

# Together

The magazine for social engagement

## A village renewed

Henkel employees renovate houses in a mountain village in Guatemala. [Page 8](#)

## Shaping Futures

Schwarzkopf Professional trains young people in Brazil. [Page 19](#)

## Henkel emergency aid

In-kind and financial donations help with reconstruction work in Japan. [Page 22](#)



Excellence is our Passion

## Credits

Published by:  
Henkel AG & Co. KGaA  
40191 Düsseldorf, Germany

© 2012 Henkel AG & Co. KGaA

Editorial and coordination services:

Corporate Publications  
Maximilian Peters,  
Jan-Dirk Seiler-Hausmann,  
Wolfgang Zengerling

Global Social Progress  
Nadine Frey, Heiko Held,  
Kirsten Sánchez Marín

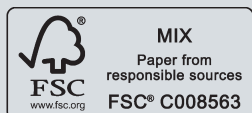
Additional editorial services  
Rainer Brandenburg,  
Anja Schrieber

English translation  
ExperTeam®, Neuss, Germany

Layout and typesetting  
mpm Corporate Communication  
Solutions, Mainz, Germany

Photos  
Rüdiger Nehmzow,  
Arne Weyhardt, Lichtbrücke e.V.,  
Teach First Deutschland; Henkel

Production  
Heider Druck GmbH,  
Bergisch Gladbach, Germany



PR: 09 12 1,000

## Thanks

The editorial team would like to cordially thank all Henkel employees and retirees who have provided photos and information for this magazine.

## Contents

- 2** Social engagement:  
An overview
- 3** Foreword
- 4** Worldwide  
social engagement
- 6** Employee engagement
- 16** Corporate and  
brand engagement
- 22** Emergency aid

### An overview

## Social engagement

Henkel's social engagement encompasses its support for the volunteer work performed by its employees and retirees as part of the "Make an Impact on Tomorrow" (MIT) Initiative, corporate and brand engagement, and international emergency aid. In these three areas, we attach importance to collaboration with our employees and retirees, with customers and consumers, and with charitable organizations.

Since 2011, Henkel has consolidated its social engagement – internationally known as corporate citizenship – under the umbrella of the Fritz Henkel Foundation. The establishment of this foundation underscores Henkel's longstanding commitment to social involvement that goes beyond its business interests. The Foundation efficiently consolidates international emergency aid, global brand

### Cover picture

This photo shows pupils at a pre-school in Khagrachari, a village in the mountains in southeastern Bangladesh. With Henkel's help, the Lichtbrücke was able to provide school materials for more than 300 schoolchildren. Read more about this on page 5.



and corporate engagement, and activities across Germany.

The priorities of the Foundation's work are determined by a board that consists of two representatives of the Henkel management and a member of the Henkel family.

At the center of our Foundation activities is the employee engagement that we have fostered in Germany since 1998. We support projects in the areas of social needs, education and science, health, art and culture, and ecology in which our employees and retirees are involved.

The Fritz Henkel Foundation works worldwide to promote social progress. Employees in every Henkel region can call on a contact person for social engagement within their Human Resources Department, one who is also an ambassador for Henkel's social engagement.

Social engagement	2011
Total number of projects supported	2,343
Number of people supported	753,629
Time off from work for employee-initiated projects (days)	135
Donations in thousand euros (financial and product donations, not counting time off)	6,002
Financial donations for employee-initiated projects as a percentage of total donations	53%

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

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



## Dear Readers,

Social engagement has been a special part of our corporate culture since our company was founded by Fritz Henkel in 1876. In 2011, to underscore this, we established the Fritz Henkel Foundation, which serves as an umbrella for our charitable activities.

Henkel's social engagement builds on the active involvement of our employees and retirees. We support their volunteer work through the MIT (Make an Impact on Tomorrow) Initiative, which will be celebrating its 15th anniversary in 2013.

The dedication of our employees and retirees to assisting others in their free time continues to inspire us. We are especially proud of the fact that, since 1998, they have helped people in need through almost 10,000 MIT projects in 50 countries all over the world.

In 2011, we supported projects through donations amounting to a total of six million euros. Forty percent of our current financial donations are dedicated to educational initiatives. In the coming years, we want to focus on education to an even greater extent, in order to make a targeted contribution to social development.

We followed the reports of the natural disasters in Japan and Thailand in 2011 with great concern, especially their devastating effects on the people living in these countries. We immediately took steps to ensure the safety of our employees and their families in the affected areas and provided rapid support. We were glad to see that our employees also helped in any way they could.

There are many other impressive projects that have been supported by our employees and retirees. I would like to thank them all on behalf of the entire Management Board. We will continue to support their strong commitment to social engagement.

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

# Our worldwide engagement

Henkel and its employees and retirees provide targeted help all over the world. In 2011, Henkel sponsored MIT projects worldwide, provided emergency aid, and carried out or fostered projects either as a corporation or through its brands. This made it possible to help some 750,000 people through these efforts.

### As diverse as our employees

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.

## MIT Photo Competition 2013

# Send in your photos!

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."

Prizes will be awarded by a jury at the end of June 2013, and the charitable institutions shown on the winning project photos will be given a special grant.

Send up to three digital photos per category (photo resolution: digital camera at least 5 megapixels; file size of each digital photo at least 1.5 MB), plus the completed photo contest form, to Global Social Progress (email: [corporate.citizenship@henkel.com](mailto:corporate.citizenship@henkel.com)) by May 31, 2013. For more information on the MIT photo contest and the form for submitting your photos, go on the Henkel Intranet at: <http://mit>

Local partner organizations play an important role in the implementation of these projects. 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)

**“Dedication, passion and knowing that you’re doing something good – to me, that’s what social engagement is all about, and that’s what my team and I are so glad to be able to coordinate and support.”**



**Kirsten Sánchez Marín** has been in charge since July 2012 of managing Henkel's worldwide social engagement activities.



**Haiti:** Since 2005, students from University College Dublin, Ireland have been volunteering in the city of Gros Morne in the northern part of Haiti, holding a summer camp for children who live in the city. In 2011, more than 700 children took part. Henkel employee Dara Carr from Ireland helps to finance the program through donation campaigns.

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



**Peru:** Henkel helps the more than 250 inhabitants of the Andean village of Huan-cavelica by providing clothing and blankets they urgently need. The people have to survive an average annual temperature of about -10 degrees Celsius. Nora Ruíz and Laura Caravedo from Henkel Peru are committed to the Caritas project.

[www.caritas-international.de](http://www.caritas-international.de)



**Thailand:** Henkel's help made it possible to install three water filters in the school of the Pang Thong people in northern Thailand. The children now have access to clean drinking water. This has greatly improved the pupils' quality of life and thus made it much easier for them to learn.



**USA:** Elementary school children in Frederick, Maryland (USA), won the “Henkel Helps – Get Kids Fit” contest in 2011. Their video project prevailed over nine competitors in online voting. The school will be using the prize money to install a track, to encourage pupils to be more active athletically.

[www.henkelhelps.com](http://www.henkelhelps.com)



**Marocco:** Pascale Lefèvre helps the non-profit organization “Sefrou” in her free time. Its goal is to collect donations in order to help people in isolated regions of Morocco. The organization supports a children’s home with the donations, for example.



**Germany:** Frank Kleinwächter is active in the “Flying Fish” youth group of the “Petri Heil” fishing club in Düsseldorf. He is very interested in getting young people to understand the importance of nature and water conservation. In 2011, Henkel helped the club to renature the north-east shore of its lake.

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



**Serbia:** The Mrvica Nursery School in Novi Sad, Serbia, has 14 groups with 25 children each. A little extra help is always welcome. Dragana Markovic, a Henkel employee in Serbia, volunteers at the Nursery School in her free time. With financial support from Henkel, she has also been able to arrange for new equipment for the playground.



**Nepal:** Danielle Fleurackers from Belgium supports a house for street children in Kathmandu, Nepal – Shangrila Home. The project began in 1995, and it now gives 79 street children a new home, as well as an opportunity to lead a well-ordered life and to go to school.

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



**Bangladesch:** Henkel retiree Rita Fritzsche works as a volunteer at the Lichtbrücke in Engelskirchen. The support for her MIT project made it possible for the organization to provide school materials for approximately 300 preschool children in Khagrachari, Bangladesh.

[www.lichtbruecke.com](http://www.lichtbruecke.com)



**India:** Henkel employee Dr. Reimar Heucher supports the Indo-German Help for Children (IGHC) organization and its projects in his free time. Following the tsunami in 2004, it built a vocational training school in Ranganathapuram with Henkel’s help, thus enabling children to obtain this education.

[www.deutsch-indische-kinderhilfe.de](http://www.deutsch-indische-kinderhilfe.de)



Here you can see examples of the broad spectrum of engagement shown by Henkel employees and retirees. On the following pages, you can read the stories that go with these photos.

Make an Impact on Tomorrow

## Henkel's MIT Initiative

Through the initiative Make an Impact on Tomorrow, MIT for short, Henkel has supported since 1998 the volunteer work performed by its employees and retirees. The employee or retiree, the non-profit institution and Henkel thus team up to work together.

MIT supports projects involving social needs, education and science, health, art and culture, and ecology. "From the fireman to the manager, from the apprentice to the retiree, the people whose volunteer work is fostered by MIT are as diverse as the MIT projects themselves," reports Nadine Frey, MIT coordinator in Düsseldorf. "These projects may involve the local volunteer fire department, self-help groups, or projects abroad, such as medical care for children in Nepal or renovations for a school in Nigeria. These examples show how varied the volunteer activities of Henkel employees and retirees are. It is truly impressive," says Frey. Since MIT was launched in 1998, almost 10,000 MIT projects have been carried out in more

than 50 countries all over the world. The MIT Initiative will be celebrating its 15th anniversary in 2013.

### Donations and time off from work

The main criterion for MIT support is the intensity of the engagement shown by the employee or the retiree in the project involved. The more the applicant is involved in the project through his or her volunteer work, the more MIT can help. Through the Initiative, it is possible to request financial support of up to 10,000 euros, product donations from the various business sectors, and time off from work with pay for a maximum of five days for extremely time-intensive project work. Every MIT application must

include a detailed cost overview, for the MIT Committee will want to be certain that the monies provided will be used concretely for projects with a long-term impact.

### MIT ambassadors active globally

But how does MIT operate worldwide? "In every Henkel region, there is an employee – referred to as an ambassador – who is responsible for coordinating Henkel's local engagement and who serves as the direct contact person," explains Kirsten Sánchez Marín, who has been the head of the "Global Social Progress" team since July 1, 2012. "We stay in close contact with our ambassadors, so that we can jointly continue to establish Henkel's social engagement in the various regions." The regional structure is evident in the fact that responsibility in the region is in the hands of the ambassador, together with the local MIT committee. Regions can support MIT projects with sums up to 5,000 euros.



“Many Henkel employees do amazing things in their free time for other people who are not as fortunate as they are. I am very happy that the company recognizes and supports this engagement.”



**Nadine Frey** is a staff member in the Global Social Progress department where she is responsible for coordinating Henkel's support of volunteer work through Make an Impact on Tomorrow.

In Germany, an interdisciplinary team meets once each quarter to make decisions regarding the projects suggested by German employees and retirees. The team is made up of employees from the Donations Management, Social Services, Corporate Communications and Finance departments, one retiree representative, and one member each of the works council, the MIT Network of Düsseldorf, and the Henkel family. This Committee also rules on MIT projects in other regions whose requests go beyond the sum of 5,000 euros.

**MIT Round Table**

On December 5, 2012, International Volunteer Day, the “MIT Round Tables” will be taking place in all regions. Invited to these meetings will be a number of employees and retirees from the regional sites whose projects have been sponsored by MIT, so that they can report personally on them. This day is dedicated to a joint exchange of experience on

volunteering and to an expression of Henkel's appreciation of those of its employees who are engaged in these activities. This will be demonstrated especially by the participation of members of senior management, such as Kathrin Menges, Executive Vice President Human

Resources, and members of the Henkel family. In all Henkel regions, this day of action is to center around the idea of “social engagement” and will celebrate the volunteer activities of Henkel's employees and retirees.

**How to apply for support for an MIT project**

If you wish to obtain support from MIT, please fill out the application form for project support. All Henkel employees and retirees can obtain MIT application forms and the criteria for support from the MIT contact persons at their sites or in their region, on the Henkel Intranet at <http://mit> or from Global Social Progress, Henkel AG & Co. KGaA, Building Z 24, 40191 Düsseldorf, Germany, Phone: +49 (0)211 797-4439, Fax: +49 (0)211 798-2434, E-mail: [corporate.citizenship@henkel.com](mailto:corporate.citizenship@henkel.com)



It is now also possible to fill out the MIT application form right on line, save it and send it. The MIT ambassadors at your site or for your region will gladly answer any questions you may have about MIT or about how to fill out your application. They will also accept your MIT applications and coordinate all necessary steps with the MIT Committee in Düsseldorf.



The children in the Guatemalan village can have greater hopes for their future due to better education and medical care.

## MIT in Guatemala

# Improving perspectives with persistence and endurance

In 2008, to mark the tenth anniversary of MIT, Henkel decided to sponsor a special anniversary project in a mountain village in Guatemala. Today the people who live there enjoy a greater quality of life and improved educational opportunities.

The MIT “birthday party” took place in a little village in a mountainous region of Guatemala. After about two years, when the last house had been equipped with a cement floor, whitewashed walls, a water filter, and a fuel-efficient stove, there was every reason to celebrate. More than 100 volunteers – from Henkel employees from all over the world to their own relatives and friends – had all helped on site to improve the living conditions of these families.

### A village transformed

In these two years, the entire village has changed, reports Kirsten Sánchez Marín, who had initiated the MIT anniversary project while she was with Henkel Guatemala. There is a small health center in which a doctor from the capital city provides basic medical care for one week each month. Courses on hygiene, nutrition, and family planning are offered, and the elementary schools in the

region are now also equipped with water filters and stoves for cooking. The first significant results are evident: In the families living here, there is now a far lower incidence of illnesses affecting the gastrointestinal tract, and respiratory ailments and burns are also now far less frequent.

The program designed to increase agricultural productivity has helped 50 families to bring in six times the crop yield than was previously the case. Advice regarding the cultivation of corn and vegetables will also enable the families to protect the soil from depletion by planting mixed crops. The installation of stoves alone will prevent more than 1,500 trees from being cut down each year. This is an important factor in this mountainous area, which is highly endangered by erosion. Henkel also conducted a workshop on the marketplace, attended by about 350 women and men,

on the topic of washing methods that are environmentally friendly and that will protect the rivers and the lakes.

### Starting to focus on education

In many families, Spanish is still a foreign tongue, and most of the children grow up speaking one of the common Maya languages. Many mothers speak no Spanish, or very little. When the children start school, they therefore find it very difficult to follow the lessons. A program has been developed to help the children to participate in the lessons more quickly and fully, thus providing a basis for a solid education.

“At the beginning, very few people in the village believed that the project could be successful,” reports Antonio Argueta, formerly Research & Development employee at Henkel Guatemala and a volunteer. “This makes the improvement in the quality of life that is visible today in the village, especially that of the children, all the more satisfying. The houses now have a solid foundation and a fuel-efficient oven. The project has truly improved the life of the people who live here.”

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



## MIT in Tanzania

## Education is key

Ensuring that women and girls have access to education, thus making it possible for them to lead an independent life, is the objective of Aktionskreis Ostafrika, which offers assistance in East Africa and in which Henkel retiree Hartmut Schanz, now 75 years old, has been involved for 13 years now. "I have had much luck in my life. My career progressed steadily. Now that I am retired, I would like to give back to people who have had less luck in life than I have had," explains Schanz, who was General Manager of a Henkel subsidiary until 1998. Every year, Schanz flies to Tanzania for several weeks. Particularly close to his heart is the education center in Leguruki in the northern part of the country.

### Counting on Henkel even after retirement

The education center was in grave danger of having to close down in the late 1990s due to a lack of funds, so the freshly retired Hartmut Schanz contacted his former employer. "When I told the appropriate persons at Henkel about the project in Tanzania, they immediately assured me that they would help," reports Schanz. A short time later, a new girls' dormitory with 48 beds was built. The following year, Henkel made it possible for a new deep well to be constructed, which made



The students and teachers at the education center in Leguruki, Tanzania, have been supported by Henkel retiree Hartmut Schanz (5th from r.) for many years.

it easier to provide water for the school. After all, about 600 students live on the school property, as well as teachers and their families. In collaboration with the local government in northern Tanzania, a joint project had already been initiated which focused on education for adult women. These women are now to receive additional training in practical skills.

This project was further supported by Henkel in 2012, making it possible to purchase equipment like sewing ma-

chines and an oven, as well as appropriate textbooks, and to expand the classrooms.

Another goal of the project is to boost the confidence of these women, who are generally very poor. One focus is that of motivating the women to send their children to school, so that they will have a better basis and thus greater opportunities for their lives.

[www.aktionskreis-ostafrika.de](http://www.aktionskreis-ostafrika.de)

## MIT in the Czech Republic

## Practice makes perfect

Since March 2011, children at the Havířovská Nursery School in Prague, Czech Republic, have been given an opportunity to learn through multimedia. Even at a pre-school age, they are now able to use computers to master the basics of their national language. To make this possible, Henkel donated the equipment for a modern computer classroom that is suitable for children. In addition to computers and software, it contains furniture, toys, a whiteboard, and accoutrements for art lessons.

In the future, the room will also be available to children from neighboring nursery schools in the Prague district of Letňany. "It is wonderful to see how much the children enjoy learning in their new computer room," reports Lidija Erlebachová from Henkel Czech Republic. "And this gives them a good opportunity to prepare for elementary school," adds Erlebachová.

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



The little ones are not only highly motivated, but have plenty of fun learning the basics of their language in the new computer room at the Havířovská Nursery School in Prague.

## MIT in the USA

## Fit for the future

Trained skills are absolutely vital in today's working life, and this makes it all the more urgent for pupils to prepare for their future. Unfortunately, not every pupil starts out with the same advantages. So it is important to help those that do not have such opportunities to obtain a good education. Henkel retiree Dr. Richard Theiler, formerly Head of Research and Development in Scottsdale, Arizona, is committed to helping young people in the area with the support of the MIT Initiative.

### Ideas for planning one's future

Through the program that is conducted in collaboration with a charitable organization named "MentorKids," the children learn business basics and gardening skills. The young people are given an opportunity to grow their own fruits and vegetables in the community garden and to sell them at the market.

The aim of the project is to give the young people insights into the world of business through presentations by local businessmen. A visit to the Henkel site in Scottsdale was also scheduled. Celeste Calderon, staff member in the Beauty Care business, and Juan Salas, of Research and Development, explained their work at Henkel in a question and answer session.

"We have to show the young people that they have perspectives," as Theiler explains his commitment. This is particularly important for young people from socially disadvantaged areas.

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



Juan Salas (fourth from left), Research and Development staff member, shows pupils the detergent testing laboratory at Henkel in Scottsdale, Arizona.



The children can have fun playing in the safe, newly designed playground.

## MIT in Brazil

## Playing safe

In the Brazilian city of Hortolandia, 100 kilometers northwest of São Paulo, the Associação Casa da Criança Feliz ("House of Happy Children") offers more than 150 children and young people a place where they can feel safe and carefree. Since many parts of the city are marked by crime and they often grow up in instable family and living situations, the children are in particularly great danger of being caught up in the vicious cycle of drugs and violence at an early age.

### Carefree childhood

The idea of the project is to offer recreational activities to the children – such as arts and crafts, computer courses, or choral singing – after school, so that they can spend as much of the day as possible

in an environment that is appropriate for them. The children are also given two hot meals each day.

Paulo Fellao Filho, Manager at Henkel Brazil, has been involved in this project for some time now. In 2011, with the help of MIT, he was able to modernize the very rudimentary playground equipment and erect a new, safe fence around the space. "We also installed a new floor in the cafeteria and thus improved the hygienic conditions," as Filho reports.

[www.casadacriancafeliz.org.br](http://www.casadacriancafeliz.org.br)



Danielle Fleurackers (left, with her daughter and the child she sponsors) volunteers for the Shangrila Home organization in Kathmandu, Nepal, which offers a home to 79 street children.

## MIT in Belgium and Nepal

# A future for street children

Danielle Fleurackers, a customer service staff member in the Adhesive Technologies business sector in Belgium, has been involved for years in the Shangrila Home relief organization, which has been providing care for the street children in Nepal's capital, Kathmandu, since 1995. Today the organization provides a home to 79 children, makes sure that its foster-

lings receive an education, and takes them on outings, such as to a swimming pool, the zoo, or the movies.

### Annual vacation well spent

Danielle spends many days of her annual vacation in Kathmandu and selflessly takes care of the children, together with the other volunteers of the aid organiza-

tion. As part of the MIT program, Henkel provides financial and product donations. This enables some of the street children in Kathmandu to continue to have perspectives for the future.

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

## MIT in China

# Equipment to help disabled orphans

The Keifeng Orphanage in the Chinese Province of Henan is home to more than 120 children. Some of them are physically disabled. No matter how much devotion the members of the staff show in taking care of the little ones, essential pieces of equipment are simply lacking. George Kazantzis, Regional Head of the Transportation and Metals SBU of the Adhesive Technologies business sector in China, was well aware of this.

### Learning to walk and thus live better

The Manager, who himself has adopted one child from the Keifeng Orphanage, joined forces with Henkel to acquire new

special beds and rehabilitation equipment. They are intended to help the children to better cope with their difficult situation. "Most important, the children are now able to receive more intensive walking therapy, which will help them to improve their motor skills," explains Kazantzis.

The Henkel employee visits the orphanage with his wife as often as possible. "We love to spend time with the children. This makes it possible to give them – in addition to material help – a little warmth and affection that they have hardly experienced up to now in their short lives," reports Kazantzis.



George Kazantzis and his family visit the Keifeng Orphanage as often as possible.



Katja Fellenberg (middle) with her colleagues in front of the office of the Düsseldorf Center for Independent Living.

## MIT in Germany

# Independent living requires engagement

Katja Fellenberg is especially proud of the founding and establishment of the first office of the still young Zentrum für selbstbestimmtes Leben Düsseldorf e.V. (Center for Independent Living) – ZSL for short. Carrying out this project was in part facilitated by the help of Henkel’s MIT Initiative.

The ZSL provides assistance to people with different kinds of disabilities, helping them on the path to independent living. In fact, this is how Katja Fellenberg found ZSL herself. She left her parents’ home two years ago and now, with a 24-hour personal attendant, is able to live without the help of home care services or her parents.

### Easier path to an independent life

It is often difficult for the parents of the disabled when their children decide that they want to live in their own four walls and with help they organize all by themselves. The ZSL also helps in situations

like this, providing support especially in the planning of and advice on so-called personal budgets.

Katja Fellenberg, ZSL board member, explains: “This is a form of support that is available from various sources, such as local authorities or nursing or integration offices, for people who need help.” It primarily comes from the state organization. In plain terms, says Fellenberg: “A determination is made as to how much help a disabled person requires, how much support he or she needs. 14 hours, for example, or even 24 hours – around the clock – and this is what the two of us

need.” She nods toward her ZSL colleague, Patrizia Kubanek.

They are almost the same age and know each other from a school for the physically disabled in Cologne. Kubanek went on to university, while Fellenberg became a trainee at Henkel. “We ran into each other again two years ago here at the Center,” Fellenberg recounts happily. At the time, she had gone to the ZSL to find out how it might be possible to live independently with the help of a self-appointed assistant – and then she was trained to become an advisor herself. Up to then she had only found vague information about this kind of support.

### Help for everyone, advice for everyone

The counseling approach is based on long-term support of those seeking help, “no matter what disability they have. This is what makes us special. We do not differentiate between physical and mental disabilities or learning disabilities,” says Fellenberg.

The most important thing about the ZSL is its independence from sponsors and service providers. “And there are incredibly few information centers that have the knowledge we have about budget-related questions,” adds Fellenberg. She enjoys the counseling sessions very much, she says. They are a great complement to her job at Henkel, where she is an assistant in the team for Global Diversity and Global Social Progress.

[www.zsl-duesseldorf.de](http://www.zsl-duesseldorf.de)

### Center for Independent Living

There has been a Center for Independent Living in Düsseldorf since 2006. The first Center for Independent Living in Germany was founded in 1986 in Bremen. The idea for a counseling center by and for disabled people was already developed in the early 1960s in the USA.

The objectives of the international self-determined life movement include anti-discrimination and equality for disabled people and the greatest possible control over their own organization.

## MIT in Israel

## Using high-tech to restore speech

Henkel employees in Israel support the children's aid organisation "Tsad Kadima" which provides assistance for more than 350 mentally and physically disabled children. "Tsad Kadima" is Hebrew and stands for "a step forwards."

These children suffer from cerebral palsy and other spastic diseases and are therefore not able to express themselves through language, or can only do so to a limited extent. Tsad Kadima, which was founded in Jerusalem in 1987, has set itself the goal of providing speech therapy.

### Developing a new language

For this purpose, the aid organization, which is in part financed through government funding, has developed a program which enables the children – with the help of special portable comput-

ers with touchscreens and special software – to communicate their basic needs in a simple way. In the near future, a computer-assisted general language is to be developed that will allow the staff and the children to communicate and that will be used nationwide.

"It doesn't matter what the children's background is or what their religion is," says Hilla Ariel, a Henkel employee in Israel, whose involvement in "Tsad Kadima" led to the MIT support. Thanks to the MIT Initiative, it has been possible to purchase several new special computers.

[www.tsadkadima.org.il](http://www.tsadkadima.org.il)

**"It gives me real pleasure every time when I can tell my colleagues the answer is yes. Social engagement is very important, especially in the Middle East and Africa."**



### Hagit Dagan

works with Henkel Israel and is responsible for coordinating and supporting global social progress topics in the Africa/Middle East region.

## MIT in Switzerland

## Let me join the circus – just once!

Peter Faesi of Henkel in Switzerland got together with other volunteers to make it possible for mentally and physically disabled children at the School for Special Needs in Lucerne to participate in a circus performance. For the children's dream to come true, Faesi and his seven-member team had to locate sponsors and a circus. "I was responsible for the organization, the food, and the marketing," Faesi explains.

The Wunderplunder traveling circus happened to be giving guest performances in Lucerne from June 27 to July 1, 2011. This made it possible for 80 disabled children to rehearse a routine with the performers, including the clowns, dancers and magicians, and to prepare a big appearance for the last day. "The performance at the end of the week turned into a major spectacle and a highlight for everyone involved. It was rewarded with a standing ovation by the audience," as Faesi sums it all up.



*The tightrope and acrobatic dance group of the School for Special Needs in Lucerne earned a standing ovation from the audience.*



Sahin Kayahan and Uwe Westphal secured plenty of equipment for the fire department in Türkeli. And they had to use it right away – to fight some small forest fires.

## MIT in Turkey

# On the Black Sea – Charge the hose line!

In September 2011, Henkel employees Sahin Kayahan and Uwe Westphal of the company fire department in Düsseldorf volunteered for the second time, providing training to members of the volunteer fire department in Türkeli, with the support of the MIT.

One training course is just not enough to initiate a continuous improvement process. “This is why,” as Kayahan and Westphal explain, “we continued on in September 2011 where we had stopped the year before.” This time, too, the two firemen used part of their annual vacation time for this volunteer work. “We are very happy that the MIT Initiative supported us by giving us a couple of days of paid time off from work,” says Kayahan. “Henkel also contributed a generous amount of money so that we could purchase equipment for our Turkish colleagues. And the company fire department gave us fully operational equipment that was no longer being used that we could take along.”

The second five-day training course focused first on the use of the new pieces of equipment. This turned out to be a

good decision, for it was hot and dry in Türkeli. It was not long before forest fires began to break out, and this equipment was immediately put to good use.

### Celebrating shared successes

“Another forest fire alarm!” is how Westphal describes a situation that is not exactly common for a member of the Henkel company fire department. “On the way there, we could already see a large cloud of smoke that pointed us in the right direction. The fire was already raging over an area as big as a large football field. Together we were able to put out the blaze pretty quickly on the slope that wasn’t that steep. But when we arrived, the steep valley basin, which was hard to get to, was already on fire, too. Using an improvised water cannon, which had already been demonstrated in the training course, we were able to put out the crown

fire in the valley basin. We kept going until the last drop of water had trickled out of the hose. And then we contended with the last of the flames, using axes, sand and shovels. We were super happy about the success we had achieved together.”

### Old equipment but great passion

Türkeli is a small coastal town on the Black Sea and the home of Sahin Kayahan’s family. This is why Kayahan was well aware of the problems of the local fire department. He had paid a visit to it with his co-worker Westphal for the first time in 2010, holding a ten-day basic training course. “These are all civil service employees who volunteer as firemen in their free time,” reports Westphal. “The equipment and the vehicles are often antiquated. Our idea was to wait until a vehicle was phased out at Henkel and then drive it down to Türkeli. In the meantime, we are planning to carry out a training course for the third time in March 2013, to help our colleagues there to become even more professional in their work.”

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

MIT Network in Düsseldorf

# Some projects need more helping hands

In line with the motto “with each other, for each other” the members of the MIT Network use the experience they have gained through their volunteer work to advise and support their Henkel colleagues when they conduct their own MIT projects. As a team, the MIT Network is capable of planning large-scale campaigns for charitable purposes and can call on Henkel employees at the appropriate sites to take part.

**Henkel staff and daycare parents as a team**

The St. Michael Daycare Center in Neuss-Norf needed a new playground. Henkel donated gravel and flexible rubber elements for the new ground covering, on which the children can now safely romp around. It was possible to complete the project in record time, however, only due to the help of members of the MIT Network in Düsseldorf. They donated their time on the weekend and got to work with four parents so that they could create a lovely space where the children can now play and experience nature.

**Setting an example**

For Angela Leckner and her eleven current comrades-in-arms, there is no doubt: “If we are needed, we are glad to pitch in and help!” affirms the head of the MIT Network in Düsseldorf, which includes Henkel employees, as well as apprentices and retirees. “Our main purpose is to provide some practical support for MIT projects where a couple of helping hands are simply needed – as was the case for Henkel retiree Christa Büchler and her ‘Playground for the St. Michael Daycare Center’ project this summer.”

The MIT Network has been working at the Düsseldorffest for many years with the “Alle im Dienste Solidarisch A.I.D.S. e.V.” support group, drumming up donations. These are to be used to improve the quality of life of persons affected by HIV. The members of the Network also organize fundraising campaigns – and very successful ones – such as the annual “Christmas Wish Tree” in the Henkel canteens. The first MIT Network was founded twelve years ago in Düsseldorf, and



*Pleased with the results of their hard work (l. to r.): Claudia Mai, Angela Leckner, Nadine Frey, Christa Büchler, Pascal Hermann, Dirk-Volker Hermann, Mario Wecker, Serge Sernow and Stefan Kindgen.*

volunteers are still needed. “We’d like to encourage other sites to establish MIT Networks of their own,” says Leckner. More information on the MIT Network can be found on the Intranet at:

<http://mit>

“It is refreshing to be part of a company that holds social engagement in such high regard. Henkel is truly committed to improving the quality of the life for people around the world.”



**Michelle Pattison** works at Henkel USA where she is responsible for coordinating and supporting global social progress topics for the North America region.

“I think it is great that Henkel supports its employees who spend their free time doing good things for other people. In Eastern Europe in particular there are many challenges, and Henkel can make an important contribution to solving them.”



**Beatrix Eigner** works at Henkel Central and Eastern Europe where she is responsible for coordinating and supporting global social progress topics for the Central and Eastern Europe region.

“When going about your daily work, it’s easy to forget that there are many people outside your office who are not as fortunate as you are. So for me, it’s a wonderful thing to be able to support Henkel’s social engagement in Western Europe as well.”



**Diane Humphrey** works with Henkel in the UK and is responsible for coordinating and supporting global social progress topics in Western Europe.



Tobias, Daniel, Niklas, Frederike and Henrietta (from the left) from Berlin enjoy getting to know about country life and the way plants grow and are harvested.

## Brand engagement

# Persil helps children

Through the “Project Futurino,” Persil has been involved since 2007 in promoting comprehensive nature and environmental education for children in Germany. The brand also supports children and young people in other countries.

In 2012, too, Persil provided support for a large range of projects within the framework of its Futurino initiative within Germany, to the sum of 150,000 euros. One example is the assistance for a project initiated in 2007 by the Berlin organization “Actiontoure – leben.lernen. e.V.” Here the program “Experiencing nature: The fruit garden” brought children from this big city to a village in Mecklenburg for a week during their school vacation so that they could experience nature. Thanks to the support provided by Persil, the children and their teachers were able to actually plant a fruit or vegetable garden.

In addition to these and many other projects in Germany, Persil also supports numerous projects in other countries that focus on children and young people. One of the most moving projects of this worldwide brand engagement is the cooperation between Persil and the Lebanese aid organization Tamanna. Since 2008, with the help of Per-



**PROJEKT FUTURINO**  
Eine Initiative von **Persil**

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

### Sowing, planting and harvesting – a new experience

“We find this project fantastic. It totally meets our desire to make young people aware of questions relating to the environment and nature,” says Eckhard von Eysmond, Marketing Director for Laundry & Home Care at Henkel in Germany. The fruit garden permits school children to experience the seasonal sequence of sowing, cultivating and harvesting, while requiring them to assume responsibility for all of the work that must be done in the garden.



Niklas, Tobias and Daniel worked hard and planted fruit trees for their new adventure garden.



sil consumers, Henkel has been making the wishes of seriously ill children in Lebanon come true. At that time, Henkel founded the “1,000 L.L. Campaign,” in which for every package of Persil that was sold, 1,000 Lebanese pounds (0.50 euro) were donated to support Tamanna’s goal – transforming children’s tears and suffering into smiles and laughter. A total of over 700,000,000 Lebanese pounds – more than 365,000 euros – have thus already been collected for this wonderful purpose, and 850 children’s wishes have already come true. These wishes are very varied. They range from attending a game of the Manchester United soccer team to a trip to Disneyland in Paris to the transformation of a child’s room into a space station with space wallpaper.

#### Mothers need time, too

In 2012, however, Tamanna and Henkel wanted to honor the people who often sink into the background in seemingly hopeless situations: the mothers of children who are severely ill. For this reason, Henkel and the aid organization arranged a “Mother’s Day” on March 20, 2012 – a day which centered around the mothers. “When children are suffering from life-threatening diseases, they need more than the best possible medical care; they need the love of their mothers,” explains Philipp Kaady, Marketing Manager for Laundry & Home Care at Henkel Lebanon. “In the fight



*Mothers need a break, too. At an event planned to honor them, the mothers of seriously ill children let themselves be pampered by Persil and Tamanna.*

against disease, fun and enjoyment of life are allies whose value should not be underestimated. Our partnership with Tamanna makes it possible to make children’s wishes come true. But we also wanted to make the wishes of the mothers come true, too.”

Since the beginning of this collaboration, Henkel Lebanon has been able to fulfill an average of three children’s wishes per week with Tamanna, and it will continue to support this project, so that it can put a smile on the faces of children and their mothers in their most difficult moments.

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



## Corporate and brand engagement

### “Back to School ... with Henkel”

For seven years now, when school begins in September, Henkel has been distributing schoolbags in Egypt filled with all kinds of useful materials. The target of the campaign in 2012 was again that of providing school materials to school students in the poorer rural areas of Egypt. Corporate Communications thus joined forces with Marketing and Sales in Egypt to organize the distribution of some 14,000 schoolbags. They were filled with a pencil case containing pencils, an eraser, a ruler, notebooks, and a number of Henkel products, such as the Pritt Stick, Persil and other products.

“Even after so many years, it is always rewarding to see how excited the school students are when they get these schoolbags. And it is wonderful that our company and our brands can help children so directly,” as Rania Rifaat, Corporate Communications employee at Henkel Egypt, proudly comments.

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



*Again in 2012, many Egyptian school children are thrilled with their Henkel schoolbags containing useful materials for writing, learning and handicrafts.*

## Metylan brand engagement

## Wallpapering like a Master

Germany's best journeyman painters met in Düsseldorf for the final round of the Metylan competition for young painters: "Quality Makes Masters".

With its competition entitled "Quality Makes Masters," the Metylan brand of the Adhesive Technologies business sector has been promoting the training of young painters since 2009 in collaboration with the Bundesverband Farbe Gestaltung Bautenschutz (Federal Association for Paint, Design and Building Protection). In the final round, Germany's ten best young painters can win one of five vouchers for further education amounting to 5,000 euros for their training to become master craftsmen. The "master" finalists competed on October 27, 2011, at the Berufsbildungs- und Technologiezentrum (Vocational Training and Technical Center) in Düsseldorf, to show what they had learned in theory and practice. "The painting trade is a part of me that I would no longer want to be without," is how Darinka Eistetter described her participation. "My personal goal is to become a Master."

### Quality needs masters

Within a half-hour, she and the other participants had to answer the jury's questions on regulations and guidelines, surface preparation, wallpapers and pastes, but also about their motivation. They then went on to demonstrate their wallpapering and spackling abilities in the practical part of the competition. The participants had two hours to master the challenging practical tasks that demanded all of their ability, ingenuity and creativity.

### An all-around success

Henkel was represented by Christian Sinz, Manager of the Metylan brand, Axel Bornefeld, Head of Floor-Wall-Ceiling, and Susanne Reich-te Kate, Head of Reno and Deco Technology. "We received more applications than the previous year," Sinz says happily. "The young people are truly passionate about their training, and this can be seen in their outstanding results," as Reich-te Kate reports.

Chosen by the jury as among the best in 2011 were Darinka Eistetter, Marina



Maake, Sandra Wissner, Jan Hoffmann and Kai Krähenbühl. They will be working closely with Henkel for a year as Metylan ambassadors and will be in a position to give us their ideas for new projects and further developments.

"All of the participants were highly motivated. The results were outstanding throughout, and we were impressed by their high quality," as Roland Brecheis, juror and Chair of the Education Committee of the Bundesverband Farbe Gestaltung Bautenschutz summed things up after the ratings had been completed. He also praised Henkel's intensive engagement in promoting young up-and-coming craftsmen.

"Excellent work does not come out of the blue. It is always the result of comprehensive training," Brecheis continues. This is also shown by the outstanding international reputation of the German training system, which Henkel also advocates with its Metylan brand engagement.

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

"I'm very impressed by the way my colleagues foster social progress through our brands, and I'm glad to support them wherever I can."



**Heiko Held**  
responsible for brand and corporate engagement as well as emergency aid in the Global Social Progress department.



Future master craftsmen in the practical test: In only two and a half hours, two different types of wallpaper had to be selected and correctly hung. Not only the technical ability of the ten participants was important in the "Quality Makes Masters" competition, but also their creativity.



Eric is one of 30 young people from the SOS Children's Village in Salvador de Bahia to learn how to cut hair, here under the guidance of Carla Miyata, advisor at the Schwarzkopf Academy in Brazil.



Edicarla (right foreground) from the SOS Children's Village, Maria de Lurdes Carneiro (left), salon owner from Portugal, and Carla Miyata, advisor at Schwarzkopf Academy in Brazil) at a hairdressing training course.

## Schwarzkopf Professional brand engagement

# A future with comb and scissors

Through its "Shaping Futures" initiative, launched in 2010, Schwarzkopf Professional gives young people around the globe a chance to see what the world of hairdressing is like.

In the middle of March 2012, the Henkel salon business organized its first four-week training program at the SOS Children's Village Salvador de Bahia on the eastern coast of Brazil. Schwarzkopf Professional hairdressers from Portugal and Brazil were there. By volunteering, Carla Miyata, Celeste Marques, Felipe Batista Nunes, Joelma Oliveira Andrade, Liliana Mónica da Silva Alves and Maria de Lurdes Carneiro made it possible for approximately 30 of the 132 children in the village to participate in an intensive course in haircutting.

### A network for the future

The young people were thus able to get to know a profession which may be able to help them to lead an independent life in the future. To establish an initial contact with local salon owners, "Shaping Futures" invited them to come by in the middle and at end of the course. The young people were thus able to meet potential employers and to take a first step toward independence.

### Enthusiastic participants

Brazilian salon owner Joelma Oliveira Andrade said: "Participating in Schwarzkopf Professional's 'Shaping Futures' initiative was an overwhelming experience for me. We were able to share our knowledge with the highly interested pupils in the SOS Children's Village and thereby accompany them on their first steps toward becoming professional hairdressers."

Maria de Lurdes Carneiro, a Portuguese salon owner, was also very pleased. "My participation in the 'Shaping Futures' initiative was very rewarding for me on both a personal and a professional level. I was very happy to see how enthusiastic the young people were and how incredibly anxious they were to learn."

[www.schwarzkopf-professional.com/social-initiative](http://www.schwarzkopf-professional.com/social-initiative)

### Shaping Futures



Schwarzkopf Professional launched the "Shaping Futures" initiative in India and Peru in November 2010 in collaboration with the charitable organization SOS Children's Villages. The goal of this worldwide initiative is that of training young people in SOS Children's Villages in basic hairdressing techniques. In the long term, the idea is to make it possible for these young people to earn their own living.

Hairdressers and employees of Schwarzkopf Professional train young people in SOS Children's Villages for periods of four weeks each as volunteers. Each participant is given a start-up bag with hairdressing necessities, such as scissors, a comb and a cape, and receives a certificate once he or she has successfully completed the course. Schwarzkopf also establishes contact between the participants and local hairdressers and arranges practical courses in hairdressing salons. Since the program was initiated, Schwarzkopf has carried out courses in seven countries: Brazil, India, Colombia, Latvia, Morocco, Peru and Vietnam. All told, 204 young people have received this training since 2010.



*Levent Bicer, holder of a master's degree in journalism and communication studies, works as a Fellow at the Moses Mendelssohn School in Berlin-Mitte.*

## Corporate engagement

# Creating perspectives for disadvantaged pupils

Henkel has been supporting the non-profit educational initiative Teach First Deutschland since 2010. Its objective is to make better educational opportunities available to socially disadvantaged children and young people.

As a sponsor, Henkel supports the organization and program implementation of Teach First Deutschland. Henkel thus

contributes to the successful continuation and expansion of this educational program. Following the initial donation made by Henkel in 2010, this engagement has become more intensive as of 2012.

### Fellows have a lasting effect

Access to a good education is often unavailable to children from socially disadvantaged environments. Teach First Deutschland wants to change this with the help of fellows at schools located in social hotspots. Fellows are university graduates in all fields who dedicate themselves full time for two years, engaging the students intensively and purposefully. They work as additional teachers and provide supporting lessons in the afternoon.

Fellows must complete an intensive training program. While they are at work in the schools, they are continuously mentored and earn additional qualifications in the fields of politics, business or science. Since 2009, over 140 fellows have worked at schools in five German states.

### Investing in our shared future: Education

An additional 76 fellows will join the program in the 2012/2013 school year. Teach First Deutschland would like to make perspectives for the future possible at many more schools, and Henkel will be supporting Teach First Deutschland in doing so. "We want to provide better educational opportunities through Teach First Deutschland. Disadvantaged pupils are the focus of our actions. The educational situation can only be influenced by collaboration between the political, school and business sectors. We extend our thanks to Henkel for this support," says Katharina Reifurth of Teach First Deutschland.

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



*Antonia von Lipa, holder of a bachelor's degree, with her young charges at the Else Lasker Schüler School in Wuppertal.*

## Corporate engagement

### Dream of the Animals

A project which delights young and old alike has been running for four years now under the title "Der Traum der Tiere" (Dream of the Animals). Henkel provided support as early as 2009 to this dance theater, which was originally initiated by the "MusÄ" association.

#### Dancing fun with brains

In 2011, Henkel supported the project again by paying the fees for 15 children. In collaboration with the twelve-member development team, which included the well-known singer-songwriter Fredrik Vahle, Emil Schult, and choreographer Birgitt Stamm, the children have a unique dance experience in a nine-day workshop. They learn to move freely on stage and thus build their self-confidence.

"The piece is intended to teach children to act and perform with courage, instead of feeling repressed and retreating. We want children to face the future with a feeling of strength," explains dance teacher Birgitt Stamm. "This also makes it possible for them to develop, through an activity they enjoy, a feeling for the



The children's dance group had plenty of fun performing their "Dream of the Animals" at the Tonhalle concert hall in Düsseldorf.

environment and for the responsibility people have," adds Heiko Held of the Global Social Progress team.

The next project will take place in 2013 under the new motto "Dance of the Atoms,"

which Henkel will again be supporting. During the Easter holidays in March 2013, the Ständehaus K21 in Düsseldorf will be full of excitement, when the children perform their "Dance of the Atoms."

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

## Corporate engagement

### "Out of the Darkness"

A highly unusual film has been produced by Stefano Levi, a former Henkel employee. Until 2009, Levi worked in the Adhesive Technologies business sector. Today he is an independent filmmaker and photographer. In his work "Out of the Darkness," which appeared at the end of March 2012, Levi documents the volunteer work performed by the Nepalese surgeon, Dr. Sanduk Ruit, and his team. The doctors operated on people in the Himalayan Highlands who had been blinded by cataracts. The team transported the equipment on their backs through the mountains at an altitude of more than 3,000 meters. Henkel supported Levi's film work and donated the surgical material.

[www.outofthedarkness-film.com](http://www.outofthedarkness-film.com)



Only one day after the operation, Sangeeta Tamang is thrilled that she can see again. In the Himalayan Highlands, this would not be possible without Dr. Sanduk Ruit and his team of surgeons.



Members of the fire department in Rikuzen-Takada, Iwate Prefecture, in Japan, with its new electricity generators, floodlights, and cable drums for emergency response preparedness. This equipment was acquired with donations from the Henkel fire department in Düsseldorf, Germany.

## Emergency aid Aid for Japan

When disasters occur, Henkel provides immediate aid worldwide, quickly and unbureaucratically. In 2011, in light of the catastrophe that occurred in Japan, Henkel thus promptly provided support for its employees and others that were affected in the region in the form of financial and product donations.

Great dismay and sympathy were felt all over the world after the devastating catastrophe. And so Henkel employees all over the world made donations to help those that were affected.

At the end of 2011, Makoto Tamaki, President of Henkel Japan, officially presented all of the donations and the new vehicles to Dr. Hidekiyo Tachiya, the mayor of the Japanese Soma City in Fukushima Prefecture. They will now be

used to care for the people in Fukushima, the disaster area. Henkel CEO Kasper Rorsted also wrote to Dr. Tachiya personally.

### Every donation helps

The mayor was deeply moved: "Many thanks for your great support. The vehicles help us day by day in rebuilding our city." Henkel donated a total of 90,000 euros to the city for the purchase of seven transporters, plus 15,000 euros for the local children's fund.

"More than 5,500 people were gravely affected in Soma City by the most severe earthquake since record-keeping began in Japan, the resultant tsunamis, and the disaster at the Fukushima nuclear power plant. 457 people died, and two are still missing," says Mayor Tachiya. "Among those affected are more than 300 disabled and 200 older persons. With the new vehicles, our aid workers can reach and provide support to the many victims in the approximately 1,500 temporary shelters much more effectively. The donations to the children's fund help the

city's children, many of whom have lost their parents."

"Every donation, no matter how small, means direct and individual aid to the people in Japan. Supporting the victims of the disaster in their efforts to rebuild is very important to the Henkel employees," emphasizes Tamaki. The relationship to Soma City developed through Henkel employee Kenji Shimaoka, whose family comes from this community. By now, the donated vehicles have arrived.



Dr. Hidekiyo Tachiya (right) Mayor of Soma City in Fukushima Prefecture receives the symbolic key to the Henkel vehicles from Makoto Tamaki, President of Henkel Japan. These vehicles will be of help in looking after the inhabitants of the city.

## Thailand

# Stemming the flood

The worst flood in Thailand began in July 2011 and lasted until the end of the year. Approximately 13 million people were affected by it. These included about 80 Henkel employees, who had to temporarily move into lodgings that were provided by Henkel. Their homes had been entirely inundated by the floodwaters.

“During this difficult period, our employees did everything they could to get to work and to see to it that our customers received the products they had ordered,”

said Henkel Thailand President Chamaiporn Uerpairojkit. “For their part, our crisis team provided 24-hour support to those of our employees who were affected. I would like to thank all of our employees for their exemplary efforts during this difficult time.” As a sign of solidarity with the affected colleagues, Kathrin Menges, Executive Vice President Human Resources at Henkel, went to Thailand at the beginning of 2012 to speak to people personally about the flood disaster and its consequences.



*Pitichalerm Toprasert on the way to work at Henkel Thailand during the flood.*

## Colombia

# Working together for a good cause

The long and heavy rainy season inundated more than 700 communities in Colombia at the end of 2010. Many families lost their houses due to landslides. For this reason, Henkel initiated a house construction project in June 2011 for victims in the city of Soacha, south of the capital, Bogotá. Henkel donated 26,000 euros for the construction of the houses, and 80 Henkel employees actively worked on the project.

The undertaking was carried out by Henkel in collaboration with the non-governmental organization “Un techo para mi

país” (A roof for my country). The house-building project in the suburb of Altos de Cazuca benefited 20 families and their more than 80 children – and already protected them during the next long and heavy rainy season at the end of 2011.

“Henkel has been supporting social projects in Colombia for many years. I am proud that so many employees have become actively involved,” states Alfredo Morales, President of the Henkel Andean Region – Colombia, Ecuador, Venezuela and Peru.

[www.techo.org/colombia](http://www.techo.org/colombia)



*One of more than 80 children who are excited about the newly constructed houses.*

“MIT is a very important program which has been supporting beautiful initiatives and the engagement of our employees over the years.”



**Gisele Jakociuk** works at Henkel Brasil where she is responsible for coordinating and supporting global social progress in the Latin America region.

“The personal engagement that my colleagues show after each dreadful natural disaster just amazes me.”



**Nina Wang** works at Henkel China where she is responsible for coordinating and supporting global social progress in the Asia-Pacific region.


**Henkel** Excellence is our Passion

Henkel International  
Select

- About Henkel
- Henkel Headlines
- Brands & Solutions
- Innovation
- Sustainability**
- Press & Media Relations
- Investor Relations
- Careers


Sustainability

- Strategy & Targets
- History
- External Assessments
- Indicators
- Henkel debates the issues
- News
- Corporate Citizenship**
- Fritz Henkel Foundation
- Facts and Figures
- MIT Initiative
- Social Partnerships
- Emergency Aid
- Worldwide Projects
- Photos, Videos, Publications
- Contacts
- Contact Our Team



Home > Sustainability > Corporate Citizenship

### Social Engagement – Corporate Citizenship



Social engagement – or corporate citizenship – has always been an integral part of our sense of responsibility as a company. This is a tradition that dates back to our founder, Fritz Henkel, and is firmly embedded in our corporate values. Together with employees and retirees, customers, consumers and non-profit organizations, we are involved all over the world. We have structured our activities around three core elements: supporting employee volunteering (MIT initiative), corporate and brand engagement for the common good; and emergency aid. Our donations in 2011 totalled some 6 million euros. In more than 2,300 social projects we supported about 750,000 people.

At the heart of our commitment is the voluntary social engagement of our employees and retirees that Henkel supports via the MIT Initiative (MIT = Make an Impact on Tomorrow). [more...](#)

**THE GLOBAL COMPACT**

We contribute to the United Nations "Millennium Development Goals"

Services

Search  Go

- Search within area
- Contact & Dialog
- Download & Services
- FAQs
- Download folder (0)

Brands

Please Select:  Go

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

Henkel in Social Media



[www.facebook.com/henkel](http://www.facebook.com/henkel)

[www.twitter.com/henkel](http://www.twitter.com/henkel)

[www.youtube.com/henkel](http://www.youtube.com/henkel)

Henkel AG & Co. KGaA  
40191 Düsseldorf, Germany  
Phone: +49 (0) 211 / 797-0

[www.henkel.com](http://www.henkel.com)