



# PARTNERING FOR SOCIAL IMPACT

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**Social impact lies at the heart of our fight to ensure access to the highest quality hygiene, wellness and nourishment is a right and not a privilege. We develop strong partnerships to empower people and invest in communities where we can make the most difference, in our pursuit of a cleaner, healthier world.**

## Everyday changes make a lifetime of difference

Through our brands and working hand-in-hand with our partners, we're empowering people to make small changes in their daily lives that can transform the wellbeing of a whole community. To promote awareness for a cleaner, healthier world, our ambition is to reach half the world with our products and engage two billion people through our programmes, partnerships and campaigns. Our own impact is through our purpose-led brands, our business throughout our value chain and the partnerships and social investment we create, especially through our Fight for Access Fund.

Our social investment programme focuses on projects where we can make a measurable, sustainable and meaningful difference. One such activity is Project Hope in Pakistan, where we train rural women as door-to-door 'sehat aapas' ('health sister' in Urdu) to encourage good

habits like handwashing and boiling water, while selling a basket of Reckitt and partner health and hygiene products. Not only does this provide these women with a livelihood, it also helps them help others by improving the hygiene and health of their neighbours. Another example is our partnership with the United Negro College Fund in the US, in which we provide 100 four-year scholarships to students from marginalised communities.

Our brands can also contribute to the wider government and public health agenda. For example, Durex's sexual health educational work in Thailand contributed around £122 million per annum to the government's public health agenda by preventing, for example, sexually transmitted diseases. Similarly, an Oxford Economics study showed that we helped

to reduce US national healthcare costs. Our self-care products mean that consumers can get treatment over the counter from their local pharmacy, for example, therefore saving \$2.6 billion (£1.85 million) of clinicians' time each year.

These projects are all partnerships for a reason: we can't make the positive impact on people's lives that we want to by working alone. We don't have all the answers. That's why we work closely with expert partners in local communities to change lives for the better, focusing on the three areas where we believe we can make the biggest difference:

- Clean water, hygiene and sanitation
- Sexual health and rights
- Maternal and child health.





## Our progress in 2020

In 2020, we continued to evolve and improve our social impact programme, working with existing partners, and some new ones, so that we now have projects in 66 countries compared with 27 in 2018. These projects cover our three focus areas (see previous page).

In an extraordinary year, clean water, hygiene and sanitation took centre stage in the collective and urgent battle against the spread of COVID-19. Our total investment of £52.8 million in 2020 far exceeded our £12.2 million investment in 2019. We've committed to allocating the equivalent of 1% of our annual adjusted operating profit every year. This target isn't simply about a financial investment, but includes the work our brands are doing on the ground; the time our people volunteer; and the products we donate in emergencies.

## Making a difference through the Fight for Access Fund

In March 2020, we launched our Fight for Access Fund, marking a new phase in our strategy to serve communities. We put this money to work, through our brands, on programmes that have a lasting, positive impact on people's lives. Our fund is already helping to improve access to better health, hygiene and nutrition in a number of ways, like donating funds to organisations on the ground and providing education and information.

Due to the COVID-19 pandemic, our immediate interventions were aimed at breaking the chain of infection and supporting people, including the most vulnerable, with access to vital health and hygiene products and resources. Reckitt's support included product donations and media space donations to governments for public health ads; brand-led campaigns promoting the importance of good hygiene, handwashing and self-care; and supporting emergency relief organisations and on-the-ground partners. As a result, the 2020 performance figures on the right were higher than previous years. Consequently, the target 'inform one billion people with health and hygiene messaging and behavioural change communications by 2025' has now been reached, and the new target is included in our new 2030 strategic ambitions (see below). We've furthered our ambitions to create lasting impact and a fair, diverse and inclusive society as a responsible employer, and in our value chain.

## Our strategic ambitions

By 2030 we pledge to:

- Engage two billion people with purpose ledge partnerships, programmes and campaigns to promote awareness for a cleaner, healthier world
- Deliver a lasting difference in communities through our Fight for Access Fund and programmes
- Donate one million volunteers by 2030.

## 2020 performance

### Total investment

**£52.8m**

(2019: £12.2m)

### People engaged face-to-face (engage)

**33.6m**

(2019: 16.5m)

### Additional funds leveraged

**£11.3m**

(2019: £11.6m)

### Total number of people informed through health and hygiene messaging and campaigns (inform)

**457m<sup>†</sup>**

(2019: 191m)

### People who have experienced a measurable and sustained positive improvement in their lives (impact)

**771,202**

(2019: 596,268)

\* Assured by ERM CVS as part of their limited assurance scope; for details, see our Sustainability governance, reporting and assurance insight.

We've made significant progress against our previous 2025 targets due to Reckitt's social impact initiatives and investments in 2020. Whilst the pandemic increased our investment and engagement within communities, many of our employees lived in lockdown so our volunteering time was less than in 2019. However, in 2020, Reckitt employees still gave 23,147 hours of support to good causes globally through our Give Time scheme. For more information, see page 5.

## Combating COVID-19

In 2020, our immediate and urgent priority became the collective battle to stop the spread of COVID-19. £52.8 million from our Fight for Access Fund supported governments and frontline health workers in 66 countries, primarily for COVID-19 support but also for our ongoing programmes. The fund also matched donations from our local markets provided they addressed an unmet need, linked to a brand, and were given to a recognised charity or government organisation.

Our local countries donated to the cause in four different ways, through:

- Cash donations, including the purchase of essential PPE supplies
- Vital hygiene products such as Dettol and Lysol
- Time and expertise
- Media time and space for public health ads.

Many of our local markets donated their media spend. This was redirected away from Reckitt brand advertising to organisations making COVID-19 public health campaigns on TV, digital, print and outdoors. Donated media constitutes some of our 2020 numbers on informing one billion people through educational programmes and communications. Some of the donated media space was given to local governments; and we also helped amplify public health messaging through our own brand campaigns.



## Partnering for social impact continued



For example, our TikTok Dettol #HandWashChallenge dance taught people to wash their hands correctly and has been viewed 125 billion times. Indeed, #HandWashChallenge was especially successful at spreading a vital public health message to a younger audience. Similarly, our public health information campaign through covid-19facts.com reached 38 million through social media and had 2.5 million users across 20+ countries, helping to combat fake news on the virus. (See our [Self-care insight](#) paper for more on this.)

Examples of how we helped battle the spread of COVID-19 include:

- Globally, we donated over 27 million products, including one million litres of Lizol and Harpic disinfectant for Indian hospitals, and 10 million bars of Dettol soap to vulnerable communities in India
- We donated over 15 million face masks to frontline workers across the world
- In China, we gave £6 million to support frontline workers in Wuhan with urgently needed medical equipment
- In the UK, we distributed 150,000 care packages to help frontline workers stay safe, and donated £1 million to help protect NHS workers with vital supplies
- We donated pre-purchased media space to the UK government to help amplify its public health messaging campaign
- Lysol provided \$2 million (£1.4 million) in matched funding to the US Center for Disease Control (CDC) Foundation.

### Fairness across the value chain

Our responsibility goes beyond our own employees and communities to people working in our value chains, even those not directly employed by us. Supporting human rights across our value chain is an important part of our community engagement. We want to ensure people have decent and sustainable livelihoods and good working conditions because this in turn will strengthen the health and wellness of their communities.

For example, our programmes help improve productivity for the smallholder farmers that provide us with natural raw materials, or recognise sustainably sourced suppliers with premium payments. You can read more about our approach in our [Human rights](#) and [Ecosystems](#) insights.

### Looking ahead to 2021 and beyond

We'll continue to work to meet our pledges through developing and growing our partnerships, while looking for new ways to solve the issues in our three focus areas. Our swift response to the COVID-19 emergency demonstrated that our purpose to provide health and hygiene protection has been effective. We know that we make a bigger difference when we work with our partners, rather than alone, and we'll continue to grow our partnerships to make lives better.

### How we partner for social impact

As a company we're judged on our results, and we expect the same from our social impact programmes. We want to invest in people, communities and countries where we can have the most impact. And we recognise that working in partnership creates wider resources, wider capabilities and creates greater change.

We have robust processes to guide how we select new partners, design projects and measure the impact of our initiatives. And during COVID-19, despite our immediate and urgent response, we continued to maintain due diligence as we worked with our existing partners.

We don't compromise on standards of governance and the strict criteria from our 2019 governance plan applies to all our social impact partnerships. We measure the impact of every partnership against strict key performance indicators. We are guided by the London Benchmarking Group framework, the global standard for measuring companies' social investment and impact. And a digital platform, the Goodera measurement system, tracks all our globally funded partnerships and reports their impact. The management overheads of our social impact programmes are £250,000.

Our [Social Impact Report](#) details more of our programmes. We work hard to ensure we measure the impact of our initiatives as best we can. We want to both ensure we're making a difference where it matters, but also to learn how we can strengthen our programmes and improve our performance.

### CASE STUDY



## DISINFECT TO PROTECT FROM COVID-19

In Asia, Lysol and the Philippine Red Cross (PRC) joined forces to break the chain of COVID-19 infection by improving hygiene and boosting early diagnosis through our campaign, Disinfect to Protect. Lysol Philippines contributed PHP36 million (£560,000) to boost mass testing. Half of this donation built a mass testing facility, The Philippine Red Cross Molecular Laboratory. The other half supported a COVID-19 Samaritan fund that prioritises testing for 4,500 of the most vulnerable Filipinos including pregnant women, the elderly and those with pre-existing health conditions. Lysol supplemented this financial support with product donations to keep frontline health workers safe in the testing facilities and labs.



## Partnering for social impact continued



### Clean water, hygiene and sanitation projects

The issues of clean water, hygiene and sanitation are built into the DNA of our brands and business. And beyond our urgent activities to battle the spread of COVID-19, we've continued to promote handwashing and good sanitation as part of our longstanding social impact programmes across Africa, Asia and the Middle East. In some instances, these programmes have been adapted to include COVID-19 messaging.



#### The Banega Swachh India (BSI) campaign

Our BSI campaign has been stressing the importance of hygiene as a foundation for health since 2014. The spread of COVID-19 through India added urgency to the programme:

- Since launch, BSI has changed the behaviour of over 13 million school children, reducing diarrhoea and improving school attendance.
- BSI launched 'Healthily', the digital self-care app, to empower families to treat some medical issues at home ([see our Self-care insight](#)).
- The campaign donated return-to-school kits with sanitiser, face masks and public health posters to over one million schools.

#### Harpic's Mission Paani – India

Harpic's partnership with India's News 18 in 2020 served to highlight the water crisis with a nationwide publicity campaign to encourage water conservation. Over the past three years, it also set up community pilot programmes in some villages to construct and renovate water harvesting structures, which collect and store water from rainfall, swollen rivers and streams in monsoon season. In response to the pandemic, the partners launched the Swachhta aur Paani campaign in October. This emphasised the importance of maintaining clean water supplies for good hygiene.

### Expanding our partnership with water.org into Kenya

In Kenya, where we've led handwashing campaigns to encourage good hygiene for many years, the biggest obstacle has always been access to clean, safe water supplies. In 2020, we extended our longstanding partnership with water.org into Kenya, donating KSh69 million (£460,000) from our Fight for Access Fund. This funding will enable water.org to help 68,000 Kenyans living in poverty over the next two years to access safer water and sanitation.



### Lysol's Here for Healthy Schools Program in the US

Over the next three years, Lysol will invest over \$20 million (£14.3 million) to expand its Here for Healthy Schools Program. By 2022, it aims to reach 15 million school children in 58,000 'Title I' schools across the US, which often serve low-income families. Lysol's initiative provides educational resources to support the reopening of schools and encourage children to learn healthy habits to protect against the spread of germs.

### Sexual health and rights projects

Through our brand, Durex, we have a longstanding commitment to combating HIV and AIDS, which is a particular challenge in Africa. Here are just some of 2020's social impact programmes.

#### UNAIDS

We partnered with the United Nations Programme on HIV/AIDS (UNAIDS) to protect people with HIV and AIDS during the pandemic. We used the UNAIDS network to distribute hygiene packs to around 220,000 people across Africa containing a three-month supply of Dettol soap and JIK bleach.

#### Keeping Girls in School

The existing Durex partnership with (RED) and Global Fund in South Africa continues its great work in keeping girls in school. To date, the programme has had a positive impact on 54,410 girls' lives, provided 75,284 HIV tests and distributed 372,829 condoms to young men and women.

This initiative to keep girls in education is match-funded by the Bill and Melinda Gates Foundation. The \$10 million (£7.1 million) programme aims to reduce new HIV infections in young women, reduce teenage pregnancies, improve access to sexual reproductive health services and encourage girls and young women to stay in school.

### Maternal and child health projects

For building long-term health, we believe the first 1,000 days of life – from conception and gestation in the womb up to a child's second birthday – are critical. For this reason, we support a number of different initiatives including the following.

#### Best Start in Life

In China, we doubled our existing partnership with China Children and Teenager Fund (CCTF) to provide \$10 million (£7.1 million) by 2025. The Best Start in Life programme provides vital advice and nutrition packs for pregnant mothers, monitors their health during pregnancy and encourages exclusive breastfeeding for the first six months of life. It continues to be particularly important to support expectant mothers throughout the pandemic and lockdowns.

## Partnering for social impact continued



We're hoping that this programme will help to break the cycle of malnutrition in the remote western regions of China. One common and damaging side effect of poor nutrition is when a child's height falls too far below the healthy average for their age, leading to health problems. This condition affects over eight million children in China. We're working with rural hospitals, training 5,000 professionals in local maternal and child healthcare centres to reduce the prevalence of this condition by 50–80% by 2022.

Following the success of our programme in China, we rolled out similar initiatives to support mothers and children in their first 1,000 days in Mexico, Thailand, India and the Philippines.

### Finding new ways to volunteer during the pandemic

Another way we make a positive social impact is through our employees' volunteering time and expertise to needy causes. Although the COVID-19 pandemic made volunteering much more difficult this year, our people rose to the challenge and found entrepreneurial ways to give time virtually instead. Some spoke to elderly and vulnerable people on the phone, helping to alleviate loneliness and isolation. Others wrote letters to key workers, carers and health professionals to thank them for their important contribution during COVID-19.

### Give Time

Our employee volunteer programme, Give Time, offers Reckitt people, all around the world, the chance to work within their communities for two paid volunteer days per year. In 2020, Reckitt employees gave 23,147 hours of support to good causes globally through this scheme. By donating skills, expertise and time they were able to add real value to issues close to their hearts.

### Raleigh International

There is also an opportunity for Reckitt people to volunteer on a longer-term basis through our 13-week programme in partnership with Raleigh International. In the beginning of 2020, before the spread of COVID-19, four Reckitt employees managed teams of young volunteers in rural community projects in Nepal, Tanzania and Costa Rica. This brings together young leaders with local communities to build long-lasting, positive initiatives such as replanting forests and constructing toilets and handwashing facilities in schools.

### Lead 2030

Formed by One Young World, Lead 2030 is the world's biggest prize for young leaders making an impact on the UN's Sustainable Development Goals (SDGs). Reckitt volunteers provided online mentorship for young people seeking funding for their social enterprises. Our mentors shared practical and business tips to help them develop marketing strategies, e-commerce platforms and other key resources for their business plans.

### Listening to our stakeholders

Reporting effectively across our many sustainability issues and providing regular updates on our programmes and activities is always a work in progress. So we appreciate your feedback – what should we keep doing, and where can we do better?

Email us at [sustainability@reckitt.com](mailto:sustainability@reckitt.com).

Or write to:

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