



# PARTNERING FOR SOCIAL IMPACT

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Reckitt Sustainability Insights 2021



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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.

Enabling a fairer society is a pillar of our sustainability ambitions – we know healthy people help shape a healthy world – and we see it as a big part of how we improve livelihoods. This starts with our brands and our products that are bought by 20 million consumers every day. They help people in ways that can seem small, such as clean hands, better hygiene, nutritious meals and safe sex, but add up to a life-changing difference.

This is just the start of our impact, though. Through our brands, campaigns and programmes, we're using our influence to create more sustainable supply networks, and using our voice to change behaviour, to move towards a more sustainable way of living.

Our sustainability ambitions are backed by meaningful, and measurable, targets. Since 2013, we've worked towards our target of informing one billion people by 2025 through educational messaging. In 2021, we reached an additional 439 million. This means that we've dramatically overdelivered, and have informed an aggregated total of 1.8 billion people.

In 2020, we reset our ambitions. We want to engage two billion people in a meaningful way through our partnerships, programmes and campaigns. We plan to get there in several ways:

1. By working with people directly through our impact programmes on the ground, which aim to improve the lives of the most in need
2. By connecting with the people who use our purpose-led brands, and creating impacts through how they use our products, influencing people's behaviour through our communications and with campaigns that align with each brand's purpose and fight
3. By partnering through our value chain to improve the conditions for those that supply us with the ingredients and materials we need for our business and our brands


This is a big ambition, and we will continue to build our capacity for both engaging with people around the world and measuring the impact we have through our engagements.

## OUR PERFORMANCE IN 2021

Aim	2021
Inform 1 billion people through health and hygiene educational programmes and behaviour change communications	1.8bn <sup>†</sup> since 2013

<sup>†</sup> Assured by ERM CVS as part of their limited assurance scope; for details, see our [Sustainability governance, reporting and assurance](#) insight.



 For more information on Reckitt's Social impact investment please see our in-depth [2021 Social Impact Report](#).



## EMPOWERING WOMEN THROUGH MICROFINANCE

Since 2019 we've worked with Water.org, a global non-profit organisation that uses affordable finance to increase women's access to safe water and sanitation. Our funding has enabled Water.org to provide more than 177,000 loans, worth £36 million, to women in India, Indonesia and Kenya. These easily accessible loans, with affordable interest rates and long repayment periods, help women build or improve their own toilets, sinks and wells. Besides the health and security benefits, women who have clean water and private sanitation have more time to go to school and to work.

Our investment is self-sustaining. The banks that provide the loans make profits on them, and since

99% are repaid, that money can be lent to other women. In August 2021 we extended our partnership with Water.org, to offer loans to even more women, helping to secure better access to clean water and sanitation.

To better understand and measure our impact on women through microfinance, we commissioned a study from the Grameen Foundation, an organisation renowned for its expertise in this area. It found that in India, families spend more than 75 minutes a day collecting water, with women doing most of that work. Their main concerns were safety and dignity, especially those relying on communal services or open defecation. A follow up study is planned for late 2022.

### CASE STUDY

#### HIGHLIGHTS IN 2021

Our detailed social impact investment report gives the highlights of our Fight for access fund for 2021, which include:

- meeting our goal of investing the equivalent of 1% adjusted net profit in social impact programmes over three years ahead of schedule
- investing more than £38 million in money, time donated and products
- distributing 24 million products to worthy groups both locally, in the countries our teams work in, and internationally through global organisations which include our crisis partner, the Red Cross
- having a positive impact on four times more people than in 2020

While these have certainly created impact to help the people they reach, we know there is always more that could be done. We continue to strive for greater impact, so that we can help improve livelihoods and contribute to enabling a fairer society.

#### LISTENING TO OUR STAKEHOLDERS

Reporting effectively across our many sustainability issues and giving 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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