

# Corporate citizenship activities 102-15, 103-1, 103-2, 103-3

We conduct our corporate citizenship activities with the goal of achieving the Kirei Lifestyle and a Kirei life for all—providing care and enrichment for the life of all people and the planet.

To address the social issues that Kao is focusing on, we are working in tandem with local communities and NGOs / NPOs with a long-term perspective. We also set up employee participation activities aimed at creating connections to society and places where employees can learn, along with support for arts and cultural activities in order to further the development of the culture, which is at the foundation of *Yoki-Monozukuri*. We also implement various activities through The Kao Foundation for Arts and Sciences.

## Kao's creating value to address social issues

### Social issues we are aware of

Cleanliness, hygiene and health are the foundation of people's lives, but there are many people who are not able to benefit from services made possible by modern progress due to inequity stemming from economic disparity as well as disparities based on gender and other attributes. Furthermore, the threat of COVID-19 is taking a drastic toll on the 3 billion people\* who are in vulnerable situations without access to soap or clean water.

While the issues faced by developed, emerging and developing countries are different, what people desire more than ever is to be able to lead fulfilling and beautiful lives inside and out each day in societies where their physical and mental needs are met. However, the World Happiness Report indicates the reality that negative emotions such as worry and sadness are on the rise as a global trend.

In addition, problems impacting the environment that supports our lives, including climate change and waste, have become pressing issues that require action by the international society as a whole.

All consumers need to recognize these issues and change their daily behaviors.

Along with making contributions through business activities to help resolve these social issues, it is becoming increasingly important for companies to take action with a big picture perspective, through technological support leveraging their strengths, educational and awareness-raising activities, charitable donations and collaborations.

\* WHO / UNICEF Joint Monitoring Programme 2019 "Progress on household drinking water, sanitation and hygiene 2000–2017: Special focus on inequalities"

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

Failure to give proper consideration to stakeholders and a lack of engagement may cause customers, employees and all other stakeholders to lose trust in us and could also potentially damage our brand value in the future.

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

As a manufacturer of consumables, we have always stayed close to the lives of consumers in our business activities. In recent years, these are not only to improve convenience and satisfaction for individual consumers, but also to be part of people's everyday lives fulfilling the desire to make the right choices for a better society and enable the people around them

and the society they belong to do the same.

We believe that the technologies, knowledge and networks we have cultivated can contribute to the solutions to social issues intimately connected to everyday life, such as that of waste, by improving sanitation, water, health and the quality of life, and that we can conduct activities that respond to consumers' expectations.

Through these activities, we aim to play an essential part in people around the world leading a happy, fulfilling, healthy, more comfortable and sustainable lives (the Kirei Lifestyle).

### Kao's creating value

In addition to contributing to the sustainability of society through our business activities, we also contribute to society in broader ways through corporate citizenship activities and awareness-raising activities, aiming to achieve a society where everyone can lead happy, fulfilling, healthy and more comfortable lives including the many people in the most vulnerable situations whose issues cannot directly be addressed through our business activities and products.

In the business fields of beauty, health, cleanliness, the environment and life where we have leveraged our own resources and strengths, we will

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provide various forms of assistance, including educational and awareness-raising activities, technological support, charitable donations and cross-industry and multi-sector collaborations, so that consumers can change their behavior and influence those around them.

Furthermore, we will make contributions dealing with social issues faced by diverse communities and revitalizing communities as well as provide support for cultural enrichment such as our support for arts and cultural activities.

## Contributions to the SDGs



## Global Approaches to Kao Group Corporate Citizenship Activities

We integrate our business activities and corporate citizenship activities with the aim of our purpose of realization of a Kirei world in which all life lives in harmony, and promote the Kirei Lifestyle of all around the world. In our corporate citizenship activities, we aim to solve issues that are connected to our business fields of beauty, health, cleanliness, the environment and life as well as the diverse communities and through these activities, we aim to challenge our employees and realize their high aspirations.

### Focus areas

- Kao's Focus on Social Issues
  - Environment
  - Population aging
  - Pandemics
  - Impacts of diversity
- Maximize the power and potential of employees

### The Kao Group will place value on following points when we conduct corporate citizenship activities

- Encouraging people to change their behavior to get closer to the Kirei Lifestyle
- Delivering the Kirei Lifestyle to as many people as possible while leaving no one behind

- Co-creation with employees and stakeholders who share our aspirations
- Strengthening compassion for and connection to people, the wider society and the planet

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## Education and promotion

We believe it is important for our employees to give consideration to how people around the world live their lives and to make contributions to achieving the Kirei Lifestyle through our business activities and corporate citizenship activities.

To realize this, it will be necessary to have our employees expand their outlook and build their creativity and ability to collaborate with others through actions such as learning about many diverse societies and consumers, networking with people trying to solve social issues, and participating in corporate citizenship activities, as well as to leverage all of this in our manufacturing and corporate citizenship activities.

We regularly share information about social trends and other developments via our intranet system and proactively provide networking opportunities with NGOs and social entrepreneurs as well as opportunities to volunteer.

In 2021, we offered and conducted programs and volunteer activities that 5,517 of our employees worldwide could participate in, which encouraged the participation of many employees.

## Collaboration and engagement with stakeholders

We conduct activities with the belief that dialogue and collaboration with stakeholders in our corporate citizenship activities can encourage people to understand on a deeper level what is needed and expected by an increasingly complex society and have a greater transformational impact than what could be done by one company in order to empower people around the world to live the Kirei Lifestyle.

We are collaborating with UN organizations such as the United Nations Children's Fund (UNICEF) and the United Nations Population Fund (UNFPA), NGOs and social entrepreneurs with expertise and deep understanding of regional conditions in the areas of cleanliness, hygiene and health, and with government agencies, local governments, schools and NGOs in environmental fields so that we can effectively involve

consumers and produce changes in their behavior.

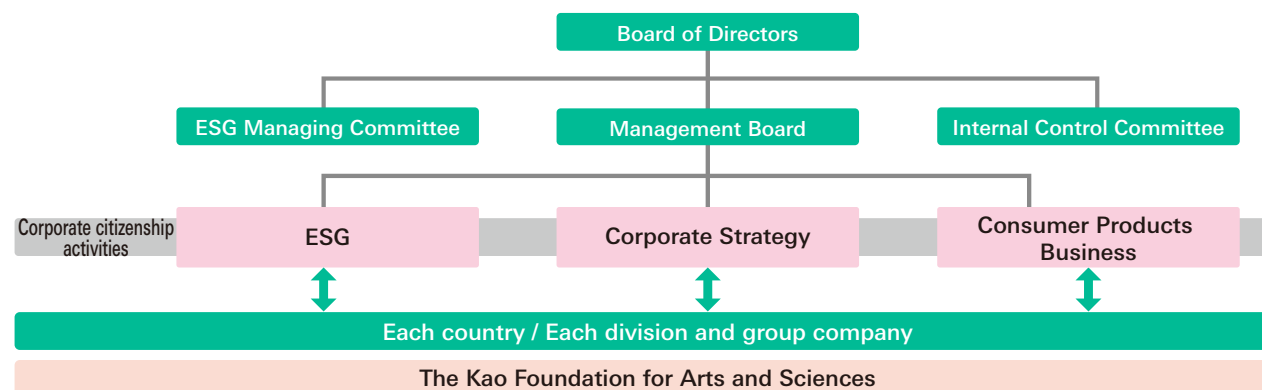
In addition, we focus on active engagement in the belief that employee participation in corporate citizenship activities increases loyalty to our company and the drive to make further contributions to the development of our business and to society at large.

## Framework

The ESG Division is leading efforts to achieve our ESG Vision of the Kirei Lifestyle, and working in cooperation with Corporate Strategy, Consumer Products Business, and other related divisions and group companies within and outside Japan.

Corporate citizenship activity surveys are conducted once a year in our offices and worksites within and outside Japan, which are compiled into the activities report and the results of the surveys are then shared.

### Implementation framework for corporate citizenship activities



# Corporate citizenship activities 203-1

## Mid- to long-term targets and performance

### Mid- to long-term targets

Focusing principally on our business domains of beauty, health, cleanliness, the environment and life-related fields, we help people around the world to enjoy happy, fulfilling and comfortable lives, including people whose issues cannot be addressed directly through our business activities and products and people who are in vulnerable positions.

Furthermore, by having employees participate in our corporate citizenship activities, create connections with society and broaden their perspective, we also aim to bring additional benefits to our business and to society at large.

### Environmental issues

We engage in environmental communication to promote sustainable lifestyles, aiming to create a social movement that prompts consumers to make changes to their lifestyle.

#### 1. The Kao International Environment Painting Contest for Children

We plan to hold the 12th Kao International Environment Painting Contest for Children. Through activities to exhibit past prizewinning works, we create opportunities for people to think about the environment.

#### 2. The Future of Washing Initiative

We will create venues for government, industry, academia and citizens to discuss and make proposals about the future of washing.

### Pandemics, population aging, and impacts of diversity

We will use our collective capabilities to raise awareness among consumers and support and collaborate with them,

aiming to create a world in which everyone can age without fear and live their life in better health, greater cleanliness and confidence in self-expression, while leaving no one behind.

#### 1. Water and Sanitation Project for Schools in Vietnam

In the three years from 2021 to 2023, we are promoting and increasing access to water and sanitation services, with a principal focus on schools in regions where support is needed.

In 3 years, we will reach 26,580 students and teachers.

#### 2. Improvements in infection control and hygiene at hospitals in Vietnam

We are conducting measures designed to improve infection control and hygiene at Hanoi Medical University Hospital. The activities are being extended to other hospitals over five years starting in 2018.

#### 3. Hand-washing awareness in elementary schools in Hanoi

We raise awareness of the importance of hand-washing in elementary schools in Hanoi, and firmly root cleanliness and hygiene habits in children.

#### 4. Scholarship for Hygiene Management

We provide a scholarship to one exchange student from Vietnam at a time to study food hygiene management in a master's degree program in Japan. We are providing assistance to three people over six years from 2018.

#### 5. The Menstrual Hygiene Improvement Project in Uganda

We will expand our support for a social entrepreneur striving to manufacture and sell low-cost sanitary napkins, related product launches and the widespread use of sanitary products.

#### 6. Breast cancer prevention awareness through the Pink Ribbon Campaign

- Support for a cancer education project for junior and senior high school students

- Make donations through an in-house program to the cancer education project

### Harnessing the power and potential of employees

We promote employee participation in corporate citizenship activities, are maximizing the growth, power and potential of our employees, and harness these to create *Yoki-Monozukuri* and business opportunities and make additional contributions to society.

### Anticipated benefits from achieving mid- to long-term targets

#### Business impacts

As responsible consumption behavior becomes more widespread, we can gain customers' trust by steadily carrying out activities aligned with our goals and continuing to communicate these externally, which we anticipate will help us attract loyal, long-term customers.

#### Social impacts

By spreading and instilling proper cleanliness, hygiene and health habits, we expect to improve hygiene and health in the communities we are supporting and contribute to improving living standards over the medium to long term.

We believe that communicating to and raising the awareness of consumers about the environment will increase the numbers of consumers who change their behaviors and have a knock-on effect in their surroundings, and create a driving force to attain a sustainable society.

In addition, encouraging employee participation in social activities is expected to stimulate their creativity and drive more innovative and valuable *Yoki-Monozukuri* and corporate citizenship activities, enabling us to provide new value to society.

# Corporate citizenship activities 203-1

## Performance in 2021

### Performance

#### Environmental issues

1. Held the 12th Kao International Environment Painting Contest for Children (7,009 submissions), produced video content available online and exhibited award-winning works (66 locations inside and outside the Kao Group)
2. Held seminars on the Future of Washing Initiative (May, June), which were attended by 330 people in government, industry and academia

#### Pandemics, population aging, and impacts of diversity

1. Water and Sanitation Project for Schools in Vietnam
  - Held instructor training to implement a hygiene model for a total of 48 teachers, volunteer instructors and public health nurses at 7 local governments in 3 districts of Dien Bien Province
  - Created an activities plan for individual schools based on the results of conducting a small-scale survey to ascertain the level of understanding about water and hygiene for 600 students in 7 schools in Dien Bien Province
  - Held hygiene triggering sessions at 7 junior high schools (2,396 students, 230 teachers) in Dien Bien Province
  - Provided a total of 333 ceramic filter cores for

water purification to 22 preschools and elementary schools in 3 districts in Dien Bien Province. Enabled reliable access to clean water for 7,872 students and 492 teachers

- In conjunction with Global Handwashing Day, special events were held at 20 schools in Dien Bien Province. This provided an opportunity to directly convey the message of how important handwashing is to over 6,000 people, and the events were also reported on the provincial TV channel.
2. Improvements in infection control and hygiene at hospitals in Vietnam  
Activities conducted in hospital wards were suspended and postponed due to rising COVID-19 cases in Vietnam.
  3. Hand-washing awareness in elementary schools in Hanoi  
We made improvements to educational materials in collaboration with Hanoi Medical University, using the insights gained in awareness-raising activities conducted at elementary schools the previous year.
  4. Scholarship for Hygiene Management  
Accepted foreign exchange students in a Japanese master's degree program. The second exchange student was accepted in April 2020 and graduated in March 2022. The accepting of a third

exchange student was delayed until 2023 due to the impact of the COVID-19 pandemic.

5. The Menstrual Hygiene Improvement Project in Uganda  
Built the production structure for product launch, prepared to conduct a usage study
6. Breast cancer prevention awareness through the Pink Ribbon Campaign
  - Support for a cancer education project for junior and senior high school students
  - Between October–November, awareness-raising activities were conducted by our beauty advisors at cosmetics counseling corners and employees in nine Kao Group locations in Russia and in some of the countries where we do business in Asia.
  - Information offered through a special website. Published information in English on the website for Japan
  - Made donations matched according to purchases of eligible products and through click-to-donate platform
  - Awareness-raising activities in collaboration with companies in other industries
  - Company employees wear Pink Ribbon badges, with information relayed through our intranet system.
  - Conducted the Pink Ribbon Seminar online for employees and their families
  - Employee involvement-based donation program: Pink Ribbon photo donations

# Corporate citizenship activities 203-1

## **Harnessing the power and potential of employees**

1. Operation of the Heart Pocket Club, a club established for the purpose of providing community support by Kao Group employees
  - 3,447 members (as of December 20, 2021)
  - 44 donation projects / Donations of 11,503,700 JPY
  - Online version of the activities report (activities report for internal use, published once a year)
2. Enhancing the communication of information on employee participation activities via the intranet, etc.
  - 66 items in FY2021
3. Planning events with employee participation:
 

Provided employees with opportunities to volunteer in areas affected by the Great East Japan Earthquake of 2011, volunteering activities carried out through the Kao Heart Pocket Club (a donation organization composed of Kao employees), local contribution activities carried out by individual Kao worksites, etc.

## **Corporate citizenship activity expenses**

To gain an understanding of our corporate citizenship activities, we conducted a survey on activities at affiliates, worksites and related

divisions within and outside Japan. Corporate citizenship activity expenses in 2021 came to 1,617 million JPY for Kao as a whole (32 million JPY in employee volunteering, 738 million JPY in donations of products and goods, 400 million JPY in cash contributions and 448 million JPY in program management overhead; Includes corporate citizenship activities through our business).



Corporate Citizenship Activities  
[www.kao.com/global/en/sustainability/society/](http://www.kao.com/global/en/sustainability/society/)

## **Reviews of performance**

Due to the ongoing impacts of COVID-19 in 2021, in-person activities and events were limited, but this provided a good opportunity to expand the options and possibilities for support activities, such as exploring ways to more effectively conduct awareness-raising activities, even when using online means. In FY2022, we plan to establish policies and goals to advance our business activities and globally integrated activities.



# Corporate citizenship activities

## Environmental issues

### The Kao International Environment Painting Contest for Children

#### Sustainable lifestyle promotion

We have been holding the Kao International Environment Painting Contest for Children annually since 2010 in the hope that the paintings and thoughts expressed by children around the world, from their sincere consideration of environmental efforts around them, the earth and its future, will inspire people across the globe to lead and take action to changing sustainable lifestyles for a better world.

#### The 12th Kao International Environment Painting Contest for Children

In 2021, the contest was again conducted during the COVID-19 pandemic. We received 7,009 entries from children around the world (689 entries from Japan, 6,090 entries from the Asia Pacific, 29 entries from the Americas, 87 entries from Europe, 70 entries from the Middle East and 44 entries from Africa). After a preliminary screening by Kao designers, a final screening was conducted in December by internal and external juries, and 1 entry was selected for the “eco together” Planet Earth Grand Prix, 8 for the “eco together” Kao Prize, 6 for the Jury’s Special Prize, and 17 for the Eco Friend Prize. The invitation of top prizewinners to Japan and the awards ceremony at the venue were canceled due to the pandemic, and an online awards ceremony was held instead on March 27, 2022.



“eco together” Planet Earth Grand Prix  
“Friendship between man and animal and nature,”  
Selen Arami (age 7)



Scene from the final screening of the 12th Kao International Environment Painting Contest for Children

#### New initiative for raising environmental awareness using paintings

Aiming to give more people the opportunity to enjoy the prizewinning works and communicate their messages even during the pandemic when people are going out less, we launched an online museum on our corporate website where past prizewinning works and their messages can be accessed virtually (only the Japanese website this year).

In June, we held an exhibit with the theme of “Wishes for the Future of the Children around the World” using panels displaying enlarged paintings and message boards at the Gyoko-dori Underground Gallery directly connected to Tokyo Station. This was an opportunity to communicate impactful environmental messages in a location passed by large numbers of people instead of within environment-related facilities only for visitors.



Museum of the Kao International Environment Painting Contest for Children  
[www.kao.com/global/en/sustainability/society/painting-contest/](http://www.kao.com/global/en/sustainability/society/painting-contest/)



Works exhibited on individual themes  
Enlarged displays and messages allow them to be seen even from far away.

# Corporate citizenship activities 203-1

## Painting exhibitions in collaboration with NPOs and local governments

We seek out opportunities to exhibit past prizewinning paintings to communicate to as many people as possible the messages from children around the world.

We are in the fifth year of lending paintings free of charge to environment-related facilities operated by local governments, NPOs and educational facilities, with the NPO BeGood Cafe serving as the secretariat of the exhibitions. In 2021, a total of 19 facilities and groups had exhibitions which were viewed by 28,993 people. Compared with 2020 when many exhibitions were cancelled due to the facilities being closed, the number of visitors to the facilities showed a recovering.

Kao Group Customer Marketing Co., Ltd. also began a new type of activity to lend out and exhibit paintings. This year, in addition to internal exhibits in six locations, there were 24 exhibit events at environment-related facilities of local governments and stores throughout Japan, which received more than 13,000 visitors. Paintings and their messages were also shown at six environmental events held online by local governments, which also featured a link to the online museum of the Kao International Environment Painting Contest for Children (Environment Day Hiroshima, Toyama Environment Fair 2021, Eco Messe in Chiba, Yamagata Hybrid Environment Fair, Nagoya Environment Day at Home 2021, Fukuoka Environment Festival 2021.) Our website to exhibit paintings has received approximately 13,000 views.



Painting exhibition. Kitakyushu Eco-Town Center (September)



Nara Park Bus Terminal (November)

## The Future of Washing Initiative

### Sustainable lifestyle promotion

Kao, Future Earth and The University of Tokyo Institutes for Advanced Study Integrated Research System for Sustainability Science (currently the Institute for Future Initiatives) launched the Future of Washing Initiative in 2018, aiming to encourage

people around the world to lead sustainable, clean and comfortable lives. The initiative is gathering wisdom from industry, academia and citizens across the boundaries of traditional business domains and academic fields, and discussing and proposing washing solutions for the future.

In May 2021, we held the seminar, Sustainable Laundry (4): Perspectives on detergents, and in June, we held the seminar, Sustainable Laundry (5): Perspectives on detergent containers, both online. In both seminars, there were lectures on three topics by academia, companies and NGOs as well as panel discussions. More than 160 participants from companies, universities and research institutes, and environmental groups attended each seminar. Panelists from Generation Z also joined the panel discussions, which included multifaceted discussions of laundry and detergent containers that were well received by seminar participants.

In addition, the Future of Washing Initiative website features a blog started in 2020. In 2021, a total of 14 reports based on selected information related to laundry from *Anthropocene Magazine*, published by Future Earth, were posted on the blog.



The Future of Washing Initiative  
[www.futurewashing.org/](http://www.futurewashing.org/) (Japanese)



# Corporate citizenship activities 203-1, 304-3, 413-1

## China water conservation campaign

### Sustainable lifestyle promotion

Kao (China) has conducted the Nationwide Cleanliness and Water-saving Initiatives campaign jointly with the Center for Environmental Education and Communications (CEEC), part of the State Environmental Protection Administration of China, since 2012. These initiatives have been expanded with the commencement of the environmental protection contest for university students as part of our activities in 2015 and with other activities to draw the attention of university students and the general public in China to water conservation.

In 2021, the tenth year of the campaign, initiatives kicked off on July 24 with the theme of "Making China cleaner and more beautiful," and an opening ceremony was held in Kunming, Yunnan Province. University students throughout China were asked to submit activity proposals across a wide range of themes, including on conserving water and protecting water sources, biodiversity, low-carbon emissions, eliminating plastic and sustainable development, with 129 proposals received from 79 universities in 22 cities and provinces. From these, we selected ten projects, which we helped implement. University students from around the country actively worked to conserve the environment by putting into practice activities of their own design and developed different activities to improve the environmental awareness of people in the community. The tenth year of activities concluded in December, and the winning

university selected by an expert panel of judges as well as online voting was announced in an online event.



Opening ceremony in Kunming, Yunnan Province

## FURUSATO Environment Conservation Project in Northern Thailand

### Decarbonization

Aiming to improve the situation of rapid deforestation in northern Thailand and the water pollution, smoke pollution and other environmental problems caused by it, we partnered with the Organization for Industrial, Spiritual and Cultural Advancement (OISCA) and OISCA Thailand to conduct an environmental conservation project in the Chiang Khong District of Chiang Rai Province in northern Thailand. In the 5 years from 2012, the project completed its goal of planting 42,500 trees on 35ha of land. Through this activity, community residents' awareness for environmental conservation was raised, and momentum was built for appropriate

forest management as well as using the forest to create a foundation for daily life. We therefore began supporting the second phase of the project in April 2019.

In the afforested area developed in the first phase of the project, crops are being cultivated in addition to forest management. Planting crops that are edible as well as crops that can be sold in the market increases the value of the forest and we promote forest management with the deep involvement of local residents. In the second phase of the afforestation project, local residents are continuing to manage the forest and saplings are also showing healthy growth.

When local residents were given a questionnaire as part of the project, many commented that a foundation for local livelihood, including selling crops cultivated in the developed forest, had been created, indicating that the forest has enriched their daily lives.



Trees planted in the first phase of the afforestation project have grown bigger.

# Corporate citizenship activities 304-3

## Kao Creating Forests for Everyone program

### Decarbonization

With the goal of creating a lush, green environment and passing this environment down to the next generation, we are partnering with the Organization for Landscape and Urban Green Infrastructure and implementing a program offering grants for developing people who nurture and protect the environment. The program is open to NGOs, NPOs and citizen groups throughout Japan that are active in such areas as forest creation and environmental education, with around 20 groups selected each year to receive a grant for their activities for 3 consecutive years. Through environmental conservation activities, we are contributing to solving various issues faced by regions today as well as the creation of brighter, healthier communities in these regions.

Local visits were postponed in 2021 to prevent the spread of COVID-19, and online tools were used instead to hold exchanges with grant recipients while hearing about the situation at the project sites and the progress of activities. With the conclusion of activities at the end of March 2022, we compiled the achievements gained through the activities so far and broadly communicated them, and will use them to make further improvements to the environment in the future.



Tree planting by a grant recipient

# Corporate citizenship activities 203-1

## Pandemics

### Kao Hygiene Development Program in Vietnam

Improved quality of life

Habits for cleanliness, beauty & health

We are implementing the Hygiene Development Program in Vietnam with the aim of promoting the widespread adoption of cleanliness and hygiene practices in Vietnam. This program comprises four components: Leader Development for Infection Control, the Scholarship for Hygiene Management, Enhancing Hygiene in the Community and the Water and Sanitation Project for Schools.

#### Leader Development for Infection Control

We are conducting a program in collaboration with Hanoi Medical University in Vietnam to improve infection control and hygiene at hospitals. In 2021, we examined how to further expand the program implemented the previous year to improve the rate of hand-washing compliance, but were not able to conduct specific activities in hospital wards due to the COVID-19 pandemic.

#### Scholarship for Hygiene Management

By cultivating food hygiene management experts who can play an active role in the health and hygiene field in Vietnam, we aim to contribute to healthy living for Vietnamese citizens. In cooperation with Kanagawa University of Human Services in Japan, we have set

up the Kao Scholarship for Hygiene Management within the university and provide the scholarship to foreign exchange students.

The first foreign exchange student graduated with a master's degree from Kanagawa University of Human Services in March 2020, and the second foreign exchange student graduated with the same in March 2022.

#### Enhancing Hygiene in the Community

In collaboration with Hanoi Medical University, we started organizing hand-washing awareness activities for elementary schools in 2020. We had planned to use the insights gained in awareness-raising activities conducted at two elementary schools in 2020 to more broadly conduct these activities at elementary schools in Hanoi in 2021, but as elementary schools were closed due to the COVID-19 pandemic, we were not able to conduct the activities for elementary school students and only made improvements to the educational materials.

#### Supporting UNICEF's Water and Sanitation Project for Schools

Vietnam has severe economic disparity, and sanitation and hygiene conditions in Vietnam's rural and mountainous districts and districts with large ethnic minority populations are underdeveloped, with chronic diarrhea and other illnesses impeding children's healthy development.

Since 2016, we have been supporting Water and Sanitation Project for Schools through UNICEF.

Following good results with the program in An Giang Province in the Mekong River Delta in the southern part

of the country, in 2018 we expanded support to Dien Bien Province, a mountainous region in the north where most people are members of an ethnic minority group.

In 2021, we held an instructor training on conducting school-led hygiene sessions for 48 teachers, volunteer instructors and public health nurses at 7 local governments in 3 districts of Dien Bien Province. In addition, we created an activities plan for each school based on the results of a small-scale survey to identify the current level of understanding about water and hygiene conducted for 600 students in 7 schools in Dien Bien Province.

We also held school-led hygiene triggering sessions at 7 junior high schools (2,396 students, 230 teachers) in Dien Bien Province. Students and teachers learn about the impacts to health and the environment caused by open defecation and wastewater as well as the proper way to wash hands with soap, aiming to improve hygiene habits.

In addition, a local survey of all preschools under nine local governments in the province revealed issues with accessibility to clean drinking water. We provided 333 ceramic filter cores for water purification to 22 preschools and elementary schools, enabling reliable access to clean water for 7,872 students and 492 teachers. In addition, 18 events were held at 20 schools in Dien Bien Province in conjunction with Global Handwashing Day, where the importance of handwashing was directly communicated to more than 6,000 people. The events as well as speeches by people affiliated with the provincial government were also broadcast on a TV program in the province, enabling the message to be delivered to even more citizens.



# Corporate citizenship activities <sup>203-1</sup>

In 2022, we will continue supporting efforts by schools and communities to improve the hygiene environment and establish good hygiene habits, including in other regions where hygiene is a serious issue.



Hygiene triggering session in Dien Bien Province  
©Dien Bien CDC / Hua Tung Bach

## Contributions to improving menstrual education and menstrual hygiene conditions

Improved quality of life

Habits for cleanliness, beauty & health

### First menstrual education support for elementary and junior high school girls in Japan

Since first launching sanitary products in 1978, we have offered first menstrual education to girls around

the age of beginning menstruation as well as their families and elementary schools for more than 40 years.

Our first menstruation education set is a pouch that contains an awareness booklet which briefly covers menstruation and bodily changes, along with sample sanitary products, distributed free of charge. In 2017, we began working together with the Japanese Association of School Health, aiming to expand distribution of our sets to 20,000 schools throughout Japan.

In 2021, we distributed sets to 11,256 schools. Additionally, in 2021 we distributed CDs narrating the content of the awareness booklet titled “Physical changes: What it means to become an adult” to four schools at their request.

### Menstrual hygiene education for junior high school students in Indonesia

Since 2018, we have been supporting UNICEF’s Menstrual Hygiene Management Project in Indonesia.

There is not enough correct knowledge about menstruation in Indonesia, where one in four girls does not know about menstruation until she actually starts having her period. Furthermore, superstitions and discrimination regarding menstruation persist. Additionally, since schools do not provide enough education about menstruation and sanitation facilities are inadequate, one in six girls misses at least one day of school during menstruation, which is one reason for lower school attendance among girls.

While 2020 had been planned to be the final year of the project, as schools have remained closed due to the COVID-19 pandemic, the project was extended for six months, with all planned activities concluding in June 2021. Over the three and a half years, the project conducted lessons for approximately 20,000 students including boys at 40 public junior high schools and madrasas (Muslim schools) in Tangerang Regency, reaching its target.

The activities were also broadened to include distribution of an educational booklet that was completed in 2019 to 65 schools in 3 regencies and publishing it on a website used by madrasas.

An online training was also conducted for students in an teenage health peer-group cadre, with participation by a total of 1,012 people, including 200 Cadre members at the 40 schools receiving support as well as 812 male and female students interested in menstrual hygiene management. After the training, students led planning and implementation of a menstrual hygiene campaign with assistance from supervising teachers, with more than 120 events held both online and in person. Around 125 teachers and 200 students in the health promotion organization were involved in the events, which reached approximately 20,000 students. In addition, the students independently engaged in activities including creating a large number of awareness-raising tools, primarily videos, for menstrual hygiene management and sharing them on YouTube, TikTok and other social media.

# Corporate citizenship activities 203-1, 413-1

Through these activities, the percentage of respondents replying in an end line survey that menstruation was a normal biological process substantially increased, from 81% to 94%. The project also resulted in changes to hygiene habits during menstruation, such as more frequent changing of sanitary napkins by girl students.

## The Menstrual Hygiene Improvement Project in Uganda

Since February 2019, we have partnered with UNFPA to support the company EcoSmart, which was launched by a young social entrepreneur with the goal of manufacturing and selling low-priced, domestically produced sanitary napkins in Uganda.

Many women in Africa are unable to purchase sanitary napkins due to poverty, and instead use old cloth rags and plant leaves. As a result, cases of serious infections are also seen. In addition, it is not uncommon for girls to stay home from school because they are worried about staining their clothing from not being able to use sanitary napkins, and end up leaving school after falling behind in their classes.

It is our hope that with our support girls and women in Uganda will be able to use sanitary napkins on a continuing basis, and will be able to live life during menstruation in greater hygiene and comfort. We also believe that empowering girls to go to school without absences during menstruation and have equal opportunity to study as boys will contribute to the

greater development of Ugandan society as a whole.

In 2021, EcoSmart exchanged information with Kao, received technical advice and worked toward market launch by implementing various activities including preparing its quality control system and conditions on the production line, obtaining facilities to improve production efficiency, selecting a packaging manufacturer, and preparing to conduct a usage survey.

These processes contribute to developing the capability of team members and local affiliate company and to employing people in the region.

Going forward, we plan to continue to contribute even more to women's cleanliness and health in Uganda, aiming to launch sanitary napkins for local markets once a usage survey is conducted.



EcoSmart team in protective clothing at a production site  
©EcoSmart Uganda

## Support for school education through the provision of educational materials

**Habits for cleanliness, beauty & health**

**Sustainable lifestyle promotion**



Making my everyday more beautiful > Habits for cleanliness, beauty & health



# Corporate citizenship activities 102-43, 203-1

## Impacts of diversity

### Support for cancer education through the Pink Ribbon Campaign

#### Improved quality of life

Since 2007, we have implemented the Kao Pink Ribbon Campaign every year during the two months of October and November. During this time, we have been conducting a variety of activities within and outside Japan to raise awareness for early screening and detection of breast cancer, with the slogan of “For you and your loved ones.”

One of our main activities in Japan is providing support for the Project of Cancer Education by Pink Ribbon Advisors organized by the Japan Society of Breast Health, an NPO. This project provides cancer education in junior and senior high schools, and in a world where one in two Japanese people will get cancer in their lifetime, is anticipated to raise students’ health awareness as well as create beneficial effects in their caregivers’ generation.

Activities conducted in 2021 include donating a portion of the revenue from eligible product sales of the cosmetics brand *Kanebo* to the cancer education project. Through this ongoing initiative since 2013, we set a product for the campaign each year and support public education activities about breast cancer. In addition, our *Laurier* sanitary products brand

implemented a campaign to support women’s health by disseminating information through the product and brand website and making donations through a click-to-donate platform. In addition to the cancer education project, these donations also went to support activities to raise awareness about cervical cancer.

We conducted an online Pink Ribbon Seminar for employees and their families. Breast cancer is not just a problem for people at risk of contracting it—all people are potentially touched by it in terms of supporting those who are fighting breast cancer, and we aimed to make the seminar an opportunity for everyone to consider breast cancer as an issue relevant to their own lives. We also proactively undertook awareness-raising activities, conducting a donation program based on employee involvement and producing visuals for the Pink Ribbon Campaign in collaboration with special subsidiary Kao Peony Co., Ltd.

We are actively conducting other activities, such as awareness-raising activities in some stores carrying cosmetics within and outside Japan and via online media as well as collaborating on projects with companies in other industries, to deliver the message to as many people as possible.



**Making my everyday more beautiful > Improved quality of life > Support for women’s empowerment through the Pink Ribbon Campaign**



**Walking the right path > Inclusive & diverse workplaces > Diversity promotion activities > Promoting the participation of employees with disabilities > New challenges (Kao Peony)**



Campaign visual created with Kao Peony



Cancer education instruction given by a Pink Ribbon Advisor

# Corporate citizenship activities 203-1, 417-1

## Support for the Japan Boccia Association

### Improved quality of life

Through the parasport boccia, we work together with our employees to solve the social issues of diversification and realizing a harmonious global society where everyone can live with peace of mind.

Continuing in FY2021 during the COVID-19 pandemic, we provided support by delivering hygiene products so that athlete conditioning and tournament activities could be conducted safely and reliably (mainly delivered hygiene products such as disinfectant for the 2021 Boccia Tokyo Cup, Tokyo 2020 Paralympic Games, 2022 Boccia Tokyo Cup qualifier and the 2021 Japan Open Championship).

Viewing the Tokyo 2020 Paralympic Games as an excellent opportunity to establish understanding for social inclusion and to expand and build up the sport of boccia, we first periodically communicated information in a timely manner to employees to raise awareness, including about the significance of our boccia sponsorship and what the athletes hoped to communicate through boccia (five instances of internal communications).

To increase the velocity of this awareness-raising activity after the COVID-19 pandemic subsides, we considered collaborative activities with multiple internal divisions and plan to conduct them starting in FY2022. In December, we held an in-person informational

session with staff from the Japan Boccia Association for employees serving as ambassadors for this activity, while taking measures to prevent the spread of COVID-19. The session was an opportunity for participating employees to broaden their awareness both within and outside the company, with employees commenting about how they wanted to introduce boccia in schools and how this would lead to higher awareness for diversity among the youth generation.

Through boccia, we will work together with our employees to establish understanding for social inclusion.



The Boccia Tokyo Cup, in which anyone is able to participate, was held while taking infection control measures.



At the in-house informational session, employees experienced the principles of boccia competition.

## Barrier-free access to information

### Universal product design

As a company that offers products necessary in daily life, we promote barrier-free environments that allow all people living in society to lead fulfilling and comfortable everyday lives without discrimination, and we conduct activities designed to build this understanding.

As information technology advances, people with visual impairments and the elderly are at higher risk of being left behind, and we are working to make information barrier-free for these groups by providing Braille stickers for products free of charge and making voice recordings of information about daily life.

We have also donated videos that discuss barrier-free topics to schools and other institutions to be used as materials for integrated studies to share and build understanding for the challenges posed by living with various disabilities. We are partnering with the Japan National Council of Social Welfare in making donations to social welfare facilities, and donating our products, especially hygiene-related products necessary for the pandemic, to selected groups, social welfare facilities and privately operated facilities that house people in order to serve their populations.

As part of our support activities for first menstruation education, in 2021 we provided four

# Corporate citizenship activities 203-1, 417-1

copies upon request of a CD narrating the content of an awareness booklet titled “Physical changes: What it means to become an adult,” to children with visual impairments, who tend to lack sufficient information, their families and educators serving them.

Additionally, we provided Braille stickers (for household goods and cosmetics products) free of charge on 85 occasions, donated videos on barrier-free topics on 5 occasions, and lent additional copies on 11 occasions, and donated products to welfare facilities on 2 occasions. We provided content, and three employees volunteered to help record narrated information for the September and November issues of the lifestyle information magazine *Home Life*, a Braille and voice-based magazine published by the Japan Braille Library.



CD narration of “Physical changes: What it means to become an adult”



Braille stickers (household goods)

# Corporate citizenship activities 203-1

## Cross-cutting theme

### Kao Social Entrepreneurship Schools

#### Improved quality of life

With the desire to leave a sustainable, brighter world for the next generation, we have been operating Kao Social Entrepreneurship Schools since 2010 to support the development of young social entrepreneurs attempting to create solutions to social issues using business methods.

With the theme of “creating the new lifestyles of the future,” we support social entrepreneurs working to create the foundation for better lifestyles in ways close to consumers’ lives. Over approximately seven months, we provide them with opportunities to receive advice from specialists, hold group seminars, and provide networking and exchange opportunities and support to create a central business core and accelerate growth. The Social Entrepreneurship School Initiative\* operates the school.

In FY2021, we selected the following 3 groups to receive support (35 groups supported so far including FY2021 support).

\* A platform to support and develop social entrepreneurs in cooperation with multiple companies and the Entrepreneurial Training for Innovative Communities (ETIC), a specified nonprofit organization

- Seiya Ashikari (CEO of ecologgie Inc.)  
“Establishing a food production system with resource circularity using crickets”
- Kaori Nasu (Representative Director of 4Hearts general incorporated association)  
“Slow Communication Project: Bringing slow hearts to communities”

- Mina Matsumaru (Director of the nonprofit organization Nicori)  
“Days filled with laughter and play for all children”

This fiscal year, we reviewed the activities conducted over the last ten years since the start of the initiative and released the Kao Social Entrepreneurship Schools Impact Report, which summarizes the impacts the Kao Social Entrepreneurship Schools has had within Kao and on the wider society, in September as well as posted it on our website.

According to this report, a very high rate of 97% of social entrepreneurs who have gone through the program are continuing their work, and they have increased their budgets and staff by an average of 300%. In addition, not only have they expanded the work of their own organizations, they have also impacted policies and programs run by the national and local governments and transferred their know-how to others. They are making these and other contributions to effecting social change while cooperating and collaborating with stakeholders.

We have held a series of exchanges between social entrepreneurs and our employees since 2012, providing opportunities for our employees to gain understanding of the social issues and study the entrepreneurial spirit. Through FY2020, a total of 679 employees have participated in these events, with an average of 96% of participants from FY2012 to FY2020 replying that the events were “very good” or “good.” Overall a very high level of satisfaction was achieved, and the events are leading to changes in employees’ awareness and behavior.



Kao Social Entrepreneurship Schools Impact Report  
[www.kao.com/content/dam/sites/kao/www-kao-com/jp/ja/corporate/sustainability/pdf/impact-report-01.pdf](http://www.kao.com/content/dam/sites/kao/www-kao-com/jp/ja/corporate/sustainability/pdf/impact-report-01.pdf)  
 (Japanese)

In FY2021 as well, we focused on exchanges between social entrepreneurs receiving our support and employees, and held the following two events.

#### Special lecture in the Social Entrepreneurship Schools Kickoff Training

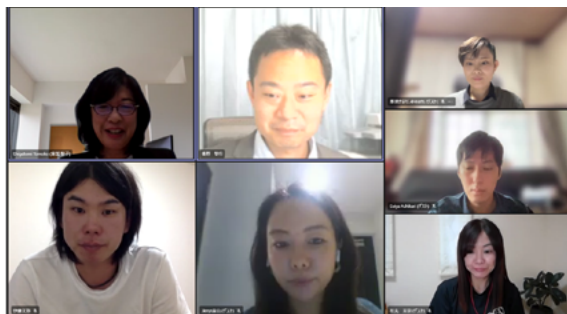
This is an online project where employees are able to observe the first training that entrepreneurs in the Social Entrepreneurship Schools take. We conducted this online on October 1, and 81 employees participated.

#### Reception for FY2021 Kao Social Entrepreneurship Schools participants and graduates



# Corporate citizenship activities

On November 25, Takae Moriyama, Representative Director of 3 keys and an FY2012 graduate of the program, and Fumiya Ito, Representative Director of Tsukuba Agri Challenge and an FY2014 graduate of the program, were invited as guests who gave presentations on their activities. An online interactive exchange with employees was held in which current program participants shared updates about their activities, with 113 employees participating. Participants engaged in a lively question and answer session on the day of the event, which was a source of inspiration for participating employees and led to new realizations.



Former and current program participants took part in the exchange with employees and introduced their activities.

## Kao Heart Pocket Club

Kao Heart Pocket Club is an employee-led organization with the mission of providing community aid that began in 2004. Employees that want to support this mission become members, and voluntarily donate a portion of their monthly salary in increments of 50 yen up to 100 increments, which is donated to NGOs, NPOs and citizen groups, used to

support volunteer activities in which employees take part, and provided as emergency relief assistance when disasters occur that affect a wide area. Decisions about where to send donations and how to use the funds are made by a 15-member steering committee comprised of member representatives. Along with providing aid to support activities aimed at solving social issues to create a better society, the Kao Heart Pocket Club provides employees with opportunities to participate in society and contributes to raising their receptivity to society.

In 2021, we set up an opportunity for beneficiary organizations working on social issues that are underreported in the media and steering committee members to exchange opinions, and this was featured in the *Heart Pocket Club Newspaper* (intranet version), an internal PR magazine (published five times a year).

The Heart Pocket Club also provided community grants to a total of 13 groups in Tochigi, Wakayama and Ibaraki prefectures to support citizen activities in communities where Kao worksites are located. We set up online exchanges with groups receiving the community grants.

In addition, we conducted activities for the Mirai Pocket Fund, which provides larger grants to back activities on a larger scale. To choose where funding goes, the steering committee screened applications and conducted an online screening where groups gave presentations, with five groups then selected for funding.

In addition to volunteer activities that are conducted each year, specifically the White Ribbon Run, a campaign to deliver picture books and a Christmas card project, while taking steps to mitigate

infection risk a total of 356 employees also participated in the Heartful Project this year, whose recipients are medical professionals who are going above and beyond the call of duty day after day during the COVID-19 pandemic.

We will continue to create opportunities to increase membership in the Kao Heart Pocket Club and for employees to participate in society.

- 3,447 members (as of December 20, 2021)
- 44 donation projects / Donations of 11,503,700 JPY
- Online version of the activities report (activities report for internal use, published once a year)



We screened the Mirai Pocket Fund online.

Exchange with steering committee members and beneficiary organizations published in the *Heart Pocket Club Newspaper*





# Corporate citizenship activities

## Harmony with communities

### Support for arts and cultural activities

We support arts and cultural activities for the purpose of developing and passing down outstanding arts and culture and contributing to the enrichment of people's lives.

We actively provide support, including support for symphony orchestras and sponsorship of music concerts and performing arts performances as well as art exhibits, so that people of all ages can have access to and interaction with the arts, and so that arts and cultural activities will be passed down to the next generation.

In 2021, we continued to provide support for arts and cultural activities impacted by the COVID-19 pandemic. Although an art exhibit we had planned to sponsor was postponed, in the music field, we provided support to the NHK Symphony Orchestra, Tokyo, the Tokyo Symphony Orchestra, the Tokyo Philharmonic Orchestra and the Japan Philharmonic Orchestra, and were a member of the Special Corporate Sponsors Group for performances of Beethoven's *Ninth Symphony* by the NHK Symphony Orchestra, Tokyo, and the 2020/2021 and 2021/2022 seasons of the New National Theatre, Tokyo.

### Support for young artist development

We support development of the next generation of artists as part of our contributions to enriching

people's lives.

#### Hosting the Tokyo Music Competition

We have organized the Tokyo Music Competition (cosponsors: Tokyo Bunka Kaikan, the Yomiuri Shimbun, Tokyo Metropolitan Government) since 2003 to support activities to discover and nurture the next generation of Japanese musicians. Support focused on professional development is a feature of the competition. Winners in each of the sections perform together with orchestras in special concerts, and Tokyo Bunka Kaikan gives five years of support to prizewinners to hold solo recitals and other music performances.

The competition was held as scheduled in FY2021 during the COVID-19 pandemic while taking measures to prevent infections. In April, we received entries in the three sections of string instruments, woodwind instruments and vocals. A total of 423 entries were received in the three sections, with 8 winners selected in the competition held in August.



Award ceremony, string section, the 19th Tokyo Music Competition  
Photo: Rikimaru Hotta / Photo courtesy of: Tokyo Bunka Kaikan

Outstanding accomplishments of six past prizewinners in FY2021 include winning or placing among the finalists at music competitions within and outside Japan.

#### Special sponsorship for a year-long special development project of K-Ballet Youth

Since 2013, we have been a special sponsor of performances by K-Ballet Youth, a junior ballet company of young dancers whose general manager is Tetsuya Kumakawa.

This endorses K-Ballet Youth to offer a place to discover the next generation of dance talent and for dancers to practice in an environment equivalent to a professional company, designed to develop the next generation of artistic performers.

The fifth anniversary performance of *Don Quixote* scheduled to be performed in 2021 by the K-Ballet Youth was postponed until 2022 due to the spread of COVID-19. K-Ballet Youth conducted a special one-year project from August 2020 to May 2021 to provide opportunities for young dancers affected like this by the pandemic to study their art online. The recorded videos of online workshops can be viewed on YouTube at any time, which not only helps youth improve their technical abilities but also allows instructors to teach more efficiently. We are supporting efforts that help many children reach for new heights, for example by making the technical instruction publicly accessible and opening auditions for the 2022 program to dancers also from outside affiliated K-Ballet Youth studios.

# Corporate citizenship activities



## Sponsorship of the instructional program of Music Sharing

The certified NPO Music Sharing was founded by violinist Midori Goto in 1992, and she serves as its president. The program gives people increased access to great music and musicians and supports creating conditions that enrich the human spirit.

We have sponsored the music-based International Community Engagement Program since 2008, in

which Midori Goto forms quartets with young musicians outside Japan and gives performances in developing regions of Asia. These performances could not be held in 2020 due to rising COVID-19 cases, but an online Listening Program that we helped sponsor was held primarily for special education schools in Japan to provide as many children as possible with opportunities to study music.

Ms. Goto created a 10-part series of instructional videos, which were provided to 72 facilities where Music Sharing's instructional program has been conducted in the past as well as to schools and hospitals in Japan and Japanese schools in the United States, the Netherlands and Cambodia. Special education schools that received the videos provided feedback that having videos with such robust content was a big help during the COVID-19 pandemic, as it was difficult to invite outside teachers to the schools.

We are continuing to sponsor the Listening Program through September 2022.



Listening Program video content (conceptual image)



Students viewing the video content

## Rebuilding our support for arts and cultural activities

We have supported arts and cultural activities for the purpose of developing and passing down outstanding arts and culture and contributing to the enrichment of people's lives. While continuing a portion of our support to uphold the foundation of Japanese arts and cultural activities, we will rebuild our activities to harness the power of the arts to realize a sustainable and enriching society, pursuing innovations that focus our support on programs designed to revitalize local communities and develop the next generation.

# Corporate citizenship activities 203-1

## The Kao Foundation for Arts and Sciences

The Kao Foundation for Arts and Sciences is a unique foundation combining support for the arts and sciences that seeks to promote and further develop essential arts and sciences as well as contribute to the development of research integrating fields in the arts and sciences.

The foundation was established in 1990 with a donation in commemoration of Kao Corporation's 100th anniversary. Its main activities center on the three projects of awarding grants, giving commendations and related projects (support for research integrating the arts and sciences).

The grant project provides grants for art exhibitions and music performances among other activities, grants for scholarly research on the fine arts and music, and in the science and technology field, grant-type scholarships for students in master's programs, and grants under the name of the Kao Science Encouragement Award, given to young researchers conducting unique and pioneering research in the fields of chemistry, physics, medicine and biology.

The commendation project awards the Kao Science Award to recognize researchers who have achieved distinctive outcomes in basic research in the fields of chemistry, physics, medicine and biology.

In addition to the projects we have conducted so far, in FY2021 we launched the new Kao Crescent Award, a grant program with a high degree of freedom in how the funds are used that gives consideration for

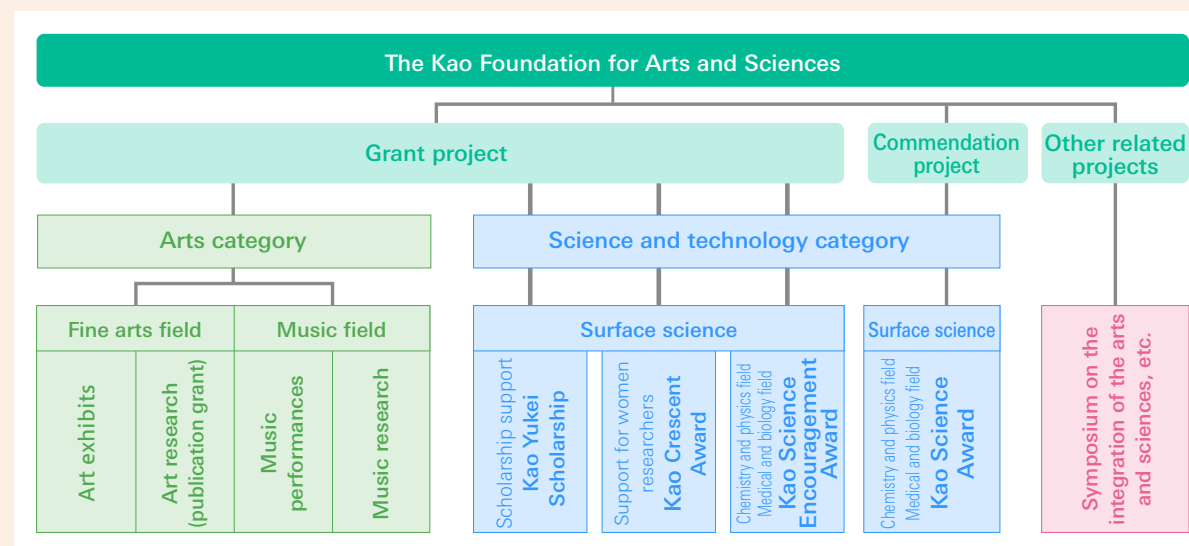
the work-life balance of women researchers and helps them continue conducting research.

Besides financial support, we will also take steps to foster peer connections among women researchers and increase their motivation to continue conducting research.

In Japan, the ratio of women researchers to the total number of researchers (especially in engineering and science fields) is lower than in other countries, and many researchers with defined-term employment

contracts are forced to give up continuing their research due to life events. With this new program, we aim to increase the number of outstanding women role models with defined-term employment contracts who are continuing their research, connect this to the next generation and contribute to the promotion and development of scientific technology research in Japan. In addition, the program will encourage gender equality and aim to create a better society.

### Foundation project organizational chart



# Corporate citizenship activities

## Kao Family Concert

With the desire to provide local residents in areas where we have worksites with opportunities to hear high-quality music and cultivate an appreciation of music and the arts, we have held Kao Family Concerts since 2002.

In a program unique to Kao that blends community contributions with support for the arts and society, these concerts are 100% planned and operated by employees.

We have held a cumulative total of 44 concerts since 2002, with a total of 41,327 people attending. Additionally, all the revenue from concerts goes to music education in the region.

In 2021, preparations were underway to hold concerts at two locations in Sakata, Yamagata Prefecture and Mashiko, Tochigi Prefecture. However, the performances this year were postponed in light of rising COVID-19 cases.

To upgrade the Kao Family Concerts into a program that contributes to regional revitalization and development of the next generation, we drew up our future vision of the program to encourage community involvement and new participation by employees, and will implement it from FY2022. Together with employees, we aim to create sustainable and enriching local communities.

## Japan Science & Engineering Challenge (JSEC)

We believe that the foundation of *Yoki-Monozukuri* is born from cutting-edge innovations created by science and technology, and in order to contribute to a brighter future, we support fostering young science researchers.

As part of this, we are a special sponsor of JSEC, which is organized by the Asahi Shimbun Company and TV Asahi Corporation and is a contest of independent science and engineering research open to high school and technology college students nationwide.

Every year we present the Kao Award and the Kao Special Incentive Award to recognize excellent work. The review process for selecting the award winners starts with our researchers screening participants' papers, and the final screening committee listening to high school students' presentations with a question and answer session before judging takes place.

The final screening committee for JSEC 2021 met online on December 11 and 12, 2021. The Kao Award was given to Tamagawa Academy High School, and the Kao Special Incentive Award went to Shimane Prefectural Hamada High School and Miyazaki Prefectural Miyazaki Kita High School.

Top JSEC prizewinners qualify to enter the International Science and Engineering Fair (ISEF), held online in 2022. Ryoko Matsui from Tamagawa Academy High School, winner of the Kao Award, plans to attend ISEF. Also, we will organize a program

for the award-winning schools to engage in discussions with our researchers, thereby providing support for senior high school students' education and career planning.

- The Kao Award  
"The Mechanisms of Amber Color Formation in Aged Umeshu (Japanese Plum Liqueur)" Tamagawa Academy High School (Ryoko Matsui)
- The Kao Special Incentive Award  
"Supramolecular dye solar cell with 1.7V of electromotive force that can be attached anywhere" Shimane Prefectural Hamada High School (Kyosuke Kimura, Moeka Kihara, Souma Kagiya)  
"Analysis of The Ideal Courtship Dance of *Uca lactea* by STFT" Miyazaki Prefectural Miyazaki Kita High School (Haruka Kurogi, Sota Inomata)



Presenting Kao Award commendation letters



# Corporate citizenship activities <sup>413-1</sup>

On July 29, 2021, a research and exchange meeting was held online with the prizewinners of the Kao Award and the Kao Special Incentive Award at JSEC 2020, with a total of 71 people participating including 57 of our employees and staff from Asahi Shimbun Company. At that event, the research and development conducted by Kao was introduced and students from the award-winning schools gave presentations on their research theme. This particularly lively meeting featured a question and answer session where Kao judges and participants eagerly shared opinions and ideas with one another.

As a new activity this fiscal year, we have set up opportunities to take online tours of the Kao Eco-Lab Museum and hold exchanges with young researchers to give high school students guidance about future careers.

Participating high school students gave feedback including, "It was very helpful to get advice about how to further develop and advance my research" and "I'm truly grateful to get feedback from people working at the front lines of research who have perspectives that I do not."



Students from the award-winning schools and Kao judges participating in the research and exchange meeting

## Support for school education through plant and museum tours

**Habits for cleanliness, beauty & health**

**Sustainable lifestyle promotion**

As a company that manufactures and offers products that are essential in everyday life, we support school education through museum and plant tours to give students the opportunity to learn about manufacturing innovation and efforts made to ensure quality, safety and security, and considerations for the environment.

In particular, we have developed programs coordinated with social studies units taught in Japanese elementary school (third grade: Working

people and our lives, fifth grade: Our lives and industrial production), provide educational materials also encompassing pre- and post-tour learning, and conduct educational social studies field trip programs that include plant tours. The programs are designed with the goals of teaching children about the ways in which they are connected to society and developing their critical thinking skills.

In 2021, tours of our nine factories and two museums in Japan were conducted on a limited basis due to the ongoing COVID-19 pandemic. Of the total 7,889 tour participants, 7,535 people took tours conducted online. While we were not able to accommodate site tours for elementary school social studies field trip programs, we held online tours for 1,932 students at 31 schools. Setting up the remote environments also led to trying new things. For example, our Tokyo Plant held webinars that mainly featured young employees on the production floor, while the Kao Museum held webinars on the topic of changes in how laundry is done.



# Corporate citizenship activities

## Safety campaign through logistics

### Sustainable lifestyle promotion

As Kao Logistics Co., Ltd. is engaged in delivering products by truck and has to pay close attention to traffic safety on a daily basis, the company has been conducting awareness-raising activities and events related to traffic safety.

In recent years, Kao Logistics has conducted the Children's Road Safety Class, Nagara Mimamori safety campaign activities and traffic safety instruction on an ongoing basis for elementary school children in the vicinity of seven of its worksites in Japan as part of our local contribution activities to save children's lives.

It also wrapped delivery trucks in drawings made by local children on the theme of traffic safety and is conducting other activities to raise traffic safety awareness. In 2021, it conducted events at logistics centers in Ishikari, Kamagaya (Shonan), Hachioji, Kawasaki, Sakaide and Hiroshima in cooperation with local elementary schools, boards of education, local governments and police departments.

Halving the number of deaths and injuries from road traffic accidents is also one of the SDG targets, and these activities help improve the awareness of drivers and boost interest in traffic safety among people in the region who see these wrapped delivery trucks.



Delivery truck wrapped in drawings made by local children on the theme of traffic safety (Ishikari Logistics Center)

# Corporate citizenship activities

## Disaster relief

### Efforts in response to the Great East Japan Earthquake

While mobilizing existing corporate citizenship programs and our resources, we are cooperating with NGOs, NPOs, other companies and diverse organizations to conduct activities that are close to consumers' daily lives and aligned with local needs and issues in devastated regions.

Currently, our activities focus on the two areas of providing emotional support and self-directed recovery. In terms of emotional support, we have been supporting the Smile Tohoku Project since 2012, where we visit victims of the disaster living in temporary and public housing to interact with them and offer support for their new lives. In terms of self-directed recovery, we are conducting activities to support industrial recovery and community development through support for recovery leaders and employee volunteer activities focused primarily on recovery in the Tohoku region. Activities by Kao employees in 2021 are described below.

#### Recovery support project (at 11 Kao worksites around Japan)

As an opportunity for our employees to more broadly engage with the Tohoku region with the wish that the earthquake and tsunami never be forgotten, we offered regional Tohoku dishes made with ingredients from the Tohoku region under the theme of "Connecting to Tohoku with Food" at 11 Kao worksites around Japan from March 8 to 12. To help prevent the spread of COVID-19, employees were

instructed to refrain from talking while eating. We also had employees post photos at the same time so that employees who were working from home could also have an easy way to participate. We received comments from employees, including "Eating food from Tohoku made me want to visit the region" and "I want to continue doing what I can to support Tohoku."



Employees choosing from a menu of Tohoku regional foods

#### Smile Tohoku Project

We continued to cooperate with the Smile Tohoku Project under the sponsorship of Iwate Nippo, Kahoku Shimpō and Fukushima Minpo newspapers.

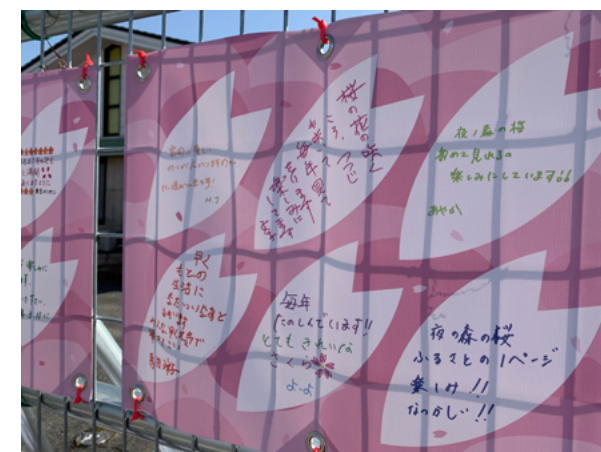
#### Conducted events

We had planned to provide support in various forms to events scheduled in each prefecture, but the events were canceled for the second year due to rising COVID-19 cases, and visiting these locations in-person remained difficult.

While challenging conditions persist, we continued activities to stay loosely connected to people and understand how they are feeling in the

local communities. In cooperation with Tomioka in Fukushima Prefecture and local residents, we provided support for the Colorful Tomioka Project to bring greater activity to the town as well as provided other support in collaboration with local project members, NPOs and Kao Group employees.

We filmed and made available a special movie to bring a tunnel of cherry blossoms and the smiles of Tomioka residents to everyone who was not able to enjoy cherry blossom season as they would have liked to this year. Since the Tour de Tohoku, a cycling race along the coastline of Miyagi Prefecture, was canceled this year, Kao Group employees all over Japan sent thoughtful messages from their location on the scheduled day of the race to all the race supporters who line the road every year to cheer on the riders.



Messages of encouragement collected from supporters are posted on a barricade separating the "difficult to return" zone where the tunnel of cherry blossoms is located.

# Corporate citizenship activities 203-1

## Michinoku Recovery Partners

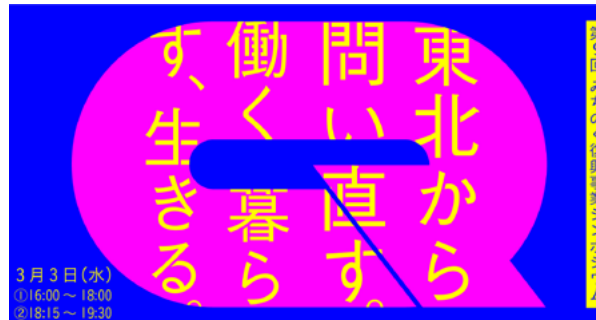
We have participated in Michinoku Recovery Partners since June 2012 as a main activity of self-directed recovery efforts. Four companies\* are currently participating in this organization established by ETIC (a specified nonprofit organization) as a corporate consortium to support next-generation recovery leaders who will sustain the Tohoku region and projects in the disaster-affected region. The consortium is engaged in co-creation for self-directed recovery, including training to support development of groups expected to lead Tohoku in the future.

In 2021, the tenth anniversary of the earthquake and tsunami, we held the ninth symposium on March 3 online to prevent the spread of COVID-19.

The symposium broadly communicated information on the future of Tohoku with the theme of "Reframing questions from Tohoku: Working, living, surviving."

On June 25, an online seminar was held to consider the relationship between innovation and social networks that looked at the analysis results of a survey on Tohoku leaders' social network. The seminar broadly communicated information to the wider society to have the survey results get put to use. Around 80 people participated on the day of the symposium.

\* Participating companies are JCB Co., Ltd., Dentsu Inc., Benesse Holdings, Inc., and Kao Corp. (as of May 2020)



### Other disaster relief

#### Performance in 2021

##### Donations for foundational activities

We donated 5 million yen to the Disaster Relief Volunteer & NPO Support Fund of the Central Community Chest of Japan (social welfare corporation).

### Supporting COVID-19 measures

#### Relief supplies

To support medical professionals working on the front lines of the COVID-19 pandemic, we have donated Kao products worth a total of approximately 300 million yen to 105,892 medical professionals at 1,092 medical institutions.