



FOR IMMEDIATE RELEASE

April 26, 2021

Entries Now Open for the Twelfth Kao International Environment Painting Contest for Children

The Twelfth Kao International Painting Contest for Children is now open for entries, as at April 26, 2021, according to Kao.

Kao conducts the Kao International Painting Contest every year since its launch in 2010 as part of its environmental initiatives. The renewed theme for this year is “Let’s make our environment sustainable, together!”. Kao invites children to create works that express the small steps they can take every day, their dreams, and hopes for a sustainable world. This contest has been held annually since 2010 in the hope that paintings and thoughts expressed by children around the world, on their sincere consideration of the environmental conservation around them, the earth and its future, will inspire people across the globe and lead to take action for changing lifestyles. Last year, 12,884 entries were received from children all over the world. Cumulative entries received since 2010 till now total 112,308 paintings.

Prize winners will be announced on the Kao website in January 2022 and the awards ceremony will be held in Tokyo in March 2022. Winners of the "eco together"- Planet Earth Grand Prix and the "eco together"- Kao Prize will be invited to attend the awards ceremony.

Kao announced the Environmental Statement in 2009, which stipulates we promote "eco together," working with consumers, business partners and communities. In 2019, Kao also launched a new global ESG (Environment, Social and Governance) strategy, the Kirei Lifestyle Plan, based on our consumers driven principles, which aims to respond to the desire and action of people around the world for a sustainable lifestyle. Kao will continue to strive for the wholehearted satisfaction and enrichment of the lives of people globally and to contribute to the sustainability of the world.

Outline of the Twelfth Kao International Environment Painting Contest for Children

Theme: “Let’s make our environment sustainable*, together!”

What can we do to protect our precious local and global environment and how can we pass it on to future generations? Please express your thoughts and ideas freely in your painting.

* A sustainable environment stays healthy for many, many years into the future. It is a world where all animals and plants live together in harmony without fear.

Eligibility:

Children around the world between the ages of 6 and 15 years old ※As of the end of August 2021

Please send the original pictures to:

Kao International Environment Painting Contest for Children Office
8-3-29 Tajima, Sakura-ku, Saitama 338-0837 JAPAN

Entry deadline:

Paintings must be received by midnight Monday, September 6, 2021 Japan Standard Time (JST)

Results announcement and the awards ceremony:

By late January 2022 the winners and their schools (or art classes) will be notified of the results. The results will also be posted on the Kao website. In March, 2022, the prizes will be awarded in a ceremony in Tokyo.

- The winners of the “eco together”- Planet Earth Grand Prix and the “eco together”- Kao Prize (including winners from abroad) and one accompanying guardian will be invited to attend the awards ceremony.

Judges

Mr. Fumikazu Masuda:	Judge Chair, Design Consultant, President, openhouse Inc.
Ms. Sumiko Okubo:	Artist
Mr. Kei Matsushita:	Professor, Tokyo University of the Arts
Ms. Yoko Oyamada:	Artist, Illustrator
Mr. Andreas Schneider:	Designer
Mr. Dave Muenz:	Executive Officer, Senior Vice President, ESG, Kao Corporation
Mr. Naoto Katahira:	Vice President, Creative, Kao Corporation

- For entry details, please refer to the Kao International Environment Painting Contest for Children website as follows.

<https://www.kao.com/global/en/sustainability/society/painting-contest/entries/>

About Kao

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as Attack, Bioré, Goldwell, Jergens, John Frieda, Kanebo, Laurier, Merries, and Molton Brown, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,400 billion yen in annual sales. Kao employs about 33,000 people worldwide and has 130 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>

Entry inquiries should be directed to:

Kao International Environment Painting Contest for Children Office
Tel: +81-48-872-1082
(weekdays from 10:00–17:00, Japan time)
e-mail: kao-contest@hit-bits.com

Related Information

■ Kao International Environment Painting Contest

<https://www.kao.com/global/en/sustainability/society/painting-contest/>