

पुर, जनपद ब्रह्मच

# Social Impact Investment 2019 report

we invest  
for life



# Our purpose, fight and compass |

## Our purpose

Today, our brands like Dettol, Lysol, Harpic, Finish, Durex, Mucinex, Enfamil and Move Free, among others, fight at the frontlines to give our consumers a better life.

Why we exist – our purpose, our soul – is clear. We exist to protect, heal and nurture in our relentless pursuit of a cleaner and healthier world. Each word matters.

They speak to our portfolio and the categories in which we play.

Relentless pursuit captures RB's entrepreneurial and can-do spirit, all in service of creating a cleaner, healthier world.

## Our fight

Our company is inspired by the fight of making access to the highest quality hygiene, wellness and nourishment a right, not a privilege.

Access has multiple platforms: quality products that are available, with attractive price points, along with awareness and advocacy, are all part of how we make high quality accessible.

## Our Compass

Underpinning RB's purpose is a new set of behaviours to guide us, which we call our compass.

At its heart is the goal of doing the right thing, always. Around it are the principles of putting consumers and people first, seeking out new opportunities, striving for excellence and building a culture of shared success.

Our new culture celebrates what has made RB successful, and been evolved for what is required for sustainable growth and success in the future.

To find out more, visit:

[www.rb.com/about-us/our-purpose-and-compass](http://www.rb.com/about-us/our-purpose-and-compass)



Access to the highest quality hygiene, health, and nutrition.

**A right, not a privilege.**

At RB, our social impact strategy is one way we are bringing Our Compass to life. We focus on investing in areas where we can improve access, where we can make the most impact as a business, and where we identify the greatest unmet needs.

Through our programmes we promise to help empower communities with the products, education and skills required to drive behavioural change – to spark progress not measured year-on-year, but over lifetimes.

In March 2020, we launched our Fight for Access Fund, to improve access to health, hygiene and nutrition for all. The Fund is a demonstration of our Purpose and Fight – to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

Social impact |  
**we invest  
for life**





## Foreword |

At RB, we are driven by our purpose to protect, heal and nurture – we believe that access to the highest quality hygiene, wellness and nourishment is a right for people around the world.

Doing the right thing is central to our philosophy. Our principles – to put consumers and people first, to strive for excellence, to seek out new opportunities and to build a culture of shared success – are the pillars which underpin our sustained growth and future success.

This year we are facing new and unprecedented challenges – and I am proud of the manner in which we have responded as a company. In March, we launched the Fight For Access Fund, committing to an annual investment equivalent to 1% of adjusted operating profit. This fund will be used to ensure high-quality products are produced, education and information is provided in the right areas, and the availability of our products is enhanced.

We will also be working with governments, national medical associations and other stakeholders to deliver vital public service campaigns and to educate consumers on the importance of handwashing and sanitation. As part of the fund, in 2020 we have actually mobilised £32 million to directly address the spread of COVID-19.

In 2019, we reinforced our ongoing commitment to keep girls in education, increase awareness of female sexual rights and help empower women

to take control of their bodies, their health and their lives. I'm proud that through our work we've been able provide adequate sanitation for entire generations of women, helping them grow to their full potential.

Our 2019 Social Impact report is all about investing in the people and areas where we can have the biggest impact as a business. We match our experience, brands and consumer insight with partners who can help us make a real difference.

We remain committed to addressing some of society's biggest issues, and pursuing a meaningful impact that can be measured not just year-on-year, but in lifetimes. This is our promise – together we invest for life.

**Laxman Narasimhan**  
Chief Executive Officer, RB

**In March, we launched the Fight For Access Fund, committing to an annual investment equivalent to 1% of adjusted operating profit.**

**In 2020 we have actually mobilised £32 million to directly address the spread of COVID-19.**

**An additional £8 million will be mobilised from savings in 2020, and reinvested into local community response programmes.**

# Our approach to social impact |

## Patty O'Hayer, Global Head of Partnerships

### **Social impact is a calling, not a cause**

Responsibility is at the core of our compass – a responsibility to do the right thing, always. To speak up on the issues that impact communities where we live and work, and where our products have the potential to improve people's lives.

Addressing the most pressing social challenges of our time requires a team of likeminded partners to drive real, sustainable change. This means businesses, governments and NGOs working together and adding their expertise to finding effective, long-term solutions. In short, we love to partner, and we have a strong track record of convening leading organisations and individuals and mobilising them behind a shared social impact goal.

### **The RB point of view**

We seek to empower local communities to drive their change and own their programmes. Our approach is not to impose solutions from above; it's to understand problems and alleviate them from the ground up. When people – especially women and girls – have access to good health, hygiene and sanitation services, the whole community benefits in the long run. That's how we invest for life.

### **Measurement is key**

As a company, RB is judged by results, and we assess our social impact programmes like any other part of the business: it must deliver definitive and measurable results, or what we call Return on Purpose.

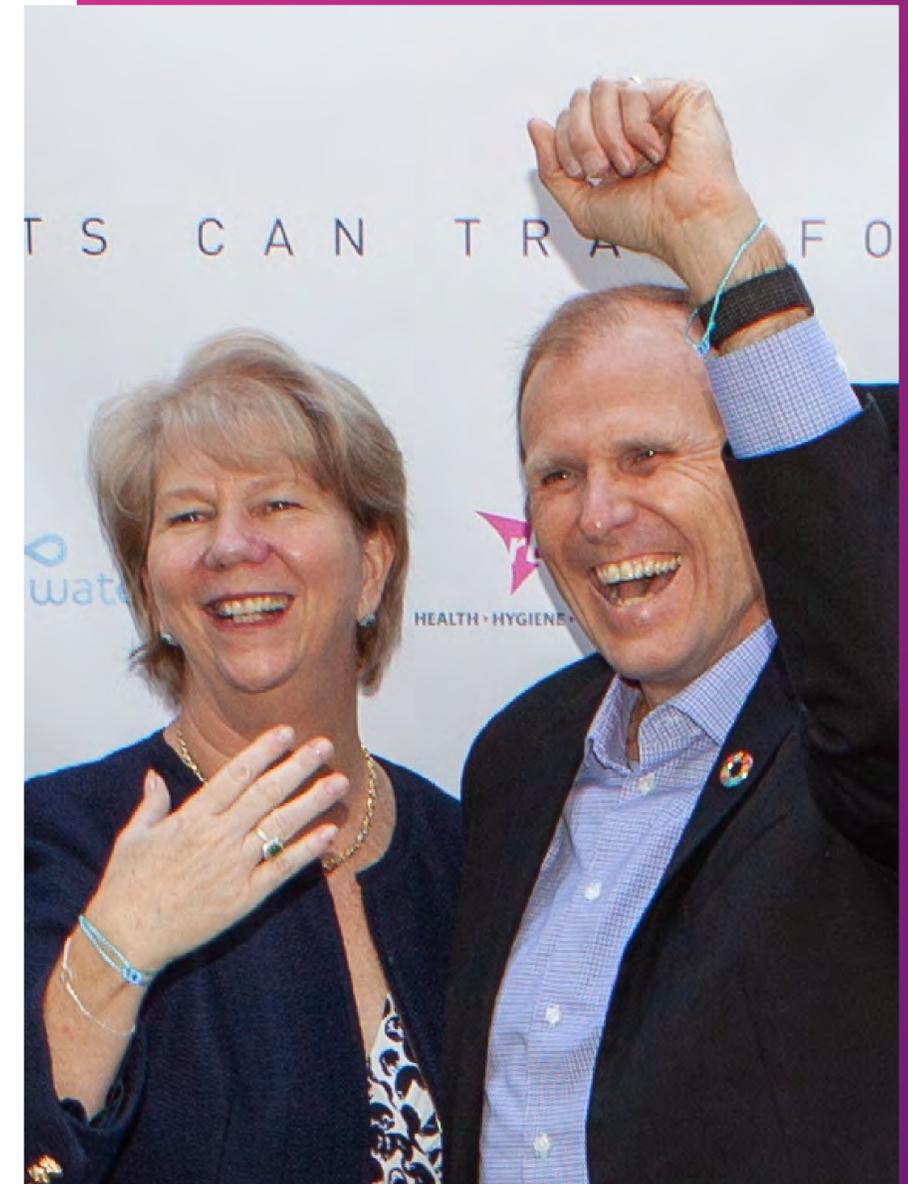
Our approach measures the impact of every project against agreed KPIs, using the London Benchmarking Group (LBG) framework – the global standard for measuring companies' social investment and impact.

And we've created robust processes that guide how we select new partners, design projects and measure the success of our collaborations. A new 5-step governance process implemented in 2019 helps ensure that all our partners meet our strict criteria if we are to team up and effect change together.

### **Our ambition**

We want to empower communities across the world to change their everyday lives through health and hygiene programmes and behavioural change communication, with the aim of informing 1 billion people by 2025.

Wherever we are best placed to effectively bring partners and communities together to make a truly lasting difference to pressing social issues, we will be there to invest for life.



### **Business Avengers**

We have joined forces with 16 companies to form a global coalition of like minded corporations and partners committed to supporting the delivery of the 17 Sustainable Development Goals. We are championing goal number 3 – Good Health & Well-being – and over the next twelve months we are responsible for inspiring and engaging others to meet the thirteen targets within this goal.

# Our three focus areas |

These focus areas align with the UN Sustainable Development Goals (SDGs) – a collection of global development ambitions that provide a framework for business, government, and civil society to collaborate on resolving the world’s biggest challenges.

 <h3>Sexual Health and Rights</h3> <p>Empowering young women to take control of their bodies, their health and their lives</p> 	 <h3>Maternal and Child Health</h3> <p>Supporting mothers and infants, so they get the best start in life</p> 	 <h3>Hygiene</h3> <p>Providing adequate access to water and sanitation, for safety and freedom from disease</p> 
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### Leaders for Change

Our social investment is supported by Give Time – our internal volunteer programme that allows every RB employee two working days to spend on causes aligned to our focus areas. The Give Time programme also sends bright young leaders at RB on longer-term assignments, where they can use their business skills and experience to bring positive change to communities.

## Our Fight For Access Fund pledge:

- ◀ An annual investment equivalent to **1%** of adjusted operating profit
- ◀ In 2020 we have committed **£32 million** to directly address the spread of COVID-19. An additional **£8 million** will be mobilised from savings in 2020, and reinvested into local community response programmes

## In addition, by 2025 we pledge to:

- ◀ Triple employee volunteering from **30,000 hours** of engagement per year to **100,000 hours** of engagement
- ◀ Inform **1 billion** people through health and hygiene educational programmes and behavioural change communications

# Our Partners |

In Our Compass we speak about the importance of building shared success, and at the very heart of this success are our long-standing partnerships. These partnerships are critical in delivering our strategy – while we can bring expertise, investment and scale, strong partnerships hold the key to making a meaningful and lasting impact.

For every initiative, we know there is a potential local partner with on-ground expertise that can help shape our impact to better fit a community.

This is why we work with NGOs, community experts, governments, and even local vendors, to co-create the best possible solutions to local issues.

To make sure our partnerships work for the people we're trying to help, we've created processes for robust governance that guide how we make new partners, design projects and measure the success of our collaborations.

Staying true to our ethos to protect, heal and nurture, we've also introduced a new, rigorous 5-point governance plan, which applies to all our social impact partnerships.

## Our 2019 Partners:



# 2019 in review |



## Sexual Health and Rights

**942,448**

young people engaged through sexual health education programmes

## Maternal and Child Health

**£3.4 million**

invested in programmes to support women, infants and children

## Hygiene

**492,918**

people with improved health and hygiene knowledge and behaviours

## Leaders for Change

**53,853**

hours contributed through our global Give Time volunteer programme

# Social impact 2019 highlights |

Our social impact investment takes a variety of forms: money invested, time donated (employee volunteering) and products contributed (in-kind donations). We measure the impact of our work in three ways:

## Individuals informed

People reached directly or indirectly with RB brand health and hygiene messaging

## Individuals engaged

People actively involved with or supported by RB social investment programmes

## Individuals impacted

People who have experienced a measurable and sustainable positive improvement to their lives, personal circumstances or health as a result of RB's social investment programmes

In 2019 we continued to embed our social impact strategy across our global operations, with 31 countries now dedicated to delivering sustainable, positive impact across our three focus areas.

Alongside fully operationalising newly established partnerships from 2018, this year saw the development of six new partnerships – from a malnutrition prevention programme in Nepal to a waterless toilet programme in Colombia.

These partnerships, as well as our local giving programmes and brand education activities, have meant that we have engaged more people than ever before and impacted the lives of hundreds of thousands of people, empowering communities across the globe.

## 3-year performance at a glance

<b>5.3m</b> individuals impacted	<b>0.6m</b> in 2019 <b>2.6m</b> in 2018 <b>2.1m</b> in 2017
<b>35.9m</b> Individuals engaged	<b>16.5m</b> in 2019 <b>12.9m</b> in 2018 <b>6.8m</b> in 2017
<b>£37m</b> Total investment	<b>£12.2m</b> in 2019 <b>£14.4m</b> in 2018 <b>£10.5m</b> in 2017
<b>£16.8m</b> Additional funds leveraged	<b>£11.6m</b> in 2019 <b>£2.3m</b> in 2018 <b>£2.9m</b> in 2017



## Sexual Health and Rights

Durex® supports programmes that keep girls in education and teach them about their sexual rights, empowering women to take control of their bodies, their health and their lives.



# Sexual Health and Rights | Keeping Girls In School



Poverty, gender inequality, insufficient access to education and gender-based violence are all key factors when considering the increased risk of HIV infection faced by women and girls. In South Africa, there are 4.4 million females living with HIV, with adolescent girls and young women being 3.3 times more likely to contract the virus than men.

In 2018, RB partnered with (RED)<sup>®</sup> through Durex<sup>®</sup> to contribute \$5 million to the Global Fund over three years. The Bill and Melinda Gates Foundation matched this donation, bringing the total commitment to \$10 million. All funds raised from the partnership and directed through the Global Fund goes to a South African school-based intervention programme, Keeping Girls in School (KGS).

By partnering with Durex<sup>®</sup>, KGS aims to reduce new HIV infections and teenage pregnancies and improve access to reproductive health services and education. They also encourage school retention in girls through tutoring and homework support, peer education, reproductive health education, career jamborees and home visits.

## Our goal

KGS aims to help girls complete their education and lead healthy, productive lives. Thanks to the Global Fund and (DUREX)<sup>RED</sup> supported programmes in South Africa, 50,000 young women and girls will have access to sexual and reproductive education programmes and health services.

## Our progress in 2019

**31,150**

educated about the dangers and risks of HIV

**148,100**

condoms distributed to young men and women

**48,642**

HIV tests provided



**Preventing HIV among girls is a critical step in ensuring we see an end to the HIV epidemic, and it starts with sexual reproductive health education.**

Jennifer Lotito  
Chief Operating Officer (RED)



## Naseega's Story |

Growing up in South Africa, Naseega witnessed friends and classmates marry too young, become mothers too soon and get diagnosed with HIV. Today, she is speaking up as a health educator and key speaker with Keeping Girls In School (KGS).

Durex helps to support and empower girls in South Africa, encouraging them to stay in school. By improving their access to reproductive health services and education, RB and KGS assist in reducing the number of HIV infections and pregnancies amongst young women – helping to protect the next generation in South Africa.



**When I work with girls, I understand them – I know where they're coming from because I've been there.**

Naseega Isaacs  
Keeping Girls in School, South Africa



## Sexual Health and Rights | Durex and (RED)<sup>®</sup> partnership



Lasting partnerships create lasting impact, and RB was proud to mark World AIDS Day 2019 as the first-year anniversary of the exciting RB/Durex three-year partnership with (RED)<sup>®</sup> to help in the fight against AIDS.

(RED)<sup>®</sup> was created by Bono and Bobby Shriver in 2006 to help fight AIDS through partnerships with iconic brands that contribute a portion of profits to the Global Fund. To date, (RED)<sup>®</sup> has generated more than \$600 million and impacted more than 140 million people with prevention, treatment, counselling, HIV testing and care services.

The (DUREX)<sup>RED</sup> partnership is one such contributor, leading to the creation of a limited edition (DUREX)<sup>RED</sup> product – with a percentage of the proceeds from the sale of each condom packet going directly to The Global Fund to fight AIDS in Africa.

Aside from initiatives like these, RB expertise and scope are used to create lasting effect in other ways, such as raising awareness of HIV/AIDS in the build-up to World AIDS Day 2019 through a global, Durex-led social media campaign. In the UK market alone, the campaign was supported by a highly engaged group of social media influencers who generated over 50,000 likes and comments on the content.

Durex continues to lend their expertise and consumer reach as the long-term partnership with (RED)<sup>®</sup> continues over the next two years.





## Maternal and Child Health

By giving mothers and communities the support and facilities they need, the NIP can give the next generation the best possible start in life.



# Maternal and Child Health | Nutrition India Programme

Childhood sets the direction for the rest of life, and the first 1,000 days – from conception to a child’s second birthday – are the most critical. Yet today, hundreds of millions of mothers and infants still struggle without enough to eat, or adequate pre- and post-natal support and care. In 2017, 20% children under five were affected by stunting, globally.

Nutrition India Programme (NIP), is a consortium managed and funded by RB (partners include: Plan International, Maharashtra Village Social Transformation Foundation, Dure Technologies, Noise2Info and Vihara Innovation Network), collaborating to improve childhood nutrition. The programme focuses on the remote region

of Maharashtra, India, where malnutrition rates in children under five are 1.5 times the national average.

NIP works with local communities to develop a workforce of travelling Community Nutrition Workers (CNWs), who are rigorously trained by public health experts, paediatricians, gynaecologists and community development specialists.

The CNWs deliver simple and effective messaging around nutrition and hygiene using specially designed games, nutrition kits, multimedia stimuli, and community festivals. Today, the programme has 40 CNWs, reaching out to 204 communities across the Maharashtra region.



## Our goal

The project will improve nutritional status during the first 1,000 days of life, with a goal of reducing stunting by 40% in children under five – keeping childhood malnutrition rates below 5%. Over the next five years, NIP aims to reach 177,000 mothers of undernourished children across 1,000 villages.

## Our progress in 2019

**200,000**

individuals reached through distribution of soap

**35,700**

pregnant women and young children benefitting from nutrition intervention

**20,000**

people reached with nutrition and hygiene messaging through events

**46,000**

more people regularly washing their hands with soap after defecation





## Kaushaliya's story |

Kaushaliya Pawara works as a Community Nutrition Worker, as a part of the Nutrition India Programme (NIP). She decided to join the programmes after witnessing first-hand the impact of malnutrition in her own village.

Through NIP, Kaushaliya has developed new skills and a livelihood that also empowers her and others like her to make a real difference to her community, and to a whole generation of local children that represent their future.

“

**I have seen many village women not able to feed their child, and as a result many children died. I am very happy to work for a project where I am restoring lactation to the mothers and saving the life of a child who has just seen the light of life.**

Kaushaliya Pawara  
Nutrition India Programme

# Maternal and Child Health | Best start in life



Stunting – when a child’s height falls too far below the healthy average for their age – is a common and damaging effect of under-nutrition and malnutrition. It has wider health implications that can last a lifetime. It affects over a hundred million children worldwide, and 8 million children in China.

To build long-term health, the most important time for child development is the first 1,000

days of life – from conception and gestation in the womb, up to their second birthday. These 1,000 days provide a unique window of opportunity and are the focus of RB’s partnership with the China Children Teenagers’ Fund: the Best Start in Life programme.

Through nutrition intervention and education, the programme aims to prevent stunting, and help break the intergenerational cycle of malnutrition in China.



## Our goal

The programme aims to directly impact 10,000 pregnant women and babies and reduce stunting by 40% in rural China. With 1,000 days of nutrition education through public communication, it also aims to reach millions of Chinese families with valuable nutrition education.

## Our progress in 2019

**1,598**  
pregnant women engaged with the programme

**4,431**  
people reached with education and training around nutritional wellbeing

**1,075**  
healthcare professionals trained

**24**  
governmental and societal organisations involved



**We strive to nourish the first 1,000 days of life by supporting more mothers and infants to access better nutrition. Through this, we hope to break the cycle of malnutrition for the next generation.**

Adelaide Gu  
Best Start in Life Programme, RB China

One of the phototherapy units provided



## Maternal and Child Health | Project Oscar



Neonatal jaundice (NNJ) is one of the most common conditions among infants, affecting about 1 in 2 new-borns worldwide. Without treatment, it can lead to debilitating conditions such as cerebral palsy, hearing loss, vision problems and brain damage. Globally, an estimated 114,000 infants die from NNJ annually, and over 63,000 survive with moderate to severe long-term impairments.

Project Oscar began shortly after RB delegates from One Young World 2017 met Oscar Anderson, a disability activist living with cerebral palsy as a complication of untreated NNJ. The RB delegates were inspired by Oscar's ambition to make a difference for others like him and help prevent the effects of NNJ in newborns.

RB worked with Oscar on a proposal to reduce the impact of untreated NNJ in

Vietnam, Oscar's birthplace, and where severe NNJ rates are around 25 times higher than higher-income countries. The plan included the provision of phototherapy devices to treat NNJ to some clinics and hospitals, training programmes for healthcare professionals, and a campaign to educate parents and caregivers on the detection and treatment of NNJ.

Project Oscar was officially launched in April 2019, in collaboration with the Vietnamese government's Maternal Child Health Department.

In 2019, the programme directly trained 261 healthcare professionals in detecting and treating NNJ. Over the next 5 years, the programme aims to treat 150,000 newborns for NNJ, helping to eliminate the risk of further complications.

### Our goal

A five-year commitment to ensure 100% successful diagnosis and treatment to prevent NNJ from impacting newborn brain development in Vietnam. We aim to reach 150,000 newborns and train over 260 healthcare professionals.

### Our progress in 2019

**96**  
hospitals and clinics reached

**100**  
phototherapy units to treat NNJ provided



## Hygiene

Harpic helps provide access to adequate sanitation and proper hygiene, helping communities stay safe and free from disease.



# Hygiene | More Than A Toilet

Access to safe water and sanitation are among the most fundamental of social needs, and their absence affects almost every part of life. Today, 2.4 billion people live without access to basic sanitation services such as toilets, and every two minutes a child dies from a water related disease.

In 2018, Harpic entered a year-long partnership with Water.org, investing \$1 million to

support their work. Half of the investment was channelled into Water.org projects in India and the other half backed various Water.org projects around the world.

RB and Harpic's investment enabled a range of activities to help families access improved water and sanitation sources. Through this investment, Water.org were able to reach 176,275 people in India, helping them

secure their own empowering water and sanitation solutions.

Today, Harpic and Water.org are building upon our work in 2019 with a second partnership through 2021. It will focus on supporting programmes in India and Indonesia – exploring ways to deepen our collaboration to further help people secure their own water and sanitation solutions.



## Our goal

Within the partnership extension, Water.org will mobilise \$29.1 million in funds, and their partners will disburse 138,000 loans, changing the lives of 641,400 people across India and Indonesia with improved water and sanitation access by 2021.

## Our progress in 2019:

**\$10.8M**

in capital mobilised  
for microfinance loans

**45,420**

WaterCredit loans  
disbursed

**216,275**

people positively  
impacted





## Jainti's story |

Like many across India, Jainti's village lacked a safe and private place for women to use the toilet. With the support of RB, and through Bandhan Bank, she was able to start attending a self-help group to discuss and resolve the challenges her community faced on a daily basis.

A Bandhan Bank representative spoke to members in need of proper sanitation, and explained how women like Jainti could take small loans to build toilets for their homes.

Jainti received a loan of approximately 15,000 Indian Rupees from Bandhan, alongside resources for toilet construction and education on cleaning and maintenance. Within a few months, Jainti's toilet was in use. Recognising the health and safety benefits of a toilet, Jainti has proudly taken an active role in motivating her neighbours to follow her example. Her testimony and the bank's support helped her neighbours get their own toilets, making her village open-defecation free.

## Anis' story |

Through the support offered by RB, Anis learned her daily routine – which involved defecating and bathing in the same body of water – would need to change as it could seriously impact her health.

She was able to address this by taking out a small loan, using the money to build a toilet with a septic tank and bathroom. It took seven days to construct, and today her whole family continue to benefit from this decision.



# Hygiene | Project Hope



20 million or 62% of all households in Pakistan are found in rural areas, where lack of access to quality healthcare services and products means that poor health and hygiene dominate.

In 2018, RB and our partners\* launched Project HOPE (Healthier Options via Product innovation and Education), a programme that empowers Pakistani women by training them as door-to-door health advisers, or sehat aapas ('health sister').

The sehat aapas spread awareness of bad practices such as open defecation, while promoting behaviour changing health and hygiene practices such as washing

hands, boiling water, and preventing food contamination. They also introduce other women to various health solutions by selling a specially selected basket of goods comprising both RB and local partner products. Through collaboration with local partners\* and extensive support from the UK's Department for International Development (DFID), the project is now a for-profit enterprise called Saaf Sehatmand Services (SSS) Private Limited. SSS aims to provide targeted communities with affordable hygiene solutions and is set to achieve its ambitious goal of positively impacting 1 million households in the next five years.



**RB Pakistan and their partners... have combined a novel governance approach with an innovative business model. It's my hope this will form the basis for a new business-led approach for scaling impact and achieving inclusive economic development.**

Ted London  
Clinical Associate Professor of Business Administration, University of Michigan

\* Shan Foods (spice mix manufacturers), Shield Corporation (makers of oral and baby care products), EBM (biscuit manufacturers) and Santex (makers of sanitary napkins and baby diapers).



## Our goal

To empower 1 million rural households in the next 5 years through more than 5,000 sehat aapas.

## Our 2019 progress in Pakistan:

**231,385**

individuals enabled to improve their health and hygiene

**36,154**

households visited by the sehat aapas

**40**

sehat aapas visiting rural communities to deliver health hygiene education and sell products





## Leaders of Change

As individuals in our own communities and as a business, we all profit when society is lifted by progress



# Leaders of Change | Give Time

**givetime** #FREEDOMTOSUCCEED

Giving our employees the freedom to succeed, both in their careers and as leaders in their communities, is fundamental to our ethos.

RB believes that when our employees feel a sense of pride in their work, all aspects of the business benefit.

Through our Give Time programme, each RB

employee around the world is given two paid volunteer days – time in which they can work within their respective communities to bring about positive change.

Globally, we aim to donate 100,000 employee hours per year by 2025 – in 2019, 53,853 hours were volunteered, exceeding our global

target of 50,000. The Give Time programme also runs global-led initiatives through our partnerships with Raleigh International and One Young World, allowing RB employees to leverage their skills and experience.





## Give Time | Colombia



RB Colombia is committed to improving the environment and communities, focusing on areas of huge impact to ultimately improve quality of life in their country. These include tree planting and river cleaning, supporting children in need, caring for street animals and support for a region called 'Commune 18'.

Twice in 2019, RB employees and their family members made a day of planting trees at the Los Farallones National Park. Planting the necessary balance of native species of tree, together with river cleaning activities, helped restore the local ecology and reduced health risks to the local communities.

RB Colombia employees also gave time to Commune 18,

a community formed in the 1950s from displaced people fleeing violence in rural Colombia at the time. Unfinished developments and inadequate sanitation have led to poor waste management and contaminated water sources in the commune, resulting in diarrhoea, dengue fever and other illnesses. Working with Commune 18 since 2009, the Give Time programme has founded five community childhood centres to provide health services for children and their families, improve access, education and general health services to the community.

**In 2019, the RB Colombia team gave more than 2,000 volunteer hours of their time to the programmes they support.**

## Give Time | Utah



As part of the Give Time program, the RB Team in Salt Lake City, Utah, supports two local organisations.

Make-A-Wish Utah supports terminally ill children, and The Family Support Center helps children at risk of domestic violence.

In October 2019, the RB Salt Lake City office hosted a Give Time volunteer drive with local partners to encourage employees to use their Give Time hours. Branded 'Give Back Day', employees volunteered their time to support impactful projects in the local

community. They assembled baskets of RB products, towels, sheets and other essentials to give to the Family Support Centre's LifeStart Village. The volunteers also helped with maintenance, painting and cleaning of two Family Support Centre locations.

Some employees also worked with Make-A-Wish Utah, making countdown calendars and craft-kits for children and families.

**In 2019, the RB Utah team gave a total of 3,293 hours of their time to volunteering.**

# Leaders of Change | One Young World

In 2019, 50 RB delegates from 26 countries arrived at the One Young World summit to take part in a global forum for young leaders. This included 10 scholarship recipients from RB partners. The Lead 2030 prize fund, awarded for making an impact on the UN Sustainable Development Goals, also benefitted from RB sponsorship.

By bringing delegates to One Young World, RB is able to nurture and develop the leaders of tomorrow – helping young

people share their passion and gain the skills required to shape the future of the business.

RB CEO Laxman Narasimhan highlighted the importance of working with partners and communities at the event. He spoke to how RB has been working to support disability activist Oscar Anderson (read more on this partnership on page 18). Oscar spoke about reducing the devastating impact of untreated neo-natal jaundice by partnering with RB.



## One Young World 2019

**50**

RB delegates from 26 countries

**10**

scholars sponsored by RB partners

**2**

Lead 2030 prizes sponsored

# Leaders of Change | **LEAD 2030**

Formed by One Young World, Lead 2030 is the world's biggest prize fund for young leaders making an impact for the UN's Sustainable Development Goals (SDGs). Powered by some of the world's leading businesses, the initiative finds, funds and accelerates SDG solutions created by founders under 30.

RB is a proud sponsor of two challenge winners across two SDGs that align with our social impact focus areas.



# Leaders of Change | LEAD 2030 winner for SDG 2: Social Changemakers and Innovators (SOCHAI)



SOCHAI is a social impact programme based in Nepal. It has invested in a number of innovative projects to educate families and help tackle malnutrition by improving nutritional health for nursing mothers and young children and economically empowering marginalised women through business opportunities.

Aside from comprehensive education programmes for groups such as health workers, mothers groups, golden 1,000 days mothers, adolescent girls and school children, they also run creative and innovative

initiatives that help educate and prompt positive behavioural change.

One such initiative is the launch of educational bracelets, called 'NutriBeads'. They use a simple number and colour system to indicate the different types of food infants need in their diets at specific age ranges, so children get the kind of nutrition they need to help them survive and thrive. The bracelets are made by local artisans who benefit from the income they receive for their work.

In addition to funding, RB is providing expert mentoring to help SOCHAI scale up by further

improving their product management and marketing and developing their impact measurement processes. This work is now well underway, with progress due to be measured for the 2020 Social Impact Report.



**By integrating health, nutrition, gender, entrepreneurship, innovation, technology and infrastructure in education, I aspire to empower millions of girls and women in the future.**

Bonita Sharma  
SOCHAI Cofounder & CEO



## Programme goal

SOCHAI aims to support women, children, girls and families reach their full potential in life by improving their overall health and breaking the vicious inter-generational cycle of malnutrition through innovation, education and entrepreneurship.

## Our progress in 2019

**1,500**  
mothers

**3,000**  
adolescents

**350**  
health workers

...have received  
nutritional training



## Leaders of Change | LEAD 2030 winner for SDG 6: Tierra Grata



Tierra Grata is an organisation that develops social technologies to bring water, energy and sanitation services to underserved communities in Colombia.

One of their most innovative initiatives is the development of a waterless toilet, the 'Baño Grato' – helping it win the Lead 2030 challenge for SDG 6.

Baño Grato is a decentralised sanitation system that saves up to 68,000 litres of water per year per person, avoiding the contamination of superficial and underground water sources. Effective sanitation facilities are crucial not only for health and hygiene, but also for

safety – particularly for women. Baño Grato includes space for a shower, enabling users to bathe safely and in privacy.

On top of funding, RB also supports Tierra Grata with specialist business expertise. This includes analysing their business model, redesigning the toilet prototype, and effectively mapping communities in need of these services. RB employees based in Colombia, the US and worldwide are also volunteering their own time to support the project. The results of these interventions will be measured in the 2020 Social Impact Report.



**It is important to promote innovative solutions that serve environmental as well as social purposes and that empower communities to become more productive and to spark development.**

Jennifer Colpas  
Co-founder, Tiera Grata

## Programme goal

Tierra Grata works to provide well-being to rural communities in Latin America through clean and affordable energy and intimate and safe spaces for sanitation.

# Leaders of Change | Raleigh International

Raleigh International's purpose is a natural fit with RB's volunteer programmes: to empower young people and local communities to work together to create lasting change. That's why RB has partnered with Raleigh International on two major initiatives from our Give Time volunteering programme.



**The Global Volunteer Challenge** gives RB employees the chance to use their business skills and experience to work with local communities to improve health and hygiene practices and reduce preventable diseases.

**RB's Long-Term volunteer programme** offers its leaders of the future the opportunity to take part in a 13-week programme, managing

young volunteers in rural community projects in Nepal, Tanzania and Costa Rica.

Through these programmes, RB and Raleigh International bring young leaders and local communities together to work hand in hand towards lasting, positive impact.



The biggest learning for me from the project is that knowledge is power. By giving community members the knowledge to make informed decisions, we are empowering them to make a difference in their lives.

Tim Foster  
National Business Manager, RB Australia

# Leaders of Change | Raleigh International – Global Volunteer Challenge 2019



60% of people in Tanzania don't have basic handwashing facilities at home and only 30% are using basic sanitation services.

This was the focus of last year's RB Global Volunteer Challenge, in partnership with Raleigh International, who have been working in rural Tanzania since 2013. 30 RB employees from 23 countries immersed themselves in local communities in Kilombero to really understand the health and hygiene challenges in context.

Then, taking their professional skills and fresh perspective, the RB employees worked together with Tanzanian youth volunteers to develop and propose innovative but viable solutions to improve school water, sanitation and hygiene (SWASH).

Two of the proposals were selected for further development and are currently being implemented, with the volunteer teams continuing to support the project both remotely and on the ground.

The first project focuses on convincing male household heads (or 'Babbas') of the importance of good sanitation practices at home, ultimately encouraging them to release more of the household budget to spend on hygiene and sanitation products. The second project, 'Shujaa Wa Usafi', aims to improve handwashing, toilet cleaning and water treatment practices by training students to become 'SWASH Heroes'.



**We've run the Babbas intervention in two communities so far and the feedback was amazing. We have done training and shopping with 40 Babbas who were very excited about it, and they absolutely loved the activities in the curriculum.**

Angel Beno  
Skills Based Volunteer Officer, Raleigh

## Our progress in 2019

**2,035**

Babbas committed to promoting positive hygiene behaviours in the home

**85**

vendors selling hygiene products recruited to collect market data and help supply hygiene products, improving access for 6,500 people

**9,371**

men, women and children participated in training for improved hygiene behaviours

**381**

SWASH Heroes trained across 19 communities delivering education on good hygiene behaviours, with materials to help spread behaviours to their family and friends



# Leaders of Change | Raleigh International – Long-term volunteer programme



The RB Long-term volunteer programme, run in partnership with Raleigh International, sends select talent from RB on 13-week-long programmes to become project managers and leaders of young people on volunteer assignments.

This gives them the opportunity to make a real contribution in a community, gain a deeper understanding of issues around water and sanitation, and develop their leadership skills in a way that could not be done in the office.

In 2019, eight RB employees from around the world went on programmes in Costa Rica, Tanzania, and Nepal as Volunteer Project Managers. In total, they contributed 5,992 hours over the year, returning home with a greater sense of responsibility for protecting the environment and a renewed faith in the power of mentoring and role models.

Working with diverse groups on limited resources meant the volunteers had to be creative and resourceful in their approach to different challenges, expanding their skill sets and their ability to react in challenging situations.



**Personally, it's been a life-changing experience which has inspired me and given me a sense of inner purpose; a reason to do good and make a difference in the world.**

Ishaan Kaul  
RB Global Brand Manager, Innovations



## Our progress in 2019

**8**

RB employees went on 13-week-long assignments

**16**

projects supported in 3 countries

**5,992**

total hours contributed over the year



## Ben's story |

Three months is a long time to commit to volunteering – but it's time that Ben Smith, National Account Manager from RB New Jersey, is grateful to have spent.

In September 2019, Ben was selected as a Volunteer Project Manager for Raleigh International as part of the RB Give Time programme. For three months he managed a Raleigh International water infrastructure project in Dal Bhanjyang, Nepal - gaining valuable leadership experience.

Through his time on the programme, Ben was able to witness first-hand how education and infrastructure can empower whole communities to take their health into their own hands.



**From a community development perspective, watching the community turn on their taps on the last day of project was a huge highlight. From a leadership perspective, seeing the programme volunteers evolve from nervous but excited participants to confident and self-assured leaders over 10 weeks was my highlight. It was my entire reason for doing Raleigh, and something I am grateful to have witnessed.**

Ben Smith  
Volunteer Project Manager, RB US

Their work in Dal Bhanjyang gave community members, who used to go on 20-minute trips to collect water, easier access through private tap stands at their doorsteps.

These tap stands translated to more than easy access to water. They saved people almost 5 hours per week, giving them more time to spend on things that matter to them; more time with family and friends, or more time working to bring in a higher yield. Closer water outlets also made it safer to collect water, and easier to apply positive health and hygiene practices. To Ben, it was clear how the project went beyond water access to deliver tangible social, economic and health benefits.

# Leaders of Change | Emergency response – Cyclone Idai



As well as impactful longer-term partnerships, RB also offers direct donations in times of desperate global crises.

In March 2019, tropical Cyclone Idai caused disruption and devastation for more than 3 million people in Southeast Africa. This disaster is regarded as one of the worst tropical cyclones on record to affect Africa and the Southern Hemisphere.

400,000 people lost their homes, 3,436 classrooms were damaged or destroyed and 4,000 cases of cholera were reported in Mozambique, as well as 10,000 cases of malaria.



## Donating with direct effect

RB supported relief efforts by donating Dettol Soap and Jik Bleach. It also worked in partnership with the local Ministry of Health to provide vital personal hygiene education messaging with amplification on radio.

In addition, RB donated £100,000 to Plan International UK to support relief efforts, distributing food, shelter packs, hygiene products and mosquito nets, and helping rebuild schools, latrines, water sources and child-friendly spaces.

## Our support in 2019

**14,855**

food packs distributed

**33,332**

blankets provided

**8,356**

Dignity Kits provided to women and girls

**6,684**

learning kits provided to help replace lost school supplies

**85,550**

people benefitting from hygiene kits



# Social impact metrics | Our 2019 impact in numbers

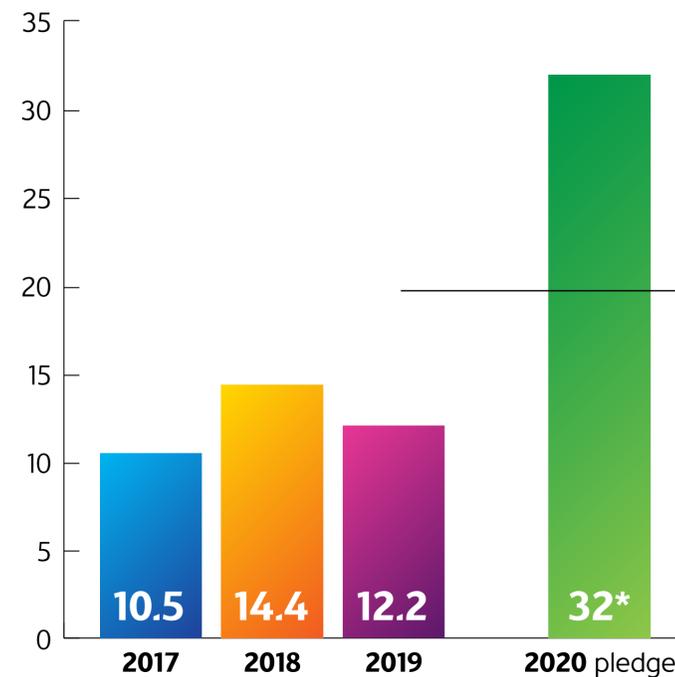
# Social impact | Metrics

Our 2019 investment has allowed us to reach million of individuals through local giving, brand programmes and global partnerships.

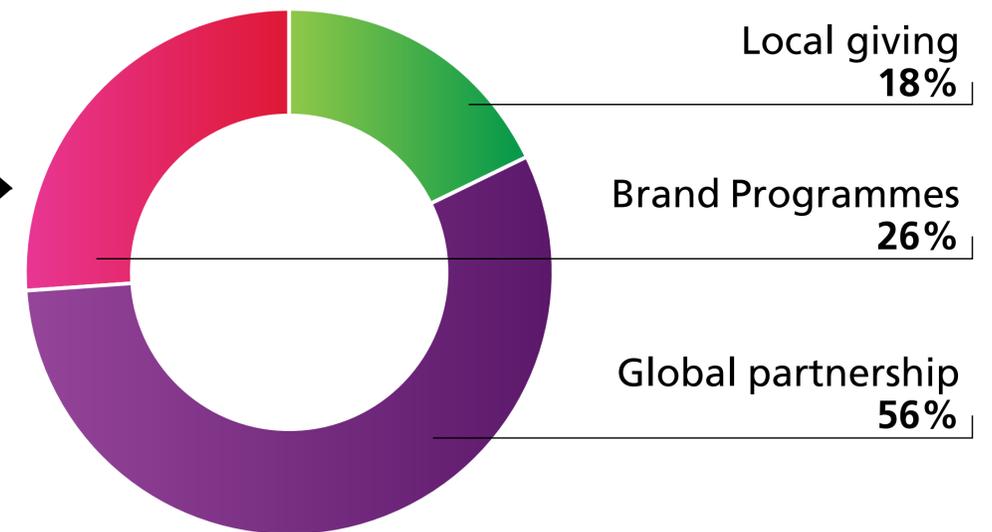
**We pledge to double our 2017 investment from £10 to £20 million. We have now committed to an annual investment equivalent to 1% of adjusted operating profit**

\*An additional £8 million will be mobilised from savings in 2020, and reinvested into local community response programmes.

**Total social impact investment (£ millions)**

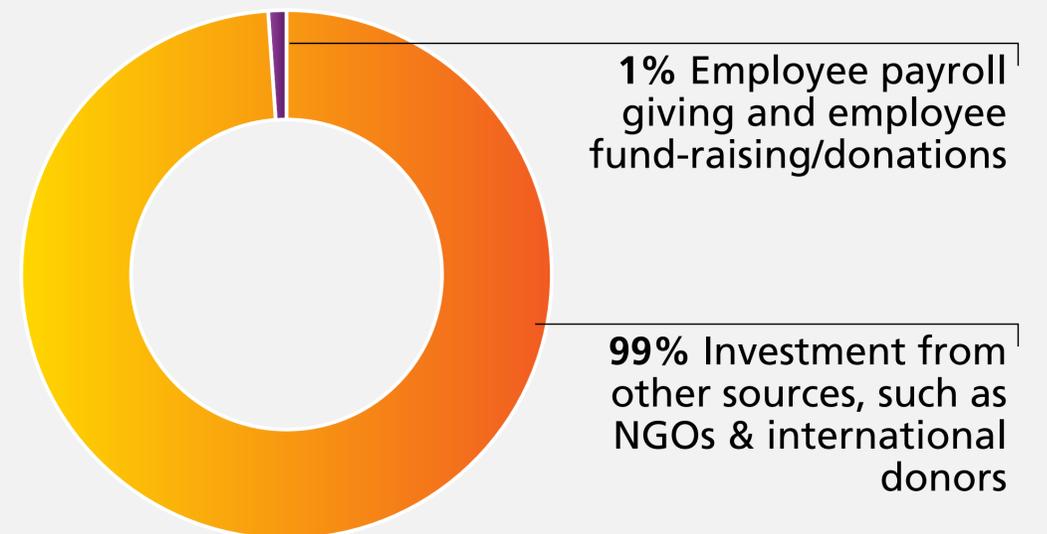
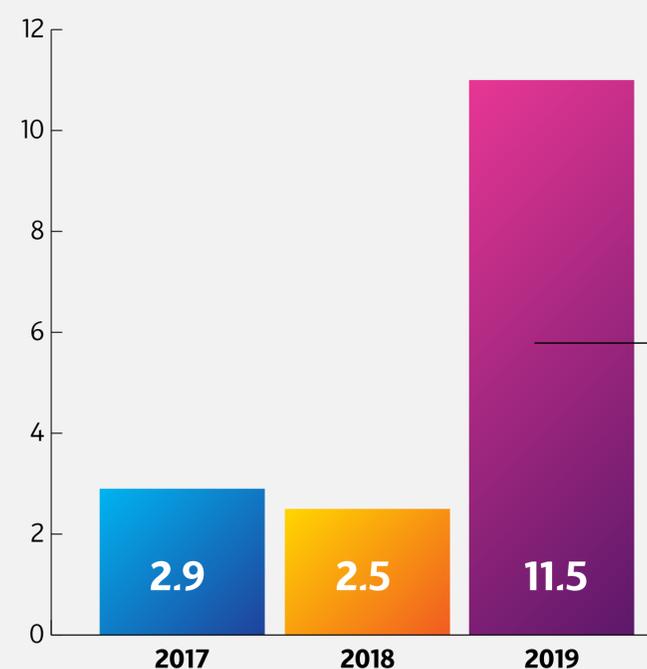


**Spread of programmes 2019**



**In 2019, additional funds raised as a result of RB's social impact activity totalled £11.5 million**

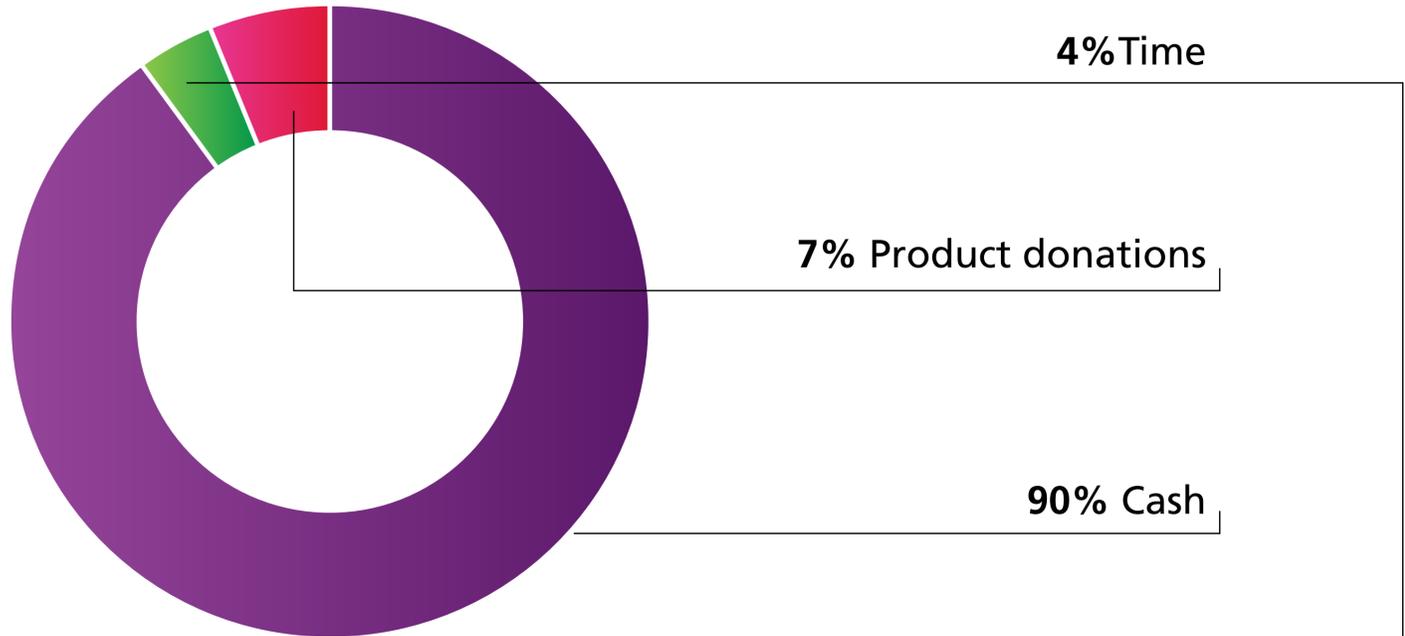
**Total leveraged investment (£ millions)**



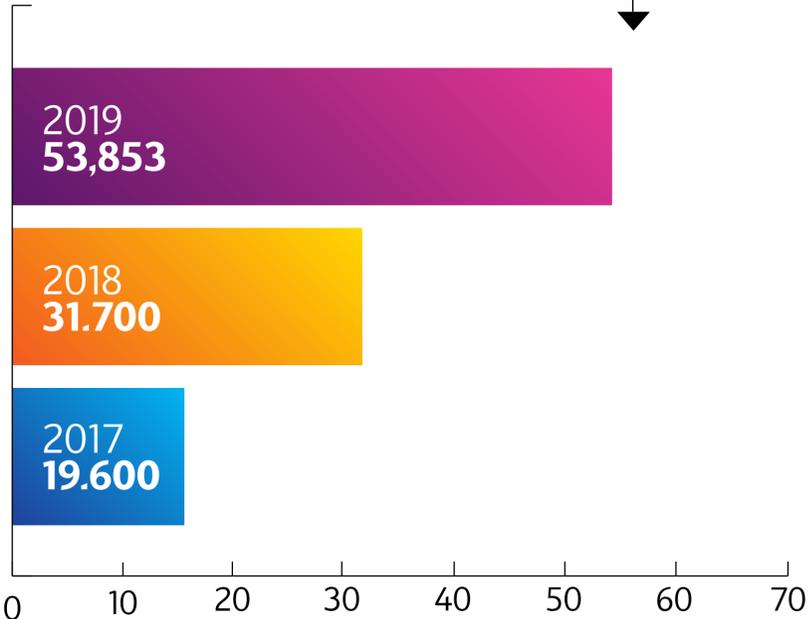
# Social impact | Metrics

Our social impact investment takes a variety of forms: cash invested, time donated (employee volunteering) and products contributed.

## 2019 breakdown: forms of investment

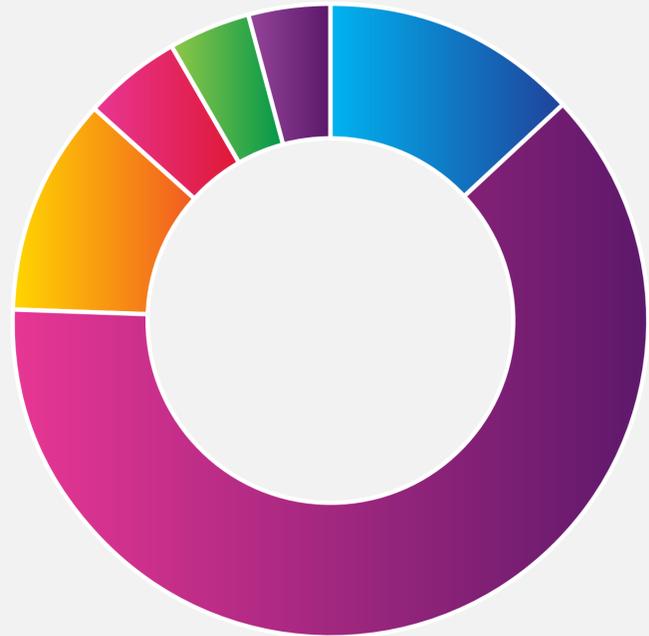


In 2019, RB employees donated 70% more time from the previous year



Our 2019 social impact investment reached individuals and communities across the world

## 2019 breakdown: areas of investment



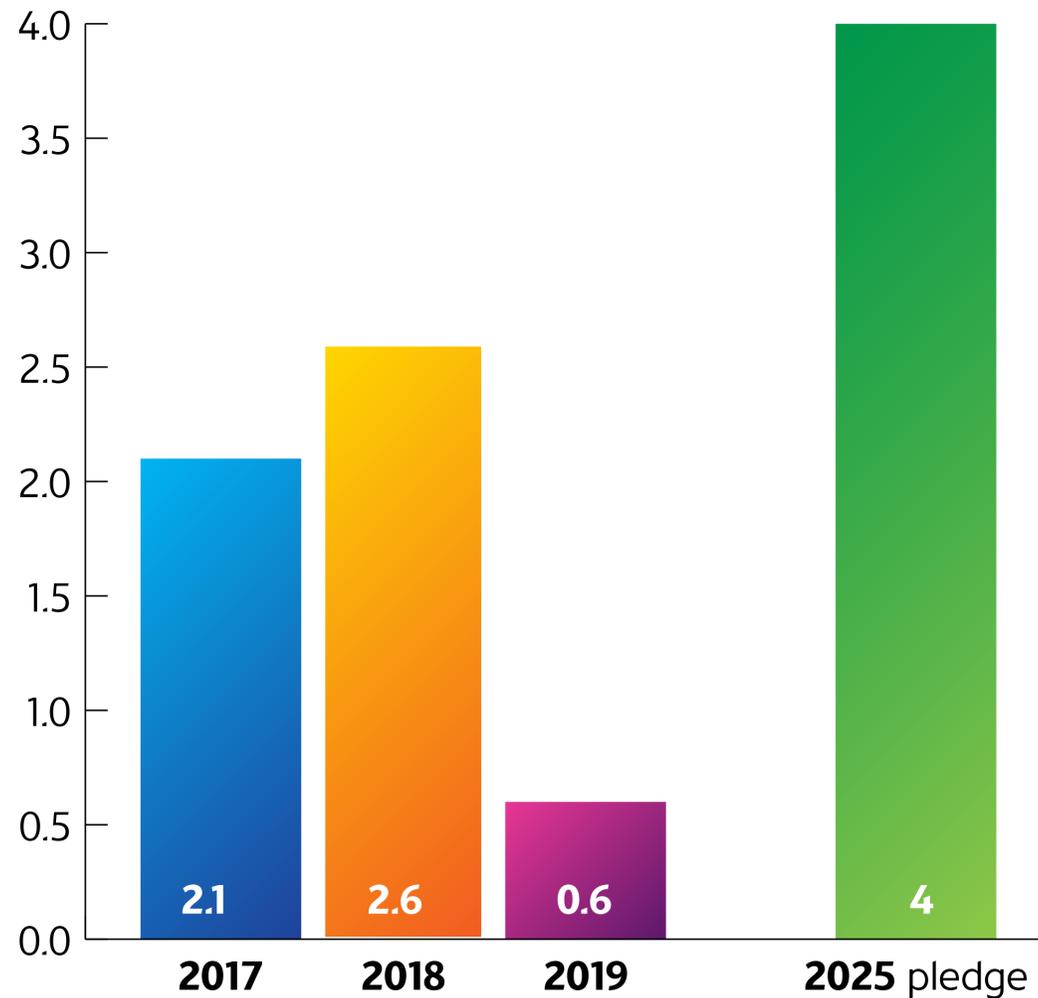
- Africa and the Middle East  
£1,532,671 (13%)
- Asia Pacific  
£7,612,884 (62%)
- Central and South America  
£1,394,694 (11%)
- Europe  
£641,917 (5%)
- Global  
£512,080 (4%)
- North America  
£490,850 (4%)

# Social impact | Metrics

We measure our social impact results in three key ways

## Individuals impacted (millions)

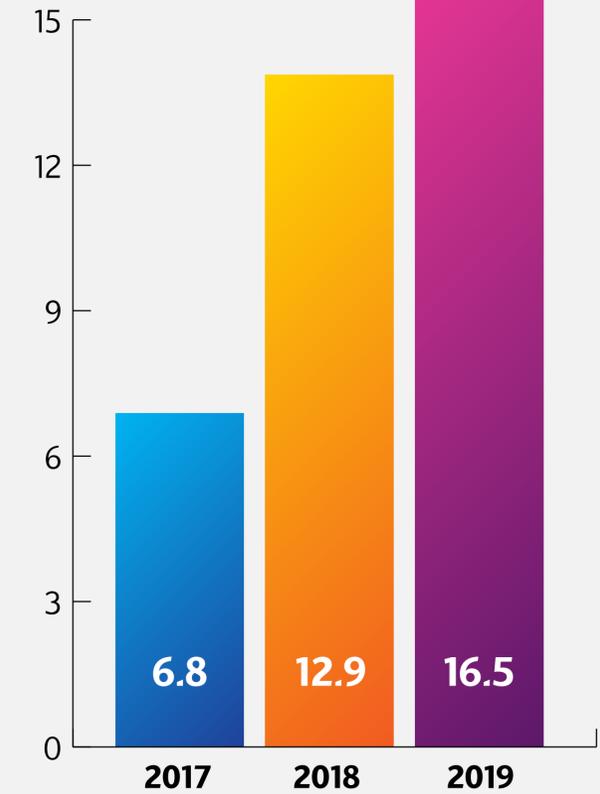
People who have experienced a measurable and sustainable positive improvement to their lives, personal circumstances or health as a result of RB's social investment programmes



By 2025, we pledge to double our 2017 impact in communities from 2 to 4 million people

## Individuals engaged (millions)

People actively involved with or supported by RB social investment programmes



## Individuals informed (millions)

People reached directly or indirectly with RB brand health and hygiene messaging

