



Partnering for social impact

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Social impact is at the heart of our purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. We develop powerful partnerships in our fight to ensure that access to high-quality hygiene, wellness and nourishment is a right, not a privilege.

Everyday changes make a lifetime of difference

We know that, with support and persistence – and by working with our many partners – we can help people make small everyday changes that have the potential to transform entire communities.

We're investing in people and areas where we can have the most impact to empower the people who can create the biggest changes in their communities: women, girls and children. Women like Naseega Isaacs, who watched classmates become mothers too soon and was diagnosed with HIV as she grew up in South Africa. Today, Naseega is encouraging young girls to stay at school as one of the Keeping Girls in Schools health educators, a programme we help to fund through our Durex (RED) campaign.

We're taking what we know from our day jobs – our understanding of consumer behaviour – to focus on sustainable improvements that can affect complex global issues over time. We're looking for new approaches to solving basic problems. For example, something as simple as developing an affordable soap that makes hand washing feel good can change the hygiene and health of a whole village.

We don't have all the answers. But we approach our social impact initiatives with the same rigour and discipline as any other part of our business. We can't do this alone – only through working closely with our partners can we create the kind of everyday improvements that will change lives for the better.



Our progress in 2019

In 2019, we continued to embed our social impact strategy across RB, with 31 countries now dedicated to delivering sustainable, positive impact across our three focus areas, compared with 27 in 2018.

Alongside making sure the partnerships we established in 2018 are working well, this year we developed 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 made a positive contribution to the lives of hundreds of thousands of people and their communities. The programmes make a real difference to people's lives, for example through basic but essential water and sanitation that improves health, addressing malnutrition or building awareness of sexual health and wellbeing which prevents sexually transmitted diseases and can also enable empowering choices for women.

Many of our partnerships are still relatively new. They take time to embed within communities and make the most and lasting impact, especially where behaviour change may be what creates that lasting impact. However, we are measuring the impacts they increasingly have. Our Social Impact Report has more details but they include more than 30,000 women and girls in South Africa with increased awareness of the risk of HIV Aids and a similar number of women and children in India benefiting from better access to nutrition. We will continue to develop our programmes and partnerships, knowing that there is much to do and that we rely on the expertise of our partners to help deliver effective programmes. These programmes have strong metrics and, as the methodology for these improves, we will work with our partners to implement them to enable us to gauge impact and also strengthen programmes to improve performance.



Partnering for social impact continued



By 2025 we pledge to



Reinvest 1% of annual net profits in social programmes



Double 2017 social investment from £10 million to £20 million and double our impact in communities from 2 to 4 million people



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

An important part of how we make a positive social impact is through our employees giving their time and money. To encourage more widespread participation in 2019, we created a new Social Impacts Partnership role. This will help us grow our employee volunteer programme, Give Time, to achieve our goal of donating 100,000 hours each year by 2025.

2019 PERFORMANCE

Total investment
£12.2m

Additional funds leveraged
£11.6m

These are funds leveraged from other sources beyond RB, perhaps through employee fundraising or match-funding from another source. In the past that has included funding from major philanthropic donors such as the Bill & Melinda Gates Foundation which matched our \$5m funding of our programme with (RED) Global Fund with an additional \$5m

596,268
People who have experienced a measurable and sustained positive improvement in their lives

16.5m
People engaged face-to-face

191m
Total number of people informed through health and hygiene messaging and campaigns
(Cumulative reach since 2013: 956m)[†]

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

The overall number of people who have experienced a measurable and sustained positive improvement in their lives during the year declined when compared with 2018. This was due to some large programmes in India, Nigeria and Pakistan drawing to a natural close during 2019 after three to five years of work. We typically report impact at the end of programmes when we can see and measure impact. Of course, our new programmes in Nepal and Colombia in 2019 mean that more people in total have or are progressively gaining some value from our work, helping us move towards our overall goal. We will continue to look for partners across our three focus areas to find more areas where we can work together to positively impact peoples' lives at scale.

Looking ahead to 2020 and beyond

We'll continue to work to meet our 2025 pledges through developing and growing our partnerships, while looking for new ways to solve the issues in our three focus areas. Measuring our impact isn't always easy to do, as changes are often the combined result of complex factors. One example is our pledge to reinvest 1% of our annual net profits; this isn't just about financial commitment – it's also about the work our brands are doing on the ground, the time our people volunteer, our product donations in emergencies, and so on. Nevertheless, targets do help us focus our efforts and understand our impact, and we're working on shaping 2030 targets to help focus and measure over the longer term.

Our partnerships enable us to tap into wider resources and capabilities. We can do far more by working with others than we can alone, and we'll continue to expand and enhance how we work together to make lives better.



Partnering for social impact continued



How we partner for social impact

As a company, RB is judged by results, and our social impact programmes are no different. Our strategy is to invest in people and countries where we can have the most impact. And we recognise that through partnerships we bring in wider resources, wider capabilities, and create greater influence and change. Before we partner on any project, commit any funds or launch an initiative, we do a lot of research to explore who will benefit and how.

We've created robust processes that guide how we select new partners, design projects and measure the success of our partnerships. We are guided by the London Benchmarking Group framework, the global standard for measuring companies' social investment and impact. This year, we created a new governance plan, which applies to all our social impact partnerships. All partners must meet our strict criteria if we are to team up and effect change together. We don't compromise on standards of governance, effective measurement or the ambition of our targets. We measure the impact of every partnership against agreed KPIs. And we have invested in a new digital platform, the Goodera measurement system, to track all our globally funded partnerships and report their impact.

We recognise that through partnerships we bring in wider resources, wider capabilities, and create greater influence and change. We track all our globally funded partnerships through our Goodera impact measurement system. The management overheads of our social impact programmes are £100,000.

OUR PARTNERSHIPS FOCUS ON THREE MAIN AREAS:

Sexual health and rights – keeping girls in education and teaching them about their sexual rights empowers them when they become women to take control of their bodies, their health and their lives.

Maternal and child health – by giving mothers and communities the support and facilities they need, we can give the next generation the best start in life. Our partnerships here aim to reduce stunting in children by 40% in the first 1,000 days of their lives.

Water and sanitation – improving people's access to sanitation and educating them about proper hygiene helps them stay safe and free from disease.

Sexual health and rights

Everyone should have rights over their own bodies – yet thousands of women and girls are forced into situations which risk their health and lives and rob them of their freedom. This can be prevented with the right education and support.



Keeping Girls in School programme, South Africa

- **31,150** educated about the dangers and risks of HIV
- **148,100** condoms distributed to young men and women
- **48,642** HIV tests provided.

Nearly 38 million people were estimated to be living with HIV at the end of 2018. It is a particular challenge in Africa. Working in close partnership with the Keeping Girls in School programme, we're using the Durex (RED) campaign to make a difference in South Africa, where 40% of women have been raped. Between 2019 and 2022 we're supporting 50,000 adolescent girls and young women through services such as tutoring and homework support, peer education, sex education, career jamborees and home visits to encourage them to complete their education.



Maternal and child health

For building long-term health, the first 1,000 days of life – from conception and gestation in the womb up to a child's second birthday – are critical.

Nutrition India Programme (NIP)

- **35,700** pregnant women and young children benefiting from nutrition interventions
- **20,000** people reached through events
- **380** project facilitators trained
- **1,237** people experienced transformative changes as a result of the programme.

Partnering for social impact continued



In the tribal regions of Maharashtra, India, rates of malnutrition in children under five are 1.5 times the national average. Highly trained Community Nutrition Workers travel from village to village, educating 204 communities across the region with games, nutrition kits and festivals. They're people like Kaushaliya Pawara, who decided to train in our programme after seeing children in her village die of malnutrition. Over the next five years, NIP aims to reach 177,000 young mothers of undernourished children across 1,000 villages. The programme is a consortium of partners including Plan International, Maharashtra Village Social Foundation Transformation, Dure Technologies, Noise2Info and the Vihara Innovation network.

Best Start in Life: China Children and Teenagers' Fund

- **1,598** pregnant women engaged through the programme
- **1,075** healthcare professionals trained
- **4,431** people reached with education and training around nutritional wellbeing
- **24** governmental and societal organisations involved.

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 that can last a lifetime. It affects over a hundred million children worldwide, and China, with eight million affected children, accounts for the fourth largest number. Our partnership with the China Children and Teenagers' Fund, launched in 2018, provides vital advice and nutrition packs for pregnant mothers. It also works with rural hospitals and trains up to 5,000 professionals in local maternal centres to help monitor pregnant women's health. The programme is initially being rolled out in the remote western regions of China, to reduce the impact of poor nutrition by 40% in rural China by supporting 10,000 pregnant women and babies.

Project Oscar, Vietnam

- **96** hospitals and clinics – provided education and training
- **100** phototherapy units provided
- **261** healthcare professionals trained.

Although neonatal jaundice (NNJ) is common, if untreated it can lead to conditions such as cerebral palsy, hearing loss, vision problems and brain damage. Around the world, an estimated 114,000 infants die from NNJ annually, and in Vietnam severe NNJ rates are 25 times higher than some high-income countries.

Oscar Anderson, a disability activist born in Vietnam living with cerebral palsy from untreated NNJ, joined forces with a group of RB delegates from One Young World, our global change summit, to create Project Oscar. Their plan includes putting more phototherapy devices for NNJ treatment in clinics, training healthcare professionals and educating parents.

It launched in April 2019, in collaboration with local RB affiliate Mead John Nutrition Vietnam and the Vietnamese government's Maternal Child Health Department. Over time, the five-year programme aims to treat 150,000 newborns for NNJ.



Partnering for social impact continued



Water and sanitation

Access to clean water and sanitation are some of the most basic social needs. Yet today, 2.4 billion people live without access to basic sanitation services such as toilets, 785 million people have no access to clean drinking water, and almost 1,000 children die each day due to preventable water and sanitation-related diarrhoeal diseases.

More than a toilet, Water.org

- **\$10.8m** in capital mobilised for microfinance loans
- **45,420** WaterCredit loans disbursed
- **216,275** people positively impacted.

Access to safe water and sanitation are among the most fundamental of social needs, and going without affects almost every aspect of life. In 2018, RB entered a year-long partnership with Water.org, investing \$1 million to support their work. Half of the investment was channeled into Water.org projects in India, a country where there is significant need and also a focus country for RB. The other half supports various Water.org projects all over the world. With RB's investment, Water.org and its partners gave some of the world's poorest access to clean water and sanitation, including 216,275 people specifically in India.

We're building on this partnership with a second project running to 2021, focused on India and Indonesia. Our support will help Water.org mobilise a further \$29.1 million enabling us to help improve the lives of 641,400 people. One approach will see microfinance initiatives providing 138,000 small, affordable loans to help people build a toilet for themselves.

Project Hope, Pakistan

- **40** door-to-door health advisers (sehat aapas) visiting rural communities to educate and sell products
- **36,154** households visited
- **231,385** people enabled to improve their health and hygiene.

In Pakistan, 62% of all households (20 million) are in rural areas, where lack of access to good healthcare means that poor health and hygiene are the norm. According to the Pakistan Demographic and Health Survey, almost 53,000 Pakistani children die of diarrhoea each year.

Project Hope empowers Pakistani women by training them as door-to-door health advisers, or sehat aapas (which means 'health sister' in Urdu). The sehat aapas spread awareness of unhealthy practices such as using open toilets and encourage good habits like washing hands and boiling water to sterilise and make it safe for drinking. They also introduce other women to various health products by selling a specially selected basket with both RB and local partner products.

The idea is to not only give these women a new way of making a living, but to help them help others by improving the hygiene and health of their friends and neighbours.

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@rb.com.

Or write to: The Sustainability team

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