

## China's Cleanliness and Water-saving Campaign Starts with New Content in 2022

Kao Corporation

In September, Kao (China) Holding Co., Ltd., a China-based group company of Kao Corporation, started its environmental protection program entitled “China’s cleanliness and water-saving campaign” in collaboration with the Center for Environmental Education and Communications (CEEC) of China’s Ministry of Ecology and Environment.



In 2022, Kao (China) continued its partnership with the CEEC to introduce a new development in the campaign’s theme, “Toward a Clean and Beautiful China.” With this new beginning, the campaign continues to focus on university students, soliciting activity proposals from universities throughout China on a wide variety of environmental protection activities such as plastic reduction, low-carbonization, biodiversity protection and sustainable development. We will carry out a campaign to implement the selected proposals and support universities’ public relations activities. In this initiative, we will further focus on China’s environmental priority strategy, and integrate its policies with the Kao Group’s environmental protection strategies. Our hope is that university students will develop more diverse activities, deepen their thinking about environmental problems and propose innovative ideas for environmental actions.

This campaign combines “online and offline” activities. On September 1, the National Small Grant Program for Universities and the 2022 mini-program began. To date, 154 university associations have submitted proposals. For the next three months, through an app, participants can check the results and details of their activities and submit proposals. After the application deadline, the shortlisted projects will be implemented with the support of the CEEC and Kao (China). Awards will be given after the program ends, and a closing ceremony will be held in November.

Over the past 10 years, Kao (China) has been working with the CEEC to conduct a water-saving campaign targeting the general public and households entitled “Save 10,000 liters of water annually per household” to raise public awareness about water conservation and to reach out to more people. As the campaign continues, the number of participants has gradually expanded to include university students, etc., and the theme’s focus has widened to cover fields deeply tied to ecological civilization which has effectively promoted environmental activities at home, in the community and at school leading to a wide impact nationwide.

Kao hopes that through the new start of this environmental protection campaign, which focuses on new perspectives on environmental protection, more students will be able to demonstrate their creativity and take action to support low-carbonization. We hope to gather even more new energy to contribute to the development of China’s ecological civilization and a beautiful China.

Kao (China) will continue to promote business innovation based on ESG strategies, contribute to enriching the lives of Chinese consumers and actively support the sustainable development of people, nature and the environment.

### **About Kao**

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. 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 business , which contributes to a wide range of industries, Kao generates about 1,420 billion yen in annual sales. Kao employs about 33,500 people worldwide and has 135 years of history in innovation. Please visit the Kao Group website for updated information.

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