

Corporate Citizenship Activities Report

Fiscal 2018

The Kao Group has maintained activities with the theme of "creating an environment and developing human resources to nurture the next generation," in order to realize the satisfaction and enrichment of people's lives, based on the Kao Way, our corporate philosophy. Since 2012 we have emphasized the three key areas of the Environment, Education and Community to support the social foundation as a corporate citizen implementing activities to contribute to building a better society.

Meanwhile, in addition to carrying out corporate citizenship activities that help create a sound society, expectations have been rising in recent years for efforts that contribute to society through business. In response, Kao established a new ESG (Environmental, Social and Corporate Governance) Division in July 2018. Our aim is to capture ethical trends in society and among consumers to bring about sustainable business growth and social development with a long-term outlook.

Kao believes in the importance of integrating corporate citizenship activities with the contributions made to society through business, and moving ahead by aligning the two in a unified direction. Kao Group holds "Kirei – Making Life Beautiful" as a key concept, and the thoughts and beliefs incorporated in this message are shared throughout the Group to promote concrete initiatives. Through activities unique to Kao that embody the concept of "kirei," we aim to contribute to resolving global-scale social issues and building social sustainability. It is our belief that these efforts will ultimately result in improved corporate worth.

This report reviews the corporate citizenship activities conducted in FY 2018 and summarizes the main activities, including those at Kao Group worksites and companies within and outside Japan. We hope that reading this report facilitates understanding of the overall corporate citizenship activities of the Kao Group as well as of the individual activities.

Published April 2019

Kao Corporation

– Contents –

• On Publishing the Corporate Citizenship Activities Report Fiscal 2018	2
• Contents	3
• Kao's Approach to Corporate Citizenship Activities	4
• Fiscal 2018 Activity Topics	5
• Environmental Activities	6
• Educational Activities	9
• Community Activities	14
• Employee Participation Activities	21
• Support of the Arts	24
• Initiatives in Response to the Great East Japan Earthquake	27
• Overseas Activities	31
• Disaster Relief	35
• Major Community Contribution Activities at Kao Group Worksites and Companies Within and Outside Japan	38

Kao's Approach to Corporate Citizenship Activities

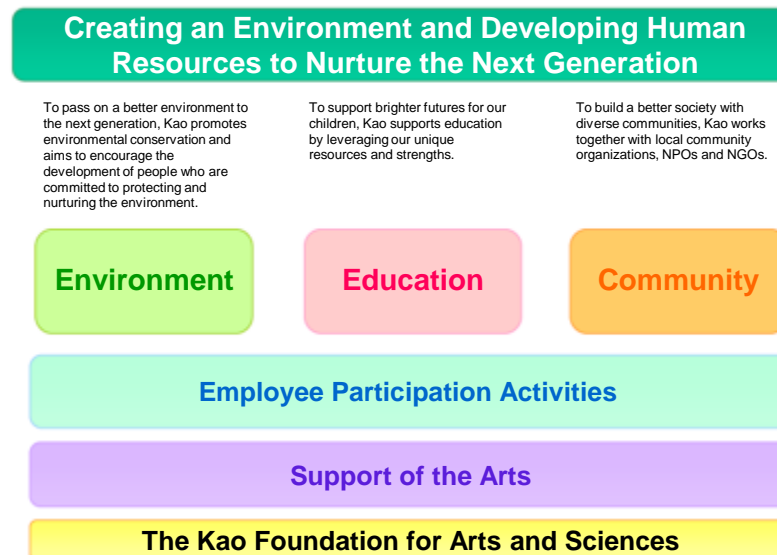
<Theme>

Creating an environment and developing human resources to nurture the next generation

<Activity Guidelines>

- Conduct activities that play a role in nurturing the next generation
- Conduct activities aimed at contributing to the development of regional communities and culture
- Conduct activities that protect and nurture the environment to promote a sustainable society
- Conduct activities that promote a barrier-free society as a form of social support
- Conduct activities that make effective use of Kao's resources
- Create an atmosphere in which every employee can participate in community activities as a good citizen

<Overview>



The Kao Foundation for Arts and Sciences intends to contribute to the development and promotion of Japanese arts and sciences through such measures as providing grants and awards. <http://www.kao-foundation.or.jp/english.html>

■ Pink Ribbon Campaign

The Pink Ribbon Campaign aims to raise awareness of the importance of early discovery of breast cancer. It has been held every year since 2007 over the course of two months in October and November. The program is currently being conducted in nine countries and regions including Japan. In 2018, Kao began to provide support for the Project of Cancer Education by Pink Ribbon Advisors at junior high schools and high schools to promote correct understanding of cancer, which is said to affect one in two people in Japan today. ⇒See p. 23 for details



■ Barrier-Free Access to Information

As a company that provides consumers with products necessary to daily life, we are committed to promoting barrier-free access to information so that everyone within society, in particular people with visual impairments and the elderly, can lead comfortable and fulfilling lives without exception. In 2018, we added braille stickers to cosmetic products with information on how much should be used and the order of use, improving the products so that they can be more easily used in daily life. In addition, the CD for education on first menstruation titled "A Notebook for Your Body – What It Means to Become an Adult" was revised with additional information that take into consideration more specific aspects of daily life. ⇒See p. 19 for details



■ Water and Sanitation Project for Schools in Vietnam

Kao has been supporting Water and Sanitation Project for Schools conducted by the United Nations Children's Fund (UNICEF) since 2016. The company backed efforts that were successful in eradicating open defecation in a total of 240 villages in the target area of An Giang Province, situated along the Mekong River. This was achieved by improving sanitation facilities, raising awareness of hygiene, and educating leaders who would advocate for better sanitation. After the successful results in An Giang Province, support was expanded to the northern mountainous regions of Dien Bien Province in 2018, where most of the population is comprised of people from ethnic minorities. ⇒See p. 33 for details



■ Corporate Citizenship Activities Cost Performance

Kao conducts the Corporate Citizenship Activities Survey in order to facilitate an understanding of the corporate citizenship activities of the Kao Group, based on a request of the Keidanren (Japan Business Federation). The survey is completed with the affiliates, worksites and relevant departments, including those located overseas. In FY 2018, expenses for the Kao Group's corporate citizenship activities (including donations) reached 1074.55 million yen.

Environmental Activities

To pass on a better environment to the next generation, Kao believes direct contact with nature is necessary to raise awareness of environmental preservation. We actively support community-based activities revolving around environmental preservation, such as supporting citizen group organizations that are engaged in local tree planting efforts and teaching local children about environmental studies.





■ Program overview

This program aims to develop people who will strive to create an environment filled with green and protect and nurture the environment for the next generation to inherit. NPOs and citizen groups from around Japan working to create forests and provide environmental education are invited to apply. Kao selects a total of around 20 projects each year to offer three years of ongoing support. Kao is also contributing to resolving various challenges faced by modern society and building better communities through these environmental conservation activities.

The program has provided support to a cumulative total of 462 groups from 2000 to 2018. This represents nearly 15% of the approximately 3,000 forest creation groups recognized by prefectures in Japan.

Partnership: Organization for Landscape and Urban Green Infrastructure

<Activities in 2018>

[Grants provided to] 15 organizations
(Organizations that requested grants in FY 2017.
Grant period: March 2018–March 2021)

- May 21, 2018
Grant Catalogue Presentation Ceremony held at Kao Main Office
- Inspection and interviews of the activities conducted by new grant recipient organizations.

■ Feedback from grant recipient organizations

- We are one of the few, valuable organizations that offer hands-on learning experiences in various natural environments, and as such, we receive requests from local educational institutes to continue our efforts. Recently, when we see children outside of the learning environment, they tell us how excited they are for the next activity. They are developing a growing interest in the natural environment and it increases their desire to learn.
- When the grass gets overgrown, local construction companies and community organizations take the initiative to cut it down. They also lay down gravel where ground becomes treacherous after heavy rains, and help clean ditches. We feel that the local communities are building a greater interest toward the mountain woodlands and forests. Additionally, the people from the organizations that offer such help are starting to voluntarily trek the mountains themselves, increasing the number of people who take an active interest in the mountain from various perspectives.
- Once we started conducting environmental education, our organization became more well known within the region. As such, we have been receiving more requests and consultations about forestry, such as forest preservation and maintenance and tree trimming. This is only happening in close neighboring areas, but we feel that we are becoming an organization firmly rooted in the community.



■ Program overview

The program conducts research on changes to the ecosystem in regions affected by the tsunami after the Great East Japan Earthquake. Led by professors from Tohoku University, local residents, students and volunteers from multiple companies form a team to conduct monitoring research.

Data is compared to those prior to the tsunami to determine what impact the tsunami had and to record how the ecosystem has recovered since. The data collected during this research is used to preserve the ecosystem and rare species within the disaster-struck region and to help establish recovery plans that take the environment into consideration.

Kao employees have been taking part in the project as volunteers since 2013.

Sponsor: Earthwatch Japan, a certified specified non-profit organization

<Activities in 2018>

[Number of participants from Kao Group]
10 volunteers

*2013–2018 total: 58 participants

<Future plans>

To send participants from the company every year up through 2020.

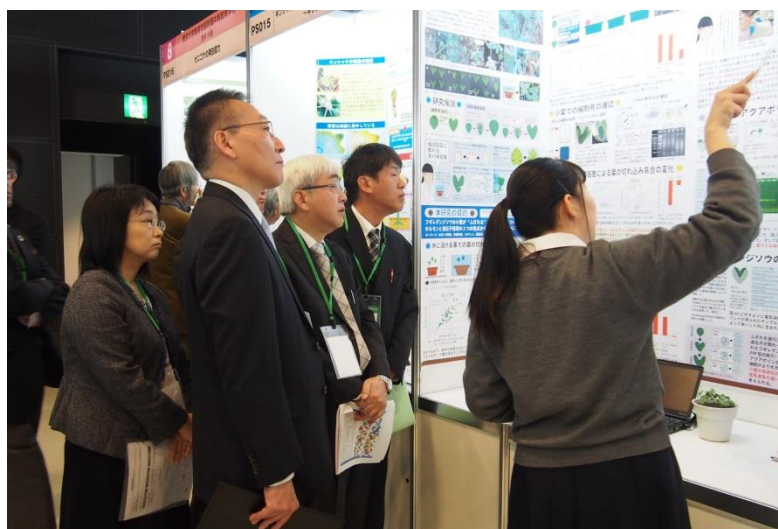
■ Feedback from the participants

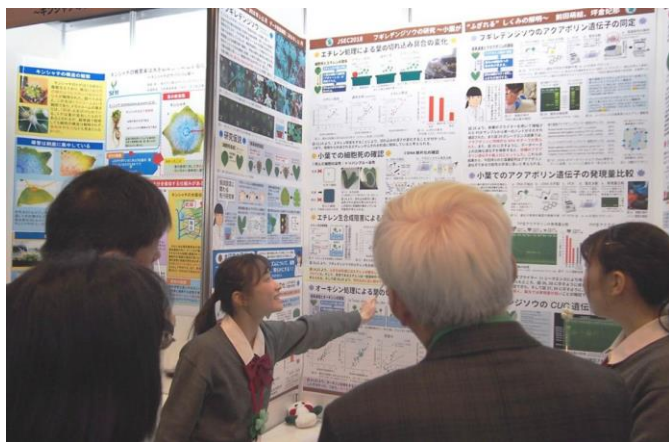
- This is the first time I volunteered for a research-focused project, but it has been a good opportunity to think about the harmony between humans and the ecosystem.
- Stepping outside and interacting with people beyond the company, as well as with people who hold high aspirations, has made me more positive about daily life and work.
- Whether engaging in volunteer work or eco-friendly activities, I feel that the important thing is for us to experience it directly. I hope to continue participating in various other initiatives in the future and spread the word.



Educational Activities

Kao believes a high level of scholarship and education are essential to paving the way to the future and developing a society with a rich culture. We provide support for science education, lessons at schools conducting by employees, while also providing teaching materials that utilize the knowledge we have gained in our business.





■ Program overview

JSEC is a contest for high school students who enter independent science and engineering projects. To counter what appears to be more and more students turning away from science, Kao has sponsored the contest since 2005 to contribute to nurturing youths who will one day take the lead in the field of science and technology. Special support has been offered since 2016, presenting the Kao Award and the Kao Special Incentive Award. For each award, Kao researchers read the papers to conduct a preliminary screening, and then a final screening determines the award winners through poster presentations. The school that receives the Kao Award is granted the right to enter the International Science and Engineering Fair (ISEF) held in the United States. The school that receives the Kao Special Incentive Award is awarded a study tour and exchange with Kao researchers. It includes a tour of Kao's research facilities and discussions with scientists on various research. Sponsors: Asahi Shimbun, TV Asahi

<Activities in 2018>

- JSEC 2018 Final Screening
Held on December 8–9, 2018 at the National Museum of Emerging Science and Innovation. The Kao Award was presented to one school and the Kao Special Incentive Award presented to two schools (awards have been presented to a total of 24 schools since 2005).
- Study Tour
Held on March 12–13, 2018 at Kao Corporation Sumida Office
- Intel International Science and Engineering Fair (ISEF) Physics and Astronomy Fourth Award
(Kumamoto Prefectural Uto Senior High School: Norika Narimatsu, Ayaka Kosai, Akiho Takata)

<Future plans>

Special support will continue in FY 2019.

■ Activity details

[Kao Award]

- "Discovery of a Remarkable Oscillatory Color Change in the Iodine Starch Reaction during the Early Stage of Acid Hydrolysis of Potato Starch"
(Fukuoka Prefectural Meizen High School: Hayato Shoyama, Momoko Hayashida, Shintaro Yamamoto)

[Kao Special Incentive Award]

- "The mechanism of foliole morphogenesis in water clover (*Marsilea schelpiana*) "
(Notre Dame Seishin Gakuen Seishin Girls' High School: Moe Maeda, Hina Tsubokura)
- Chemical oscillation in Iron-Nitric acid reaction: Research into a new method for reproducing an oscillating reaction without electrical stimulus"
(Hokkaido Asahikawa Higashi High School: Shiori Ogawa, Hiori Ikegawa, Shota Miyake)





■ Program overview

This program provides opportunities for elementary and junior high school teachers to participate as volunteers in overseas fieldwork projects for the purpose of communicating the importance of biodiversity preservation to the next generation. The aim is for teachers to bring the experiences and impressions gained on location back to their schools and communities and incorporate them into environmental education. Having teachers who practice environmental education participate in the fieldwork is anticipated to have a broad influence on the children they teach and on their communities.

Since 2004, a cumulative total of 80 projects and 158 teachers have received support through the program.

(Sponsor: Earthwatch Japan, a certified specified non-profit organization)

<Activities in 2018>

[Number of participants]

10 elementary and junior high school teachers from Tokyo, Toyama, Gunma, Chiba, Osaka

- November 3
Briefing on the teachers' activities held at Kao Main Office

<Future plans>

The program will be concluded after the 2019 fellowship. The program's achievements will be widely published on a later date.

■ Feedback from the participants

- Children seemed to feel great respect for the people participating in the fieldwork through this program, and it made them want to participate as well. Our horizons expand by learning, and I hope this becomes a step toward protecting the future environment. (Elementary school teacher, Tokyo)
- The researchers were very passionate about the fieldwork, and also they were having a lot of fun. It made me realize anew how important it is to never forget to add a little fun to the seriousness of daily studies, and to engage in education with passion. (Elementary school teacher, Tokyo)
- I think that when teachers, who interact most closely with the students, convey what they have seen and experienced, it exerts a powerful influence on the children's pure minds and senses. I hope what we convey to the children will stay with them and that one day they will remember it and strive to accomplish the best that they can. (Elementary school teacher, Chiba)





■ Program overview

As a company doing business in the lifestyle field, Kao conducts lessons at schools in the fields of cleanliness, health, and the environment, which are closely connected to Kao's business. The aim of the program is to nurture the skills necessary to think about a sustainable global environment and lead a clean and healthy lifestyle.

Employees serve as instructors and visit schools to give lessons on hand washing, cleaning, and the environment.

Additionally, Kao also provides teachers with teaching materials on cleanliness, health, and the environment so that children can deepen their understanding on the subjects.

<Activities in 2018>

Aside from conducting lessons at schools and providing teaching materials, we put our efforts into the following two areas in FY 2018:

- Developing a lesson program on packaging containers
- Conducting lessons at schools for the deaf (Lessons held twice, in January and December 2018, at the Tokyo Metropolitan Otsuka School for the Deaf Joto Branch)

<Future plans>

We will continue conducting lessons at schools and providing teaching materials.

■ Activity details

- Three types of lessons were given at a total of 135 schools. A total of 9,773 students received the lessons, with 806 participating employees.

Hand washing lessons	Lower-grade elementary students	88 schools/5,940 children (508 participating employees)
Cleaning lessons	Lower-grade elementary students	27 schools/1,927 children (200 participating employees)
Environment lessons	Upper-grade elementary students, junior and senior high school students	20 schools/1,906 children (98 participating employees)

- Teaching materials were provided to a total of 2,460 schools.

Hand washing lessons "Hand Washing Time"	Lower-grade elementary students	1,583 schools
Cleaning lessons "Housework"	Lower-grade elementary students	33 schools
"Eco Together" Diary	4th-grade elementary school students	484 schools
Comfortable Life that Considers the Environment	Junior high school home economics	171 schools
Aiming to Create Better Clothing Habits and a Better Environment	Senior high school home economics	189 schools

- Other Education Activities:
Seminars for people in education were held 4 times.

Plant and Museum Tours to Support School Education



■ Program overview

As a company that manufactures and provides products used in daily life, Kao offers tours of its museum and factories to support school education by teaching students how efforts are made to enhance manufacturing, maintain product quality, ensure safety and comfort, and how consideration is given to the environment.

We have developed programs that are especially tied into the social studies curriculum in Japanese elementary school (3rd. grade: "Working People and Our Lifestyles" and 5th. grade: "Our Lifestyles and Industrial Production") including a plant tour. The program also provides teaching materials to be used prior to and after the tour.

The program aims to nurture skills that will enable children to think independently and take note of how they are connected to society.

<Activities in 2018>

Total number of visitors for plant tours in 10 Kao plants in Japan: 64.6 thousand

Number of schools that participated in tours: 813

Number of students who participated in tours: 33.9 thousand

Social studies tour program:

Number of schools that participated: 327

Number of people who participated: 21.8 thousand

<Future plans>

We will continue offering social studies tour programs this year.

■ Activity details

Kao plants offer various tour programs for social studies. Children can learn how consideration is given to the environment and product manufacturing. Also, the tour programs offer bubble making experiments, stain removing mechanism experiments, and hands-on experience in making skin care cream in each factory. Elementary students who participated in the program have voiced their surprise that there are machines that can spot defects in an instant, that robots and humans are working together, and that production takes place in such hygienic environments.

Factory	Targeted Grade	Content
Wakayama + museum	3, 5	Learn about developing and manufacturing eco-friendly products and how workers are involved.
Toyohashi	5	How steps are taken to manufacture small quantities of a variety of products
Odawara	3	Study cosmetics manufacture and how safety is ensured.
Kawasaki	5	Learn about developing and manufacturing eco-friendly products
Kashima	3	Explore the roles of workers at the plant producing raw materials.
Sakata	5	Experience the efforts and ingenuity of workers at the plant producing diapers.

Community Activities

Kao believes it is important to co-exist with diverse communities to build a sustainable society. We work together with local communities, NPOs and NGOs to support and promote activities that meet local needs and help overcome the issues we face in society.





■ Program overview

Kao offers this program to pass on a sustainable society to the next generation. Starting in 2010, Kao Social Entrepreneurship Schools have been opened to help nurture young social entrepreneurs who are trying to resolve social issues through business. The program supports social entrepreneurs who are engaged in the theme of "creating new ways of living in the future" to create a foundation for better lifestyles by thinking from the consumers' perspectives. Over the course of six months, we provide support for participants to receive advice from specialists, engage in joint training, take part in opportunities to network and build connections, develop a firm business core, and accelerate growth.

Sponsor: Social Entrepreneurship School Initiative (a platform developed in cooperation with NPO ETIC and other companies to nurture and support social entrepreneurs)

<Activities in 2018>

- Provided support to three entrepreneurs
Support has been provided to a total of 26 entrepreneurs until now.

(Group training)

- September 17–19: Kick-off camp
- November 7–8: Strategy camp
- January 16, 2019: Review meeting
- March 13, 2019: Final report presentation
- Each entrepreneur conducted over two virtual board meetings (VBM)
(Meetings with senior entrepreneurs and specialists to go over strategies concerning management issues)
- November 6: Open dialogue event held at Kao
58 Group employees participated (Kao Corporation Sumida Office)

<Future plans>

The program will be continued next year.

■ Activity details

[2018 support recipient entrepreneurs]

- Aya Chiba (Director, RAC)
Theme: To spread awareness of foster parents so children, who need help but cannot communicate it, can live without fear.
- Yasuhiro Tsukazaki (Representative, UpSeed BEANs)
Theme: Learning support school offering children psychological care, support to return to school and to nurture a work ethic [BEANs].
- Yukako Makino (Representative, hanabana)
Theme: A service that allows participants to acquire perfect Japanese skills even with hearing difficulties. To bring brightness to the future of people with hearing impairments.

[Kao employees meeting with social entrepreneurs]
An open dialogue event was held at Kao with FY 2017 graduates and FY 2018 students to share activity information and exchange ideas.



■ For details:

- [2018/5/10 Kao Begins Accepting Applications for FY 2018 Students for "Kao Social Entrepreneurship Schools"](#)
- [2018/9/13 Kao Announces Funding Recipients for the FY 2018 "Kao Social Entrepreneurship Schools"](#)
- [2018/12/10 Kao Holds the "Kao Social Entrepreneurship Schools Open Dialogue"](#)
- [2019/2/7 Kao Holds a Review Meeting for the "Kao Social Entrepreneurship Schools"](#)

- [RAC](#)
- [UpSeed Beans](#)
- [hanabana](#)



■ Program overview

The program organizes concerts in areas where Kao has plants and business facilities to offer local residents the opportunity to listen to and enjoy high-quality music and the arts.

These concerts are part of a program unique to Kao, which aims to integrate cultural support and social support with making contributions to the local community. Everything is done by Kao employees, from planning to organizing the venue, making hall announcements and checking tickets.

The money raised by the concerts is donated to local businesses involved in teaching music.

A total of 40 concerts have been held since 2002, with a total of approximately 37,000 guests.

<Activities in 2018>

- April 22 concert in Mashiko, Tochigi
Maki Mori (soprano)
 - Visitors: 867 people
 - Ticket sales donated to Mashiko and Ichikai
- October 28 concert in Sakata, Yamagata
Tomoharu Ushida (piano)
 - Visitors: 962 people
 - Ticket sales were donated to Sakata

<Future plans>

FY 2019 concert plans: Tochigi (April), Wakayama (May), Sakata (September), Saijo (November)

■ Activity details

- In FY 2018, concerts were held in Mashiko in Tochigi Prefecture and Sakata in Yamagata Prefecture.

■ Feedback from the guests

The feedback we received included the following: "It was great being able to listen to these wonderful songs and piano pieces on the weekend." "I really enjoyed the brilliant performances as well as the commentary introducing the songs." "It was a great concert that lived up to the concept of Kao Family Concerts." "We don't get a lot of opportunities to make long-distance trips, so I look forward to these concerts every time." "I'm grateful that we get to listen to the concerts for a reasonable price."

Such positive responses from the visitors conveying their appreciation and enthusiasm is highly motivating to the employees involved in organizing these concerts.



■ For details:

● [2018/5/16 Kao Holds "Kao Family Concert in Tochigi"](#)

● [2018/11/14 Kao Holds "Kao Family Concert in Sakata"](#)



■ Program overview

As a company that provides consumers with products necessary to daily life, Kao is committed to promoting barrier-free access to information so that everyone within society can lead comfortable and fulfilling lives without exception and engaging in activities to deepen understanding for its need.

Kao is particularly involved in efforts to provide barrier-free access to information to people with visual impairments and the elderly, who are prone to being left behind in this age of increasing use of information technology. We are engaged in initiatives to provide braille stickers on products and create audio output for information on daily life.

<Activities in 2018>

- Barrier-Free access to Information
- Provision of free braille stickers: 72 (Household goods / cosmetic products) (After revisions to cosmetic product stickers: 613)
- Revisions made to the CD for "A Notebook for Your Body"
- Publication of lifestyle information on the July print of *Home Life* (with the help of three Kao volunteers)
- Donations of the barrier-free video: 15
- Free provisions of an audio CD with lifestyle information: 38
- Product donations to welfare facilities (twice yearly)

<Future plans>

Activities will be continued in FY 2019.

■ Activity details

[Barrier-free access to information]

- Braille stickers were added to cosmetic products, and the CD for the teaching material on first menstruation titled "A Notebook for Your Body" was revised.
⇒See Fiscal 2018 Activity Topics on p. 5
- Kao released an article with seasonal lifestyle information in the July print of *Home Life*, an audio information journal published by Japan Braille Library for its members. Volunteers from the company cooperated by reading and creating an audio recording of the information.
- Videos on the subject of barrier-free accessibility were donated to schools to convey and facilitate understanding of the difficulties faced by people with visual impairments in daily life. They were used as teaching materials during the period for Integrated Studies curriculum.

[Product donations to welfare facilities]

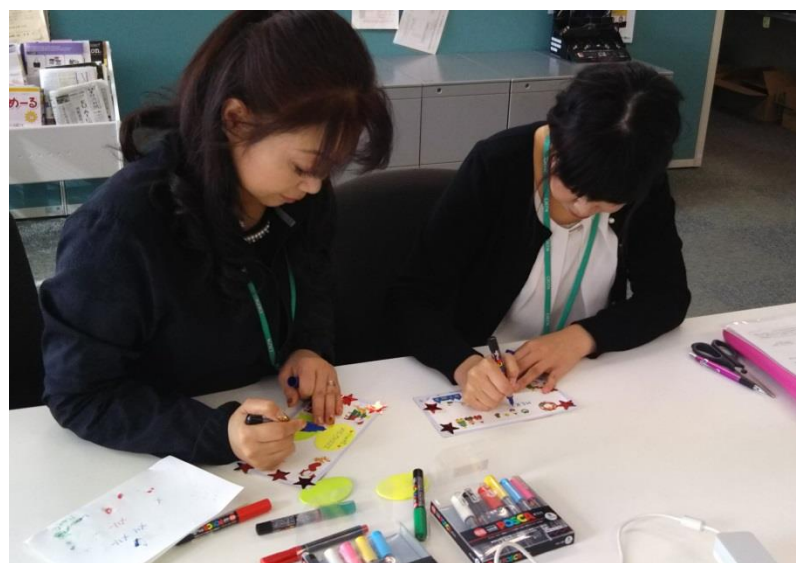
Kao worked with the Social Welfare Council to select donation recipients including organizations, welfare facilities, and privately run residence facilities ("family houses" that provide accommodations for families of hospitalized children, residence facilities operated by Ashinaga, which provides support for children who have lost parents, privately run shelters for children and group homes to support independent living, etc.) and donated Kao products.

■ For details:

- [2019/1/31 Kao Group Renews Braille Stickers on Cosmetic Products \(Including Ink\)](#)
- [2019/1/31 Kao Makes Revisions to the Educational CD on First Menstruation Titled "A Notebook for Your Body – What It Means to Become an Adult"](#)
- [Information on the Barrier-Free Video \(4 Episodes\)](#)

Employee Participation Activities

Kao believes that each individual employee in the company should properly understand the corporate philosophy and personally put into practice its code of conduct. We provide opportunities for Kao employees to actively engage with the community and participate in corporate citizenship activities.





■ Program overview

The Club was established in 2004 for Kao Group employees to contribute social support. Employees who support the Club's aims become members and donate a voluntary amount of money (between 1 to 100 shares with 1 share being 50 yen) to be used as the Club's funds, which are put to use in initiatives to benefit society through donations to NPOs, NGOs, and citizen groups. The funds are also used to support volunteer activities that Kao employees participate in and provide emergency relief when large-scale disasters occur. A steering committee of 15 member representatives manage operations and decide how the funds are used and where they will be donated to.

The program supports activities engaged in resolving social issues with the aim to create a better society. It also provides opportunities for employees to participate actively in society and be more attuned to social issues.

<Activities in 2018>

- Number of members: 3,346 (Dec. 20, 2018)
- Number of donations: 54
Donation total: 12.142 million yen
- Local aid: 15 organizations in 3 prefectures
- Large-scale aid "Mirai Pocket Fund": 4 organizations
- Number of activity report publications: 10,246 copies (printed copy for the company published once a year)
- Number of Heart Pocket Club Newspaper publications: 7 (intranet publication)
- Activity report session held once (company event)

<Future plans>

We will make greater efforts to provide information and increase the number of volunteer participants.

■ Activity details

In FY 2018, focus was placed on providing information to employees.

- Seven publications of the Heart Pocket Club Newspaper were released using the company intranet to introduce volunteer activities and organizations where donations were sent to. Additionally, an activity report session was held as an opportunity to increase communication with donation recipients. Feedback from employees mentioned how they were able to learn more about the various initiatives that are taking place to resolve diversifying issues. "I'm proud of the employees who are offering support to society." After participating in the report session, we saw more people joining activities at the organizations that received donations as well as operations at the office.
- Together with the Kanebo Group employees, who joined us as new members, we will further invigorate our activities in the future.





Kao Group Pink Ribbon Campaign 2018

For you and your loved ones

■ Program overview

"For you and your loved ones." With this slogan, the Pink Ribbon Campaign aims to raise awareness of the importance of early discovery of breast cancer. It has been held every year since 2007 over the course of two months in October and November, and the program is currently being conducted in nine countries and regions including Japan.

Activities include handing out leaflets to customers at cosmetic stores and using the internet to provide basic information on breast cancer and how to conduct self-checks. Additionally, Kao has begun providing new support for cancer education in junior high schools and high schools in Japan, while also aiming to provide information to a wide range of stakeholders.

Campaign supervisor: Japan Society of Breast Health, certified specified non-profit organization

<Activities in 2018>

- Support for the "Project of Cancer Education by Pink Ribbon Advisors" (sponsor: Japan Society of Breast Health) began in Japan.
- New program activities began in Singapore (Sofina) and Russia (Kanebo).

<Future plans>

- We will continue to support further developments of the Cancer Education Project and brainstorm how we can utilize Kao Group's resources to increase support.

■ Activity details

- Support commenced for the "Project of Cancer Education by Pink Ribbon Advisors" (sponsored by Japan Society of Breast Health, certified specified non-profit organization)

Today, cancer is said to affect one in two people in Japan. The Ministry of Education, Culture, Sports, Science and Technology is promoting cancer education at schools so students can acquire a correct understanding and knowledge of cancer, inviting experts in the medical field and cancer survivors to conduct visiting lectures. This "Project of Cancer Education" began in 2018 and is conducted by Pink Ribbon Advisors, who have experienced cancer. They visit schools to give special lectures. We are supporting the building of an operational structure so that these lectures can be conducted at junior high schools and high schools throughout Japan.

- 100 yen from the sale of every KANEBO Skin Gloss Oil Water is donated to the above mentioned "Project of Cancer Education."

Arts

Through culture- and arts-related contributions, Kao is actively supporting activities to develop and pass down outstanding arts and culture and to develop the next generation of practitioners to contribute to enriching the lives of people.





写真:堀田 力丸 写真提供: 東京文化会館

■ Program overview

The Tokyo Music Competition aims to discover and nurture next generation artists and has been held jointly since 2003 by the Tokyo Metropolitan Government, Tokyo Bunka Kaikan, and Yomiuri Shinbun. A unique characteristic of the competition is that it places an emphasis on helping prizewinners develop as musicians. Tokyo Bunka Kaikan provides five years of support to prizewinners to hold solo recitals and other music performances.

The K-BALLET YOUTH is a junior company of young dancers aged 22 and under, directed by Tetsuya Kumakawa. The program provides support to discover talented next generation dancers and offers opportunities to perform in an environment equivalent to a professional company, aiming to create a rich foundation for the ballet culture.

<Activities in 2018>

- Tokyo Music Competition
 - Applicants: 369
 - Prizewinners: 11
- K-BALLET YOUTH
 - Audition applicants: 112
 - Selected: 80

<Future plans>

- 17th Tokyo Music Competition
 - Categories: piano, woodwind, vocals
 - April–August 2019
- K-BALLET YOUTH
 - K-Ballet Youth Fourth Anniversary Performance
 - "The Nutcracker"
 - August 3–4 2019

■ Activity details

[Tokyo Music Competition]

The 16th Tokyo Music Competition was held. Applications opened in April for the three categories of strings, brass, and vocals. After the first and second preliminaries, finals were held from August 27 to 31 to determine the prizewinners in each category.

[K-BALLET YOUTH]

"The Nutcracker" was chosen for the company's fourth anniversary performance and nationwide auditions began in September 2018. 80 dancers were selected. Rehearsals are currently being held in a professional environment to improve skills and expression in preparation for the August 2019 performance.





■ Program overview

The program supports arts and culture activities to develop and pass on valued arts and culture while also aiming to provide people with rich cultural lifestyles. Activities include: supporting Japan's leading symphony orchestras and sponsoring performances; providing stage performance support to the New National Theatre, Tokyo, through the Special Corporate Sponsors Group; and supporting the arts by sponsoring large-scale art exhibitions organized by newspaper companies. The program aims to actively offer support so that people of all generations can enjoy the arts and that those valued arts and culture can be passed on to the next generation.

<Activities in 2018>

- Music performance support
NHK Symphony Orchestra *Ninth Symphony*
- New National Theatre support
88 performances between August 2017 and July 2018
- Art exhibition support
Museu del Prado
February 24–October 14 (Tokyo/Kobe)
Pierre Bonnard
September 26–December 17 (Tokyo)

<Future plans>

- Support New National Theatre for the 2018/2019 season
- Support *Vienna on the Path to Modernism*
April 24–December 8 (Tokyo/Osaka)

■ Activity details

[Support to symphony orchestras]

Provided support to NHK Symphony Orchestra, Tokyo Symphony Orchestra, Tokyo Philharmonic Orchestra, Japan Philharmonic Orchestra

[Music performances]

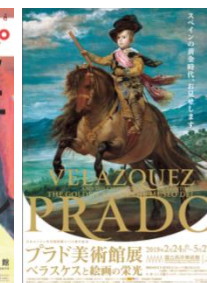
Provided support to NHK Symphony Orchestra performance of Beethoven's *Ninth Symphony* (held December 22–24, 2018)

[Stage performances]

Supported the New National Theatre, Tokyo through the Special Corporate Sponsors Group as well as the special New Year Ballet celebrating the theater's 20th anniversary.

[Art exhibitions]

Supported *Velazquez and the Celebration of Painting: The Golden Age in the Museu del Prado* and *Pierre Bonnard, The Never-Ending Summer*



Initiatives in Response to the Great East Japan Earthquake

With a focus on providing emotional support and industrial revival, Kao is cooperating with NPOs, companies, and a diverse range of organizations while mobilizing its own resources to conduct activities aligned with local needs and issues. We will continue our activities to support the future of the Tohoku region.



Initiatives in Response to the Great East Japan Earthquake: Activities by Kao Group Employees



■ Program overview

Kao is cooperating with NPOs, companies, and a diverse range of organizations while mobilizing its own resources and existing corporate citizenship programs to conduct activities aligned with local needs and issues. Currently ongoing activities focus on providing emotional support and industrial revival.

For emotional support, the program has been supporting the Smile Tohoku Project since 2012. It engages in efforts to support people building new lives and facilitate social exchanges by visiting temporary and public housing for disaster victims. For industrial revival, we support activities to reconstruct the Tohoku region led by restoration leaders and company volunteers that aim to revive local industries and build communities.

<Activities in 2018>

- 3 Days of Tohoku Food
March 7–9: company cafeteria at Kao Kayabacho
- Panel exhibition of disaster revitalization activity initiatives
Held at 11 Kao Group plants and offices across Japan
KCMK (sales) 95 bases
- Volunteering at Minamisanriku, Miyagi
October 6–7: 23 company participants
- Smile Tohoku Project
(Sponsored by Iwate Nippo, Kahoku Shimpō, Fukushima Minpo)
Visitations: 8 locations (2 each in Iwate and Miyagi prefectures, 4 in Fukushima prefecture)
Activities by prefecture: Kamaishi (Iwate), Natori (Miyagi), Iitate (Fukushima)

<Future plans>

We will continue activities in FY 2019.

■ Activity details

- By utilizing the Research and Development Division's knowledge on health, we took part in the "Otakara Supporter training courses" sponsored by Replus, an incorporated association, where we contributed to establishing a system that allows residents to support each other's health. We also continued support offered to residents living in the Kawanokami district of Ishinomaki City to improve health and build communities.
- To prevent memories of the earthquake from fading from our minds, we came up with a 3-day event to connect to the Tohoku region through food. This event was held at the company cafeteria at Kao Kayabacho between March 7 and 9, during which the lunch menus offered dishes using ingredients from six Tohoku prefectures. By using something as everyday as "food" for the theme, the aim was to get employees thinking about the Tohoku region, where the ingredients were produced, and consider anew what can be done to support revitalization efforts and disaster management.
- The Smile Tohoku Project aims to bring smiles to the people living in disaster-struck areas and to spread those smiles throughout Japan. Our employees took part in the project, which conducts efforts in different prefectures, such as by visiting public housing for disaster victims to support their lives as they move forward toward a new future. The activities take into consideration the different needs in each prefecture and engage in efforts to resolve existing issues.



Initiatives in Response to the Great East Japan Earthquake: Michinoku Revival Partners



■ Program overview

Kao is participating in the Michinoku Revival Partners as one of the major activities for our Industrial Revival efforts. In June 2012, Michinoku Revival Partners was established by the NPO ETIC. (Entrepreneurial Training for Innovative Communities) and takes the form of a consortium, which currently includes four partner companies* taking part in the planning of its activities. Partner companies mobilize their various resources to support next generation leaders who will continue to uphold business efforts in the disaster-affected Tohoku region. We will continue to provide needs-aligned support matched with company resources, including training for up-and-coming business groups to form a hub for the Tohoku region in the future, and visualization of local needs. In addition we hold a symposium every March to support local, autonomous recovery activities, including dissemination of information to society.

* Participating companies: JCB Co. Ltd., Dentsu Inc., Benesse Holdings Inc., Kao Corporation (as of May 2018)

<Activities in 2018>

- Michinoku Recovery Project Symposium
Held March 6, 2018 at Dentsu Hall
Visitors: 134
(27 Kao employees participated)
- Michinoku Business Brush-up Camp
Held January 10–11, 2019 at Sendai
Participating organizations: 53
Number of participants: 70

<Future plans>

We will continue support in FY 2019.

■ Activity details

- Michinoku Recovery Project Symposium, undertaken by the entire consortium
The symposium was held to introduce initiatives undertaken by next generation leaders that reflect the current state of the Tohoku region as well as recovery efforts. It also provided an opportunity for companies to consider how they can collaborate with these efforts in the future. The symposium was held in March 2018 with the theme of "Future Prediction to Future Volition: From the Fukushima Frontlines." The keyword was "Future Volition." Focus was placed on Fukushima to look at the state of the region, past and future, from various perspectives. Employees involved in CSR and corporate citizenship activities also participated.
- Business Brush-up Program
This program provides opportunities for selected groups that are expected to take a lead on specific issues designed to support communities. The program helps them to refine their visions and connect with a wide range of other groups.



■For details:

Initiatives in Response to the Great East Japan Earthquake: Activities by Kao Group Employees

- [2018/4/5 Kao Holds "3 Days of Tohoku Food" Event as Part of Recovery Efforts for the Great East Japan Earthquake](#)
- [2018/8/6 Kao Begins Smile Tohoku Project Activities Again This Year](#)
- [2018/11/2 Kao Employees Visit Minamisanriku for the Fifth Time to Tour the Local Region and Volunteer in Fields](#)
- [2018/12/27 Kao Utilizes Its Health Knowledge to Collaborate with the Government on Health Promotion Activities](#)

Initiatives in Response to the Great East Japan Earthquake: Michinoku Revival Partners

- [2018/2/27 Information of the 6th Michinoku Recovery Project Symposium](#)
- [2019/2/19 Kao Holds Business Brush-up Camp 2019 for Business Groups in the Tohoku Region](#)

Overseas Activities

Kao supports efforts to build hygienic environments, such as having access to clean water and toilets, and to establish good lifestyle habits so that people and children around the world can lead clean and healthy lives while living true to themselves.



©UNICEF Indonesia/2018

■ Education on first menstruation and raising awareness of menstrual hygiene management

Often discussion of menstruation is avoided and girls are not able to learn enough about it. Kao Group provides support for education on first menstruation, raising awareness of menstrual hygiene management, and improving sanitary facilities so that girls can begin menstruation without worry and be active during their cycles. These efforts also aim to counter insufficient sanitation in facilities such as toilets so that girls who were not able to appropriately handle menstruation can live in more hygienic environments.

- Kao Indonesia ⇒ See p. 34 for details
- Kao Commercial (Shanghai) (China)
An educational campaign was held on first menstruation. Instructors visited schools to teach children correct knowledge on menstruation and allow them to sample sanitary products. Performance: lessons were given to approximately 5,000 students in 26 schools
- Kao (Taiwan)
Educational classes were held on first menstruation to teach elementary school girls in years 4 to 6 correct menstruation knowledge, such as how to use sanitary products and how to care for their bodies. Samples of sanitary products and handbooks were also distributed. Information was also shared on Laurier's website and Facebook page.
- Similar lessons were likewise held at Kao (Hefei) Co., Ltd. (China) , Kao Vietnam, and Kao Malaysia.



■ Education on self-esteem

Kao (Indonesia) collaborates with NGO (YCAB) to hold educational classes for junior high school students to increase their sense of self-esteem. The program aims to educate children on how to maintain one's own hygiene as well as the hygiene of the environment in their vicinity to face issues such as bullying and other problems affecting their studies and live with a positive mindset by increasing self-esteem. In 2018, over 2,000 children participated from 35 schools in Jakarta, Cikarang, and Karawang.

- A program of education on self-esteem was also held at Kao Specialties Americas.





■ Program overview

Kao has been supporting the Water and Sanitation Project for Schools in Vietnam in a joint effort with UNICEF since 2016 with the aim to raise awareness of hygiene in schools and communities so that children can learn proper sanitary habits and lead comfortable lives.

Vietnam's population is rising and the country is seeing significant economic growth. However, rural agricultural villages are still struggling economically and lack sufficient hygiene, leading to chronic cases of diarrhea that affect the healthy growth of children. Vietnam is one of the countries where Kao does business, and to contribute to resolving the global social issue of water and sanitation – which our business is deeply involved in – we are promoting the establishment of sanitation facilities, educating local residents on proper hygiene habits, and providing support to educate leaders who will advocate better hygiene. Through these efforts, our aim is to eradicate open defecation.

<Activities in 2018>

- Educational classes were held for 2,100 students in 7 schools in An Giang Province.
- Toilets and sanitation facilities were improved at 2 kindergartens in An Giang Province.
- Approx. 100 people were educated to be volunteer instructors and community leaders.
- Water purifiers with ceramic filters were provided to 40 schools (approx. 12,000 people) in An Giang Province.
- Assessment of sanitation facilities was conducted at 22 schools in the remote region of Dien Bien Province.

<Future plans>

We plan to provide support to 35,000 children in 60 schools by 2020.

■ Activity details

- We backed efforts that were successful in eradicating open defecation in a total of 240 villages in the target area of An Giang Province, situated along the southern Mekong River. Therefore, our activities were expanded to the northern mountainous regions of Dien Bien Province in 2018, where most of the population is comprised of people from ethnic minorities.
- To support the establishment and improvement of sanitation facilities and the education of local residents on proper hygiene habits, the program takes two approaches: school guidance and community guidance.

<School guidance>

- Establishment and improvement of sanitation facilities such as toilets and handwashing areas.
- Training for teachers on hygiene habits.

<Community guidance>

- Education of community leaders on hygiene habits.
- Brainstorming sessions.





■ Program overview

In Indonesia, there is insufficient information available on the topic of menstruation. One in four girls have no knowledge of menstruation prior to starting their first period and rely on various myths and stereotypes. Additionally, schools are unable to offer proper education on the topic or they lack hygiene facilities, leading to one in six girls being absent from school for a day or more during menstruation. This is one of the causes behind low school attendance among girls. In 2018, Kao began supporting the Indonesia Menstrual Hygiene Management led by UNICEF.

The program aims to increase general knowledge among children about menstruation. To this end, we support awareness raising activities in Tangerang Regency in Banten Province to change existing behavior. Efforts include educating teachers and developing participatory teaching materials for students.

<Activities in 2018>

- 40 schools were selected to work with.
- A project initiation gathering and signing ceremony was held with the prefectural administration close to the annual Menstrual Hygiene Day. 70 people were in attendance, including regional government officials, principals and teachers from recipient schools, and employees from Kao Indonesia.
- 8 teachers were selected and trainings commenced.
- An online campaign was held on social media on Menstrual Hygiene Day, reaching out to 2 million people.

<Future plans>

We aim to conduct lessons to over 12,000 students in 40 schools and change behaviors among over 2,500 students by 2020.

■ Activity details

- Workshops were held to select eight teachers (mentors) who will conduct lessons at junior high schools starting in 2019. We also confirmed what the bottlenecks are for proceeding with activities and brainstormed future teaching plans.
- We conducted inspections at junior high schools and held group interviews with the students to gather information and opinions on menstruation. We were also looking for opinions on teaching content and what form of information tool they would prefer to use.



Disaster Relief

Disaster	Company	Support provided
2018 Osaka Earthquake	Kao Corporation	200,000 yen was donated to the Central Community Chest of Japan, while another 200,000 yen was donated by the Kao Heart Pocket Club, an employee-led charity organization, to support efforts to rescue victims. Additionally, the company provided approximately 1.2 million yen worth of relief supplies.
2018 Flooding in West Japan	Kao Corporation	20 million yen was donated to the Japanese Red Cross Society. 500,000 yen was donated by the Kao Heart Pocket Club, an employee-led charity organization, to the Central Community Chest of Japan to support efforts to rescue victims. Additionally, a total of approximately 5 million yen worth of relief supplies were provided to Okayama, Hiroshima and Ehime prefectures.
2018 Hokkaido Eastern Iburi Earthquake	Kao Corporation	10 million yen was donated to the Japanese Red Cross Society. 200,000 yen was donated by Kao Heart Pocket Club, an employee-led charity organization, to the Central Community Chest of Japan to support efforts to rescue victims. Additionally, the company provided approximately 1.5 million yen worth of relief supplies.
2018 Typhoon 21	Kao Corporation	200,000 yen was donated to the Central Community Chest of Japan, while another 200,000 yen was donated by Kao Heart Pocket Club, an employee-led charity organization, to support efforts to rescue victims.

Disaster	Company	Support provided
2018 Hualien Earthquake in Eastern Taiwan	Kao Taiwan Taiwan Kanebo Cosmetics	Kao Taiwan and Taiwan Kanebo Cosmetics donated the equivalent of 7.5 million yen to Hualien County to support the victims.
Laos Dam Collapse	Kao Thailand	The equivalent of 100,000 yen worth of product relief was donated to support the victims.
Lombok Earthquake	Kao Indonesia	The equivalent of 400,000 yen worth of product relief was donated to support the victims.
Sulawesi Earthquake and Tsunami	Kao Corporation	The equivalent of 1.5 million yen was donated to Japan Platform, a specified NPO, to support efforts to rescue victims.
	Kao Indonesia	The equivalent of 160,000 yen worth of product relief and equivalent of 1 million yen were donated to support the victims.
Tsunami Selat Sunda 2018	Kao Indonesia	The equivalent of 200,000 yen was donated to support the victims.
Greensboro Tornado	Kao Specialties Americas	The equivalent of 300,000 yen was donated to support the victims.
Hurricane Florence	Kao Specialties Americas	The equivalent of 300,000 yen was donated to support the victims.

Major Community Contribution Activities at Kao Group Worksites and Companies Within and Outside Japan

Major Community Contribution Activities at Kao Group Worksites and Companies Within Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results	
Kayabacho Office (Head Office)	<p><Environment></p> <ul style="list-style-type: none"> ●Neighborhood cleanups <p><Community></p> <ul style="list-style-type: none"> ●Campaign to eliminate cigarette butts from streets ●○Local shrine festival, Chuo-ku "eco" festival ○JAZZ EMP@Tokyo Financial Street 2018 sponsorship, year-end charity donation, summer radio calisthenics
Sumida Office / Tokyo Plant Tokyo Research Laboratories	<p><Environment></p> <ul style="list-style-type: none"> ●Neighborhood cleanups <p><Community></p> <ul style="list-style-type: none"> ●Traffic safety campaign, facility tours ●○Local shrine festival, local festival ○Regular neighborhood association general meeting, campaign to make a brighter society, sumo wrestling matches for children, local events
Osaka Office	<p><Environment></p> <ul style="list-style-type: none"> ●Neighborhood cleanups <p><Community></p> <ul style="list-style-type: none"> ○Local shrine festivals, local groups
Odawara Office / Odawara Plant (Kao Cosmetic Products Odawara) Odawara Research Laboratories	<p><Environment></p> <ul style="list-style-type: none"> ●Neighborhood cleanups, Clean Sakawa <p><Education></p> <ul style="list-style-type: none"> ●Softball lessons <p><Community></p> <ul style="list-style-type: none"> ●○Plant tours ○Concert sponsorship, local events, Sakawa River fireworks festival sponsorship

Activity photos



Sanno Festival
(Kayaba-cho)



Cleanup campaign
(Osaka)



Clean Sakawa
(Odawara)

Major Community Contribution Activities at Kao Group Worksites and Companies Within Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results	
Sakata Plant	<p><Environment></p> <ul style="list-style-type: none"> ● Sakata Industrial Fair <p><Community></p> <ul style="list-style-type: none"> ●○ Plant tours, Kao summer festival ● Kao family concert, Yamagata Health Fair ○ Sakata innovation and idea exhibition, diaper gifts for newborn babies, local events and festivals, Sports Day, fireworks display, local groups, Shonai 41 °C Bath Caravan event
Tochigi Plant Tochigi Research Laboratories	<p><Environment></p> <ul style="list-style-type: none"> ● Neighborhood cleanups <p><Education></p> <ul style="list-style-type: none"> ● Kao Health Seminars ○ Contributed photo news to elementary and junior high schools near plant <p><Community></p> <ul style="list-style-type: none"> ●○ Plant tours ○ Diaper gifts for newborn babies, local events ◎ Opening up of parking for events at nursery schools and elementary schools
Kashima Plant	<p><Environment></p> <ul style="list-style-type: none"> ● Neighborhood cleanups, Kamisu City's Beautification Day, and Clean Kamisu Day, seashore cleanups ●○ Kamisu Festival <p><Education></p> <ul style="list-style-type: none"> ○ Kamisu citizens forum <p><Community></p> <ul style="list-style-type: none"> ●○ Plant tours ○ Kamisu Health Mileage program, local events and festivals, sports tournaments

Activity photos



Kao summer festival (Sakata)



Kao Health Seminar (Tochigi)



Seashore cleanup (Kashima)

Major Community Contribution Activities at Kao Group Worksites and Companies Within Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Kawasaki Plant	Focus	<p><Community><Education>●○</p> <p>Plant tours were held to build positive relationships with the local society and residents, and to contribute to children's education by properly showcasing Kao's activities. [2018 performance: 367 tours for 18,575 visitors]</p>
		<p><Environment></p> <p>●Cleanup campaign</p> <p><Community></p> <p>○●Shrine festival at Wakamiya Hachimangu, social interactions with the community through summer festivals, charity volleyball tournament</p> <p>○Local events and festivals, local sports festival, local shrine festival</p>
Fuji Plant (Kao Paper Manufacturing Fuji)		<p><Environment></p> <p>●Neighborhood cleanups</p> <p><Education></p> <p>●Workplace experience workshop</p> <p><Community></p> <p>●Municipal fire extinguishing technique competition</p> <p>○Local children's mikoshi (portable shrine) festival, Fuji River summer festival sponsorship, local boys sports club sponsorship</p>
Toyohashi Plant		<p><Environment></p> <p>●Neighborhood cleanups, Toyohashi 530 campaign</p> <p><Community></p> <p>●○Plant tours</p> <p>●Local events</p>

Activity photos



Plant tour (Kawasaki)



Charity volleyball tournament (Kawasaki)



530 campaign (Toyohashi)

Major Community Contribution Activities at Kao Group Worksites and Companies Within Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Wakayama Plant Wakayama Research Laboratories	Focus	<p><Environment>●○ Supported road repairs for the preservation and restoration of the Kumano Kodo pilgrimage routes, which are registered as World Heritage sites.</p>
		<p><Environment> ●Neighborhood cleanups, Wakayama Port cleanups, Suiken River riverside cleanups ○Weeding of Kao Company Forest <Community> ●○Plant tours ●New Year's parade by the fire brigade, memorial service for jizo (Buddhist statues) and for unattended graves ○Support for welfare factory operations, community events and festivals, Wakayama Community Hall maintenance project sponsorship ◎Opening up of tennis court to public</p>
Kao Eco-Lab Museum (Wakayama)	Focus	<p><Education>●○ Plant tour programs were held for elementary students in 3rd and 5th grade that fit into their social studies curriculum. The aim of the tours is for students to deepen their understanding of working adults, product manufacturing, and the environment. [2018 performance: 85 schools and 4,466 visitors]</p>
		<p><Environment> ●○Practical training support for pharmaceutical students <Education> ●○Environment education support <Community> ●○Family tours</p>

Activity photos



World Heritage preservation activities (Wakayama)



Mizunoki River riverside cleanup (Wakayama)



Family tour (Eco-Lab)

Major Community Contribution Activities at Kao Group Worksites and Companies Within Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results	
Ehime Plant (Kao Sanitary Products Ehime)	<Community> ●○Plant tours ○Local events and festivals, fireworks display, joint fundraising for social welfare services
Arida Training Center	<Environment> ●Neighborhood cleanups <Community> ●Cardboard donations to the local children's club ○Local events and festivals, local sports festival, community association meetings, social interactions with residents
Shinagawa Training Center	<Community> ●Exhibitions of award-winning works from the Kao International Environment Painting Contest for Children
Kao Customer Marketing (KCMK)	<Environment> ●Neighborhood cleanups, environment-related events <Education> ●Collection of stamps/postcards/used prepaid cards/bottle caps, beauty lecture, handwashing workshop, blood donation <Community> ○Social interactions with the local community
Kao Logistics	<Environment> ●Neighborhood cleanups <Education> ●Traffic safety classes, workplace experience workshop <Community> ●Traffic safety awareness campaign, blood donation, facility tours

Activity photos



Environment Painting Exhibit (Shinagawa)



Traffic safety class (Kao Logistics)



Workplace experience workshop (Kao Logistics)

Major Community Contribution Activities at Kao Group Worksites and Companies Within Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Kao Professional Services (KPS)	Focus	<p><Education>●</p> <p>Handwashing workshops were held at kindergartens and day care centers to raise awareness among children about the importance of handwashing. [2018 performance: workshops held at 130 kindergartens/centers]</p>
		<p><Education></p> <ul style="list-style-type: none"> ● Lectures and workshops for vocational school students, nursing students and nurses <p><Community></p> <ul style="list-style-type: none"> ● Seminar and workshop support, lecture on infectious diseases, raising awareness of sanitation within the community ○ Donation of diapers to be stored for disaster supplies
Kanebo Cosmetics	Focus	<p><Community>○</p> <p>Part of the sales for Kanebo Skin Gloss Water were donated to the Japan Society of Breast Health, which the Pink Ribbon Campaign is collaborating with to raise breast cancer awareness. Campaign activities are shared with our employees through the company newsletter and on the branding webpage.</p>
		<p><Education></p> <ul style="list-style-type: none"> ● Track and field class <p><Community></p> <ul style="list-style-type: none"> ● Esthetic technology support, make-up workshops, facility tours, guest runner, marathon promotion ○ Product donations to various events and facilities, provision of face powder to stage productions ●○ Appearance class

Activity photos



Pink Ribbon letter of appreciation (Kanebo Cosmetics)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results			
China	<ul style="list-style-type: none"> - Kao (China) Holding - Kao Commercial (Shanghai) - Kao (China) Research and Development Center - Kao(Hefei) - Kao Corporation Shanghai 	Focus	<p><Environment>●○</p> <p>To raise awareness of the importance of water conservation and environmental preservation, the Nationwide Cleanliness and Water-saving Initiatives were held at universities across China. Details of the activities were published on a special webpage on the company website.</p> <p>[2018 performance]</p> <ul style="list-style-type: none"> - 220,000 students from 64 universities participated <p>https://www.kao.com/global/en/news/2018/20180322-002/(News release)</p>
			<p><Environment></p> <ul style="list-style-type: none"> ●Neighborhood cleanups ○Environment painting contest <p><Education></p> <ul style="list-style-type: none"> ●First menstrual education ●○Enactus support, Japanese speech contest for university students <p><Community></p> <ul style="list-style-type: none"> ●Health and hygiene education for mothers and newborn babies, social exchanges with university students ●○Plant tours, summer festival, blood donation, participation in sales activities, food support for underprivileged people ○Health seminar, sports festival

Activity photos



Awareness-raising activities for water conservation (China)



Health and hygiene education for mothers and newborn babies (China)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity photos

Activity and Results		
China	<ul style="list-style-type: none"> - Kao Chemical Corporation Shanghai - Kao Trading Corporation Shanghai - Huludao Jinzing Casting Material - Kao (Shanghai) Chemical Industries 	<p><Environment></p> <ul style="list-style-type: none"> ● Neighborhood cleanups <p><Community></p> <ul style="list-style-type: none"> ● Blood donation ● ○ Fire prevention and disaster preparedness drills in conjunction with communities, summer festival
	Kanebo Cosmetics	<p><Community></p> <ul style="list-style-type: none"> ● ○ Support for events at Japanese embassy ○ Donations to charity supermarket, charity events
Hong Kong	<ul style="list-style-type: none"> - Kao (Hong Kong) 	<p><Environment></p> <ul style="list-style-type: none"> ○ Support for activities to raise awareness of the environment <p><Community></p> <ul style="list-style-type: none"> ○ Support for underprivileged households



Neighborhood cleanup (China)



Summer festival (China)



Support for environment awareness activities (Hong Kong)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Taiwan	- Kao (Taiwan) Corporation	<p>Focus</p> <p><Education> ●○ Cleaning education was conducted so children could learn proper sanitary habits. Details of the activities were published in the company magazine and shared with our employees. [Objective: 50,000 participants and 500 schools per year]</p> <p><Environment> ●○Seashore cleanups, tree planting</p> <p><Education> ●○Menstruation education ○University support</p> <p><Community> ●Company briefings ●○Plant tours ○Support for the elderly and underprivileged people</p>
	- Taiwan Kanebo Cosmetics	<p><Environment> ●Seashore cleanups</p> <p><Community> ○Pink Ribbon campaign, support for welfare facilities</p>
Vietnam	- Kao Vietnam	<p><Education> ●Support for education and raising awareness of hygiene at kindergartens and elementary schools ●○Support for education and raising awareness of hygiene at universities, menstruation education</p> <p><Community> ●Blood donation, new year cards purchases for children's welfare</p>

Activity photos



Cleaning education (Taiwan)



Tree planting (Taiwan)



Menstruation education (Vietnam)

Major Community Contribution Activities at Kao Group Companies Outside of Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results			
Philippines	- Pilipinas Kao	Focus	<p><Education>○</p> <p>With the aim to provide high-level educational opportunities to outstanding students, those with the top 5 grades in 2 elementary schools near plant are granted scholarships, free uniforms, shoes, books and monthly cash allowances. [2018 performance: 60 recipients]</p>
			<p><Environment></p> <p>●○Neighborhood cleanups ○Mangrove tree planting</p> <p><Community></p> <p>●○Plant tours ○Donation for school maintenance of elementary and high schools near plant, support for community medical checkup opportunities, support for local traditional culture</p>

Activity photos



Higher education support for outstanding students (Philippines)



Neighborhood cleanup (Philippines)



Support for medical checkups (Philippines)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity photos

Activity and Results		
Thailand	- Kao Industrial (Thailand)	<p><Education> ●</p> <p>Support for the renovation and new construction of toilets in police academy schools in rural areas . [Objective: renovation of toilets in 4 schools a year]</p>
		<p><Education> ●○</p> <p>Handwashing campaigns were held at elementary schools (for 1–3 grade) in Bangkok to get children to acquire proper hygiene habits. Soap donations were also made to elementary schools in Bangkok. [2018 performance] - 6,000 participants in 35 schools - Donations to approx. 290,000 students in 437 schools</p>
		<p><Environment></p> <p>● Cleanup campaign, environmental preservation activities</p> <p><Education></p> <p>●○ Raising awareness of hygiene</p> <p><Community></p> <p>● Plant tours ●○ Healthy lifestyle campaign ○ Product donations to NPOs, schools, and organizations</p>
	- Kanebo Cosmetics (Thailand)	<p><Community></p> <p>● Development of global human resources, Pink Ribbon campaign</p>



Renovation of school lavatories (Thailand)



Handwashing campaign (Thailand)



Environmental preservation activities (Thailand)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Malaysia	- Kao (Malaysia)	<Education> ●○First menstrual education
	- Fatty Chemical (Malaysia) - Kao Plasticizer (Malaysia) - Kao Oleochemical (Malaysia) - Kao Soap (Malaysia)	<Environment> ●○Environmental awareness-raising among children <Education> ●English classes for students <Community> ●Technological support ●○Plant tours, blood donation, social exchanges and product donations to facilities for the elderly, orphanages, and facilities for people with disabilities ○Purchase of paintings by people with disabilities, Japanese culture events, disaster prevention programs, sports festivals
Singapore	- Kao Singapore Pte. Ltd.	<Education> ●Hygiene education <Community> ●Cleaning support at homes for elderly people ○Support for national parade events, support to universities

Activity photos



First menstrual education (Malaysia)



Hygiene education (Singapore)



Cleaning support at homes for elderly people (Singapore)

Major Community Contribution Activities at Kao Group Companies Outside of Japan

●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Indonesia	- PT Kao Indonesia	<p><Environment></p> <p>○Tree planting</p> <p><Education></p> <p>●○Self-development education</p> <p><Community></p> <p>●Plant tours</p> <p>○Welfare support, local support through product donations</p>
	- PT. Kao Indonesia Chemicals	<p><Community></p> <p>●○Blood donation, plant tours</p>
Australia	- Kao Australia	<p><Community></p> <p>●Raising awareness about mental health</p> <p>●○Raising awareness about breast cancer, events relating to men's health</p>
Canada	- Kao Canada	<p><Education></p> <p>○Hairdressing scholarships and other forms of support</p> <p><Community></p> <p>●Support including hair and make-up services in vocational school graduation proms</p> <p>●○Support for charity events</p> <p>○Matching donations to charity groups</p>

Activity photos



Welfare support (Indonesia)



Local support (Indonesia)



Blood donation (Indonesia)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



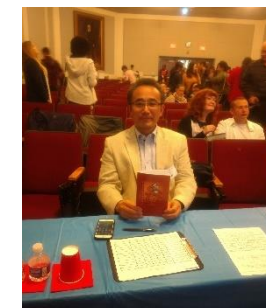
●: Participation by employees ○: Product/supply donations, monetary donations ⊙: Opening of facilities

Activity and Results		
America	- Kao USA	<p><Environment></p> <ul style="list-style-type: none"> ● Environment expo ●○ Local cleanups <p><Community></p> <ul style="list-style-type: none"> ●○ Support through charity groups, support for arts in the local community and support for underprivileged children, support for studies on the prevention of premature births, other
	- Kao Specialties Americas	<p><Environment></p> <ul style="list-style-type: none"> ● Highway cleanups, environment awareness-raising campaigns <p><Education></p> <ul style="list-style-type: none"> ●○ Japanese speech contest, support for high school students to be able to apply for an apprenticeship while working toward a college degree ○ Southeastern Association of Teachers of Japanese <p><Community></p> <ul style="list-style-type: none"> ● Support for underprivileged children ○● Support through United Way and charity groups
Mexico	- Quimi-Kao. S.A. de C.V.	<p><Education></p> <ul style="list-style-type: none"> ○ Scholarships for students in the technologies field <p><Community></p> <ul style="list-style-type: none"> ● Plant tours ○ Support to children's welfare facilities and daycare centers, support through the Red Cross, sports festivals, medical expenses support for underprivileged households

Activity photos



Highway cleanup (USA)



Japanese speech contest (USA)



Welfare facility support (Mexico)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Russia	- Kanebo Cosmetics Rus	<Community> Support for events held by a Japanese school in Moscow
Germany	- Kao Germany GmbH	<Environment> ○Environment awareness-raising program <Community> ○Support for underprivileged children and households, painting contest
	- Kao Chemical GmbH	<Environment> ○River cleanups <Education> ○Support for local schools <Community> ●Plant tours ○Support for local groups/NPOs/NGOs, support for people with disabilities
Spain	- Kao Corporation S.A.	<Environment> ○Tree planting event <Education> ○Scholarship for high school students specializing in chemistry <Community> ●Plant tours ○Local research support, local concerts, local sports club support, matching donations to charity groups

Activity photos



Plant tour (Germany)



Tree planting event (Spain)



Education support (Spain)

Major Community Contribution Activities at Kao Group Companies Outside of Japan



●: Participation by employees ○: Product/supply donations, monetary donations ◎: Opening of facilities

Activity and Results		
Benelux	<ul style="list-style-type: none"> - Kao Netherland B.V. - Kao Belgium N.V. - Guhl Ikebana Netherlands B.V. 	<p><Community></p> <ul style="list-style-type: none"> ●Support for facilities for the elderly ○Charity events
South Africa	<ul style="list-style-type: none"> - Kao South Africa 	<p><Community></p> <ul style="list-style-type: none"> ○Support for welfare groups

Activity photos



Charity event
(Benelux)