child's positive image of a dream future is illustrated in bright colors with a bold composition and raw colors. The cleaning swings at the top look as if they symbolize the adoration for or the joy of flying, as if sending out a message that the person is leaping from his/her daily life to a new stage. There is a tremendous sensitivity in the depiction of the trees, animals and white clouds against the blue sky.

"eco together"—Kao Prize



Playing with Water

Thoughts and wishes regarding the painting

The water is one of the best things of planet, but it is limited and we have to learn to take care of it and take advantage of it. My idea, is that children and with help of our parents, we become aware of how important water is and that it should not be wasted. This should not be a dream or a wish, it might be a challenge for people around the world, because the earth is our home.

Comment
by the
juries

What we see is people joyfully walking on the clouds. Rain falls from the clouds, plants sprout, and new lives are about to begin. A particularly unique entry, encompassing a strange yet wonderful story as if we are in a dream. Rain is often perceived as something negative, but this painting treats rain positively as a blessing. The rich inspiration is perhaps what creates the artwork's cheerful and happy world view.

My Kind Lion

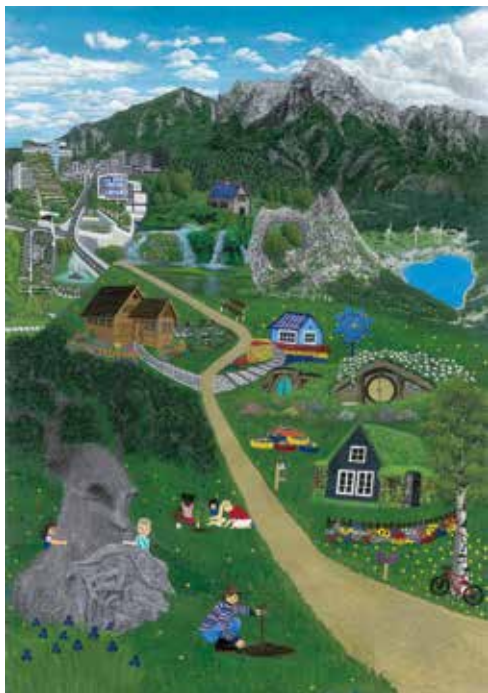
Thoughts and wishes regarding the painting

I wish that we do not burn forests with beautiful trees and that animals do not die anywhere in the world. I wish all people would love animals and give them water and food. I wish that we do not dump any waste into the sea so that fish will always swim in clean water. I ask God to make adults understand that land, forests and seas do not belong to them and that we children have the right to use and enjoy them in the future because destroying nature also destroys us.

Comment
by the
juries

While we have seen many entries warning today's adults, this entry simply expresses an absolute form of happiness where "humans and animals live together." Symbols of happiness vary from region to region, but the uninterrupted eyebrows are a distinctive feature unique to the Persian culture. Coupled with the energized look of the lion, the world looks peaceful and full of happiness. We do not see Japanese people with this sense of using raw, unmixed colors. The balanced sensibility is outstanding.





My Eco-Friendly Dream

Thoughts and wishes regarding the painting

Our planet is so unique, so beautiful. It gives us life and deserves our care and love. We have to understand that our future is beginning today and take seriously the messages our planet sends us. My painting presents my eco-friendly story, with all positive changes that include reused materials and changed attitude of people towards the nature. We have to make smart decisions, because our future will depend on them. Eco-friendly decisions are smart so let's be eco-friendly, together!

Comment
by the
juries

With a meticulous touch, the arduous artwork is filled to the corner with details. The time and passion taken by the child to complete this painting is enormous, with a theme of coexistence between humans and nature. The clear air flowing from behind the mountain, and the enriched life of the people living close by, are expressed in a refreshing manner, offering many clues to the eternal question of "how we should live and look to the future." This entry is full of charm, enticing us to admire it forever.

I Hope We All are Friends with the Environment

Thoughts and wishes regarding the painting

This painting expresses every part of our body observing the destruction of the environment and the black color in the painting expresses our sadness at this destruction.

Comment
by the
juries

While many entries portray realistic situations in an easy-to-understand manner, this entry stands out with its abstract approach. Many eyes look on as the fish is washed ashore, and we also see the legs of a faceless girl. What do they signify? The entry looks strange and interesting, evoking our imagination with every look. The message is clear. "Use your own eyes to observe reality." A painting to be appreciated from every angle.



Paint the Earth Green

Thoughts and wishes regarding the painting

Parts of the world are heavily polluted. Its once beautiful landscape is now filled with factories, clear-cut trees and garbage mountains. The paintings symbolize all that the land could be if we become eco-friendly together. Everyone has their own "brush", we just need to find the right way to use it. Everyone can contribute in little ways and doing so would go a long way. People of all ages and ethnicities can help "paint" green grasses and blue skies back onto our mother earth.

Comment
by the
juries

The painter looks straight into the reality that is falling into despair, yet the painter also ponders an ideal future. The pure curiosity touches our heart, of wanting to visualize the image anyway before acting on or verbalizing a wish. Here are children, shocked by the gap between the ideal society and reality, yet never giving up the dream of stepping closer to their ideal future. We must take to heart the message, "This is the reality. But let's change the future together," and take action.



Collect Resources Thoroughly and Make the Environment Better!

Thoughts and wishes regarding the painting

In this picture, I drew everyone coming together to protect the environment, dividing the tasks between them and correctly sorting the resources that have been thrown away. Not only do they make it so that we can use the empty bottles, empty cans, and electrical appliances that people no longer need, they also find new ways to reuse them. For example, if you reuse glass and mix it in with the cement used in roads, the streets are bright at night and look pretty! Everyone must do what is right, however small each action might be. Many small achievements add up to make the environment we live in cleaner and better.

Comment
by the
juries

Garbage separation for recycling is a key global issue and we have seen a number of entries on this subject. This entry is in another league in the way the people and garbage are treated. As the aggravated environment urges people to put on masks, they are just getting on with life silently. Meanwhile, plastic, tiles, screws and other garbage are painted meticulously, with tone variations within the same colors. The repeated patterns convey a message, "Let's come together and keep recycling garbage."

Forever Eco and Forever Life

Thoughts and wishes regarding the painting

According to the journal Science, the most effective way to cope with the climate crisis is to plant trees. A global tree-planting program of 1.2 trillion trees can absorb two-thirds of the carbon emission. In the picture, people from different nationalities are planting plants with their seeds, saplings, and tools. I hope that once we rebuild a healthy ECO system, all organisms can live happily on earth forever.

Comment
by the
juries

What this entry shows in a straightforward manner is the message, "Let's accept the diversity that varies from region to region and make connections between people." The storyline is also wonderful, which changes according to the distance from which the viewer looks at it. From afar, the painting looks as if it is based on the vital power that eternally runs through the natural world, with the motif of countless branches stemming out of a large single tree. Yet, up close, the painting reveals various tribes coming together and living happily together. The gentle yet sensitive color usage also gives the entry an idyllic impression.



The Yellow Bulldozer Cleans up the Lake

Thoughts and wishes regarding the painting

The yellow bulldozer is removing the garbage from the large, wide-open lake. There is a lot of waste, in many shapes and sizes. Surprisingly, there were many animals among the garbage. I think that cleaning the lake is one type of eco-friendly activity.

Comment
by the
juries

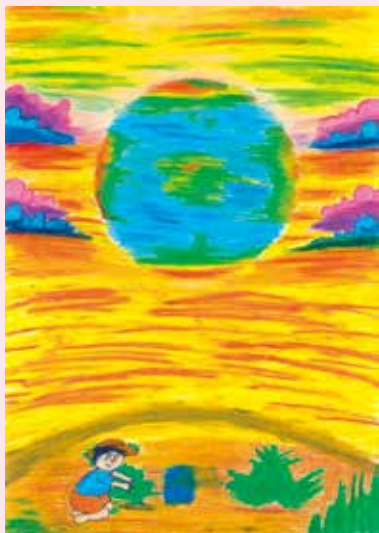
As Japan has been stuck by recurring earthquakes and typhoons, the child picks up the unavoidable subject that, "We have to collect the pollution we have created." While we have seen many pessimistic entries on global environmental issues sending out the message that we have reached the worst-case situation, the point of no return, this entry releases a positive message: "Let's put our heads together and try anyway." The bold composition of the yellow shovel car going out of the frame and the impactful colors emphasize the painter's strong will.



Eco Friend Prize

Jury's Special Prize

Chair of Jury Fumikazu Masuda Selected



Let's Protect Our Earth from Damage

Comment
by the
Jury

A child with an anxious look, crouching in an unusually tense world, touches the water and a plant. The child is feeling the urge to do something if there is anything that can be done. The painting compels us to think that adults must not, no matter what, destroy the future for our children.

Jury Kei Matsushita Selected



BIRDS ARE PROTECTING THEIR EGGS

Comment
by the
Jury

The bird is sitting on its egg. The placement of the motifs and the composition are wonderful. I gave great scores to the fact that the several elements are creating harmony in great balance, portraying the image of a happy future.

Jury Andreas Schneider Selected



Our Favorite Flower

Comment
by the
Jury

The entry's powerful strokes show the belief that we do live not just with one another but with everything around us, including insects. The vivid colors give this painting a strong impact even when it is viewed from afar.

Jury Sumiko Okubo Selected



We are All Friends of the Environment

Comment
by the
Jury

The composition of the bird is wonderful, up close and placed in the center, troubled with a piece of gum stuck on its beak. Children are anxiously watching. The reality that animals suffer from human egoism sends us a message as we think about the environment.

Jury Yoko Oyamada Selected



THE HELPING BIRD

Comment
by the
Jury

A bird whose patterns seem like a vegetable field or a lake is sprinkling water with a watering can. It engulfs the viewer with a wish to fly high with a sense of purpose or a dream. The artwork is filled with hope, in light-capturing bright colors and with a gentle touch.



Jury Dave Muentz Selected

MAKE IT!

Comment
by the
Jury

The painting expresses expectations for the environmental activities to conserve the beauty of nature, as well as the frustration that if we miss the opportunity to improve the situation, only bad things will happen. The tension between the two is meticulously expressed with elaborate brushstrokes.



Jury Naoto Katahira Selected

eco, together

Comment
by the
Jury

In a straightforward manner, the entry expresses the idea that people should not individually drive their cars but travel together in a bus. The passengers' smiles and the busy colors say that it is a joy, not a duty.



MAGICAL UMBRELLA

Comment
by the
juries

People are walking with parasols with an energy storage function, which will light up rooms at night. A fun entry, humorously and creatively expressing the painter's wish to make the most of sunlight.



Crash of the Ship "Nature"

Comment
by the
juries

The painting emphasizes that the oil leaking out of a tanker into the ocean is having a negative impact on the environment, by painting it jet black amid beautiful colors. The artful expressions are incredibly alluring. The composition and painting skills are also excellent.



Heaven on Earth

Comment
by the
juries

Is the face in the center a goddess? "We want to preserve with our own hands what thrives in mother nature." That message is expressed well in rich colors and with outstanding skill.



Mechanical Life/Converting the Trees into Buildings without Feelings

Comment
by the
juries

Human behavior brings air pollution, and people on upper floors cannot live with windows open. With unique expressions, the painting raises an alarm that environmental issues have direct consequences on our lives.



PURE NATURE

Comment
by the
juries

Winter's severity is expressed in beautiful colors, including the animals in the ground escaping the cold. While global warming has become a key issue, the painting oozes coldness. It is amazing how the painting makes us feel the air.



Embrace of Lady Persia

Comment
by the
juries

Is this painting portraying the form of happiness the child is looking for? Nature, animals and a human in harmony, living calmly. Image of happiness varies from person to person, but this painting looks as if it is underpinned by an awareness of the environment.



The Tree of Choices

Comment
by the
juries

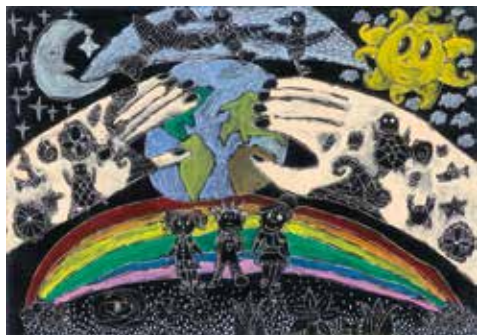
The harmony of colors, including clarity and luminosity, is excellent. This painting expresses the message that we should live among nature and preserve it. The day-to-day life scenes such as watering and recycling garbage are richly portrayed and eye-catching.



End of the World

Comment
by the
juries

This entry conveys uncontrollable anxiety. Images of the environment seen in recent entries have not just been positive; some express an anxiety for the future, or almost a sense of resignation. We must enable children to have a dream.



Let's Protect Our Planet

Comment
by the
juries

At first glance it is a symmetrical composition, but it depicts the unique character of elements in nature, one by one, with different motifs placed left to right. Through the painting's high standard of composition, the artist's appeal is that we, being part of nature, must preserve it with our own hands.



Rain Falling in the Forest

Comment
by the
juries

This painting conveys the message that rain, rivers and other water will remain important to us in the future. To highlight the water's presence, the entry features highly contrasting colors and a bold composition, with attention to style.



Ritual of Forest Ordination

Comment
by the
juries

A nature-rich forest with various animals. The trees are wrapped in straw mats. The idea of using brown only for the straw mats is excellent, drawing the viewer's attention to the traditional method of preserving tree health.



The Cherry Tree

Comment
by the
juries

It seems as if the person is picking cherries, as well as garbage, while basking in the sunlight. The tree harbors a dream, with a large caterpillar and a butterfly that has just hatched from a cocoon. A joyous, wonderful piece.



To Protect Environment

Comment
by the
juries

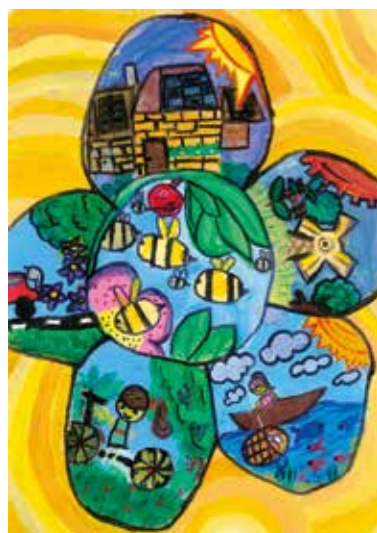
Every year, we see entries that feature the earth, but many have featured positive themes such as taking care of a crying globe. Finally, we have come to a point where the globe is likened to a garbage bag, conveying a pressing sense of danger. I took the message seriously.



Cultivate Coral from Waste in the Ocean

Comment
by the
juries

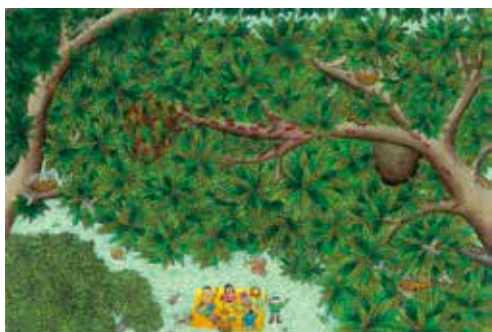
We see many types of plastic waste in a large net. This is possibly a painting to raise alarm, by portraying the garbage issue that results in marine pollution, suggesting that pollution encompasses various factors in a complex manner.



ECO FRIENDLY WORLD

Comment
by the
juries

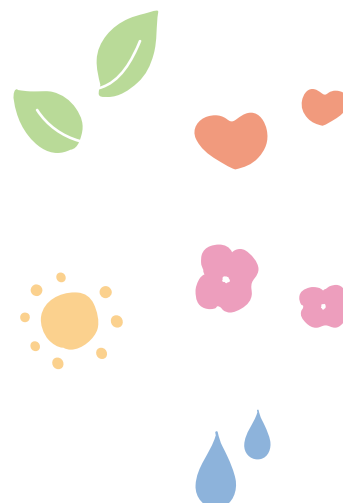
Resembling a flower at first glance, this painting is a picture that looks at the globe from many angles. It looks at natural energy sources like a solar panel, a windmill and a waterwheel, as well as the beauty of the natural world. Eco-friendliness is captured well with an eight-year-old's perspective.



At My Backyard

Comment
by the
juries

The artwork uses perspective to look at a family below a tree from a height, but it focuses on tiny insects on the tree trunk. Here is a unique perspective on life, illustrating the large tree dynamically yet casting a strong focus on tiny creatures.



Awards Ceremony for 10th Painting Contest

Kao exhibited the award-winning entries at Kao's booth at EcoPro 2019 (Tokyo Big Sight) held from Thursday, Dec. 5 to Saturday, Dec. 7. The awards ceremony took place on Dec. 7, the final day of the event, in which the nine winners of "eco together" - Plant Earth Grand Prix and "eco together" - Kao Prize were invited to attend. The winners were selected from 16,552 entries (446 from Japan and 16,106 from overseas) from all over the world.

Chair of Jury Fumikazu Masuda commented "We thank you for submitting entries with extremely deep meanings. When selecting the entries, we the juries discussed the thinking and meaning behind each entry. Please do not forget your wonderful experience today and keep expressing your thoughts on the environment." Following Masuda's remarks, Kao President and CEO Michitaka Sawada presented commemorative plaques and gifts to the winners.

The winner of "eco together" - Plant Earth Grand Prix was Kritsakon Chaiwarin, 10, portraying a park with a glass skyscraper reflecting trees and animals. He expressed his joy in his speech as a representative of the winners. In the interview following the awards ceremony, he said "This shows that if we humans work together to save our planet, we will have a lush natural environment and will be able to live happily even if technology advances," speaking of the message embodied in his work. Other winners also expressed their message for the environment to the audience.



Grand Prix winner Kritsakon Chaiwarin
delivering his speech



"eco together"
- Kao Prize winner
Baran Karami receiving her
award plaque from President
and CEO Sawada



Talk session with all the top award winners



Prizewinners group commemorative photo with Chair of Jury Masuda (left)
and President and CEO Sawada (right)
and Senior Vice President, ESG Dave Muenz (second from left)

Information about
the 11th Kao International
Environment Painting Contest
for Children



For more information please visit the
"Kao International Environment Painting Contest for Children" website

[English https://www.kao.com/global/en/sustainability/environment/painting-contest.html](https://www.kao.com/global/en/sustainability/environment/painting-contest.html)

Kao Painting Contest

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