

Sustainable lifestyle promotion 102-12, 102-15, 103-1, 103-2, 103-3, 306-1 (Waste 2020)

Enable people to live more sustainable lifestyles through information, services and products that save precious resources such as energy and water.

Kao's creating value to address social issues

Social issues we are aware of

Climate change caused by global warming over the last few decades affects people's lives and the natural ecosystems in various ways. For instance, the melting of glaciers, changes in the sea levels, floods and droughts and the like as a result, impacts on marine and terrestrial ecosystems, and impacts on people including food production and health have begun to be observed.



Cool Choice: Current State of Global Warming via Ministry of the Environment
ondankataisaku.env.go.jp/coolchoice/ondanka/
(Japanese)

In 2020, the average worldwide concentration levels for CO₂ in the atmosphere causing global warming were 413.2ppm, which has increased 49% compared to 278ppm, the concentration levels considered the average prior to industrialization (circa 1750). (ppm is a unit of measurement used to express the amount of substances within 1 million molecules in the atmosphere.)



Changes in Carbon Dioxide Concentration Levels Over Time via the Japan Meteorological Agency
ds.data.jma.go.jp/ghg/kanshi/ghgp/co2_trend.html
(Japanese)

Advances in science and technology have improved people's lives, but at the same time, inappropriate economic activity can cause damage to the environment.

Building a sustainable society will require not only products and services that leverage enterprise strengths, but new sustainable lifestyle ideas and information. At Kao, we believe that solving these issues requires action to accomplish the goals embodied in "making the world healthier & cleaner" in the Kirei Lifestyle Plan (KLP) as well as for decarbonization, zero waste, water conservation and air and water pollution prevention.

Risks related to realization of What Kao Aims to Be by 2030

We believe that if we cannot realize the sustainable manufacturing desired by society, or we are unable to offer products and services that change the way people live, there will be a negative impact on progress toward a sustainable society, we will lose the sympathy of consumers and society, and this will impair our brand value as well as our profitability and competitiveness in the market.

Opportunities related to realization of What Kao Aims to Be by 2030

Since our founding, we have strived to enrich daily life through our business activities by listening closely to consumers, and developing and accumulating our own unique technologies over a period of 130 years.

We believe that by contributing to decarbonization and zero waste, water conservation, and air and water pollution prevention, we can help realize a sustainable society and demonstrate our commitment on a global basis.

In addition, through new ideas for living reinforced by educational and awareness-raising efforts, we are encouraging consumers around the world to make more sustainable choices, and by maximizing the results of those efforts, we are helping solve global environmental challenges.

Kao's creating value

Responsible consumption is also an important theme of the SDGs. Our mission is to support consumer cleanliness, beauty and health in daily life. This positions us to offer consumers new ways of living through products and services, and collaborate with consumers around the world to realize enrichment of the lives of people globally and contribute to the sustainability of the world.

Our aim is for a little adaptability and product selection on the part of consumers in daily life to contribute effortlessly to the realization of a sustainable society. We will achieve this through *Yoki-Monozukuri* and daily life solutions.

Contributions to the SDGs



Sustainable lifestyle promotion 102-43, 306-2 (Waste 2020), 404-2

Policies

By proactively working on technical innovations that are characteristic of Kao as well as lifestyle solutions, we will promote the actions for “making thoughtful choices for society” and “making the world healthier & cleaner” in the KLP and will realize sustainable human life.

By offering environmentally friendly, sustainable products, and receiving support for our products through the choices consumers make, we will build a sustainable society.

In addition, through our wide range of marketing, information dissemination, education and awareness-raising activities, we will strive to foster understanding by consumers themselves of the importance of sustainable lifestyles, and collaborate with them to promote contributions to sustainability.

Four actions

1. Propose sustainable solutions through manufacturing and products themselves
2. Disseminate information related to sustainable lifestyle solutions
3. Offer opportunities for hands-on learning
4. Conduct activities in collaboration with companies, organizations and public institutions

Through these activities, we will raise consumer awareness that the individual daily life choices they make can help realize sustainable lifestyles. In

addition, through our contact with consumers and in-store sales promotions, we will promote awareness-raising activities for a range of topics, including the environment, water conservation and hygiene. Moreover, we are helping the next generation understand the importance of responsible choices.

Education and promotion

We hold e-learning sessions for all employees inside the company. Currently we raise awareness on the current state and issues of decarbonization, LCA, zero waste and water conservation and concrete examples of measures. In the future, we plan to supplement this curriculum.

In addition, we hold a monthly environmental meeting for manufacturing between ESG divisions, research laboratories and business divisions. While sharing the rapidly changing situation of consumers, governments, government agencies, industries and retailers, we share technology and confirm our progress for *Yoki-Monozukuri* to contribute to a sustainable society.

Collaboration and engagement with stakeholders

We disseminate life hacks useful for consumers and our intentions and solutions. By providing information

about the basic functionality of our products as well as guidance for their use, we promote a reduced environmental impact when consumers use these household products.

Moreover, we also disseminate information from various events and the Kao Eco-Lab Museum.

- **P66** Disseminating information related to sustainable living: Dissemination and sharing of information with consumers
- **P97** Making the world healthier & cleaner > Decarbonization > Collaboration and engagement with stakeholders: “eco together” with consumers / customers
- **P138** Making the world healthier & cleaner > Water conservation > Implementing education and activities based on “eco together”: Customers

Corporate customers (retailers)

We propose a sustainable lifestyle via internet and stores in a joint campaign with retailers. In addition, we also promote the achievement of highly productive logistics that incorporates the realization of work style reforms while also proposing to retailers environmentally friendly products and collaboration on initiatives.

- **P67** Collaboration with stakeholders: Collaboration with retailers

Sustainable lifestyle promotion 306-2 (Waste 2020)

Suppliers

At each stage, from raw material procurement to production and transport, we coordinate with numerous business partners in our efforts to realize a sustainable society.



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Making the world healthier & cleaner > Water conservation > Implementing education and activities based on “eco together”: Business partners

Peer companies

The resource-circulating society cannot be realized by a single enterprise. An industry-wide change in awareness will be necessary. We are promoting initiatives that transcend corporate frameworks.



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Collaboration with stakeholders: Collaboration with retailers

National and local governments

We are working with local governments to collect used refill packs of detergent, shampoo and other products, and promoting their reprocessing into resin.



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Collaboration with stakeholders: Collaboration with local governments

Framework

Of the 19 actions included in our KLP, 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.

The ESG Managing Committee, which meets six times a year, deliberates on these matters under the supervision of the Board of Directors. The committee is chaired by the President, and its members include directors and executive officers responsible for ESG, Business, R&D, Product Quality Management, SCM, Sales, etc., helping the committee to coordinate its activities with our business activities. The committee reports on its activities to the Board of Directors at least once a year, and receives oversight from the board.



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Kirei Lifestyle Plan—Kao’s ESG Strategy > ESG governance structure

Mid- to long-term targets and performance

Mid- to long-term targets

Cumulative number of people reached by awareness-raising activities for promoting environmentally friendly lifestyles and realizing a sustainable world.

Our target is to reach an accumulated 100 million people from 2016 to 2030.

This indicates the number reached by awareness-raising activities using products and services, various means of disseminating information to raise awareness (including websites and social media) and activities provided by Kao employees.

Currently, these activities are focused on Japan and Asia, but we will expand them worldwide in the long-term.

Based on two of the three commitments in the KLP (“making thoughtful choices for society” and “making the world healthier & cleaner”), we will raise awareness of more sustainable lifestyles in collaboration with consumers.

Anticipated benefits from achieving mid- to long-term targets

Social impacts

By raising awareness of sustainable lifestyles, we promote ethical consumption and solution of social challenges, which can lead to changes in behavior.

Business impacts

Aware consumers choose Kao products actively. This leads to greater loyalty to Kao products, and enhances our brand value, profitability and competitiveness.

Sustainable lifestyle promotion

Performance in 2021

Performance

Cumulative number of people reached by awareness-raising activities for promoting environmentally friendly lifestyles and realizing a sustainable world

Cumulative total up to 2021: 3.10 million people

As a continuation of our past initiatives, we further reduced plastic and used more recycled materials. Our main initiatives include:

- Total elimination of eye-catching plastic stickers
- Launch of recycled PET for use in PET bottles
- Discontinuation of color swatch samples placed on the shelves at stores selling hair dye
- Begin using chemically recycled PET materials for cosmetics

In addition, we will expand field testing for recycling through collaboration with retailers and local governments. Our main initiatives include:

- Launch of field testing in collaboration with Lion Corporation, Welcia Yakkyoku and Hamakyorex
- Launch of detergent etc. sold by weight for a limited time in collaboration with Welcia Yakkyoku

- Project launch in collaboration with retailers, manufacturers, recyclers and Kobe City
- Participation in used plastic collection field testing in Kitakyushu City

Furthermore, we launched a website that has become a hub for our environmental information for consumers.

Reviews of performance

Even during COVID-19, we raised awareness on environmentally friendly lifestyles and promoted activities to realize a sustainable society as planned.

In 2021, we started numerous field tests for the recycling of plastic packaging. Initially, we placed stations to collect used containers. In the process, collaborations began with many retailers, manufacturers and local governments.

Future issues are improvements to consumers' awareness of recycling in tandem with the expansion of collection stations, establishment of technology to recycle collected plastic, and the acceleration of field testing to effectively use recycled plastic.

Sustainable lifestyle promotion 306-2 (Waste 2020)

Our initiatives

Solving problems through *Yoki-Monozukuri* manufacturing and through products

We have created environmentally friendly products and product packaging innovations—exemplified by our sustainable detergent base, single-rinse laundry detergents and rapid-rinse dishwashing detergents and shampoos—and promoted sustainable lifestyle solutions based on manufacturing and products themselves.

Since 2020, we started numerous activities about packaging and store displays aimed at a sustainable society and were able to achieve several of the goals for these in 2021.

Addressing the environmental challenges presented by containers

We announced our intention to transition almost completely from plastic bottles to refillable film containers for products like shampoo and conditioner by 2030, and are aiming to deploy new technology effectively to reduce the environmental impact. In addition, we have set a goal of boosting the annual quantity of environmentally friendly, innovative film packaging to 300 million units by 2030.

We have strived to drive adoption of disposable refill pouches, which have reduced plastic waste from original containers by approximately 78%, as well as *Raku-raku Eco Pack Refill* containers, which have

reduced the same type of waste by around 80%.

In addition, we are pushing forward the proposal to stop using the bottles and replace them with the *Smart Holder* pump which lets you use the product repeatedly without refilling and use nearly all of the contents when used as a set with the *Raku-raku Eco Pack Refill* as well as the *Raku-raku Switch* which makes it easy to dispense a uniform amount of liquid with a light touch when used with the *Raku-raku Eco Pack Refill*.



In the future, we will challenge ourselves with new technology while accelerating the widespread usage of our existing solutions.

Eliminating eye-catching plastic stickers completely

While eye-catching stickers made of plastic can convey product advantages or instructions for correct

product use, they also lead to increased plastic waste and CO₂ emissions when burned.

We aimed to eliminate the use of eye-catching plastic stickers by the end of 2021, and achieved this by moving information from the conventional sticker to the product bottle, and using other means to convey any needed information. When this could pose a significantly detriment to the purchaser due to the elimination of messages on usage or prevention of mistaken purchases, we used FSC-certified or other certified paper.



Kao Is Promoting the Elimination of the Use of Eye-Catching Plastic Stickers on Products
www.kao.com/global/en/news/sustainability/2020/20200317-001/

Kao Has Ended Production of Products with Eye-catching Plastic Stickers Attached, in Order to Reduce Plastic Usage
www.kao.com/global/en/news/sustainability/2022/20220125-001/

On Kao Plaza provided for our customers, we also posted information on the elimination of eye-catching plastic stickers and messages from our employees who conducted this initiative.



Project to eliminate eye-catching plastic stickers
[webmember.kao.com/jp/kaoplaza/contents/esg/001/](http://webmember.kao.com/jp/kaoplaza/contents/esg/001/(Japanese))
(Japanese)

Sustainable lifestyle promotion 301-2, 306-2 (Waste 2020)

Launch of recycled PET for use in PET bottles

In addition to the approaches we have developed so far to realize a plastic circulating society, we will make full-scale use of recycled plastic in plastic packaging in Japan. By 2025, we will replace all bottles made of PET material for household products in Japan, which use large amounts of plastic, with 100% recycled PET.

We started implementing this with the *Attack Zero* and *CuCute Clear Foam Spray* launched in April 2021, and then implemented this in the *Bath Magiclean Airjet* launched in September.

In the future, we will promote the transition to recycled PET containers by focusing on products most frequently used by consumers and which therefore have the greatest impact on the environment.



Kao to Start Using 100% Recycled Plastic for its Bottles in Japan
www.kao.com/global/en/news/sustainability/2021/20210331-002/

Switch from CuCute Clear Foam Spray refill bottles to pouch types

The improved *CuCute Clear Foam Spray* refill containers, newly released in April 2021 switched from the conventional bottle types to pouch types in order to reduce the amount of plastic used.



Release of New and Improved *CuCute Clear Foam Spray*
www.kao.com/jp/corporate/news/products/2021/20210225-001/ (Japanese)

Discontinuation of color swatch samples placed on the shelves at stores selling hair dye and reduction in the usage of plastic

Since October 2021, we no longer offer color swatch samples for all our hair dye and hair manicure products in Japan as a promotional material to select a color at stores. In doing so, 56 tons maximum of plastic used yearly to produce these color swatch samples were reduced.

Instead, we introduced a hair color simulation as a support tool for customers to select a color. By scanning the QR code* on the store POP or the back

of the product package, customers can verify a picture of what they will look like after dyeing their hair.

* QR code is a registered trademark of Denso Wave Incorporated.



Previous retail store displays



Hair color simulation

Begin using chemically recycled PET materials for cosmetics

We use chemically recycled PET (polyethylene terephthalate) produced by PET Refine Technology Co., Ltd., a group company of JEPLAN Inc., in bottle type containers for cosmetics. Since June 2021, we have been incorporating this starting with the bottle for the *Twany* cosmetics brand. Going forward, we will promote initiatives to achieve horizontal recycling making new bottles from used bottles (i.e. a recycling method in which a used product is recycled into a product with similar application) by collecting used containers and reusing them in cosmetics PET bottles.

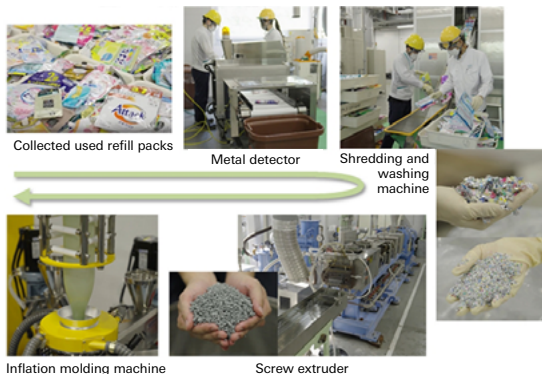


Kao Aims for Material Recycling of Plastic Bottles for Cosmetics, Begins Using Chemically Recycled PET Material
www.kao.com/global/en/news/sustainability/2021/20210602-001/

Sustainable lifestyle promotion 102-43, 306-2 (Waste 2020)

Pilot plant operation for film packaging recycling at Wakayama Research Laboratories

Since June 2021, we have operated a pilot plant to test regeneration treatments for film packaging. Once the used refill packs amassed from various locations are sorted, crushed, cleansed, pulverized, dried and dissolved, they are reverted to pellets, the raw material for plastic products. While performing various types of testing and field using this facility, we aim at horizontal recycling to ultimately revert a package into another package.



Kao Announces Its Participation in the Kobe Plastic Next: Joining Forces to Recycle Refill Packs, a Project Aimed at Horizontal Recycling of Refill Packs
www.kao.com/global/en/news/sustainability/2021/20210929-001/

Introduction Video: Kao Horizontal Recycling Pilot Plant for Refill Packs

www.youtube.com/watch?v=jrvxs0a5u0Q&list=TLGGrCccdTNNy6QxNzExMjAyMQ&t=11s (Japanese)

Disseminating information related to sustainable living

Dissemination and sharing of information with consumers

We use our website, social media and corporate communication activities to disseminate and share a wide range of information with stakeholders. These efforts convey our activities to consumers, and enable us to reflect consumer opinion in *Yoki-Monozukuri*.

We use principally the following to disseminate and share information relating to sustainable lifestyles with consumers.

Kao's environmental information website for better living

Since September 2021, we have published a website that has become a hub for our environmental information for consumers, in which we disseminate life hacks useful for consumers and our intentions and solutions. We promote a reduced environmental impact when consumers use these household products.



Kao's Environmental Information for Better Living: Making a Beautiful Future Together
www.kao.com/jp/our-environment/ (Japanese)

Kao Plaza

Kao Plaza is a community website for loyal Kao users in particular and consumers in general. We profile not

only sustainable lifestyles but a wide range of our activities, and share opinions from consumers (member registration may be required).

In June 2020, our profile of efforts to eliminate eye-catching plastic stickers generated significant consumer feedback.



Kao Plaza: Project to eliminate eye-catching plastic stickers
webmember.kao.com/jp/kaoplaza/contents/esg/001/ (Japanese)

In July 2021, we addressed questions about the project to eliminate eye-catching plastic stickers.



We respond to questions sent by any of our members!
webmember.kao.com/jp/kaoplaza/contents/esg/004/ (Japanese)

Social media

We use social media extensively to disseminate information relating to our solutions and activities. We listen to consumers and draw on their opinions in our sustainability-related activities.



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Kao Official Twitter
twitter.com/KaoCorporate_jp (Japanese)

Kao Official Instagram
www.instagram.com/kao_official_jp/ (Japanese)

Offering ideas for living through product use

On our Go! Kurashi no Kirei website, we strive to achieve social impact by advocating environmentally friendly living through our product communication, and by raising consumer awareness of sustainable lifestyles.



Go! Kurashi no Kirei (lifestyle information website)
www.kao.co.jp/lifei/support/ (Japanese)

Kao corporate website

Our corporate website is another means for sharing information on a wide range of activities.



Aiming to make our plastic packaging fully recyclable
www.kao.com/global/en/who-we-are/actions/
recyclable-package/

Responding to questions from consumers

We are offering active support through social media, such as Yahoo! Chiebukuro, as well as our website, to consumers with housekeeping- and beauty-related concerns.

Our responses based on specialist knowledge are posted to social media, which enables other consumers with similar concerns to benefit from the responses.



Yahoo! Chiebukuro: Kao Official Support
chiebukuro.yahoo.co.jp/user/1020588266 (Japanese)

Collaboration with stakeholders

Collaboration with retailers

Recycling field testing activities in collaboration with Lion Corporation

To carry out field testing for segregated collection of used refill packs, since October 2020 we have begun working with Ito-Yokado Co., Ltd. on RecyCreation activities. RecyCreation means upcycling to create more enjoyable and better goods without reverting them back to the same product they were in the past by combining recycling in which used goods are reverted to raw materials and creation in which new value is generated.

In the field testing, special recycling boxes are placed at stores for consumers to return used refill containers of detergent, shampoo and other products from Kao and Lion Corporation. Refill packs collected in this way can be recycled into blocks and other shapes for a variety of uses, such as events to convey the importance of recycling.



Kao and Lion Begin Collaboration on Recycling Field Testing
www.kao.com/global/en/news/sustainability/2020/
20201124-001/

Sustainable lifestyle promotion ¹⁰²⁻⁴³

In July 2021, we reported the progress of field testing. From October 30, 2020 to June 15, 2021, we collected approximately 5,200 pieces of film packaging. Thanks to the cooperation of the Ito-Yokado Hikifune Store and its customers, we were able to collect about twice the amount we had planned for.

We are working to further expand our collection initiatives.



Progress of Kao and Lion's Recycling Collaboration
www.kao.com/global/en/news/sustainability/2021/20210827-001/

Field testing in collaboration with Lion Corporation, Welcia Yakkyoku and Hamakyorex

Since October 2021, we have collaborated with Lion Corporation, Welcia Yakkyoku and Hamakyorex to begin field testing for recycling used refill packaging of household products as part of our efforts to realize a plastic packaging resource circulating society.

Welcia Yakkyoku places collection boxes at a total of 28 locations, and collects used refill packs of detergent, shampoo and other products. Hamakyorex implements the revised logistics process to make it more efficient and reduce its environmental impact by picking up used refill packs on the return trip of trucks delivering products to Welcia Yakkyoku stores. Kao and Lion Corporation recycle the collected refill packs into blocks that can be used at stores and throughout

the region and raise consumers' awareness, aiming to explore technologies for horizontal recycling to reuse these as film packaging and to design film packaging that is easier to recycle.



Kao and Lion, with Welcia Yakkyoku and Hamakyorex, Begin Field Testing for Recycling of Used Refill Film Packaging

www.kao.com/global/en/news/sustainability/2021/20211125-001/

Launch of detergent etc. sold by weight for a limited time in collaboration with Welcia Yakkyoku

As one option to keep containers from being thrown away, we have placed a corner called Hakariuri-do at two Welcia Yakkyoku stores to sell four products by weight—concentrated liquid detergent for clothing, detergent for formal clothing, fabric softener and dishwashing detergent. We refill customers' desired amount in bottles they brought into the store or the original bottle for the Hakariuri-do corner (for the customer to bring in next time).



Choose to Not Throw Away Containers for the Sake of the Future: Launch of Detergent etc. Sold by Weight for a Limited Time at Two Welcia Yakkyoku Stores
prtimes.jp/main/html/rd/p/000001268.000009276.html (Japanese)

Limited release of *Smart Holder* using more than 90% recycled plastic

In October 2021, we released limited quantities of the *Smart Holder* set (for shampoos and conditioners) with an original design using more than 90% recycled plastic at Matsumotokiyoshi Group and Cocokarafine Group.

The *Smart Holder* is a specialized holder used as a set with the *Raku-raku Eco Pack Refill* to refill Kao shampoos, conditioners and body wash. The holder and pump can be used repeatedly to get out every last drop of its contents through our proprietary airless pump.



Good for the Earth and Life! Limited Release of Kao *Smart Holder*, an Original Design Using More than 90% Recycled Plastic
prtimes.jp/main/html/rd/p/000001277.000009276.html (Japanese)

Sustainable lifestyle promotion ¹⁰²⁻⁴³

Collaboration with local governments

Recycling project in collaboration with retailers, manufacturers, recyclers and Kobe City

Since October 2021, we have recycled used refill packs of household products in collaboration with retailers, household products manufacturers, recyclers (resource recycling business operators) and Kobe City and has been participating in the Kobe Plastic Next: Joining Forces to Recycle Refill Packs, a project aimed at realizing the resource-circulating society.

We call on residents of Kobe to collect used refill packs for detergents, shampoos and other products and gather these refill packs they brought into the collection boxes placed in a total of 75 locations at retail stores so as to efficiently limit our environmental impact. Recyclers and manufacturers are working together to achieve horizontal recycling to reuse film type packaging from the collected refill packs, as well as turn them into recycled products that are useful in daily life.



Kao Announces Its Participation in the Kobe Plastic Next: Joining Forces to Recycle Refill Packs, a Project Aimed at Horizontal Recycling of Refill Packs
www.kao.com/global/en/news/sustainability/2021/20210929-001/

Participation in used plastic collection field testing in Kitakyushu City

Since July 2021, we have participated in the Meguru Box Project, a pilot project for recycling used plastics in Kitakyushu City, which was launched by Kyushu Circular Economy Partnership, a corporate alliance aiming to achieve a circular economy in the Kyushu area. We place boxes to collect used plastic bottles and pouches at retail stores and public facilities in Kitakyushu City, Fukuoka Prefecture and request separated collection from residents. We promote horizontal recycling of collected plastic bottles while verifying the framework to promote resource collection through the use of information and communication technology. More than ten companies and organizations collaborate with the goal of creating a resource recycling system.



Kao Announces Its Participation in the Meguru Box Project, a Pilot Project for Recycling Used Plastics, in Kitakyushu City, Japan
www.kao.com/global/en/news/sustainability/2021/20210727-001/

Collaborative Plastic Recycling Program in Higashi-Yamato City, Tokyo

Since June 2021, Unilever Japan and Kao have been jointly collecting used packaging for household products, aiming at making new bottles from used bottles. Collection boxes are being installed at ten locations within Higashi-Yamato City, Tokyo, for the collection of used packaging that have been washed and dried after their use by households. The collected packaging is then delivered to Veolia Jenets K.K., a

leading company in waste management and recycling, where the packaging are sorted, washed and processed, and used in verification testing of horizontal recycling technology for transforming used bottles into new bottles.



Unilever Japan and Kao Launch a Collaborative Plastic Recycling Program
www.kao.com/global/en/news/sustainability/2021/20210518-001/

In September 2021, we reported on our progress. With the collaboration of citizens of Higashi-Yamato City, we collected 1,426 used product packaging, approximately 42kg, from June 1 to August 18, 2021. Going forward, we will promote the expansion of these collections and more verification of horizontal recycling technology making new bottles from used bottles.



Unilever Japan and Kao Report on the Progress of the "Collaborative Plastic Recycling Program"
www.kao.com/global/en/news/sustainability/2021/20210921-001/

RecyCreation activities with five local governments

We are working with Kitami City, Hokkaido Prefecture, Ishinomaki City, Miyagi Prefecture, Onagawa-cho, Miyagi Prefecture, Kamikatsu-cho, Tokushima Prefecture and Kamakura City, Kanagawa Prefecture to collect used refill packs of detergent, shampoo and other products, and promoting their reprocessing into recycled resin.

Collected packs are reprocessed in blocks called Okaeri-blocks, which are useful in the daily lives of the cities' residents.

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Using other opportunities to raise public awareness

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

As part of our educational activities to develop the next generation, we host a program to consider the issues of ocean plastic waste and work to resolve them at elementary schools in Wakayama Prefecture.



Making my everyday more beautiful > Habits for cleanliness, beauty & health > Educational program to cultivate habits for cleanliness, beauty & health: Education for the next generation through the provision of educational materials

Participation in Sustainable Brands 2021 Yokohama

Among the many presentations relating to social issues such as climate change and human rights that were held at the international conference, we profiled our activities aimed at making consumers agents of change, using the issue of plastic waste as a case study.

The Kao International Environment Painting Contest for Children

Our International Environment Painting Contest for Children aims to raise environmental awareness among the next generation, with paintings expressing how we should preserve our critical global environment for the future.

Our 12th contest, held in 2021, drew a total of 7,009 entries from around the world.



12th "eco together" Planet Earth Grand Prix
Artist: Selen Arami (age 7)
Title: Friendship between man and animal and nature



Kao Announces Winners of the Twelfth Kao International Environment Painting Contest for Children
www.kao.com/global/en/news/sustainability/2022/20220126-001/

In June 2021, we hosted the exhibit "Wishes for the Future of the Children around the World: Kao International Environment Painting Contest for Children Prize-winning Entries" at the Gyoko-dori Underground Gallery with direct access from Tokyo Station. We exhibited the prize-winning entries of the 11th contest as an opportunity to increase interest and understanding of environmental conservation.



Holding Wishes for the Future of the Children around the World: Kao International Environment Painting Contest for Children Prize-winning Entries
www.kao.com/jp/corporate/news/sustainability/2021/20210601-001/ (Japanese)