



The 16th

花王国際こども環境絵画コンテスト

KAO International Environment Painting Contest for Children

Contest entry guide

Theme

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

What can we do to protect the precious global environment for the future, so that all living things can live together? Please express your thoughts and ideas freely in your painting.

Eligibility

Any child (aged 6 through 15 years old) from anywhere in the world.

* As of the end of August 2025

Requirements for the work

① Picture size

(min) 271mm×392mm ~ A3 (297×420mm)
~ (max) 392mm×542mm

② Medium

Any means of direct drawing, painting, or coloring - crayon, colored pencil, watercolor, acrylic or oil paint, ink, wood or linocut printing, etc. - is allowed.

③ Creation

Only one entry per individual is allowed. Only previously unexhibited work created by the applicant him/herself after January 2025 will be accepted.

④ Important notice

Please note that the following works are not eligible to be reviewed.

- Works with pasted elements (collage) / works painted on canvas / digital art works and works with using AI
- Works containing text such as slogans or catchphrases / works containing specific characters, logos and names of individuals, companies, products, etc.
- Works that are very similar to existing artworks, or determined by Kao as likely to infringe on the rights of third parties
- Works created jointly with third parties

How to apply

- ① Fill in all required information in bold frame on the designated ‘Entry form’ and paste it to the center of the back of your work, then send it to the address for application. Entries without an entry form will not be accepted.

*The entry form and full application terms and conditions can be found from 2D barcode or Kao website.



Kao contest entry

search

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

- ② Send it in a flat envelope, inserting cardboard or something firm to ensure it does not bend during shipping.
- ③ Applying a work attached on e-mail is not accepted.



Send entry works to

Kao International Environment Painting Contest for Children Office
Address: 8-3-29 Tajima, Sakura-ku, Saitama 338-0837, JAPAN
【Direct contact】
E-mail: kao-contest@hit-bits.com
Phone: +81-48-872-1082
(Phone available only on working days from 10:00-17:00 JST, unavailable on weekends and national holidays)

Entry deadline

Entries must be received by midnight
Tuesday, September 2, 2025, JST

Announcement of winners

By December 2025, the contest office will contact prizewinners or their schools/art classes directly, and the contest results will be also announced on our website.

Review

Each prize will be selected under strict criteria by 5 juries commissioned and Kao.

Prize

Kao Kirei Grand Prize (1), Kao Special Prize (8), Jury’s Special Prize including Employee Special Prize (8), Honorable Mention (15), Group Prize (5) etc.

*The number of awards in each category may be subject to change depending on the number of entries.

Conditions of entry

- The applicant have obtained the consent of his/her parent or guardian.
- Original paintings will not be returned. Prize-winning works may be used or published with being edited or partially modified for corporate communications and for the sales promotion based on the concept of sustainability of environmentally friendly products produced by Kao or its affiliates. In that case, the size and color of the works may differ slightly from the original one. And also, we may use winners’ information and submitted portrait photograph as well.
- Provided personal information will be used for the operation and management of the contest including the award announcement to winners and public relations activities both inside and outside the company. We will not provide personal information to third parties without the consent of applicants for any purpose other than those stated above.
- This guideline is a summary of the application terms and conditions. In the event of a discrepancy between this guideline and the application terms and conditions, the complete version of the application terms and conditions will prevail in all cases.

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Kao Corporation

KAO
Kirei-Making Life Beautiful





Now open: Entries invited

The 16th Kao International Environment Painting Contest for Children

The Kao Group aims to realize a world in which all life lives in harmony by creating a cleaner, more beautiful and healthier life for all people and the planet.

This contest has been held since 2010 so that the children around the world think about the environment and future of the planet and express them as paintings, also the Kao Group conveys their thoughts through the exhibitions of the winning works. Thereby people around the world will be inspired to take actions toward sustainable lifestyles.

The contest attracted many entries from children around the world, bringing the total number of entries to approximately 160,000. The children's paintings delivered from various regions across the globe, depict precious thoughts on their diverse lives and environments and are filled with how much they value the environment and with full of energy for the future.

We donate to support environmental activities in accordance with the entries, to give shape to the children's thoughts and wishes.

We hope many children will get interested in environmental issues and participate in this contest. We look forward to receiving many entries.

April, 2025

Kao Corporation

Donations in response to entries

Kao Corporation will donate 50 Japanese yen per entry to environmental activities.
Please be sure to choose which of the following activities you would like to support when submitting your entry.

☐ Wildlife protection ☐ Greening / Forest Preservation ☐ Marine litter / Countermeasures against Waste Spillage

*The 15th Kao International Environment Painting Contest for Children/presentation of the winning works
https://www.kao.com/global/en/children_painting/contest-2024/



15th Kao winning works search

Kao
Kirei—Making Life Beautiful

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 1,530 billion yen in annual sales. Kao employs about 34,300 people worldwide and has 137 years of history in innovation. Please visit the Kao Group website for updated information. <https://www.kao.com/global/en/worldwide/>

"The 16th Kao International Environment Painting Contest for Children" Entry form

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*Please make sure to fill out all required information in the black bold frame. Incomplete forms are excluded from review.

*Please paste the completed form to the center on the back of your work, facing the same way as the work. (Copied entry form is also acceptable.)

Please put ✓ in a box.

parent or legal guardian
(※handwritten signature)

- ☐ I submit an entry upon agreeing to the application terms and conditions.
☐ Consent from a parent or a legal guardian has been obtained for this contest entry.

Title of Work

Please describe your thoughts and wishes on the painting. (max. 80 words)

Residential
Country / Area

Age

Please choose any one of the following activities.

- ☐ Wildlife protection ☐ Greening / Forest Preservation ☐ Marine litter / Countermeasures against Waste Spillage

Name

(First name)

(Middle name)

(Family name)

Please put ✓ in one that applies. ☐ Individual entry ☐ Group entry

Contact

*Please write clearly

E-mail :

@

Phone :

-

-

Contact for
school or
art class

*Please write clearly

Name of school or art class :

Grade :

Class :

Name of teacher or representative :

Mr. / Ms.

E-mail :

@

Phone :

-

-

As stated in "Conditions of entry", personal information provided with the entry will be used for the operation and management of the contest including the contact to winners at the time of the award. In addition, the personal information of winners (except of contact information), as well as supplied photographs by winners, may be used in printed collections of works or on websites, at exhibitions, and elsewhere.