

Issue 2014

Together

The magazine for social engagement

MIT Special Project in Poland

Henkel Polska helped unemployed women get back on the job market. [Page 6](#)

Special Olympics in Düsseldorf

Henkel colleagues spent a week supporting athletes during the games. [Page 14](#)

Social engagement worldwide

Teams across the globe volunteered together for good causes. [Pages 18-19](#)



Excellence is our Passion

Contents

- 3** Foreword
- 4** Around the world
- 6** Make an Impact on Tomorrow Special Projects
- 8** Corporate volunteering
- 15** Social partnerships
- 20** Brand engagement
- 23** Emergency aid/Credits
- 24** Internet links

MIT in Namibia

Support for students in Africa



A young student makes a unique gesture to show her appreciation for Henkel's support for her school in Nabisib, Namibia.

Henkel's Make an Impact on Tomorrow (MIT) initiative has been supporting a school project in the Namibian village of Nabisib since 2007. Henkel retiree Dr. Fred Schambil remembers the first time he visited the school.

"Even though our visit was unexpected," Schambil says, "the children in every class greeted us warmly with singing and dancing." It was then Schambil decided to help the school and its 120 students with the support of the MIT initiative.

MIT funding has been used to provide items such as school books, chairs, benches, teaching materials, a copier and a jungle gym. In 2014, 100 mattresses were provided for the school's dormitory. Schambil has also organized private donation drives within

his circle of friends. He used the donations to install solar panels on the roof of the school and to repair the restrooms. Thirty-five boxes filled with warm blankets were also sent to Namibia.

MIT funding was used to sponsor a group of 32 students from the Nabisib school in 2014 to attend a program at the Namib Desert Environmental Education Trust. The program teaches children the basics of living an environmentally responsible lifestyle.

"When I see how well my children and grandchildren live compared to the children in Namibia, it goes without saying that we should help," Schambil says. "It is such a pleasure to support this school with the help of MIT."



Henkel retiree Dr. Fred Schambil, his wife Beate (middle) and teacher Elfriede Plaatjies enjoyed spending time together along with students at the school in Nabisib, Namibia.



Dear Readers,

People who volunteer to help others show that they have a big heart. Many Henkel employees and retirees make it possible through their effort, their engagement and their ideas to initiate and carry out a great variety of projects all over the world that help to make life better for many other people.

Since 1998, we have been supporting the volunteer work of our employees and retirees through the “Make an Impact on Tomorrow” initiative. Whether for sport events, building a house together, supporting homeless people, or working together for reforestation – over the years, we have supported the volunteer efforts of our employees and retirees in around 11,000 projects in more than 50 countries all over the world.

I am deeply impressed by this engagement! And it makes me proud of our active and former employees to know that they are sharing their knowledge, their experience, their enthusiasm, and their energy to help other people.

Social engagement has always meant a lot to our company ever since it was founded by Fritz Henkel in 1876. In collaboration with the “Fritz Henkel Stiftung” foundation in 2013, we provided funding for more than 2,400 projects worldwide amounting to around 7.9 million euros.

We place special importance on educational projects, because they are a lasting investment in the future and a prerequisite for social progress.

I was delighted to have been named to the Executive Board of the foundation, in which I have been active since it was established in 2011. It is gratifying to see that external partners and friends of the foundation also support our activities. Collaboration between Henkel and the foundation has resulted in much greater awareness of our joint engagement. And many people have become involved in order to come to the aid of people in need.

On behalf of the whole Henkel Management Board, I would like to thank everyone for the tireless effort they have devoted to such a large variety of projects around the globe. They all make an important contribution to our society and are role models for other people. Henkel will continue to support their engagement in the future.

Kathrin Menges
Executive Vice President Human Resources of
Henkel and Executive Board Member of the
“Fritz Henkel Stiftung” foundation

Around the world

In all regions

Helping worldwide for 16 years and counting

11,000

projects in over 50 countries

Henkel has supported the voluntary social engagement of both employees and retirees for 16 years through the Make an Impact on Tomorrow (MIT) initiative. Since then, Henkel has supported more than 11,000 projects in over 50 countries worldwide. Funding through up to 10,000 euros is available for each submitted project.

Indonesia

Forest for East Java

10,000

mangrove trees

In August 2014, Henkel employees planted 10,000 mangrove trees along the coast of East Java in Indonesia, covering a land area of four hectares or 40,000 square meters. "Social Progress is a focal area of Henkel's sustainability strategy," says Allan Yong, President of Henkel Indonesia. "We believe our efforts to plant a mangrove forest along the coastal lines of Pasuruan can contribute toward protecting the environment and benefiting the local communities."



United Kingdom

Thrift Shop to benefit Guide Dogs opened

The Guide Dogs for the Blind Association provides a range of mobility services for blind and partially sighted people. After spending several months training Oban (pictured) for service as a guide dog, Henkel employee Phil Harris was also able to support the charity by providing MIT funding for a thrift shop in Warwickshire, England, in March 2014. All of the proceeds from items sold go directly to the Guide Dogs for the Blind Association.



Greece

Henkel Hellas supports the SOS Children's Villages

The Henkel Beauty Care business unit in Greece supported "Together We Shape the Future" with a monetary donation. This initiative includes the implementation of "Daycare Centers for Children" by the SOS Children's Villages of Greece. The program provides children with the necessary educational support to cultivate their skills and abilities. Families also have access to social workers, who provide advice and support for parenting and family issues.



Colombia

Help for elderly people in need of care

The village of San Miguel in Northeast Colombia now has its own place for elder care, thanks to financial support through MIT. Older residents in need of care were previously transferred to nursing homes in other cities. Now they are able to stay close to their families in their own village. "I'll never forget the happy faces of the people who benefited from the initiative," says Nires Miranda, the Henkel employee in Colombia who led the project.

Austria

Corporate Volunteering Day

50
large boxes

At the first Volunteering Day at Henkel in Vienna in December 2013, colleagues collected 50 large boxes of donations. The boxes included clothes, shoes, baby textiles, bed linens and other useful things. The items were donated to the Neunerhaus, a Vienna-based social organization for the homeless; and to Aktion Leben, an organization that provides consultation for women.

Spain

Henkel Ibérica supports Red Cross

5,000
personal hygiene products

Henkel Ibérica donated around 5,000 personal hygiene products from its Beauty Care business unit to families in need. Henkel Ibérica also developed a campaign to promote the branded consumer goods of its Beauty Care business unit under the slogan “Save and Show Solidarity” as part of its ongoing support of Red Cross projects. Consumers can use the online platform www.sumatealasolidaridad.com to donate a product from the Magno, La Toja, Gliss or Licor del Polo brands.



Worldwide

Selfies in celebration of Henkel’s birthday

In celebration of Henkel’s 138th birthday, colleagues worldwide participated in a global team selfie competition in September 2014. Over the course of 20 days leading up to Henkel Day on September 26, teams from around the world submitted creative selfies. Thousands of Henkel employees all over the world chose 20 winners from over 1,600 entries. The “Fritz Henkel Stiftung” foundation donated 1,000 euros per winning photo for a social project – 20,000 euros in total. The 20 winning teams donated the 1,000 euros within their regions to SOS Children’s Villages, Plan International or Teach For All.

China

Warm winter for Chinese children

150
gift bags

The Grateful Green MIT project supplied 150 Chinese youngsters with gift bags at the end of January 2014. Henkel China employees personally prepared the bags, using their free time to fill them with things such as warm clothing, books and personal care products. The bags were personalized for each recipient and included a personal note from a Henkel volunteer. Grateful Green ambassadors Lucy Zhang and Lili Shen delivered the bags to students at the Yunyang High School in the Hubei province.

“This is a very good initiative,” says Chris Chun, Henkel Social Progress Ambassador Asia-Pacific. “We would like to continue this project in the future.”



Worldwide

Become a MIT Volunteer

We support the MIT projects of our employees and retirees through donations in kind, product donations, financial aid, special paid leave and the provision of technical advice. Through the great commitment of our active and pensioned employees as well as through project reports, we ensure that our funds are used where they are most urgently needed – in their entirety, with responsibility and with appropriate transparency.

Are you a Henkel employee or retiree and do volunteer work? Then apply for support for your project! You can request information on criteria for support as well as the MIT application form and financing plan by sending an e-mail to corporate.citizenship@henkel.com



Using photos cut out of magazines, Dorota Rębisz, Magdalena Chęć-Nogalska and Emilia Noćni (from left to right) created collages about themselves to get a better understanding of their goals and dreams.

Poland

Helping women get back to work

After winning a 50,000 euros grant as an MIT Anniversary Project in 2013, 'On the Way to Work' helped unemployed women get back on the job market.

"On The Way To Work" ran from October 2013 through June 2014 and was designed to help 60 long-term unemployed Polish women to successfully come back on the job market. Coordinated in cooperation with the Warsaw-based Fundacja Miejsce Kobiet (Women's Place Foundation), the project was able to address both social and professional needs through several initiatives. During the course of the project, 21 women from Henkel Polska worked together with the participants to build supportive and empowering relationships.

"The Henkel volunteers shared their experiences by being mentors and role models," says Dorota

Strosznajder, the project's originator and leader from Henkel Polska. "The most important part was the sense of feminine solidarity we all shared."

The project has already begun to bear fruit. By October 2014, 27 women of the 60 involved had already found new jobs. Others are participating in recruitment processes or in additional vocational trainings in order to gain new skills to enter completely new career paths. Some have decided to open their own small businesses. The second round of the project began in October 2014 with another group of 20 long-term unemployed women.



Go to www.henkel.com/mit-special-project to watch a video about the project.



The "On the Way to Work" project empowered unemployed women to further develop the skills they need to get back on their feet professionally.

South Korea

Making a difference in children's lives



A mentoring project for socially disadvantaged children in South Korea is off to a good start. After winning a 25,000 euros grant in celebration of the 15th anniversary of MIT in 2013, the “Learning for a life without poverty for children” initiative has helped around 80 young people. The program will run through the end of December 2014.

With the help of two children's centers in Seoul, 10 Henkel volunteers have been mentoring children in the areas of language education, cultural exploration and sports activities. Henkel volun-



teers have organized camping trips, lectures and also a visit to Henkel Korea Technical Center in Seoul.

“It can be easy to forget the people around us,” says Henkel employee and project leader Cheol-jong Kim. “That is why we open our eyes and look outwards to see if we can help. The volunteers have been able to make a difference to the lives of youngsters from poorer families who otherwise wouldn't have the opportunity to broaden their horizons.”

As a part of the “Learning for a life without poverty for children” initiative, Henkel mentors spent time with socially disadvantaged children. Activities included a camping trip (left) and a field trip (right).

Colombia

First aid skills for farmers

In Colombia, the area along the river Río Cimitarra is home to about 30,000 small-scale farmers who have little access to health care. Henkel employee Greys Suarez has been able to put the 12,500 euros grant she won as a part of the 15th anniversary of MIT to good use for the farmers. Henkel and the Asociación Campesina del Valle del Río Cimitarra, which represents the farmers, purchased 17 medical-supply kits and provided first-aid classes. Plans to get an ambulance boat up and running are currently in the works; a part of the grant was used to purchase the motor.

“MIT projects help to change realities, not only for the people who receive the help but also for the ones who participate as leaders in the project,” Suarez says. “It helps us realize that it is possible to change the world.”



With the help of a medical student (right), a member of the Valle del Río Cimitarra community learns how to measure blood pressure. Through MIT support, the classes are helping to improve health care in the region.



These two young girls have a chance to attend kindergarten in the Laotian village of Lang Khang.

Laos

Reasons to smile

Children in 14 Laotian villages have access to early education and healthcare facility thanks in part to a MIT-sponsored pilot program.

Conducted as a two-year-long pilot project by the French organization Sourires d'enfants (Children's Smiles), the Laotian Children's Smiles project goals included giving over 600 children ages three to five access to preschool and kindergarten. Another target was to improve the health of children under six and pregnant women.

Through the support of MIT, the initiative's participants were also able to build a four-classroom kindergarten in Lang Khang and provide its furnishings. Henkel's support also included medical equipment for the community and solar power equipment for use in the villages' schools and in a medical center.

Henkel France employee Eric Ardourel emphasizes that support through MIT was key to the success of this pilot project. Sourires d'enfants has now been granted permission to increase activity in the region, with more schools and health centers to be built in the coming years.

"I will always remember how much these kids value the chance of going to schools, no matter how harsh the conditions are," Ardourel says. "They are very humble and aware of how lucky they are."

Mike Olosky (left) and his son Nick (right) help a volunteer build a bulletin board for classrooms. The students were grateful for the improvements to their school.

Cambodia

Volunteering as a family



Mike Olosky made MIT volunteering a family affair when he took his wife and son with him to the Cambodian city of Siem Reap in February 2014. There, the family helped with maintenance work at the Hun Sen Prasat Bakong high school, repairing the building's damaged roof and giving the classroom walls fresh coats of paint. Before the trip, Olosky's son Nick helped raise funds by holding a bake sale and shoveling snow.

"This is just a start, and we still have a long way to go," Olosky says. "We hope to continue to provide support for this endeavor."

Togo

Keeping children healthy

In countries like Togo in West Africa, access to basic things such as proper hygiene and vaccinations are not always a given. In cooperation with the Aktionsgemeinschaft Viersen-West-Afrika e.V. (AWA), Henkel retiree and MIT volunteer Ingeborg Schäfer helps provide 505 children in the country with Henkel products, such as shampoo and soap as well as detergent and cleaning products for schools and clinics.

Thanks to the improved hygiene situation, the children stay healthy and are able to attend school regularly.

In order to keep the children healthy over the long term, vaccinations are also important. While the Togolese government provides some vaccines free of charge, others are fee-based, and few people can afford them. In 2014, MIT was able to support the purchase of vaccines for the children for diseases such as polio, yellow fever and hepatitis.

“We have a duty to provide support to the less fortunate members of our society. Henkel is committed to building a better future for everyone.”



Mike Olosky
Corporate Senior Vice President, Henkel Adhesive Technologies

With access to vaccines, shampoo and soap, these boys in Togo are well equipped to stay healthy and strong.



Germany

Paddling for the salmon

The Sieg, a river in the western part of Germany, was the setting for a fund-raising canoe regatta in 2013. In it, five classes of school children from southern North Rhine-Westphalia paddled a total of 130 kilometers in a free-flowing section of the Sieg, in order to raise funds for the construction of the “Visitor and Angling Center on the Sieg.” The section they paddled from Siegen to Bonn followed the migration route of the salmon in the Sieg. Henkel contributed to the construction of the center and its child-friendly facilities through a donation from MIT.

Henkel employee Frank Kleinwächter volunteers as a youth leader at the angling association Rheinischer Fischereiverband von 1880 e.V. “Projects like ensuring unimpeded migration for the salmon in the Sieg and building the visitors’ center need more support,” explains Kleinwächter. His engage-

ment and the donation from MIT made it possible to begin with the construction of the Visitor and Angling Center on the Sieg in September 2014.

Adventurous school children had plenty of fun during the fund-raising canoe regatta on the Sieg river.



India

Mastering traffic on 2 wheels

Susanne Klier set up a bicycle project for children in India, providing them with the necessary skills to navigate the streets of Bangalore safely.

With a population of over 10 million, Bangalore can be a dangerous place for bike riders. With the help of MIT and the organization Shishu Mandir – Zukunft für Kinder e.V., Henkel in Germany employee Susanne Klier set up a bicycle project for 50 children in December 2013.

Before returning home, Klier set up a teaching manual to help volunteers continue the program. Klier’s photo (below) was selected as a winner in the 2014 MIT Photo Contest. She plans to use the 500 euro prize money to purchase more bicycles for the program.

Equipped with a German learning plan adapted to left-hand riding in India, Klier spent nearly two months in Bangalore teaching fifth through ninth graders bicycle safety, mechanics and traffic rules. After a final exam, 40 students with best scores were allowed to take a bike home.

“The enthusiasm from the kids and the appreciation from the teaching staff were truly rewarding,” Klier says. “I have never seen so many children eager to learn anything they can from their teachers.”

Safety on the road: In cooperation with the MIT initiative, Susanne Klier (middle) was able to purchase 40 bikes and set up a workshop to familiarize Indian students with traffic rules and the basics of bike repair.



Sundar Iyer (left), CFO of Henkel in India; communications colleague Suraj Varma (second from left) and Jeremy Hunter, President of Henkel Adhesive Technologies in India (right), enjoyed a visit with the school’s teachers and students.

India

Tools for independent living

Henkel in India has been supporting the Suryoday Trust school in Mumbai since 2011. Plans are in the works to build a larger school by 2016.

The Suryoday Trust is a school for children ages five through 18 with intellectual disabilities. In addition to donating materials such as furniture, computers and sanitary facilities, Henkel employees also visit the school regularly.

In November 2013, Henkel provided physiotherapy equipment for the students. Henkel India will also be involved in the building of a larger school in Nalasopara (located north of Mumbai), which will help about 200 additional children starting in 2016.





Peter is one of over 100 homeless people who benefit from the warming center in Royal Oak each night in the winter. The homeless population is on the rise in Southeast Michigan due to poor economic conditions.

United States

Finding shelter from the cold

During the cold winter months, the South Oakland Warming Center in Michigan, keeps homeless people safe and warm.

In the winter at the South Oakland Warming Center in Royal Oak, Michigan, about 100 homeless people receive hot meals, blankets, pillows and clothing. MIT has supported the center for several years; for the last three years, the company has also sponsored a Henkel night by providing volunteers and food.

“The guests are so thankful for the basic food and shelter we provide,” says Henkel employee Laura Miehl. She has been volunteering at the center for over 20 years. “I almost feel selfish that I get so much out of volunteering. I am so fortunate that I can give back a bit to those in need.”



Laura Miehl (middle) enjoys building relationships with the center’s homeless visitors.

United States

Warm meals served with a smile

The St. Leo’s Soup Kitchen in Detroit, Michigan, serves meals to over 150 people 5 days a week, thanks in part to funding through the MIT initiative.

Henkel employee Duff Michowski spends many Saturdays cooking at the St. Leo’s Soup Kitchen. The kitchen, which Henkel has been supporting since 2010, also provides clothing, detergents and household items to the needy.

In 2013, Henkel donated a new ice machine to the kitchen, replacing one that was beyond repair. “I find it rewarding to see how appreciative the St. Leo clientele are for something many of us take for granted,” Michowski says.



Photo left: Duff Michowski says he is happy to spend time helping out at the St. Leo’s Soup Kitchen, where needy families can enjoy a hot meal and receive essentials.

Photo right: A little girl looks forward to a delicious meal.

Mexico

Sowing seeds for the future

In November 2013, 30 colleagues from Henkel Mexicana’s Human Resources team joined up to plant trees in the Mazahua Indian community of San Felipe. The reforestation project, an initiative of MIT and humanitarian aid organization World Vision, also included the completion of a greenhouse for vegetables for the community.

“The opportunity to help the Mazahua indigenous community sensitized me to their needs,” says Henkel Mexico employee Isabel Ramblas, who led the activity. “The project left us with the desire to continue helping those who need it most.”

The same team is already planning its next project in San Felipe, where they will provide local families with stoves safe for indoor use and tanks for rain-water capture.



Henkel employee Natalia González plants a tree with the help of a Mazahua girl.

Henkel Mexico’s human resources team planted 150 trees together with members of the Mazahua Indian community in San Felipe.



Luisa Fernanda Torres (second from right) and fellow Henkel colleagues provided families with new stoves, which are much safer than cooking over open fires.

Guatemala

Safe stoves and clean water



Fifty-eight Henkel Centroamericana volunteers installed stoves and water filters in the houses of 66 needy families in El Tejar, Chimaltenango, Guatemala, in October 2013. Henkel employee Luisa Fernanda Torres also launched a campaign to educate the families and as well as Henkel employees about the risks of cooking over open fires and with polluted water. The volunteers provided the families with tips on how to save water and create less waste.

“At the beginning, we thought we were the ones helping people,” Torres says. “But the people we helped taught us more than we expected, and in the end, we were rewarded with warm and joyful hearts.”



Team volunteering in Romania

Building a house in 5 days

A team of volunteers built a whole house in only 31 hours in Romania. Now a family that had long been in need has a cozy home.

At last they have a roof that doesn't leak when it rains, and insulated walls that protect them from the cold and damp. For Viktoria Rudaru, her four children, and her grandson George, a new life has begun in their village Corlătești. Until May 2014, they lived in a decaying hut that offered practically no protection from wind and weather. But then 20 employees from Henkel's Infrastructure Services in Germany came to Corlătești and, along with the family, built a new house in only five days.

"We planned this construction as part of our social project in collaboration with the aid organization Habitat for Humanity, which builds houses in many countries for people who have had to live in degrading and unhealthy dwellings," reports Christian Wallendschus. He was the coordinator of the social project, the first joint social initiative of all the departments of Infrastructure Services, and provided active support to the team in Romania.

Neither sore muscles nor fatigue were able to weaken the team's motivation: The group worked hand in hand and so quickly that they were even able to make up for a day they lost because of heavy rain. They met the official handover date on the fifth day.

It was only then that the Rudaru family learned where the money to purchase the construction materials came from. As the social project progressed, numerous departments in Infrastructure Services had repeatedly organized fund-raising activities since the spring of 2013. "Viktoria Rudaru and her children were overwhelmed to hear that so many employees far away in Düsseldorf had gone to so much trouble for them," says Andreas Metz, a volunteer.

Photo left: Mark Wittich plastered the wall of the house.

Middle: George Rudaru, the youngest member of the family, watched the Henkel helpers on the construction site.

Photo right: Andreas Metz worked on the façade of the new house.



Go to www.henkel.com/house-in-romania to watch a video about the project.



Photo left: The house slowly took on shape. Everyone lent a hand when it was time for the framework to be put up.

Photo right: Some members of the Henkel building team sharing the Rudaru family's happiness and pride in the new house.



Long jumper Britt Haberecht (left) thanks Henkel helper Claudia Drosdek for her active support and her constant encouragement.

Germany

Together strong

At the Special Olympics in Düsseldorf, athletes with intellectual disabilities participated in unusual sports disciplines and classic track and field events.

The Special Olympics in May 2014 were an enormous celebration packed full of sport, fun and awards for the athletes and Henkel helpers in Düsseldorf. Whether it was the mini javelin throw, wheelchair racing or classic track and field disciplines – winning did not depend on how the athletes placed.

The 52 Henkel helpers can also look back on a successful week full of emotion. They helped the athletes and contributed immensely to inclusion in and through sport – in line with the “Together strong” motto – a principle that is of the utmost importance to Henkel.

Nadine Frey, who coordinated the Henkel helper team, explains: “It was beautiful to see how professionally everyone interacted with the athletes and how involved they were in their activities. But what thrilled me most of all was the joy that was obvious among the athletes.”

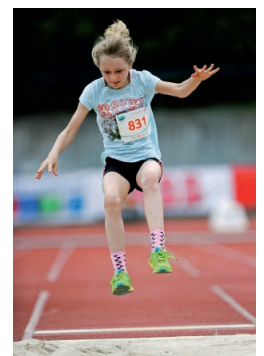
“I had never had any contact with disabled people before, and I was afraid I would do something inappropriate in the way I acted toward them,” says helper Catalina Dominguez Parra, clearly moved. “In the preparatory seminars offered by Henkel, I learned how best to speak with them. The solidarity among the athletes was simply fascinating. I have learned so much, and I would love to take part again the next time.”

Special Olympics Deutschland is the German organization of the world’s largest sport movement for people with mental and multiple physical disabilities that is officially recognized by the International Olympic Committee. At this year’s national games, more than 4,800 athletes all over Germany gave their best.



Go to www.henkel.com/special-olympics to watch a video from the Düsseldorf Special Olympics.

These four athletes (from left to right) Michael Huber, Bastian Rauhut, Marvin-Maurice Schneider and Denise Lehmann gave their best in their disciplines. Points and placements weren’t the most important thing in the Special Olympics; just being part of it all was everything.





Tunisia

Bringing color to open spaces

70 volunteers from Henkel Tunisia traded in their business attire and laptops for painters' overalls and brushes.

After the Tunisian Revolution, many public spaces were left covered in graffiti with violent messages, making the areas uninviting for the residents. A group of Henkel employees spent a day in April 2014 in such a public green space in Tunis, picking up trash and installing garbage cans, weeding the garden, renovating the area and painting the walls and other objects.

The activity was organized in collaboration with the local Tunisian League of Citizenship Awareness and neighborhood residents.

"The best part of the volunteer day was how we were able to leave the residents with a positive feeling about their new public space," says Henkel Tunisia employee Nadia Bouzid. "The day also served as a wonderful team-building experience between employees from all areas of the company."

With loving attention to detail, Nadia Bouzid (left) and Imen Sned paint a bench in a park in the Tunisian capital Tunis.

"By volunteering, we are able to directly help those who need it, but we also receive so much in return. The joy and friendship offered is incredible."



Kirsten Sánchez Marín
Head of Social Progress

Majed Athimen (far left) Ahmed Elnahal and Sandra Dahmen (right) bring a fresh coat of color to the park's interior as a part of the Henkel Colors Festival.



The children at Tamaho gather around Mr. Pritt. He paid them a visit and brought them gifts in honor of Mandela Day in 2014.

South Africa

Nurturing the future

Since opening its doors in 2008, the Tamaho Child Care Centre has become a beacon of hope in Thokoza, a disadvantaged area in South Africa.

The Tamaho Child Care Centre is a Henkel initiative that provides a safe environment for up to 70 underprivileged children ages two through six. Tamaho was started to support the area, where Henkel South Africa's headquarters are located. Almost two-thirds of its work force lives in this township.

"We looked at various possibilities on how we could contribute and commit to the development and upliftment of this community," says Henkel South Africa employee and volunteer Sibongile Manzana. "As education is a top priority in South Africa, we decided that the most meaningful way to contribute was by starting a child care center."

To celebrate the center's fifth anniversary in 2013, Henkel refurbished its facilities and donated brand-new appliances, furniture and educational toys. In 2014, Henkel dedicated more funds to complete the maintenance work started in 2013; the company also plans to remain involved in the further development of the center.

Volunteers from Henkel also focused on Tamaho for Mandela Day 2014. On this day, held in honor

of Nelson Mandela, people around the world are encouraged to dedicate 67 minutes of their time to making a difference, representing the 67 years Mandela fought for social justice. Henkel volunteers put together 67 bags with coloring books, educational toys and non-perishable goods for the children at Tamaho.

"Tamaho remains close to our hearts," Manzana says. "Investing in children also means that we're investing in our country's development."



Henkel provides Tamaho's children with food, toys and equipment; volunteers also spend time with the children.



Teach First Deutschland fellow Sebastian Kesper helps students Elaine Ulrich (left) and Arnesa Džafic prepare for a math test at the Freiherr-vom-Stein school in Düsseldorf. “Teach First isn’t just an organization, but also a movement towards educational equality,” Kesper says.

Germany

Bringing equality to education

One of the goals of the “Fritz Henkel Stiftung” foundation is to improve education and job opportunities for young people. In 2013, the foundation expanded its partnership with the educational initiative Teach First Deutschland and is now a lead supporter of the program. The program supports university graduates who work as fellows in schools with socially disadvantaged students.

Sebastian Kesper smiles as he remembers his first months as a Teach First Fellow in 2013. “It was a roller-coaster ride,” Kesper says, who is now in his second year of the two-year program. First he had

to win the trust and respect of his students, 9th and 10th graders at a secondary school in Düsseldorf. “It was a challenge to build a solid standing, but now the students see me as a role model.”

Kesper says he has observed positive developments among his students over the last year, particularly in the test-preparation courses he teaches for mathematics. “Students come to me and say, ‘Now I understand!’” he says. “The students realize that the time I am able to invest in them as a fellow is so beneficial.”

Germany

Helpful advice on the way to university

Together with the initiative “Arbeiterkind.de”, Henkel organized a workshop called “Inform – Motivate – Study” in June 2014. An invitation was extended to Henkel employees who, along with their children, wanted to obtain information about options for university studies.

The initiative helps children from families that do not have a history of going to university. It is intended for parents and their children who have many of the same questions other young people do as they complete secondary school – but who cannot fall back on experiences within their own family. Henkel employees are involved as mentors, passing on their own experiences.

“I feel my son should have all the information he needs in order to decide whether or not to go to university,” is how Martina Pfliegner described

what she had hoped to get out of the event. “The workshop went far beyond my expectations, as I did not imagine there would be such a helpful information network.”



Martina Pfliegner and her son Leon gathered information about options for university studies for Leon.

Childcare worker Claudia Merkel (left), Henkel's Director Sustainability Laundry & Home Care Uta Steffen-Holderbaum (middle) and Tina Dietrich from the Diakonie Düsseldorf helped the children carry several boxes of donations.



Germany

Donations for children in need

Henkel volunteers in Germany collected an impressive 1,859 items such as books, toys and clothes for the Diakonie Düsseldorf in March 2014. The Diakonie supports children who have been removed from their homes due to violence or neglect. Children and teachers from Flügelstrasse, one of the Diakonie's preschools in Düsseldorf, happily accepted the donations on behalf of the Diakonie.

"We enjoyed watching the children's eyes light up," says Rita Fischer, director of the preschool. "We were so grateful and awestruck. It was truly a successful initiative!"

The event was a part of the "(Y)OUR MOVE towards Sustainability" campaign, which encourages employees to contribute to a sustainable society in their everyday lives.

The campaign is a part of Henkel's Sustainability Ambassador Program, which equips employees with a detailed understanding of sustainability. After becoming an Ambassador, employees work to raise awareness for sustainability among their fellow colleagues, suppliers, consumers and students. Since launching the program in 2012, Henkel has trained 3,000 Ambassadors in 55 countries.

Iran

Gifts of love for hospitalized children

Volunteers from Henkel's Human Resources team in Iran took time to donate books, toys and clothes to children with cancer. In October 2013, volunteers also visited sick children in Ali Asghar and Mofid, two children's hospitals in Tehran. "It

was touching to see how much energy the colleagues put into packing up donation boxes and visiting the children," says Henkel volunteer Farokht Farzanfar.



Nasrin Keshavarz (right) and colleagues worked together to pack up donated books for children with cancer.



Shadi Dalili chatted with a young patient and her family in Mofid, a children's hospital in Tehran.



Established as a part of a MIT initiative in 2001, the Henkel Hope Primary School in Yantai, China, is still going strong thanks to the help of Henkel Asia-Pacific and its volunteers.

China

Support for Henkel Hope Primary School

When Henkel Greater China President Faruk Arig and delegation visited the Henkel Hope Primary School in October 2013, they did not arrive empty

handed: The group delivered 38 computers for the school. Volunteers from Henkel's Yantai site maintenance team renewed the seals on the classroom windows and doors using Henkel adhesive products. Henkel also provided the school with new tables and chairs.



A Hope Primary School student presents (from left) Faruk Arig, Chris Chun and Edward Gao with paintings.

Plans to upgrade the school's heating system were put on hold after the local government announced the school will be relocated to a different building in the second half of 2015.

Turkey

Running to help children with cancer

In Turkey, Henkel employees tightened up their running shoes and hit the road for the Hope Foundation for Children with Cancer (KAÇUV) in May 2014. The group of 18 runners ran 10 kilometers in the Bozcaada New Balance 10K Run and collected

donations for the foundation, which helps children with cancer. Other Henkel colleagues sponsored their peers, donating money for each completed kilometer. In total, the runners and their sponsors raised 2,500 euros, which was used to help fund a house that hosts the families of children with cancer during their treatment.

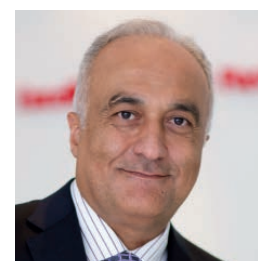


Henkel colleagues all fired up and ready to run before the race.

The money was donated to the KAÇUV in the name of Füsün Pars, a Henkel Turkey colleague who passed away suddenly in March 2014. Pars previously participated in a volunteer activity that benefited the KAÇUV, and her colleagues wanted to honor her memory with a donation.

"Running in Füsün's name gave us the power to complete the long race," Henkel Turkey employee Hande Ardane says.

"Corporate citizenship is the glue that binds all stakeholders to the company. It contributes significantly to the pride of our employees and our reputation."



Erdem Kocak
Regional Head of Finance, Africa/Middle East and India and President for the Arab states of the Persian Gulf (GCC)



Yves Robbe (left) and Rike Hagemann (right), along with teacher Kathrin Henkel, expressed their thanks for the new adventure garden at their "Sonnenschein" daycare facility.

Laundry & Home Care

Experiencing the environment

The children at the "Sonnenschein" (Sunshine) daycare facility in Otterwisch, Germany, had wanted to have a "dream garden" for so long. Now this dream has come true, because their "TRAUM-KinderGARTEN" project is being supported by "NaturKinder," a joint initiative of Persil sales and marketing and the German drugstore chain, Rossmann. The aim of the project is to create an adventure area in natural surroundings, so that the children will be motivated to get more exercise and fresh air.

"The idea is that early experiences with nature will have a positive influence on children's environmental consciousness," explains Eckhard von Eysmond, Marketing Director for Laundry & Home Care at Henkel.

On the Rossmann Facebook page, visitors were able to vote for their favorite project. And as a result, the kids from Otterwisch were finally given their dream garden. Since the sustainability initiative was launched in 2013, 1,800 children have already been able to enjoy the results of a great variety of projects.



The NaturKinder 2014 initiative provides a total of 50,000 euros to support projects all over Germany that are designed to bring children closer to nature.



PROJEKT FUTURINO
Eine Initiative von **Persil**



Go to www.henkel.com/futurino to watch a video about the project.

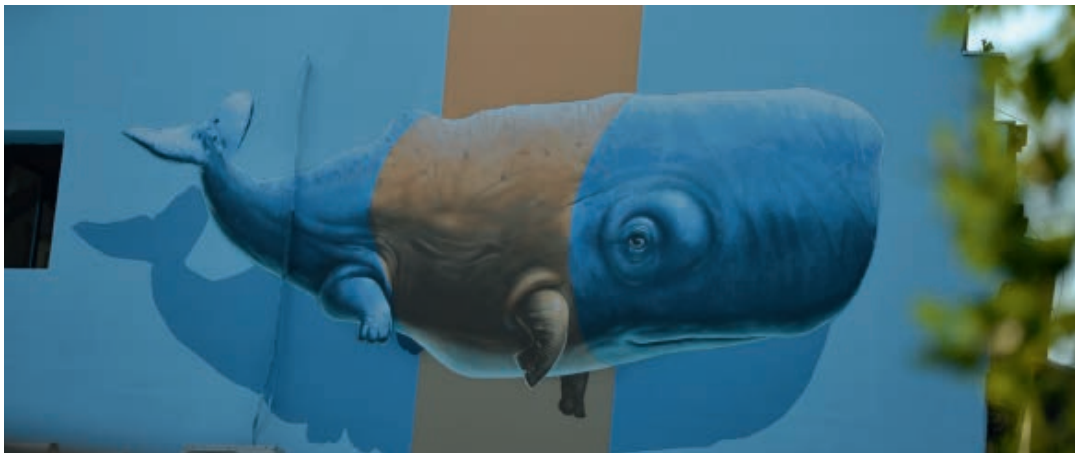
Laundry & Home Care

Learning about nature with Persil

As part of the Persil initiative "Project Futurino 2014", a total of 150,000 euros have been provided to support 54 projects. The high-school project "Learning and teaching with bees" at the Johann Michael Fischer Gymnasium in Burglengenfeld in Bavaria received special funding of 10,000 euros. This was awarded through a competition the initiative organized this year jointly with the magazine familie&co. Since 2007, the Persil initiative has been supporting developmental and educational projects all over Germany that make children more aware of nature and the environment.



The students Uli Vollath (left) and Ina Feistenauer love their school apiary including a practice beehive.



Swiss artists used Ceresit Visage products to craft the mural art, which guaranteed the façade's unique appearance.

Adhesive Technologies

Sticking to art

Henkel Serbia participated in the Mikser Art Festival for the third time in 2014, contributing to the revitalization of the neighborhood of Savamala in Belgrade.

Using the side of a building in Belgrade as their canvas, Pablo Tongi and Christian Rebecchi used Ceresit Visage products to create a mural. Henkel Serbia commissioned the art, which was unveiled at the 2014 Mikser Art Festival. The mural was donated to the city as a part of a long-term plan for urban revitalization. "Providing art for the neighborhood is a great way to contribute to revitalization," says Henkel Serbia employee Mislav Smolic. "We were proud to support this project and plan similar initiatives in the future."



The mural, named "Imitation of Life # 9", symbolizes the creative spirit of the region.

Adhesive Technologies

Metylan makes masters

Only the best journeymen in the painting and decorating trade make it to the annual finals of "Quality Makes Masters," a competition sponsored by the Metylan adhesives brand in cooperation with the Bundesverband Farbe Gestaltung Bautenschutz

(Federal Association for Color, Design, Building Protection) and the "Fritz Henkel Stiftung" foundation. Every year, 10 young men and women compete with one another for the five highly coveted 5,000 euro education vouchers for the master school. The winners of the competition also become Metylan brand ambassadors for an entire year.

The candidates have to demonstrate their theoretical and practical skills. A professional jury consisting of experts from Henkel and representatives of the Bundesverband Farbe Gestaltung Bautenschutz then selects the winners.

Heike Diehr, one of the winners announced in October 2014 and thus a Metylan brand ambassador for 2015, was thrilled: "Taking part in this competition has been such a wonderful experience for me. The competition is something I will remember for a long time."

"In the Andean region, we are happy to be part of the social progress of our community. We're proud to support so many causes with our brands."



Alfredo Morales
Henkel President for the Andean region



Heike Diehr is one of five winners of the 2014 "Quality Makes Masters" competition.



Practicing with a mannequin head: in Cochin, India, Sabira (middle) takes part in the vocational training along with other Indian students.



Go to www.henkel.com/shaping-futures to watch a video about Shaping Futures.

Photo left: Ellie ten Grotenhuis gave some valuable help to a student named Phillipine during her training in Ennerdale, South Africa.

Beauty Care

A future with comb and scissors

The ‘Shaping Futures’ initiative of Schwarzkopf Professional enables disadvantaged young people to improve their job perspectives.

Since 2010, “Shaping Futures” has made training in hairdressing available to young people, providing them with better options for the future. Volunteer hairdressers and members of the Schwarzkopf Professional team join forces with the SOS Children’s Villages, local aid organizations, and the “Fritz Henkel Stiftung” foundation in this educational initiative.

Youths from SOS Children’s Villages all over the world and young people supported by local aid organizations receive training lasting four to six weeks that equips them with basic professional hairdressing skills. The trainers are experienced hairdressers who devote part of their vacations to working with these young people.

The Schwarzkopf Professional hairdressing team establishes contacts with potential employers in local salons. This has enabled many earlier “Shaping Futures” participants to undergo further training and find permanent jobs as hairdressers who can support themselves.

“The hard work and gratitude shown by these young people truly impressed me,” commented Ellie ten Grotenhuis, Schwarzkopf Professional Education Manager. “I feel honored to have had this opportunity to accompany them for a while on their path toward a better future.” Up to now, a total of 800 youths from 19 countries on four continents have been able to take part in this training program.



Photo right: Coached by Smiljan Skarica (far left), future hairdressers in Slovenia practiced the right way to wash hair.





Photo left: The Red Cross delivered Henkel donations totaling six tons of detergent and 29,000 hygiene products to the Serbian cities of Čičevac, Trstenik and Rekačav.

Photo right: Philippine soldiers assisted in unloading laptops and computers in the city of Tacloban.

Worldwide

Henkel helps people in need

When help is needed after a natural catastrophe, Henkel responds quickly, providing aid through the 'Fritz Henkel Stiftung' foundation.

Balkans

Croatia, Bosnia-Herzegovina and Serbia were hit hard by massive flooding in May 2014. Henkel in

Croatia and Serbia quickly organized product donations and distributed them via the local Red Cross organizations in the respective regions. Product donations from Henkel's Central and Eastern Europe headquarters in Vienna totaled 50,000 euros. The foundation also made a monetary donation to the flood victims.

Philippines

In November 2013, Typhoon Haiyan devastated portions of Southeast Asia. The regional Corporate Social Responsibility (CSR) and Shared Service Center teams in Manila donated water, food and clothing to the victims. Six months after the typhoon, volunteers from Henkel's Manila CSR team organized and delivered 50 computers and 20 laptops to schools and churches in the city of Tacloban, which was hit particularly hard by the storm.

United States

After a series of tornados hit the American Midwest in November 2013, damage was estimated at over 1 billion dollars. The "Fritz Henkel Stiftung" foundation donated 10,000 euros to the Red Cross of Central Illinois to assist the relief efforts.

"Emergency aid is one of the strongest contributions Henkel and its employees provide to people in need. I deeply appreciate our colleagues' volunteering efforts."



Zuzana Halkova
Vice President Human Resources Central and Eastern Europe



Fritz Henkel Stiftung

If you also want to privately support emergency aid through the foundation after a natural disaster, you can do so through a donation. Please also mention the designated use and include your complete address in the bank transfer so the foundation can send a donation receipt to you.

Our bank information is:

Fritz Henkel Stiftung
Bank: Degussa Bank, Frankfurt am Main
IBAN: DE 87 5001 0700 0003 9051 64
BIC: DEGUDEFFXXX

Credits

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

© 2014 Henkel AG & Co. KGaA

Editorial and coordination services
Corporate Publications
Brandi Hertig Schuster, Wolfgang Zengerling

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

Additional editorial services
Maïke Hetzel, Anne Schlack, Anja Schrieber

English translation
ExperTeam®, Neuss, Germany

Layout and typesetting
mpm Corporate Communication Solutions, Mainz, Germany

Photos
Tobias Ebert, Yang Gao, Philipp Hympehdahl, Claudia Kempf, Jakub Kaźmierczyk, Tobias Köhn, Matej Kristovič, Ivan Miljanovic, Dragan Petrovic, Peter Svec, Arco van Dijken, Christian Von Rotz; Henkel

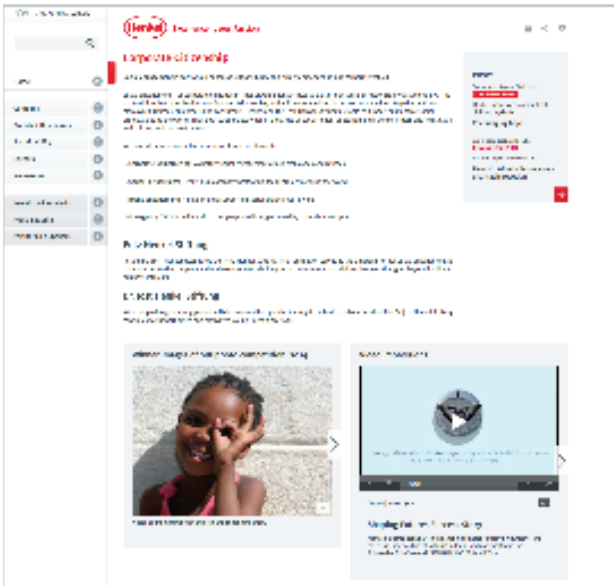
Production
Heider Druck GmbH, Bergisch Gladbach, Germany

PR: 11 14 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.





www.henkel.com/corporate-citizenship
www.fritz-henkel-stiftung.com

Henkel in social media



www.facebook.com/henkel
www.twitter.com/henkel
www.youtube.com/henkel



Henkel app



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

www.henkel.com