



# PARTNERING FOR SOCIAL IMPACT

**Strong partnerships help us to empower people, invest in communities, and deliver social impact. They support our Fight to ensure access for all to the highest quality hygiene, wellness and nourishment.**

## PARTNERING FOR SOCIAL IMPACT CONTINUED

### 2022 PERFORMANCE

#### Our ambitions

Engage two billion people with purpose-led partnerships, programmes and campaigns to promote awareness for a cleaner, healthier world (cumulative since 2020<sup>1</sup>)

2022 progress

2021

1.48 bn<sup>+</sup>

0.90 bn

1. From 2013-2020, our programmes reached 1.8 billion people, exceeding our target of one billion. We introduced new targets in 2020 and now report on cumulative engagement since then

<sup>+</sup> Assured by ERM CVS as part of its limited assurance scope. For details, see our [Sustainability Governance, Reporting and Assurance Insight](#)

Reckitt products, by their nature, do good. Whether we are saving water, creating clean environments or promoting safe sex, we make things that make a difference — to the planet and people's lives.

But we aim to go beyond this. We harness the power of business to make a positive social impact, investing to promote access to hygiene, health and nutrition. By improving access, we grow our business, and by growing our business we improve access. It means that we don't fight for market share. We grow the market.

Since 2020, achieving a fairer society has been one of the three focus areas in our 2030 Sustainability Ambitions, alongside reaching two billion people through our purpose-led brands and creating a healthier planet. This is our strategic blueprint for ensuring Reckitt contributes more than it takes, while remaining fit for the future.

Our future ambitions are backed by investment and measurable impact targets. We have pledged the equivalent of 1% of adjusted operating profit over three years to social impact investments. This is already substantial and it means, as our business grows, so does our commitment.

We know that we have the biggest impact where we play to our strengths. We think about our Fight for a cleaner, healthier world in terms of some of the world's biggest problems that we are uniquely placed to address: Access to Water, Sanitation and Hygiene; Sexual Health and Rights; and Maternal and Child Health. We believe these challenges will define the next decade.

We map these impact areas to the Sustainable Development Goals to ensure we contribute to meeting the world's sustainability targets. This year, for the first time, we have also mapped our investments in social impact. This shows where we are having significant success, and where things could be improved. By addressing our shortcomings, we will protect people, planet and performance over the long term.

We want to meaningfully engage two billion people through our partnerships, programmes and campaigns. We plan to get there in several ways:

1. Through our impact programmes on the ground, we will work directly with people to improve the lives of those most in need
2. By connecting with the people who use our purpose-led brands, we help to create impact through how they use our products, influencing people's behaviour through our communications and with campaigns that align with each brand's purpose
3. Through our value chain, we work with our partners to improve the conditions for those who supply us with the ingredients and materials we use

#### Action and performance

This year, we've made significant progress. Against our target of informing two billion people by 2025, we reached 584 million<sup>+</sup> people in 2022, bringing our cumulative total to 1.48 billion<sup>+</sup> since 2020. In 2022, we invested the equivalent of £32 million across 45 countries. Our investments have engaged 22 million people and measurably improved the lives of eight million people.

 For more on Reckitt's social impact investment, see our in-depth [2022 Social Impact Report](#)

## PARTNERING FOR SOCIAL IMPACT CONTINUED

### Water credit

We are very proud of our partnership with Water.org. Rather than simply building toilets, our programme with Water.org enables families — particularly women — to access finance and plan and build their own taps and toilets. This means safer water, increased safety and time saved for those families.

Since our partnership began in 2018, we have helped over 1.7 million people. Our impact increased significantly in 2022, when we helped more than one million people with loans worth \$64 million.

One of those people is Samsula, 48, who lives with her husband, Layakali, 50, and two adult children in the district of Samastipur in India. Until recently, Samsula and her family had no toilet. Instead, they went outside, despite being concerned for their safety and health.

After learning about new affordable loans through Reckitt's partnership with Water.org, Samsula built a toilet in her home. She has already reported lower medical bills, a much greater sense of safety and more security for her children, as they no longer need to go out to the toilet at night.



### Reach Each Child

Our Reach Each Child programme, in Maharashtra and Rajasthan in India, supports the nutrition of mothers and their children in the first 1,000 days of life.

The community-centred model works with local people to train community nutrition workers, with inputs from public health experts, paediatricians, gynaecologists and community development specialists.

In 2022, the programme supported 2,458 women and admitted 458 children suffering from severe acute malnutrition to rehabilitation centres, significantly improving their chances of a healthy life.

Kaushaliya Pawara works as a community nutrition worker for Reach Each Child. She decided to join the project after witnessing malnutrition in her village. She has developed new skills and a livelihood that is empowering her, her family and their home.

**“I FEEL HAPPY THAT I AM MAKING A REAL DIFFERENCE IN MY COMMUNITY AND TO A WHOLE GENERATION OF LOCAL CHILDREN THAT REPRESENT OUR FUTURE.”**

**KAUSHALIYA PAWARA**  
COMMUNITY NUTRITION WORKER, INDIA

### March of Dimes

We are supporting March of Dimes, a US-based non-profit, with its programme to address the lack of access to maternity care in the US. The Better Starts for All programme is a three-year pilot initiative focused on support, education, clinical care and virtualised care to women in communities in the Washington D.C. area and south-east Ohio, where maternity services are difficult to access.

The COVID-19 pandemic has changed care-seeking behaviours and emphasised the need to reach women where they are. The pilot provides Mom & Baby Mobile Health Centers™ and community health workers. As of last June, it had provided 2,292 visits to 724 women across the programme. Two-thirds of the women seen by health workers were insured by Medicaid and 95% of women seen on the mobile unit were uninsured. More than a quarter of women (28%) stated that they would not have received care if the mobile health centre was not available.

Word of mouth and community-based partnerships help to build trust. The pilot found that the promotion of the mobile health centre was most successful in disadvantaged communities where people already know and trust March of Dimes and its clinical partner.

**“WE’RE ENCOURAGED THAT THE PILOT INTERVENTIONS OF BETTER STARTS FOR ALL WILL BE HELPFUL IN INCREASING ACCESS TO CARE FOR MARGINALISED COMMUNITY MEMBERS AND HOLD PROMISE AS A MECHANISM FOR IMPROVING HEALTH EQUITY.”**

**DR. ELIZABETH CHEROT**  
CHIEF MEDICAL HEALTH OFFICER AT MARCH OF DIMES