

# Together

The magazine for social engagement

## 15 years of MIT

Henkel awards special grants to three projects.

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## Teach First Deutschland

Educational opportunities for disadvantaged students.

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## 1,000 smiles

In China, employees collected clothing for the needy.

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Excellence is our Passion

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### MIT in Cambodia

# Education for street children



The cover picture shows children from the KFKO home in Cambodia, who are happy about a visit from the Friedenskinder (Children of Peace Association).

Christa Richardt, a Henkel retiree, does volunteer work for Friedenskinder e.V., the Children of Peace Association, in Koblenz, Germany. The organization does all it can to create living conditions in which children can freely grow and develop. The organization supports facilities in many places, including Cambodia, Kenya, Rwanda, Vietnam, Pakistan, Sri Lanka and Germany.

In December 2011, with the help of Make an Impact on Tomorrow (MIT), it was possible to finance the “Khmer For Khmer Organization” (KFKO) children’s home in Siem Reap, Cambodia, and living expenses for 22 street children. The children were given a home of their own there.

They have received food with 110 other street children every day for the past two years and have been provided with clothing. Besides, the care staff make sure that the children go to school in the morning and have the school supplies they need.

“This is not something that can be taken for granted in a country like Cambodia, where, especially in the rural districts, many children are forced to leave school early so that they can earn money,” says Richardt. The training and education the children receive will give them a good basis for their future.

#### Next project: Preschool

The Friedenskinder association also initiated the building of a preschool, which opened in October 2013. A preschool is very rare in a country like Cambodia and is only usual for the children of well-to-do parents. But a facility like this is very important for children from socially underprivileged families and for street children, as it will make it easier for them to start school.

[www.friedenskinder.de](http://www.friedenskinder.de)



Lessons in the “Khmer For Khmer Organization” (KFKO) children’s home in Siem Reap, Cambodia.



*Dear Readers,*

Social engagement has been a special part of our corporate culture ever since our company was founded by Fritz Henkel in 1876.

We are very proud of the volunteering spirit shown by our employees and retirees. Henkel has therefore been supporting their engagement through the Make an Impact on Tomorrow (MIT) Initiative since 1998. Over the years, our employees and retirees all over the world have demonstrated their commitment to helping other people in around 10,600 MIT projects in 50 countries. To mark the 15th anniversary of the MIT initiative, we are donating a one-time grant to three very special MIT projects.

In the past year, we supported 2,339 projects worldwide with donations amounting to a total of 7.3 million euros, of which 30 percent went to educational initiatives. Education is essential for personal development of the individual and for the development of society as a whole. Through our brands, too, we place a particular emphasis on supporting educational projects for children and young people, including assistance in gaining vocational training. We plan to intensify this focus even more in the coming years.

As before, Henkel again acted quickly and pragmatically this year to help people affected by natural disasters. For example, emergency financial

aid and product donations were provided following the flooding in Germany, Austria and the Czech Republic in the early summer. Assistance was also provided after the devastating floods in the Philippines in August.

The Fritz Henkel Foundation, which we established in 2011, underscores Henkel's longstanding commitment to social engagement that goes beyond our business interests. The Foundation provides the umbrella for our corporate citizenship activities and the support we provide to our initiatives. This includes a strategic partnership with Teach First Deutschland, an organization which aims to improve the educational opportunities for disadvantaged children and young people.

Henkel's social engagement lives most of all from the dedication shown by our employees and retirees in the broad spectrum of projects all around the globe. I would like to thank them here on behalf of the entire Board.

Kathrin Menges  
Executive Vice President Human Resources of  
Henkel and Executive Board Member of the  
Fritz Henkel Foundation

# 15 years of Make an Impact on Tomorrow

With the Make an Impact on Tomorrow (MIT) Initiative, founded in 1998, Henkel supports the volunteer work of its employees and retirees all over the world. In 2013, to mark the 15th anniversary of MIT, Henkel is supporting three special projects in addition.

A special grant of 50,000 euros: Which MIT project would receive this amount for the 15th anniversary of the Initiative? The decision on the 2013 MIT special project was made in two steps. And at the end, not one, but three winners were named.

Selecting the “MIT Special Project for 2013” from 62 nominations was quite an emotional task. The MIT ambassadors in the various regions already had this feeling when they met to make a pre-selection for their own special project juries. “The top ten list of our MIT ambassadors in the regions was the result of animated discussions,” reports Henkel MIT Coordinator

Nadine Frey. Along with Kirsten Sánchez Marín, Head of Global Social Progress at Henkel, she moderated the pre-selection process – and, a little later, the final decision of the special project jury. Its members singled out a total of three projects.

### Three winners

The 50,000 euros earmarked for the competition were set aside for the job training program “On the way to work” of the Fundacja Miejsce Kobiet for long-term unemployed women, in which Dorota Strosznajder is involved in Poland. A mentoring project for socially disadvantaged children and youths in South

Korea, which Cheoljong Kim from Seoul wants to develop with co-workers and retirees, was selected for second place by the jury. This project will receive a special grant of 25,000 euros. In third place was the “Ambulance Boat” project, under the leadership of Greys Elizabeth Suarez Cely in Colombia. It will receive a special grant of 12,500 euros.

“We are so impressed by the amazing dedication our employees show,” says Sánchez Marín, thanking everyone who submitted applications for the MIT Special Project 2013.



Dorota Strosznajder (middle) and her project partners Agnieszka Kramm (left) and Anna Jachimiak of the Fundacja Miejsce Kobiet (Place for Women Foundation) in Poland will conduct a project for long-term unemployed women with the help of the MIT special grant.

**“With the MIT grant, we want to carry out a training program for 60 women who are seeking employment.”**



**Dorota Strosznajder** works in Corporate Communications at Henkel in Poland.

## The goal: A new job

For long-term unemployed women looking for a new job, the Fundacja Miejsce Kobiet (Place for Women Foundation) is an important counseling center. Dorota Strosznajder works at Henkel in Poland very close to the Foundation and is impressed by what it does. So she got in touch with the Foundation team. “The two full-time employees – Agnieszka Kramm and Anna Jachimiak – explained to me how their counseling helps the women in their efforts to look for a job,” Strosznajder explains. “The training helps them

to recognize their strengths and their weaknesses, and to continue to look for a job with self-confidence.”

The talk resulted in the idea of a job training program in which, in addition to the trainers, Strosznajder and other female Henkel managers would also serve as mentors and contribute their practical experience. “Beginning in October of this year, we will be able to launch the job training program with the help of the MIT anniversary grant. This is a special challenge for me,” says Strosznajder.



Music lessons for children and young people: The “Henkel CARE Team” has been supporting projects for socially underprivileged children and families in South Korea for years. The MIT special grant will enable it to expand this commitment.

“With this support, we want to run a mentoring project that will hopefully help many children and young people to become better integrated here in South Korea, despite the cultural differences to their countries of origin.”



**Cheoljong Kim** is a Sales Manager for Electrical Specialty Adhesives in the Adhesive Technologies business sector in South Korea.

## Learning for a life without poverty

Cheoljong Kim coordinates a number of social activities alongside his work at Henkel in South Korea. “Here in South Korea,” he explains, “active social engagement has been a matter of course for Henkel employees for many years.” Since 2008, employees have been performing many different kinds of volunteer work under the shared motto of “CARE.” This stands for Communication, Accountability, Respect and Equity.

The Henkel CARE Team 2013 is planning a mentoring project in collaboration with the “Kuncheon Ku” organization, which is to begin in November 2013: “We want to help children and young people from

families that have immigrated to South Korea from other countries and often live here in extreme poverty. They need encouragement and support to enable them to meet the challenges posed by schools and universities,” says team coordinator Kim, describing the program. “We will be providing ongoing support to the children and young people as mentors, motivating them and advising them. Thanks to the special grant, we will also be able to help destitute pupils and students to obtain school books and specialized literature. And we will ensure that they will have an appropriate environment where they can do their homework or study.”

## Hard life in a natural paradise



MIT support is to improve first aid on the Cimitarra River in Colombia.

“The river landscape in the Valle del Rio Cimitarra in the western part of Colombia is beautiful, but life here is no paradise,” explains Greys Suarez. Alongside

her work at Henkel in Colombia, she is involved in the “Asociación Campesina del Valle del Río Cimitarra” (ACVC), an organization that represents the approximately 30,000 small-scale farmers in the region. “Health care is very poor along the river,” explains Suarez. Thanks to the donation from MIT, chances are good that enough funds will be collected to purchase an ambulance boat. “The idea of this project is not only to obtain the boat, but to find ways to provide first aid and basic medical skills to the people who live on the Rio Cimitarra.”

“Thanks to the support for our project, we can improve medical care on the shores of the Rio Cimitarra with an ambulance boat and training in first aid.”



**Greys Suarez** works in product development in the Beauty Care business sector in Colombia.

# Worldwide commitment

Henkel and its employees and retirees provide targeted help all over the world. In 2012, Henkel sponsored MIT projects worldwide, provided emergency aid, and carried out or sponsored projects either as a corporation or through its brands. This made it possible to help or improve the lives of approximately one million people.

Through this engagement, our employees and retirees contribute in many ways to social progress and to the eight Millennium Development Goals of the United Nations. You will see a number of examples on these two pages and on the Internet at:

[www.henkel.com/corporate-citizenship](http://www.henkel.com/corporate-citizenship)

**“Passion and dedication for a social project – this is true social progress to me. My team and our Henkel ambassadors are enthusiastic about supporting this work.”**



**Kirsten Sánchez Marín**  
Head of the Global Social Progress department at Henkel and General Manager of the Fritz Henkel Foundation.

## Social engagement

	2008	2009	2010	2011	2012
Total number of projects supported	2,476	2,155	2,493	2,343	2,339
Number of people supported	-	500,000	730,000	753,629	1,046,321
Time off from work for employee-initiated projects (days)	285	318	54	135	131
Donations in thousand euros (financial and product donations, not counting time off)	7,529	7,684	6,087	6,002	7,302

## MIT Photo Competition 2014

# Shoot photos of your project!

Starting immediately, all Henkel employees and retirees who are doing volunteer work can again submit photos of their MIT projects for the MIT Photo Competition. Just grab your camera and present your project through the MIT Photo Competition!

You can enter your photos in two categories: “The atmosphere of your MIT project” and “You in action during your MIT project.” The photos will be selected at the end of June 2014 through online voting among Henkel employees. The charitable institutions shown in the winning project photos will be given a special grant.

Send up to three digital photos per category, plus the completed photo contest form, to Global Social Progress (email: [corporate.citizenship@henkel.com](mailto:corporate.citizenship@henkel.com)) by May 31, 2014. Note on photo resolution: Digital camera at least 5 megapixels; file size of each digital photo at least 1.5 MB.

You can obtain more information on the MIT photo contest and the form for submitting your photos on the Henkel Intranet at: <http://mit> or by writing to the following email address: [corporate.citizenship@henkel.com](mailto:corporate.citizenship@henkel.com).



**USA:** Henkel employee Jim Walkup and his co-workers at the site in Westlake, Ohio, lent a hand in their free time to build houses in greater Cleveland with the organization Habitat for Humanity. MIT donated additional construction products. Habitat for Humanity's goal is to do away with shabby dwellings and homelessness by building houses. [www.habitat.org](http://www.habitat.org)



**Guatemala:** Help was provided for more than 30 families from Guatemala through an MIT project in collaboration with the organization “Un Techo Para mi País” (A Roof for My Country). In August 2012, the organization built five housing units in the community of Barberena. The people there live in great poverty. Henkel employees and their families and friends helped to build the houses. [www.techo.org](http://www.techo.org)



**Kenya:** Henkel retiree Christa Richardt is active in the Koblenz Friedenskinder (Children of Peace) association. The support made it possible for the organization to build a preschool and a well, and to plant a fruit and vegetable garden with a rainwater barrel. This meant that 90 children can now go to school and be provided with food and drinking water. Construction of the Mirsa Academy Elementary School will begin at the end of 2013. [www.friedenskinder.de](http://www.friedenskinder.de)



**Great Britain:** Henkel employee Lisa Vardy and her daughter help with the Stables Horse Activity Centre. The idea of this charitable organization is the integration of disabled and non-disabled people of every age with the help of therapeutic horseback riding. Plenty of helping hands are needed at the stables – such as to clean out the stalls. [www.thestableshorseactivitycentre.org.uk](http://www.thestableshorseactivitycentre.org.uk)



**Germany:** Dirk Wilhelms is devoted to road safety education. On the grounds of the Alperhof daycare facility in Willich, he created a “real” traffic situation with other people. This included a street with traffic lights and pedestrian crossings. The children now have a place to practice proper behavior in traffic in a protected environment. [www.kitas-willich.de](http://www.kitas-willich.de)



**Switzerland:** The “Chinderhuus Rössli” in Othmarsingen is a non-governmental daycare center in the Canton of Aargau in Switzerland that takes care of children all day. Henkel employee Gabriela Ursprung works in her children’s daycare center in her free time. MIT sponsored the building of the fence around the outdoor area. The twelve children can now play outside safely. [www.chinderhuus-roessli.ch](http://www.chinderhuus-roessli.ch)



**India:** Reimar Heucher, Henkel employee in Düsseldorf, is involved in the Deutsch-Indische-Kinderhilfe (German-Indian Children’s Aid Society) and is often in India himself. In Ranganatha Puram, young women are being trained as seamstresses at a trade school. MIT support made it possible to purchase sewing machines, computers and wooden materials. [www.deutsch-indische-kinderhilfe.de](http://www.deutsch-indische-kinderhilfe.de)



**Sri Lanka:** Henkel employee Anne Koch is involved with the Centre for Peacebuilding and Reconciliation in Sri Lanka. Although the civil war there has been over since 2009, peace still needs to be ensured on a day-to-day basis. The photography project “Voice of Images” brings youths of various religious and ethnic groups together. The goal of the project is to provide support for peace and democracy in Sri Lanka. [www.cpbbronline.org](http://www.cpbbronline.org)



**Philippines:** Henkel employee Reymond de Jesus supports the international movement “All Together for Dignity (ATD) Fourth World” along with his Henkel co-workers. The goal of this movement is to provide support for families living in poverty. By reading aloud, telling stories, and providing art and handcraft workshops and theater performances on the street, they try to stimulate the learning ability and creativity of the children. [www.atd-fourthworld.org](http://www.atd-fourthworld.org)



**Cambodia:** The organization “About Asia Schools” offers free English lessons for more than 40 local schools all over Cambodia, thanks to the volunteer helpers. Henkel employee Daniela Illie volunteers in one of the villages. In 2013, Henkel supported the project by providing teaching materials. [www.aboutasiaschools.org](http://www.aboutasiaschools.org)



# Fritz Henkel Stiftung

Henkel established the Fritz Henkel Foundation in 2011. The Fritz Henkel Foundation is a corporate foundation of Henkel AG & Co. KGaA and is closely associated with the company. The establishment of the Foundation underscored Henkel's long-standing commitment to social engagement that goes beyond its business interests.

The Foundation focuses mainly on education and social projects, as well as emergency aid. At the core of the Foundation's activities is volunteer work performed by Henkel's employees and retirees.

The themes of the Foundation's work are determined by a board. It consists of two representatives of the Henkel management and a member of the Henkel family. For the evaluation and selection of projects, the Fritz Henkel Foundation turns to a team of experts consisting of Henkel employees and retirees, as well as external personalities.

### Support of fair educational opportunities

The primary objective of the social engagement of the Fritz Henkel Foundation is to promote education and equal opportunities. Since 2012,

for example, the Foundation has been supporting the collaborative project "Bildung als Chance" (Education as Opportunity) of the non-profit educational initiative Teach First Deutschland. The initiative's goal is to offer better educational opportunities to socially disadvantaged children and young people through the help of its Fellows.

Another project that has been supported by the Foundation since 2012 is ArbeiterKind.de, a mentoring program for career starters. The goal of this initiative is to encourage young people from non-academic families to strive for a university education.

The same aim is pursued by the Dr. Jost Henkel Stiftung, founded in 1958, which provides financial sponsoring for talented young students so that they can start and complete a university degree.

You will find further information and reports on projects supported by the Fritz Henkel Foundation and projects around the world on the Internet at:

[www.henkel.com/corporate-citizenship](http://www.henkel.com/corporate-citizenship)

### Support by the Fritz Henkel Foundation

Are you a Henkel employee or retiree and do volunteer work? Then apply for support for your project!

For MIT project support, just fill out the MIT application form and the financing plan and send it by email to: [corporate.citizenship@henkel.com](mailto:corporate.citizenship@henkel.com).

You will find the criteria for support in the Henkel Intranet at <http://mit> or you can request them by email.

If you also want to privately support emergency aid through the Fritz Henkel Foundation after a natural disaster, you can do so with a donation. Please also mention the designated use and include your complete address in the bank transfer, so that we can send a donation receipt to you. Our bank information is:  
Fritz Henkel Stiftung,  
Account No. 390 51 64, BLZ 500 107 00,  
Bank: Degussa Bank, Frankfurt am Main, Germany,  
IBAN DE 87 5001 0700 0003 9051 64  
BIC: DEGUDEFFXXX.

## MIT in Germany

## Night bus: Donation for homeless assistance project

The initiative “Vision: share” of the Franciscans and “Fifty-Fifty,” a charitable organization for the homeless, are conducting a project in Düsseldorf, Germany, that is unique in its form. Between 10 p.m. and 1 a.m., a van drives around and offers various things to poor people that are homeless and living on the street – hot beverages, food, clothing and sleeping bags, or simply someone to talk to. The project was initiated in 2011. It closes the gap left by the facilities that take care of the poor and the homeless during the day.

### Commitment to the homeless

Özden Sevimli from Henkel in Düsseldorf is on the go with the “good night bus” once a week for four to five hours. She helps to get the bus ready for the tour. Then she prepares the distribution of the food and passes out food and clothing to the homeless at the stops the bus makes. And anyone who wants to can talk with her. Whenever she talks about her work for the “good night bus,” she asks for clothing donations for the homeless.

“Work with people in need gives me a totally new perspective on their living conditions and shows



me every time just how good we have it. I am very thankful for that,” says Sevimli.

The Fritz Henkel Foundation also supported the “good night bus” in 2012 through the MIT Christmas Campaign. Approximately 12,000 euros were collected for the aid project. From these donations, the initiative financed sleeping bags, blankets and food.

[www.gutenachtbus.de](http://www.gutenachtbus.de)

The “good night bus” in the Düsseldorf Old Town. From Monday to Thursday, it provides the necessities to the homeless.

## MIT in Germany

## All fired up

Alongside his work at Henkel at the Heidelberg site, Uwe Bender is the Deputy Municipal Fire Chief of the City of Heidelberg. So he is familiar with the topic of fire prevention from his own personal experience. This is why he developed a concept for early childhood fire prevention education for children in preschools and daycare centers. In case of emergency, children should not be frightened when they see the men in their military-like protective clothing, with helmets and respiratory equipment, they should know 112, the fire department emergency telephone number, and they should explore the work and importance of the fire department through games.

Bender relates the following: “With the help of Henkel, the non-profit support association for the volunteer fire department in Heidelberg-Kirchheim has now been able to purchase lunch boxes, pencil cases and toy helmets. This will enable the children to retain a positive memory of the visit to the fire department as long as

possible. We were also able to obtain a plush elk that we can give to children when we have a fire-fighting or emergency deployment. The elk is wearing a red t-shirt that says ‘Fire? Call 112.’”

Children at the Hüttenbühl daycare center in Heidelberg practice targeted fire fighting.





Joint lessons permitted the students to get to know others from neighboring countries.

MIT in Serbia, Croatia and Bosnia-Herzegovina

## An active retiree

Paul Mrgan does volunteer work in an exchange project between schools in Croatia, Serbia and Bosnia-Herzegovina. MIT supports the project.

Although he is a senior citizen, Paul Mrgan is going back to school. He may have retired in 2012, but he has no intention of actually taking a break. Even at his farewell party on his last day of work, Mrgan had asked his co-workers in the Europe-wide production management of the Adhesive Technologies business sector for donations rather than gifts.

“I wanted to do something to help the elementary school in my hometown of Bodjani in Serbia,” he says. With this money, he was then not only able to buy the new blackboards that were needed, but toys, too. “But I was aware that new supplies would not be enough to solve the problems in this region,” says Mrgan.

### International student exchange

He was 19 years old when he left his native town of Bodjani, which was then in Yugoslavia, and emigrated to Germany. In the 1980s, he became more and more concerned as he followed the cultural and religious conflicts that broke out in his homeland and that in 1991 plunged it into war for almost ten years.

Today Bodjani is a border town in the northwest of Serbia. On the other side of the Danube River lies the Croatian city of Vukovar. A few kilometers farther to the south is the border to Bosnia-Herzegovina. “The population in this region is a colorful ethnic and religious mix,” as Mrgan describes the situation. “But the children of this generation should not grow up as their parents and grandparents did, full of mistrust toward their neighbors – and who can better overcome this mistrust than children who play together?” This is

why Mrgan planned an international student exchange, “Playing without borders,” which took place in May 2013 for the first time and was a great success.

The project made it possible for fifth- and sixth-graders from his birthplace, Bodjani, and from another school in the border district of Croatia, Serbia and Bosnia-Herzegovina to get to know their close neighbors. The children visited their contemporaries in Croatia, attended school together, and took a look around the City of Vukovar, while the teachers sat around a table and compared notes on the similarities and differences in their teaching methods.

“This was just a first step, but one that went in the right direction. I am very grateful that MIT is following this path with us,” says Mrgan.

“People who volunteer to help others show that they have a big heart. It is wonderful that Henkel has been supporting them for 15 years.”



**Nadine Frey** responsible for coordinating Henkel’s support of volunteer work through MIT in the Global Social Progress department at Henkel.



The schoolchildren from Croatia, Serbia and Bosnia-Herzegovina and Paul Mrgan (second from left) posed for their farewell picture.

## Emergency aid

# New start after the flood

Thousands of people lost their property in the floods that washed over many towns in Germany, Austria and the Czech Republic in June 2013. Henkel and the Fritz Henkel Foundation are helping with monetary and product donations.

“At the beginning, we provided laundry detergents and cleaning products, shower gels, shampoo and skin cream. A little later, this was followed by construction products for drying and repairing the buildings,” reports Heiko Held, who is in the Global Social Progress team and is responsible, among other things, for emergency aid. The products were distributed by aid organizations. Henkel sent fourteen truck-trailers from Düsseldorf to help the people in the areas affected by the flooding to make their apartments and houses habitable again.



Henkel distributed 70 pallets of product donations to people who needed help in the regions affected by the flooding.



Henkel retiree Lothar Fischer (left) and other helpers spent weeks distributing Henkel products to victims with a delivery van.

### Aid in Germany, Austria and the Czech Republic

“All three business sectors immediately agreed to help,” reports Held. Monetary donations that were received by the Fritz Henkel Foundation and referenced “Flood 2013” were also passed on to the “Aktion Deutschland Hilft” organization. “It is in direct contact with the local aid organizations. This ensures that the help is actually received by the victims themselves,” says Held.

Ten Henkel employees and retirees, whose houses had been submerged in the water, received financial emergency aid for themselves and their families directly from the Foundation.

Henkel also provided product donations in Austria and the Czech Republic. Henkel Austria made products worth 100,000 euros available to help victims of the flood disaster there.

[www.aktion-deutschland-hilft.de](http://www.aktion-deutschland-hilft.de)

**“I’d like to thank all of the volunteers and partners for their engagement. With their help, we can promote social justice.”**



**Heiko Held**  
responsible for brand and corporate engagement and emergency aid in Henkel’s Global Social Progress department.

### Emergency aid after monsoon rains in the Philippines

On August 19, 2013, a monsoon rain, followed by a typhoon, put large parts of the Philippine capital of Manila up to two meters under water within 24 hours. Throughout the country, a total of approximately a million people were affected – and 62 people died as a result of the severe weather.

Henkel employees were also affected by the flooding. The Fritz Henkel Foundation found practical ways to provide them with immediate help. For example, the company made alternative accommodations available for the families of five employees whose homes had been flooded. And employees who could not get home again after work were able to spend the night at a hotel. “During the storm, our employees did everything they could



Rescuing whatever they could: The family of employee Jenette Reyes during the flood in Manila in August 2013.

to keep production and the Shared Service Center running. I would like to thank all of our employees and Henkel for their support,” says Elaine Kunkle, General Manager of Henkel Philippines.



Nicolás Urióstegui Figueroa, a Fellow, with his class in a Berlin schoolyard.

## Corporate engagement

# Educational opportunities for disadvantaged children

In 2012, Henkel broadened its engagement in the charitable educational initiative Teach First Deutschland and now supports the expansion of the program.

In Teach First, its Fellows spend two years working at schools in underprivileged areas where they are able to assist pupils who have had an unfortunate start in life. As a sponsor, Henkel has been providing financial support to the charitable educational initiative Teach First Deutschland since 2010. The initiative was founded in 2009 by two students.

### Motivating schoolchildren

The Fellows work full-time for two years, assisting teachers at schools in economically deprived areas. They mentor students on an individual basis and provide additional ideas to the schools. They assist in lessons, by leading small groups or providing individual tutoring. In the medium term, this commitment helps the students to achieve better learning results.

The Fellows also provide educational and other special activities, such as helping with student companies, job application coaching, or sport courses.

In 2012, the Fritz Henkel Foundation supported the program with a workshop centering around sustainability at Henkel in Düsseldorf. It was attended by some of the 120 Fellows who will be working at schools all over Germany during the next two years.



Fresh air and exercise: Nicolás Urióstegui Figueroa and his class enjoy an outing to a Berlin park.

## Schwarzkopf Professional brand engagement

# How hairdressing changed Manashi's life

Schwarzkopf Professional launched the "Shaping Futures" initiative in collaboration with the SOS Children's Villages in November 2010. Its goal: training young people in basic hairdressing techniques, then helping them to get a job in a salon or accompanying them on their way toward becoming independent hairdressers. Since then, hairdressers and Schwarzkopf employees have held courses in SOS Children's Villages in eight countries: Brazil, India, Cambodia, Colombia, Latvia, Morocco, Peru and Vietnam. One Indian girl struck them particularly during the training course in Chennai, India.

Manashi Bharati, who grew up in an SOS Children's Village, found a regular job as a hairdresser in a well-known hairdressing chain thanks to the "Shaping Futures" program. The 19-year-old learned the basics of hairdressing through the training offered by the initiative.

### First flight to Berlin

Bharati is one of the many proud young people who can now determine their own future. In addition to the tremendous achievement of finding a permanent job at OMR Naturals in India, where she has been working since 2012, she was also chosen to participate in the "ESSENTIAL LOOKS World Tour" of Schwarzkopf Professional in Berlin in March 2013 as the Local Hero for India. Here Bharati convinced not only the audience of her talent and ability, but also the established hairdressing world. This was also acknowledged by



Manashi Bharati (right) at the Schwarzkopf Professional ESSENTIAL LOOKS World Tour in Berlin.

Steve Hogan, Creative Director ESSENTIAL LOOKS at Schwarzkopf Professional. "One day, she will be a fantastic hairdresser!"

Her new job not only enables Bharati to save money every month for her future. Much more important is the fact that she is working in the profession she has dreamed of – an amazing step for an orphaned girl from India. So she was incredibly happy to be invited to the "ESSENTIAL LOOKS World Tour" in Berlin. "At first, the director of my SOS Children's Village didn't want to let me go, because I hadn't ever flown before and Berlin is so far away," Manashi reports excitedly. "But I was finally able to convince him. I told him that the experience I would gain by participating in the 'ESSENTIAL LOOKS World Tour' would enable me to further increase my abilities as a hairdresser."



[www.schwarzkopf-professional.com/shaping-futures](http://www.schwarzkopf-professional.com/shaping-futures)



Manashi Bharati at work at the OMR Naturals hairdressing salon in India. The young Indian woman was given a full-time job at this salon in December 2012.



Norbert Koll, President, Henkel Consumer Goods Inc., in the USA and, on this day, also a sustainability ambassador, with students at the Copper Canyon Elementary School in Scottsdale, Arizona. The students discovered the topic of sustainability together.

## Corporate engagement

# Ambassadors for a more sustainable world

In 2013, the Laundry & Home Care business sector established its Sustainability Ambassadors program worldwide.

The Laundry & Home Care business sector developed the idea in 2012 of turning employees into sustainability ambassadors. To do this, Henkel trains employees so that they are able to competently convey the topic of sustainability to co-workers, suppliers, customers and consumers, as well as to students.

Since then, more than 1,300 Laundry & Home Care staff members have gained an overview in online seminars of the global challenges involved in sustainable development and of Henkel's own concrete sustainability strategy.

In 2012, Laundry & Home Care also developed a program in which the sustainability ambassadors explain to elementary school students what sustainability really means and how every individual can make a personal contribution to it. With an interactive, specially prepared program, the students learn, for example, how they can save water and energy in the bathroom and when doing laundry.

Henkel successfully tested the program in a broad-based international pilot phase in Germany, the

United Arab Emirates, and the Czech Republic. In 2013, Henkel rolled out the school project globally with the help of its sustainability ambassadors, and also included the two other business sectors, Adhesive Technologies and Beauty Care, and the Corporate Functions in the program. Training sessions have been held in North and Latin America, Russia and South Korea.

"The materials for our school project are now available in 24 languages," reports Uta Steffen-Holderbaum, who, as Director Sustainability at Laundry & Home Care, is responsible for the sustainability ambassador program. "We are grateful that the Fritz Henkel Foundation is now also supporting our activities." Beginning in 2014, it will be supporting further campaigns run by sustainability ambassadors at schools.

By this point in 2013, around 5,900 children in 23 countries have been taught through the program. Steffen-Holderbaum: "Our new goal is to further expand the schools project around the world."

## Persil brand engagement

# “Project Futurino” supports children

Within the framework of the “Project Futurino” initiative, Persil again provided support amounting to 150,000 euros for 47 projects throughout Germany in 2013. The “Motor skills rope landscape” project for children who need special training in motor skills, at the integrated daycare center in Cologne-Rath/Heumar, is one of them. Persil provided 6,400 euros for this purpose.

“With Persil, we purposefully support educational and developmental opportunities for children in Germany. In 2013, under the motto ‘Out into nature,’ we are concentrating on projects that help children to better appreciate healthy nutrition and exercise outdoors in nature,” explains



Eckhard von Eysmond, Marketing Director for Laundry & Home Care at Henkel in Germany.

[www.persil.de/projekt-futurino](http://www.persil.de/projekt-futurino)

Bernd Huppertz of Laundry & Home Care presented a symbolic check for the purchase of a motor skills rope landscape to the IntegrATHiv organization in Cologne.



**PROJEKT FUTURINO**  
**Persil** fördert Kinder.

## Adhesive Technologies brand engagement

# Good brands, good deeds

With the “HandinHandwerk” initiative, the Adhesive Technologies business sector donated one euro for each article purchased from a selected range of its products for professional craftsmen. These purchases of products from the Metylan, Sista and Thomsit brands raised a sum of 25,000 euros within three months. The goal of this campaign was to use this money to support the renovation of a social facility.

The “HandinHandwerk” initiative began on April 1, 2013, and ended on June 28, 2013. Henkel is giving the money to the “Haus der kleinen Elbspatzen”

daycare center in Zahna-Elster, so that it can be renovated by craftsmen. This town had been severely affected by the flooding in eastern Germany in June 2013.

“We are happy that our initiative took place at exactly the right time,” says Christian Sinz, marketing employee at Adhesive Technologies. “Many craftsmen agree.”

[www.malerpraxis.de](http://www.malerpraxis.de)



**HANDINHANDWERK**  
Gute Taten sprechen lassen

Although the daycare center in Elster was supposedly flood-proof, it stood knee-deep in Elbe water. Director Janet Leder (left) and her co-worker Antje Böhme observed the drama.



The Lucan Hedgehogs Special Olympics Basketball Team with its trainers.

### MIT in Ireland

## Minor change – major effect

Henkel improves the training situation of people with mental and multiple disabilities who are training for the Special Olympics.

**“It’s fascinating to see the dedication employees bring to their social engagement. I am more than happy to support them.”**

The Lucan Hedgehogs Special Olympics Club is the only club in Ireland that gives people with disabilities an opportunity to participate in sports, to compete, and to compare notes with other disabled athletes.

Members of the club can play basketball and bocce, in particular. Since the club does not have its own gymnasium or bocce court, it also needed a room in which they could lock up its basketballs and bocce balls. Dr. Brendan Kneafsey, an employee in the Adhesive Technologies business sector, is involved in the club in his free time.

When he heard of the MIT, he applied for support for the purchase of a storage case for the Lucan Hedgehogs Special Olympics Club.

Kneafsey: “The effect of the donation is significant for the people with disabilities, since every sport takes place in a different spot. The case made it unnecessary to bring the balls along to training each time. The solution of storing the sports equipment in a box that could be locked turned out to be great.”

[www.specialolympics.ie](http://www.specialolympics.ie)



**Diane Humphrey**  
Employee at Henkel in the UK and ambassador for social engagement in the Western European region.

### MIT in France

## “There are no differences when they play.”

Henkel employee Youna Gratiot is involved in the organization “Trisomie 21 Val de Marne.” The well-being and independence of children with Down

syndrome are the declared objectives of this organization in greater Paris. As part of the organization named “Trisomie 21 France,” parents, physicians, teachers and therapists have been working together since 2006 to implement special learning projects, encounters, and family support.



Gratiot reports: “When children play together, all differences disappear. I am proud to see how we are able to integrate them into our society.”

[www.trisomie21-valdemarne.org](http://www.trisomie21-valdemarne.org)

The best integration:  
Children playing together.

MIT in South Africa

# Christmas in July



Exchanging gifts in July: For the cold months of the year, Mr. Pritt and the Henkel employees from the plant in Alrode near Johannesburg brought along red sweatshirts for the children.



The Pritt Man came instead of Santa Claus. Each child received a Pritt stuffed animal to play with as a souvenir of the day.

In July 2012, Henkel employees gave wonderful gifts to the children who are looked after at the Tamaho Child Care Center in South Africa. The daycare center is located very close to the Henkel plant in Alrode near Johannesburg.

Financial support by the MIT made it possible for employees at Henkel in South Africa to make these socially disadvantaged and orphaned children in South Africa very happy.

**Help from Henkel for children in South Africa**

“This engagement is important to Henkel, since the daycare center is located in an area where unem-

ployment is high,” says Sibongile Manzana of Henkel in South Africa, who is involved in the project. The community struggles with problems such as poverty, poor living conditions and AIDS. Henkel wants to help the children from this part of the city, so that they will be able to have a better future.

Equipped with sweatshirts, stuffed animals, and handicraft supplies, several employees from Henkel spent a day at the Child Care Center, doing arts and crafts and playing with the children. Mr. Pritt was the highlight for them. He had brought a Pritt pullover for each of them for the cold season of the year.

“I am proud to be part of a team that makes dreams come true. We have supported great projects this year.”



**Hagit Dagan**  
Employee at Henkel in Israel and ambassador for social engagement in the Africa/Middle East region.

Volunteer day in Tunisia

# Employees bring color

Instead of answering emails or going to meetings, as they normally would, this day in March 2013 was very different for 70 Henkel employees in Tunisia. They painted the walls bright colors in an SOS Children’s Village, working with the children and young people, installed kitchen equipment, and planted flowers.

And after the work was finished, they had fun. They played and laughed with the children of the SOS Children’s Village and a clown. The time they spent and the help they offered were gratefully accepted. Not only the children had a lot of fun. Doing this volunteer work, the Henkel employees also had an opportunity to get to know their co-workers from a completely different side.



The walls of the preschool playground were painted bright colors. Some especially artistically talented employees even tried to paint well-known comic figures like Mickey Mouse.



These children were happy about their new bicycles and the Henkel products.

## Employee donations for a school in Turkey

# 20 bicycles donated to elementary school

Participants in the Laundry & Home Care Management Conference became involved in a good cause. This made a school in Istanbul very happy.

The cheers of the children could be heard beyond the school building and out into the city: "Bisiklet! Yasasin!" The six- to eight-year-old students had stayed put on their seats in the auditorium for a long time and listened to Lambert Bloderer, the head of Türk Henkel. He had told them about the Henkel company – and about the donation that had been made to buy books, a laptop and a whiteboard projector, and to renovate the school's bathrooms. But when he finally announced that the donation also included 20 "bisiklet" – that is, bicycles – ear-splitting shouts of joy broke out.

"That was a very emotional moment," said Bloderer afterwards. "The families that live in the vicinity of the elementary school are for the most part socially disadvantaged. For many of these children, riding a bike in the schoolyard is a dream come true."

### Team competition

The donation was the result of team competitions that were part of the program of the international Management Conference of Laundry & Home Care, which had taken place in Istanbul. All of the participants did their best in all of the contests, because each point they won increased the amount of the donation.

## MIT in Austria

# Climbing as therapy



Nic, Max and Marc adore the new climbing wall.

Under the motto "Adventure in the gym," children with learning disabilities in Stockerau, Austria, now have an opportunity to learn through play once a week, and now through therapeutic climbing, too.

Thanks to the support of MIT, a climbing wall could be purchased in 2013. "This means that we are able to let children with learning disabilities participate in our climbing therapy," explains Karin Frühwirth, employee at Henkel in Austria, who, as a volunteer, has also been the head of the course at the Wondrak Elementary School.

MIT in Slovakia

## New classrooms thanks to MIT

With MIT's help, Henkel employee Ludmila Molnárová supports the preschool in Slovakia that she once attended herself. She organizes events and fundraisers and helps with small repairs in the preschool in Jelenc in western Slovakia.

**Major renovation**

Now she has been able to launch a major renovation with the help of MIT. "I have always wanted to create surroundings for the children that are more beautiful, safer, and more environmentally compatible, and that will last for a long time," says Molnárová.

Financial support from MIT finally made this possible. The windows of the preschool could be replaced. And the roof, the hallways, and the walls were also renovated. Thanks to the MIT initiative, a healthy, warm, and more energy- and environmentally-friendly alternative could be selected.

"As a Henkel employee, I really do appreciate the company's social engagement very much. I am very grateful for the MIT support."

**"We are very proud of our employees in the Eastern European region, who show so much commitment to their volunteer work."**



**Astrid Reitbauer**  
Employee at Henkel in Austria and ambassador for social engagement in the Eastern European region.



Henkel employee Ludmila Molnárová (right) and Edita Hokova, head of the preschool, look out of one of the new windows with some of the children.

Volunteer day in the Czech Republic

## Give and Gain

For the third time, 60 Henkel employees participated in the international volunteer day, the "Give and Gain" day, that took place on May 17 in the Czech Republic. Three groups set out to offer their help to charitable organizations in the Czech Republic.

residential nursing home for senior citizens. "I am very pleased that this day has become a tradition," says General Manager Jaroslava Haid-Járková of Henkel in the Czech Republic.

A total of 60 Henkel employees spent a day in the Czech Republic helping charitable organizations there.

In 2013, a total of 800 employees from 27 companies in the Czech Republic participated in the international "Give and Gain" day, on which volunteers from companies all over the world – instead of doing their usual work – spend a day helping out charitable organizations. Along with 22,000 other volunteers from 24 countries worldwide, the Henkel helpers, equipped with cleaning and renovation materials, set out to clean or renovate or do gardening or small repairs.

**Three groups, three assignments**

The first team worked in the garden of a supervised residence for the disabled. The second team set out for an organization that offers educational activities connected with environmental protection. The third group from Henkel helped in a



### MIT in Mexico

## Typewriters for greater independence

Since 2010, the organization “Vemos con el Corazón” has offered courses in Toluca, Mexico, to people who are blind or visually impaired so

that they can learn to use braille. Henkel employee Carlos Vargas is also involved in this work.

“These courses make it possible for children to attend regular schools and learn together with children of the same age, despite their disability,” says Vargas. “This prepares them to lead a more independent life in society.”

With the help of MIT, the organization is now able to purchase eleven more braille typewriters. This will make it possible for even more students to take part in the course.



Carlos Vargas (second from left) and members of the organization for the blind are thrilled with the MIT support.

### Employee donation for project in Brazil

## Help for street children in Brazil

“I enjoy encouraging our employees to do volunteer work.”

In Brazil, the land of soccer and venue of the next World Cup, Henkel has been supporting the Ruas e Praças organization since 2013, helping to get 50 children off the street with soccer games. The areas in which the organization works include educational activities in the streets and on the squares of the city, the “Centro Educacional Vida Nova” (Sítio Capim de Cheiro) children’s center, and support for families.

this work now, in order to carry out a two-year project in Brazil. This will give 50 street children in Brazil an opportunity to participate in soccer training. It will take the children off the street and teach them, through the game of soccer, rules they need in life.

The donation resulted from a team competition, which was carried out in conjunction with the Corporate Management conference. “It is wonderful that the participants were able to achieve a sum of 15,000 euros for the project through their efforts,” emphasizes Kirsten Sánchez-Marín, head of Global Social Progress.

### 50 children learn social rules through soccer

The idea of the organization is that of using sport, especially soccer, to integrate street children into society. The organization “RUA – Hilfe für Strassenkinder e.V.” has been supporting the project from Germany since 2011. Henkel is supporting

[www.rua-ev.de](http://www.rua-ev.de)



**Gisele Jakociuk**  
Employee at Henkel in Brazil and ambassador for social engagement in the Latin America region.



Young people playing soccer at one of the municipal soccer fields in Recife, Brazil. The organization Ruas e Praças sponsors this recreational opportunity, to integrate street children into society through sport.



From the left: Archangeline, Jenny and Claran in Haiti enjoy a hot meal, which they can now have every day at their school thanks to the MIT.

MIT in Haiti

## Hot meals for school children

The Stichting Naar School in Haiti offers an opportunity for some 1,300 children to attend school. There they are given a hot meal once a day. More than 60 employees of this organization work on the project. This is not a simple task, as Haiti repeatedly struggles against earthquakes and typhoons. Ans Lit of Henkel in the Netherlands supports the work of the school from there. This is why she asked for an MIT donation.

**New kitchen equipment**

This funding will be used to buy a large oven with gas cylinders, plus pots, pans, and other kitchen utensils. In addition, the grant will also be used to build a staircase to the playground and a wall, which will prevent landslides on the property – such as occurred during hurricane Isaac in 2012. “We are so grateful to Henkel. Now we can cook properly for the children,” says Lit.

[www.stichtingnaarschoolinhaiti.nl](http://www.stichtingnaarschoolinhaiti.nl)

MIT in the USA

## An afternoon for children

Employees at the production site in Enoree, South Carolina (USA), spent their free time participating in the annual “Week of Caring” of the United Way organization. They spent two hours at a bowling alley with 20 children who belonged to the “Boys and Girls Club” in Spartanburg.

“Just the fact that people find time to spend with needy children is priceless for our organization and for the children,” says Rick Ferguson, who works for the “Boys and Girls Club.” “The bowling scores may not have been perfect, but it was a lot of fun,” says Jeff Millwood, production head of the Henkel plant in Enoree. “And the young people and our staff members made a great team while they were playing, so that the afternoon turned out to be a huge success.”

The goal of the “Boys and Girls Club” is that of offering educational opportunities to young people. United Way of America supports communities through donations and partnerships.

[www.weekofcaring.org](http://www.weekofcaring.org)

“We sponsor charitable projects because we want to support the community and promote sustainability.”



**Angela Curley**  
Employee at Henkel in the USA and ambassador for social engagement in the North America region.



The 20 children of the “Boys and Girls Club” with Henkel employees after they had gone bowling together.

MIT in China

## “1,000 smiles”

Henkel employees in China collect clothing and other items to help needy people in Tibet. MIT supported this employee effort.

“1,000 Smiles” is a donation project that was launched by the Adhesive Technologies team in Asia-Pacific. It is now being supported by many employees in Shanghai. Volunteers working on the project have by now collected more than 3,000 pieces of clothing and other items, which will be distributed in Tibet.

Rachel Yao is thrilled with how willing her co-workers have been to donate: “The people are so happy about the presents, and especially about the warm clothing to protect them in the cold weather.”

**Clothing, blankets and school supplies**

In December 2012, four Henkel employees visited the people on site and helped with the distribution of clothing, blankets and school supplies. MIT supported the project.

In the third quarter of 2013, Henkel supported two other projects in Tibet, including a solar water heating project, with the assistance of a local non-governmental organization.

“I am very happy that Henkel supports social projects in the Asia-Pacific region and assumes social responsibility.”



**Chris Chun**  
Employee at Henkel in South Korea and ambassador for social engagement in the Asia-Pacific region.



Henkel employee Rachel Yao (right) visited a family in their house in Tibet and brought along winter clothing (photo left). Photo right: The little girl is happy with the toys and school supplies.



MIT in Thailand

## Clean water for school children

In the schools of the Pangthong tribe in the mountainous northwestern area of Thailand, approximately 1,200 children take part in regular school-

ing. No matter how lovingly the teachers may teach their students, there is a lack of drinking water at the schools.



The students and teachers in Yamahatsu, Thailand, appreciate the engagement of Suitoan Kudaram, Apichaya Sukpaita and Peter Pawlenka (first, second and fourth from left).

In 2011, thanks to the financial support of MIT, Apichaya Sukpaita, an employee of Henkel in Thailand, and her co-workers were able to install water filters and tanks, as well as bathrooms including toilets in the Ban Mae Omki School in Yamahatsu. “This made it possible to lastingly improve the quality of life and learning conditions for the children,” says Sukpaita. Since August 2013, Henkel is now helping four other schools in neighboring villages.



MIT in Laos

## Hygiene training for children

Henkel employee Maikiko Saitsu has been volunteering in Laos for three years. MIT supports her commitment.

In 2013, Maikiko Saitsu of Henkel in Japan and some helpers visited five schools and hospitals in suburbs of the UNESCO World Cultural Heritage Site of Luang Prabang in Laos. There they explained to the children, among other things, the importance of washing one's hands to stay healthy.

Parasites are a problem among the rural population in Laos and often result in dangerous illnesses like malaria. Since medication can only provide temporary improvement and alleviate infections, Saitsu finds hygiene training very important. So she goes to villages and various institutions with soap and clean, running water.

### Preventing illness through hygiene

The goal of her work is to improve the health status of the rural population through hygiene measures such as hand washing, treating diseases due to parasites with medications, and constructing toilets. "I am convinced that improving awareness of hygiene among school children will result in an improvement over the long term," says Saitsu.

With the funds from MIT, Saitsu bought soap and water drums with screw taps, so that the children can wash their hands under running water, even though there is otherwise no running water there. She also brought medicines to reduce fever to hospital wards in 2013.

Thanks to a water drum with a screw tap and soap, the children can now wash their hands each day.

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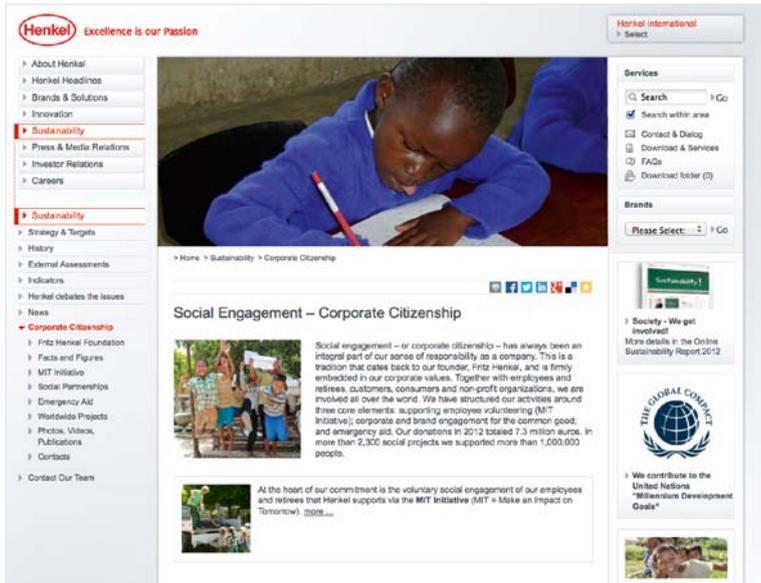
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