



# Partnering for social impact

Our products have the potential to transform the health and lives of countless people and their communities.

Through partnerships with experts in community programmes, governments and key opinion leaders, we create scale and impact with programmes that reach millions of people.

## Making progress

Aim to 2025

**1bn**

people informed through health and hygiene educational programmes and behavioural change communications.

Progress

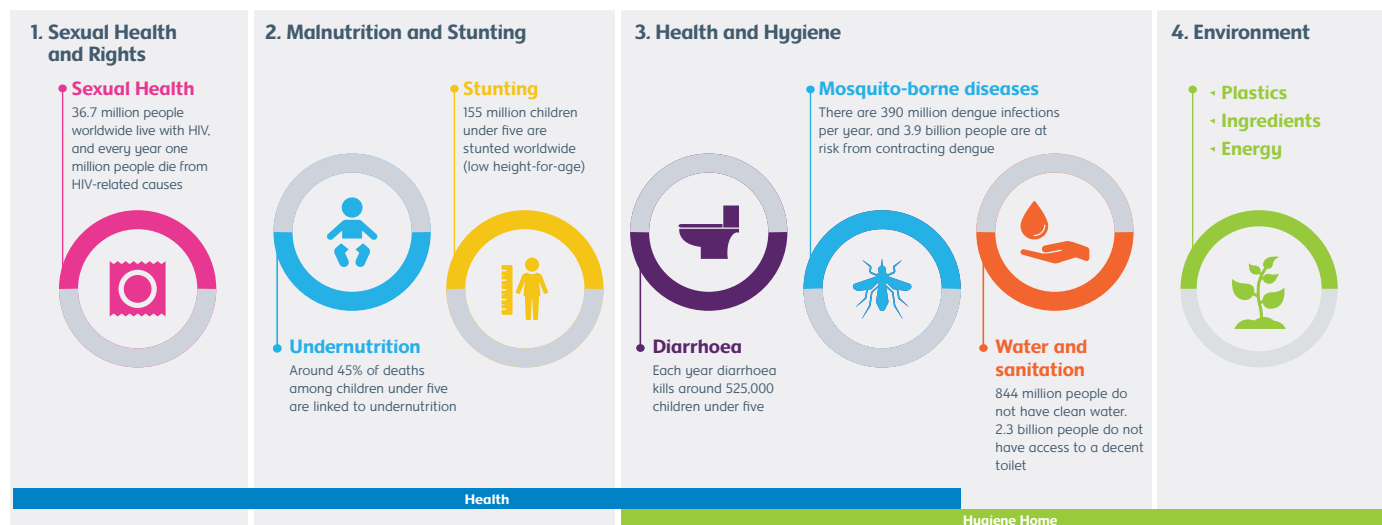
**765m**

765m from 2013 – 2018.

## 1. Making a difference

We recognise that we have a responsibility as a business to improve people's lives and, in turn, support change across entire communities. RB's social impact investment strategy allows us to become an even more powerful catalyst for change across the globe.

Our impact is amplified by the partnerships we build to deliver our programmes. Within our social impact investment strategy, we focus on four areas that have a direct connection to our business, our brands and where we have identified the greatest unmet need.



## 1. Making a difference

Our purpose-led partnerships are rooted in a mission to provide innovative solutions for healthier lives and happy homes. Through our activities we address global issues with people and their communities. These actions are contributing to the United Nations Sustainable Development Goals and making a real difference to people's lives.

## 2. Partnering for impact

RB has programme partnerships in place designed to deliver maximum social impact in the areas where RB's brands and products make the biggest difference.

By 2025, we pledge to:

**1 = Reinvest 1%** of annual net profits in social programmes

**3 = Triple** employee volunteering engagement to **100,000** hours per year

**2 = Double** our current social investment from **£10 million to £20 million** and double our impact in communities from **2 million to 4 million** people

**4 = Inform 1 billion** people through health and hygiene educational programmes and behavioural change communications



# Partnering for social impact continued

## 2. Partnering for impact

At RB we are committed to delivering meaningful and sustainable social impact. We recognise our responsibility to leverage our scale and expertise to deliver positive change. Through our brands, marketing and sales platforms we deliver messages that educate consumers about health and hygiene behaviours. We aim to help them and their communities live healthier lives. Our social impact strategy has partnerships that enable us to deliver meaningful and sustainable benefits to the vulnerable, with a focus on children and youth. Full details can be found in our Social Impact Report.

We know that scale matters, and we are making progress. We have already achieved our initial target of reaching 400 million people, so we extended our target and now aim to inform one billion people by 2025.

We are proud to be on track to meet this target, having reached 765 million people from 2013 through to 2018.

Through our brands and programmes we are able to reach millions of people. We are able to help them take action and we can build their awareness through education and information.



[Click here to read our Social Impact Report.](#)

### Sexual health and rights

With 36.7 million people worldwide living with HIV, and every year 1 million people dying from HIV-related causes, issues of sexual health and rights affect individuals and communities across the globe.

We see RB, and our world number one condom brand Durex, as integral to helping provide a solution to these global issues. Durex has long been a leading brand in driving awareness around sexual health. Its mission is to support people to embrace their own sexual rights while living a life free of sexually transmitted infections (STIs), discrimination and unwanted pregnancy.

In line with this brand mission, our social impact investment strategy aims to empower people to develop and maintain positive sexual health and wellbeing. We believe that with freedom of sexual expression, life without STIs and control over reproductive rights, people can develop fulfilling relationships, experience mental and physical wellbeing, and enjoy educational and economic prosperity.

### Malnutrition and stunting

The acquisition of Mead Johnson Nutrition (MJN) in June 2017 means that RB is now one of the key players in the Breast-Milk Substitutes industry. In entering this industry, we commit to providing the highest quality infant and nutritional products, and to market these responsibly and ethically.

We are proud to be able to help and support mothers and infants through proper early life nutrition, quality parental care and nurturing. This support not only ensures that every child has the best start in life, but also builds the confidence of parents to care for their child from infancy to adulthood.



### CASE STUDY (Durex)<sup>RED</sup>

Durex joined forces with (RED) to fight AIDS in South Africa, where it is estimated that around 7.2 million people are currently living with HIV or AIDS. Together with the Global Fund, it pledged to raise awareness and money that will empower young women and girls to live happy, healthy lives.

Durex created the special edition (DUREX)<sup>RED</sup> condom, making it the first global (RED) product that directly helps to protect against HIV, and other STIs, making this partnership particularly powerful. Funds raised from the sales of this special-edition condom will go towards helping fight HIV and AIDS, so for the first time, as the campaign suggests, people can **#HaveSexandSaveLives**

RB and Durex have committed \$5 million to support (RED)'s mission over three years, and The Bill and Melinda Gates Foundation will match this, taking the commitment to \$10 million minimum to fight AIDS.

100% of the money donated through the (DUREX)<sup>RED</sup> partnership will go to a programme in South Africa. The 'Keeping Girls in School' programme aims to reduce new HIV infections and pregnancies among young women, improve access to sexual and reproductive health services and encourage more girls to stay in education.

The **#HaveSexandSaveLives** campaign was highlighted in South Africa on World AIDS Day on 1 December 2018, when the (DUREX)<sup>RED</sup> bus travelled around the townships and gathered over 200,000 pledges to practice safe sex.



# Partnering for social impact continued

## CASE STUDY

### Best Start in Life

RB has launched Best Start in Life, a new £5.5 million social impact initiative, partnering with the China Children and Teenagers' Fund (CCTF) – one of the country's leading non-profit organisations. The scheme will improve children's wellbeing and prevent stunting and malnutrition in poor rural areas through nutrition intervention and education.

The aim of the partnership, which is initially being rolled out in the remote western regions of China, is to reduce the prevalence of stunting by 50-80% by 2022. This will be achieved, in part, by providing vital advice and nutrition packs for pregnant mothers, monitoring their health, working with rural hospitals and training up to 5,000 professionals in local maternal and child healthcare centres, and encouraging exclusive breastfeeding for the first six months of a baby's life.

Through our social impact strategy and partnerships, we are committed to reducing malnutrition and stunting in the first 1,000 days of life.

### Health and hygiene

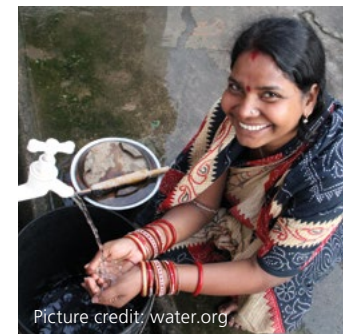
As the global leader of health and hygiene, our brands are at the forefront of delivering solutions to some of the world's most deadly preventable diseases. That's why our health and hygiene pillar focuses on three specific areas where we see both the greatest societal need and where we consider our brands, products and established partnerships to be able to have the most significant impact.

- **Diarrhoea:** Each year diarrhoea kills around 525,000 children under five.
- **Mosquito-borne diseases:** There are 390 million dengue infections per year, and 3.9 billion people are at risk from contracting dengue.
- **Water and sanitation:** 844 million people do not have clean water. 2.3 billion people do not have access to a decent toilet.

With many of our operations based in countries where these issues effect people daily, we have a responsibility to increase the capacity of vulnerable communities to tackle disease and live healthy lives. Whether this is through improved infrastructure and access to sanitation and clean water, or hygiene education, our activities give communities the essentials to preventing disease and illness. Such interventions enable communities to build resilience to health challenges, increase their economic productivity and provide relief from the emotional and physical burdens that life with disease brings.

### Helping people take action

RB brands have taken the lead from consumers when it comes to thinking sustainably. Responsibility is at the heart of everything we do across innovation, packaging and in our initiatives to ensure people can use RB products sustainably. Equally important is our commitment to address the environmental impacts during the consumer use stage of our products, such as the water that is used when washing your hands with Dettol soap. Our aim is to help people understand where they can make small differences. This might be selecting the 'eco' cycle on your dishwasher or our How2Recycle initiative in the US to add uniform recycling instructions to packs. From environmental considerations to campaigns that raise awareness of social health issues like HIV, we are on a mission to ensure consumers are able do their bit when it comes to sustainability.



Picture credit: water.org

**\$1m**  
donated to  
water.org

## CASE STUDY

### water.org partnership

RB and Harpic have joined forces with water.org to raise awareness to the fact that one in three people around the world doesn't have a toilet.

In addition to a donation of \$1 million, Harpic have launched a campaign 'More than a toilet' to bring to light the exceedingly high number of people in India and other developing countries living without access to basic sanitation and highlight the alarming effect this has on people's health, safety and education.

For billions of people, not having access to a toilet can be incredibly dangerous and comes with many risks, with nearly one million people being killed by water, sanitation and hygiene-related diseases each year.

Women living without access to a toilet are twice as likely to experience sexual violence when defecating in the open, and along with their children, can spend hours each day finding a place to go. Time that could be spent at school and work.

Harpic's campaign aims to mobilise the public to join the movement and raise awareness of the issue. A hero video formed the centrepiece of the campaign. It has been produced featuring footage from a 'stunt' where public access to a toilet was restricted and their response captured on camera. The video strikes home the realities that individuals face when unable to access adequate toilet facilities.



# Partnering for social impact continued

## CASE STUDY Vanish UK

In the Laundry category, Vanish recognises that there is an environmental impact from garments ending up in landfills. When we discovered that 29% of people in the UK have thrown out clothing because it had a stain, it became clear that our products had a role to play in reducing this unnecessary waste.

Vanish launched our **#loveforlonger** campaign to encourage British consumers to think twice before discarding clothes. In the UK, people throw away 300,000 tonnes of wearable clothes every year and only 38% realise that clothing goes into landfill after being binned. Our mission was to drive awareness of these statistics and prompt consumers to remove stains instead of discarding the items. As a result, we hope to encourage people to keep their garments for longer and reduce the amount of waste going to UK landfills each year.

## Educating children about health and hygiene habits

Each day that a child is absent from school, they miss out on valuable lessons – both educational and social. Practising healthy habits can help stop germs from spreading and keep children from missing school due to illnesses like cold and flu.

Globally, RB supports initiatives through our Dettol, Lysol and Sagrotan brands that are designed to engage with school-aged children on the topic of healthy hygiene habits. The programmes are both educational and interactive so that kids can have fun while learning about important health messages, like the steps to healthy handwashing. In developing markets, the handwashing programme is designed to save lives by reducing preventable diseases such as diarrhoea. Children are taught skills that they can pass on to their family and the wider community.

An important area of focus for Lysol is the impact that healthy hygiene habits have on ensuring children avoid cold and flu so

they can attend school. There is also an impact on parents of ill children and we want to ensure families don't miss out on valuable time working or participating in other activities.

## CASE STUDY Lysol healthy habits programme

To educate students, parents and teachers about health and hygiene, Lysol®, the National Education Association (NEA) and National Parent Teacher Association (PTA) in the USA partnered to create the Healthy Habits Program.

Founded in 2012, the programme develops and shares educational materials to reduce illness-related school absenteeism. In the US alone, 22 million school days are missed each year due to illness. The Lysol partnership aims to tackle these figures and created a robust Healthy Habits Tool Kit with lesson plans and educational content for students and monthly activity calendars for parents. All of this material is available in the Healthy Classroom section on [Lysol.com](http://Lysol.com).

One of these initiatives is the FLUency programme which is active in almost 10,000 schools across the US. The objectives are to equip schools with preventative tools to stop cold and flu in its tracks: Kinsa smart thermometers, Lysol sanitising products, and the insights produced from the digital thermometer, such as where and when flu is most likely to hit. Participants benefit from information from health professionals who work alongside Lysol to ensure students stay healthy and in the best position to further their educational opportunities. In 2018 only, Lysol has distributed 48,000 free smart thermometers to teachers, parents and school nurses across the US.



[Click here for more detail about our partnerships in our Social Impact Report.](#)

## CASE STUDY

## Protecting people from the dangers of mosquitoes

Mortein and SBP are pest-control brands with a global footprint. Our products play an important role in reducing the spread of mosquito-borne illnesses across the world. It is our mission to raise awareness around protecting people and communities from the danger of mosquitoes.

Brazil's population is at risk from life-threatening diseases such as dengue, chikungunya and Zika spread via mosquito bites. Mosquito-borne yellow fever has also recently resurfaced as a public health concern.

SBP recognised that products alone are not enough to tackle this threat and created a partnership with The London School of Hygiene and Tropical Medicine and the Brazilian Red Cross to create the SBP Protection model. This initiative aims to eradicate mosquitoes in affected communities. The partner organisations visited households, distributing products and speaking to adults and children about the best ways to protect themselves from mosquitoes. Clean-up efforts reduced the number of areas where mosquitoes breed, ensuring that communities are safer from the spread of infection.

The SBP Protection Model launched on Dengue Awareness Day in Brazil to drive nationwide awareness about the role that mosquitoes play in spreading these diseases. Three cities were chosen to pilot the scheme and over 20,000 individuals were directly engaged, ensuring they received the knowledge and the products to be protected from mosquitoes. Public feedback was overwhelmingly positive, and the next step is to expand the model to other Brazilian cities. Following the success of the programme, Mortein/SBP have started a three-year research study to expand the model outside Brazil so other countries affected by mosquito-borne diseases can benefit from the mosquito eradication programme.