



The 8th

花王 国際こども環境絵画コンテスト

KAO International Environment Painting Contest for Children



Winner of 7th Kao International Environment Painting Contest for Children "eco together" Planet Earth Grand Prix  
"Pulse of the Forest" Akira Kobayashi (15 years old, Japan)

### Thoughts and wishes regarding the painting

I feel like I can hear the heartbeat of the trees when I walk into the forest. It provides me with energy. My spirit is rejuvenated. For this work, I expressed the inaudible heartbeat of the trees. I represented the voices of the forest by incorporating a heartbeat and energy into each and every detail. Furthermore, I wanted to convey that humans and life exist thanks to forests. I wanted to portray the silent voices of the forest.

To teachers and guardians



## **Now open: Entries invited**

### **The 8th Kao International Environment Painting Contest for Children**

Since its foundation 120 years ago, Kao has taken sides with the consumer. Kao has always made products with a sincere commitment to excellent value and customer satisfaction. Taking account of changing conditions in the world, in its business practices, the Kao Group is determined to practically contribute both to greater richness in the culture of daily life and to social sustainability.

Since 2009, guided by the slogan “eco together,” Kao has gone forward by dealing with environmental issues. Everyday, hundreds of millions of families use Kao products. Consequently, we apply the notion of “eco together,” throughout the life cycle of our products. From the procurement of raw materials through to manufacturing, distribution, use, and disposal, we have been using and proposing more ecologically responsible ways of doing things. At the same time, Kao has sought and entered into broader and stronger engagement with environmental conservation activities in the wider world. As part of this outreach, the Kao Group has been running the Kao International Environment Painting Contest for Children since 2010. The contest encourages children to seriously consider eco behavior in everyday life, the global environment, and future of the Earth. At the same time, this contest will also hopefully encourage people around the world to take action in their daily life to preserve the environment.

Worldwide, the seventh contest attracted 13,739 entries from 45 countries and regions. The winning works can be seen on the Kao website.\*

The eighth contest is now open, and we will receive entries up to Tuesday, August 15, 2017. The winning works will be on display from December 7 (Thu) to 9 (Sat) at the EcoPro 2017 show held at Tokyo Big Sight, where the award ceremony will also take place. We hope that you will pass this information on and encourage children to participate in this international contest.

2017

Kao Corporation

**\*The 7th Kao International Environment Painting Contest for Children**  
[http://www.kao.com/jp/en/corp\\_csr/eco\\_activities\\_04\\_09.html](http://www.kao.com/jp/en/corp_csr/eco_activities_04_09.html)