



Inspire and enable people to develop better habits for cleanliness, beauty and health through our products, services and communications.

Kao's creating value to address social issues

Social issues we are aware of

The ongoing process of globalization has led to rapid improvements in people's lives. However, because of various factors such as disparities in wealth, it is far from being the case that everyone in the world is able to enjoy a clean, hygienic lifestyle and spend every day in good health.

Kao's creating value

Through our business activities, we develop products that support clean, beautiful, healthy lifestyles, and provide these products to society.

Rather than just supplying products, we believe that it is important to implement awareness-raising activities so that habits for cleanliness, beauty & health can permeate widely through society.

Contributions to the SDGs



Policies

We support activities that help to establish a wide range of cleanliness habits, thereby enabling consumers to realize the Kirei Lifestyle they seek.

Education and promotion

As part of our efforts to encourage all Kao employees to participate in economic, ESG activities, we provide support for the implementation of visiting classes at schools, including hand-washing lessons.

Rather than selecting a fixed group of employees to act as instructors for the visiting classes, we recruit as widely as possible within the company using the company intranet. Employees who wish to participate in visiting classes as instructors undergo training in advance, and then act as instructors at least twice over a two-year period.

Kao Group Customer Marketing Co., Ltd. has also put in place a framework that enables its company employees, and the employees of individual production plants, to participate in activities within their own area, to provide a means of fostering contact with the local community. New employees are informed about this system during their initial training, and Kao Group Customer Marketing is playing a leading role in creating workplaces where employee participation is facilitated.

After employees have participated in a visiting class, the participants' views and impressions are compiled in a report, which is then presented.

Collaboration and engagement with stakeholders

Our awareness-raising activities for the next generation have been developed as an educational program that can be utilized in schools. We aim to work together with government agencies, local government authorities, schools, etc. to further expand the content of these programs.



Framework

Of the 19 actions included in our Kirei Lifestyle Plan, improved quality of life, habits for cleanliness, beauty & health, universal product design, sustainable lifestyle promotion and purpose driven brands are being promoted as a common framework.

We are promoting related initiatives through collaboration between related divisions and group companies within and outside Japan, with the Consumer Products Business Division playing a central role.



→ p. 44 Making my everyday more beautiful >
Improved quality of life/Framework

Mid- to long-term targets and performance

Targets for 2020

Increasing the target for the number of educational programs to be implemented

With our hand-washing lessons, we aim to either hold visiting classes at, or provide related educational kits to, a total of 420 schools.

2030 long-term target

We aim to have implemented this program for a cumulative total of 4,980 schools by 2025.

Anticipated benefits from achieving mid- to long-term targets

Business impacts

It can be anticipated that, through the implementation of awareness-raising activities utilizing Kao products, we can cultivate trust in Kao products among the children who represent the next generation, thereby helping to create loyal customers for the future.

Social impacts

It can be anticipated that the adoption of habits for cleanliness, beauty & health will help to improve people's quality of life, improve public hygiene, and reduce the risk of infectious diseases.

Performance in 2019

As of 2019, the number of schools that have hosted visiting classes provided under the educational program for cultivating habits for cleanliness, beauty & health that we launched in 2009 had risen to over 900. While these visiting classes have been implemented with Kao employees acting as instructors and support team members, we have now put in place a new system that can realize a dramatic increase in the number of schools assisted by the program, and we are promoting awareness-raising activities that will target even more children who represent the future.



Our initiatives

Educational program to cultivate habits for cleanliness, beauty & health

In order to help people acquire habits for cleanliness, beauty & health, we have developed a wide range of educational programs, and we provide visiting classes and teaching kits.

Our primary objective is to help children develop the hygiene habits that they need in order to grow up healthily, and to this end we implement awareness-raising activities for the children who will play important roles in society as the next generation.

The main educational programs that we implement are as follows:

1. Hand-washing lessons aimed at helping children get into the habit of washing their hands.
2. Housecleaning lessons aimed at helping people to live healthy, happy lives.
3. Environmental lessons aimed at getting children to think about environmental constraints, such as the need to save water, etc.

To ensure that our various educational programs reach children in every region of Japan, we implement these programs in collaboration with Kao Group Customer Marketing Co., Ltd., which undertakes activities that are deeply rooted in the local community.

By getting our employees to act as instructors and support team members for the various classes, we aim to create contact points between our employees and society, and cultivate a broader outlook among our employees.

Yoki-Monozukuri manufacturing to make acquiring the habit of washing your hands fun

Bioré u Whip Stamp Handwash

In order for children to be able to grow up healthily, it is important for them to acquire hygienic habits from a young age. In particular, the habit of washing your hands is vitally important for having a hygienic, healthy life.

So as to help children—who represent the future—to learn proper hand-washing technique, we implement hand-washing lesson visiting classes that aim to get children washing their hands regularly.

In order that children will be proactive about putting into practice at home the correct hand-washing technique that they have learned in the hand-washing lessons, in 2019 we launched *Bioré u Whip Stamp Handwash*, a fun-to-use new product (Pre-sale via our online store, currently available at store). Conventional hand soap products require the use of two hands to get the foam out, but with our new product the user can easily use just one hand to

extract foam that comes out in a cute flower shape that can be carried in the palm of the hand. The soap comes out easily as dense foam in just the right amount, making this product a fun and enjoyable way to wash your hands.



→ Corporate citizenship activities

Education for the next-generation through providing education in the classroom and educational materials

www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/sus-db-2020-e-all.pdf#page=77

Promoting habits for cleanliness and hygiene overseas

- Kao Hygiene Development Program in Vietnam www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/sus-db-2020-e-all.pdf#page=74

- Contributions to improving menstrual education and menstrual hygiene conditions www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/sus-db-2020-e-all.pdf#page=75

