

**FOR IMMEDIATE RELEASE**

April 21, 2023

## **Entries Now Open for the Fourteenth Kao International Environment Painting Contest for Children**

The Fourteenth Kao International Painting Contest for Children is now open for entries, as of April 21, 2023, according to Kao.

Kao conducts the Kao International Painting Contest every year since its launch in 2010 as part of its environmental initiatives. This year, under the theme of "Let's make our environment sustainable, together!", we invite children to create works that express what they think about and what they can do to protect the global environment. This contest has been held annually since 2010 so that the children around the world seriously think about the environment and future of the planet and express them as paintings, also the Kao Group conveys their works and thoughts to as many people as possible, thereby inspiring people to take actions toward sustainable lifestyles. Last year, 13,214 entries were received from children all over the world. Cumulative entries received since 2010 is 132,531 in total.

Prize winners will be announced on the Kao website in November 2023 and the awards ceremony will be held in December 2023.

Kao announced the Environmental Statement in 2009 and a new global ESG (Environment, Social and Governance) strategy, the Kirei Lifestyle Plan in 2019, based on our consumers driven principles, which aims to respond to the desire and action of people around the world for sustainable lifestyles. Kao will continue to listen to children's thoughts for the future and contribute to realize a Kirei World\* in which all life lives in harmony.

\* Kirei: The Japanese word 'kirei' describes something that is both clean and beautiful. For Kao, this concept of Kirei not only describes appearance, but also attitude - to seek to create beauty for oneself, people, and the natural world around us.

### **Outline of the Fourteenth 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 2023)

● **Please send the original pictures to**

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

● **Entry deadline**

Paintings must be received by Tuesday, September 5, 2023. (JST)

● **Results announcement and the awards ceremony:**

By late November 2023 the winners or their schools/art classes will be notified of the results. The results will also be posted on the Kao website. The awards ceremony\* will be held in December 2023.

\* It may be held online.

● **Juries**

Mr. Fumikazu Masuda	Chair of Juries, Design Consultant, President, open house inc.
Ms. Sumiko Okubo	Artist
Mr. Kei Matsushita	Professor, Tokyo University of the Arts
Ms. Yoko Oyamada	Artist, Illustrator
Mr. Andreas Schneider	Designer
Mr. Yasunori Hosokawa	Director, Kao Eco-Lab Museum
Mr. Naoto Katahira	Vice President, Creative, Kao Corporation

For entry details, please refer to [the Kao International Environment Painting Contest for Children website](#).

**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 1,550 billion yen in annual sales. Kao employs about 35,400 people worldwide and has 136 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

**Entry inquiries should be directed to:**

Kao International Environment Painting Contest for Children Office

Tel: +81-48-872-1082

(working days from 10:00–17:00, Japan time)

e-mail: [kao-contest@hit-bits.com](mailto:kao-contest@hit-bits.com)

**Related Information**

- [Kao International Environment Painting Contest](#)