

Kao's ESG Strategy in China

The 2023 China Cleanliness and Water-saving Campaign Kicks Off

Kao (China) Holding Co., Ltd., a China-based group company of Kao Corporation, started its 2023 China Cleanliness and Water-saving Campaign in collaboration with the Center for Environmental Education and Communications (CEEC) of China's Ministry of Ecology and Environment. The opening ceremony took place in Kunming, Yunnan Province, on March 27, 2023.



In a continuing partnership with the CEEC, Kao (China)'s China Cleanliness and Water-saving Campaign is in its 12th year. The campaign aims to raise awareness of water-saving, natural resources and the environment to help China create a sustainable society. In line with China's environment strategy, the new campaign's slogan, Toward a Clean and Beautiful China, was adopted in 2021. The campaign focuses on university students, the citizens of tomorrow, soliciting activity proposals from universities throughout China on a wide variety of environmental protection activities such as reduction of plastic use, less use of fossil-based resources, biodiversity protection and sustainable development. Kao (China) will carry out a campaign to implement the proposals selected and support universities' promotional activities relating to their proposals. The company hopes that university students will develop more diverse activities, deepen their thinking about environmental problems and propose innovative ideas for environmental actions.

At the opening ceremony on March 27, the winners of the fiscal 2022 support projects were announced. Six groups were chosen, out of the 82 universities and 134 student cooperatives submitting proposals. The winners urged the students at the ceremony to start small with familiar actions and work steadily to build an ecological civilization. Support projects for 2023 winning proposals are also scheduled to be carried out this year.



The opening ceremony

Kao (China) hopes that through this project focusing on new perspectives on environmental protection, more students will demonstrate their creativity and take action, gathering new energy to contribute to the development of China's ecological civilization and a beautiful China.

In 2022, Kao (China) outlined its new “Toward a beautiful future, together” ESG vision, which aims to improve quality of life as Chinese consumers become more environmentally aware, for implementing the Kirei Lifestyle Plan ESG strategy. The company will work toward creating a high-quality sustainable society, based on the three themes of natural environment, everyday living and research for the future. In particular, the Cleanliness and Water-saving Campaign is an important activity for helping protect nature. Through its continuing support of this campaign, Kao (China) will focus on making its ESG vision a reality and help create a sustainable society.

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 1,550 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.