



SOCIAL IMPACT INVESTMENT REPORT 2021





INTRODUCTION

OUR APPROACH

OUR FOCUS AREAS

NUMBERS THAT MATTER

We believe access to high quality hygiene, health and nutrition is a universal right.

Together with our partners, we use our expertise and global reach to drive measurable and sustainable impact, as part of our commitment to a cleaner, healthier world.

Our Commitment

We pledge Social Impact investment that averages the equivalent of 1% adjusted operating profit over three years.

Our Purpose

To protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

Our Fight

Making access to the highest quality hygiene, wellness and nourishment a right, not a privilege.



We have invested the equivalent of £100 million in social impact programmes over the past three years.

Laxman Narasimhan,
Chief Executive Officer, Reckitt

If we are to learn anything from climate change and the COVID-19 pandemic, it is that our shared future depends on us coming together as a global community.

If we are to build a sustainable future, we must address our social challenges. Despite significant progress, billions of people still live without access: to clean water and sanitation; to maternal care; to sexual rights – worsened for a great many by the pandemic.

I believe we are uniquely placed to help meet these challenges. We have a voice in billions of homes, and partnerships in communities all over the world. By bringing people together and changing behaviours, we can build long-term, sustainable change – as part of our fight to make access to the highest quality hygiene, wellness, and nourishment a right, not a privilege.

Our sustainability ambitions are backed by meaningful, and measurable, targets. Last year, we committed the equivalent of 1% of net profit over three years to social impact investments. This year, ahead of schedule, we achieved it, with investments that will help make long-term, measurable, impacts on livelihoods around the world.

Fairer society is a pillar of our sustainability ambitions – we know healthy humans help shape a healthy world – and we see it as a central element of how we make a positive impact on livelihoods. Our products help people in ways that can seem small – clean hands, nutritious meals, safe sex – but add up to a life-changing difference.

While our products in themselves do good, this is just the start of our impact. Consumers buy our products 20 million times a day, and through our brands, campaigns, and programmes, we are using our voice to change behaviours, so we can move towards a fully sustainable way of living.

Innovation and social impact is in our DNA, and we will continue to protect, heal and nurture – both people and our planet – in our relentless pursuit of a cleaner, healthier world.





We are inspired by our purpose and our commitment to build a fairer society. Our Fight for Access fund is invested to create positive and lasting impact in communities.

Our business is built on the belief that we have a role to improve the access to hygiene, health and nutrition for millions of people each and every day; we call it our fight for access.

Creating positive social impact beyond our products is the natural extension of our purpose as a business, and we take it just as seriously as we do our core business. The way we do this is aligned to where we can have the greatest impact, and where there is promise to deliver improved access to vital hygiene, health and nutrition.

We have unique skills to bring to the challenges faced by the world today: commercial acumen; behaviour change insights; and innovation expertise. We bring these skills to life by partnering with global experts, aligned with our focus areas.

We aim for long-term, systemic change, and create this by seeding innovative solutions, scaling the models that work, with the ultimate goal of establishing self-sustaining systems that continue for many years. These self-sustaining systems requires both a long-term view and flexible programming adjusting to dynamic and changing environments.

We learn from our network of experts working on the front-lines, whilst we welcome a new and expanded Social Impact team, to help steer us through our next steps as a Purpose-led business. We measure our outcomes and impact, not merely focusing on activities.

I am incredibly proud of the work we have achieved this year, through leveraged programmes and investments in more than 50 countries, worth over £38 million, and engaging 30 million people. We have distributed 24 million products to worthy causes such as the Red Cross, and have leveraging an additional £36 million of funding from other organisations. Most significantly, we have impacted four times more people compared to 2020.

We hold ourselves accountable, and our data is third party validated by Corporate Citizenship, an independent third party organisation that provides assurance.

Our impact, while a source of pride, is also a stark reminder of how much more needs to be done. We continue to strive for better, so that we can help improve the livelihoods of more people and contribute to building a fairer society.



Our investments have directly engaged 30 million people across 50 countries, and we have impacted four times as many people than in 2020.

Patty O'Hayer,
Global Head of Government Affairs
and Social Impact Partnerships, Reckitt

TOWARDS A CLEANER, HEALTHIER WORLD

Our 2030 ambitions embed sustainability in the core of our business. They focus across three areas – purpose-led brands, healthier planet, and fairer society – and have been chosen to make the greatest enduring impact, while being supported by specific, measurable indicators to help us direct action across all parts of our business.



Purpose-led brands



Healthier planet



Fairer society

Our 2030 targets

Reach half the world



Engage 2 billion

With brands that help people live cleaner, healthier lives

In our partnerships, programmes and campaigns

FOR A CLEANER, HEALTHIER WORLD: OUR 2030 AMBITIONS

Our strategy	Our purpose	Our fight	Our compass	Our DNA
	to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world	to make access to the highest quality hygiene, wellness and nourishment a right, not a privilege	doing the right thing, always	200 years of people led, scientific, innovation and social impact
Purpose-led brands	Healthier planet	Fairer society		
50% of net chemical-free more Sustainable Products by 2030	Carbon neutral by 2040	All inclusive culture, where everybody is treated fairly and equally		
50% reduction in our product carbon footprint by 2030 and water footprint by 2040	Water positive in water stressed sites by 2030	Our teams represent the diverse places, where we work and the people we serve		
65% reduction in chemical footprint by 2030	65% reduction in GHG emissions in operations by 2030	50/50 gender balanced management at all levels by 2030		
50% reduction of single-use plastics in packaging by 2030	100% renewable electricity by 2030			
A cleaner healthier world through the power of our purpose-led brands				
Reach half the world with brands that help people live cleaner, healthier lives	Engage 2bn people in our partnerships, programmes and campaigns	A lasting difference in communities through our "Right for Access Fund"	Working with our partners to help deliver the UN Sustainable Development Goals	

Our contribution to the United Nations' Sustainable Development Goals (UN SDGs)



GLOBAL BRANDS WORKING WITH GLOBAL PARTNERS

To solve some of the world's greatest challenges – collaboration is key.

We rely on our network of global experts to help design, implement and evaluate our Social Impact investments.



Connecting global purpose-led brands

Our brands are led by their purpose – to protect, heal and nurture – and are trusted on a daily basis by 20 million households all over the world.



With our network of global experts

Our partners bring decades of experience and on-the-ground knowledge – to help solve complex social challenges.



INVESTING IN OUR THREE FOCUS AREAS

We prioritise our work in three areas aligned to our business. These each map to progress across the relevant UN SDGs, while supporting the empowerment of women and girls across all our social impact investments.

Alongside our three key focus areas, we provide **emergency access** to support disaster relief to bridge urgent gaps in access, encourage our employees to participate directly through our **Give Time** programme, and provide **thought leadership** to elevate discussions around access to hygiene, health and nutrition.



6 CLEAN WATER AND SANITATION
3 GOOD HEALTH AND WELL-BEING

Clean Water, Hygiene and Sanitation

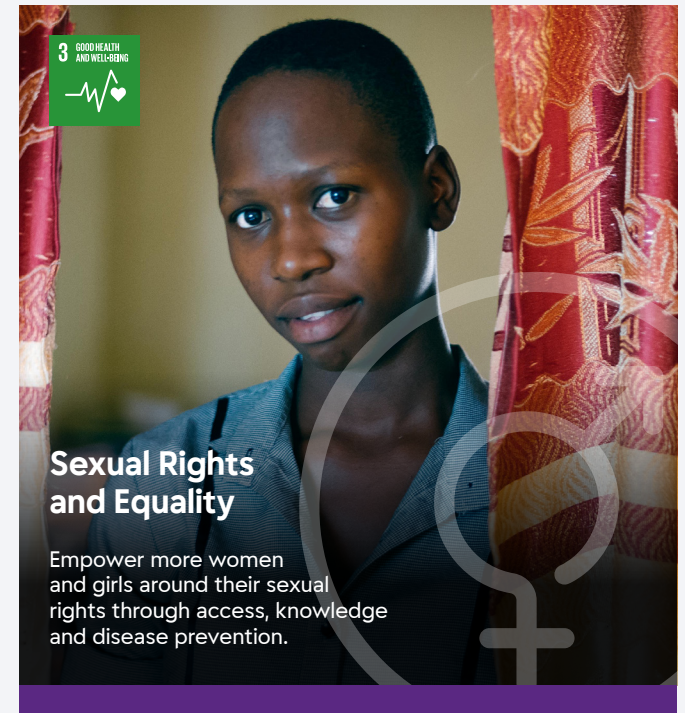
Fight for access to the basic human rights of water and a safe, hygienic environment.



2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING

Maternal and Child Health

Ensure new mothers and children have the best start in life, through maternal and new-born nutritional and wellness programmes.



3 GOOD HEALTH AND WELL-BEING

Sexual Rights and Equality

Empower more women and girls around their sexual rights through access, knowledge and disease prevention.



Empowering women and girls with our partners

Across our portfolio, we place emphasis on women and girls. We set ourselves a target that a minimum of 50% of our beneficiaries to be women and girls, and expect to be above this.

OVER 3 YEARS WE HAVE INVESTED THE EQUIVALENT OF £103M

Our social impact investment includes money invested, time donated and products contributed. A detailed breakdown of our full social impact metrics is given in the numbers that matter section.

Our Investments

£103m

Total investment

2021: £38m
2020: £53m
2019: £12m

2.4x

Higher than the industry average*

24m+

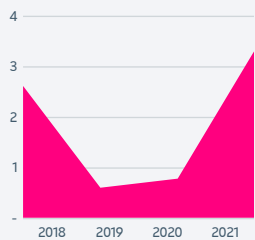
Health, hygiene and nutrition products donated

Our Impact

3.4m (+336%)

Individuals impacted

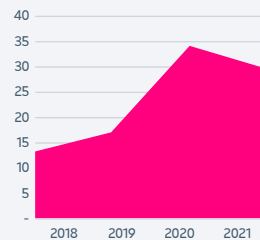
2020: 771k
2019: 596k



30m (-12%)

Individuals engaged

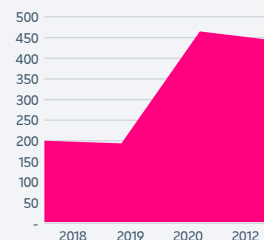
2020: 34m
2019: 17m



439m (-4%)

Individuals informed**

2020: 457m
2019: 191m



*2.4 times higher total investment than the average of businesses that monitor social impact through the Business for Social Impact (B4SI) framework

**Our inform metric contributes to meeting our engage sustainability ambitions

Our Focus Areas

Clean Water, Hygiene & Sanitation



Maternal and Child Health



Sexual Rights and Equality



OUR INVESTMENTS MEAN REAL CHANGES FOR REAL PEOPLE

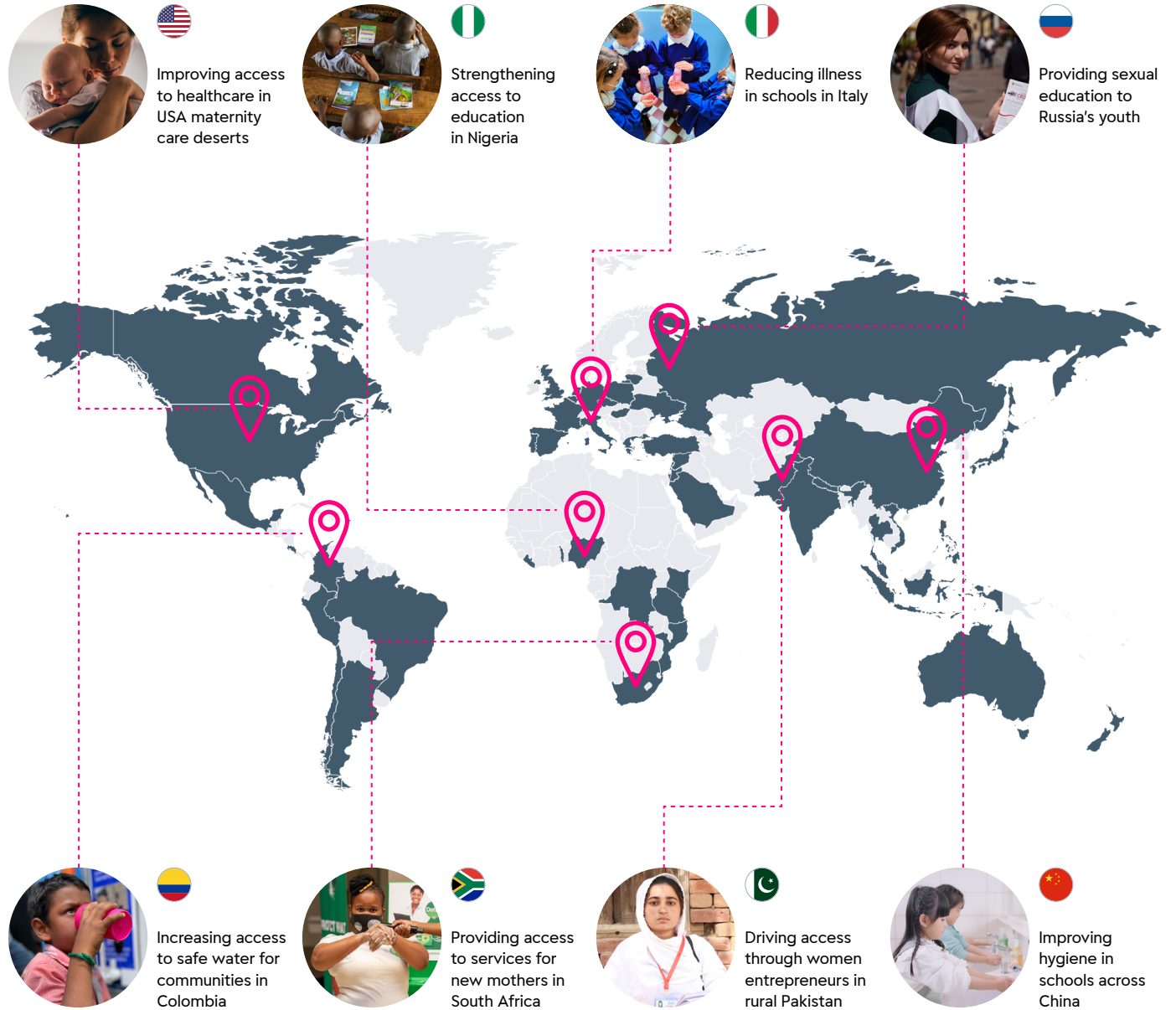
Behind each investment we make, there is a story.

When looked at independently, we see how each investment impacts the lives of individuals living in communities across the world.

Within each of our focus areas, we've captured some of the investments we're most proud of.

50 Countries we invest in

12 Globally strategic partners





CLEAN WATER, HYGIENE & SANITATION

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



£21m
Investment across all initiatives

22m
People with better access to water and sanitation

663k
Schools providing hygiene education to children

WATER.ORG



Scaling innovative microfinance, empowering women in India, Indonesia and Kenya to take control of their access to clean water and sanitation.

2.4 billion people live without access to basic sanitation, whilst across the world women and girls spend 200 million hours collecting water each day.

In 2019, Reckitt and Water.org partnered to close the gap in access to safe water and sanitation – providing over 177,000 loans to women in India, Indonesia and Kenya over two years.

We have developed accessible loans, which women use to finance their own toilets, sinks, and wells, whilst benefiting from affordable rates and longer repayment periods. Access to these crucial facilities unlocks opportunities for furthering education and enhances employability prospects.

Evidence indicates these micro-loans will be systematically offered beyond our investment. Banks make profits from the loans which are in high demand, whilst recovery rates are excellent, with 99% of loans being repaid.

Measuring Impact | Grameen Foundation

Reckitt commissioned Grameen Foundation to help us understand our impact on women through microfinance. With a second study planned for late 2022, the initial study found:

- In India, families spend over 75 minutes a day collecting water – mostly by women
- Primary concerns for women are safety and dignity, particularly for those relying on basic communal services or open defecation

Future Focus

Towards a self-sustaining microfinance platform.

On the back of the programme's success, in August 2021 we extended our partnership with Water.org. We will further scale microfinance to women whilst investing in other innovations that show the same promise for closing the gap in access to clean water and sanitation.

Key impact indicators

99%

Loan repayment rate

560,964

People impacted

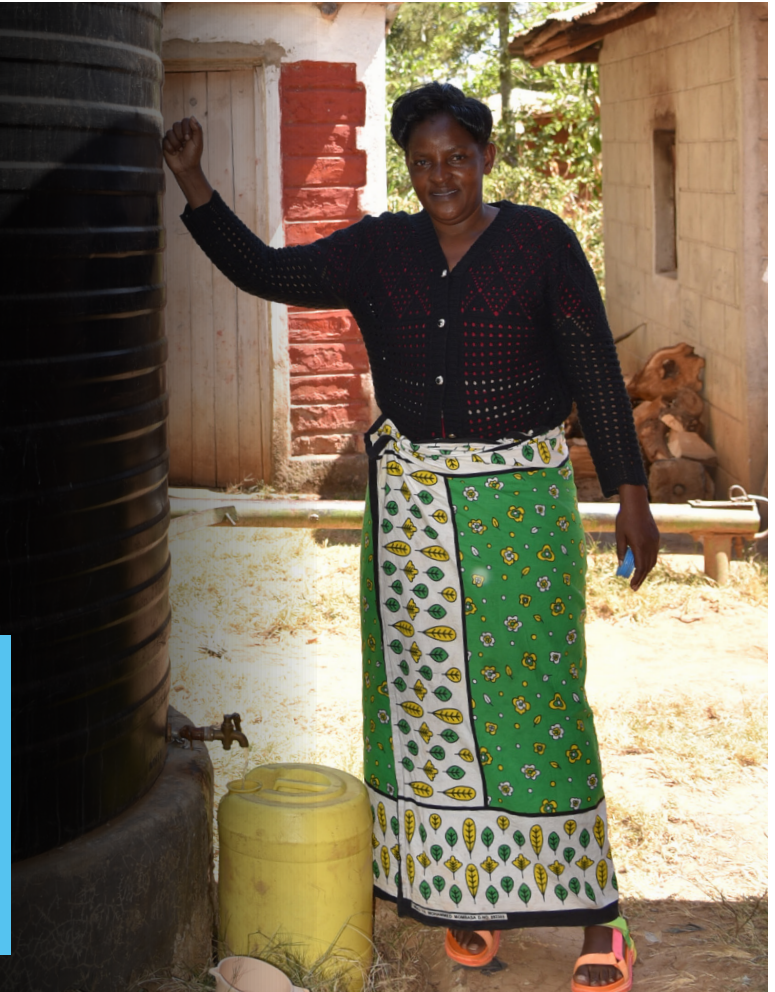
£36 million

Value of loans

Jaqueline

Jaqueline lives in Ngomani village in Kangundo, Machakos County in the Eastern Province of Kenya with her husband and three children.

In October 2020, she applied for a loan of 21,000 shillings (£155) to purchase and install a 3,000-litre tank. This tank has let her harvest rainwater, providing her family with a ready supply of clean and safe water. She's also saving time and money, no longer needing to walk and queue to buy expensive water from vendors.



PARTNER VIEW



Gary White
Co-founder and Chief Executive Officer | Water.org

Water.org's partnership with Reckitt is one that I am particularly proud of. Together, we have not only helped over 700,000 people obtain safe water and sanitation solutions, we've also been able to explore truly innovative approaches that go far beyond our traditional methods.

Reckitt's support has empowered us to mobilise over \$50 million across strategic locations in Asia and Africa, providing lasting solutions focused on women and children living below the poverty line.

Reckitt has also given Water.org the flexibility to innovate with locally appropriate, climate-resilient solutions. In addition to installing household taps and toilets, we've enabled off-grid solutions like rainwater harvesting that serve rural households and reduce reliance on the grid for urban households.

We've also enabled systems that ensure water availability, access, and quality, including storage tanks, pumps, pipe connections, filters, and purifiers. We've prioritised methods of safe sanitation and hygiene, including self-cleaning and composting toilets, bio-digestors, septic tanks, and sewage connections that have helped to protect groundwater and contributed to watershed health.

Moving forward, Reckitt is helping Water.org incubate concepts that will connect human impact with water volume, energy savings, and reduction of greenhouse gas emissions. The company's support for our leak reduction projects with utilities in Asia will allow us to understand the intersection of climate and water in a unique manner that has never been done before now.

We anticipate that these projects will amplify our ability to transform the lives of millions of people who will face increasing water scarcity in the coming decades, and we are fortunate that Reckitt is fuelling this amazing innovation.



PROJECT HOPE

SAAF Sehatmund Services

Seeding and scaling social enterprise enabling women in Pakistan to improve access to products and change hygiene behaviours.

20 million households in Pakistan (62%) are in rural areas, where a lack of access to hygiene products and services causes widespread preventable illness.

In 2019, Reckitt co-founded Saaf Sehatmand Services (SSS), an innovative social enterprise, providing start-up financing, mentorship and supply of quality products.

The business trains women entrepreneurs, known as Aapas, to run small businesses and deliver hygiene education. Once trained, Aapas sell low-cost hygiene and household products in their communities, while teaching best hygiene practices.

The model has been a success, impacting both the women entrepreneurs and the families they serve. Customers are satisfied with the products, and initial reports indicate education is leading to increased handwashing in communities. Aapas are proud of their roles, and benefit from both increased income and business skills.

Future Focus

More Aapas, reaching more households, for more hygiene access.

The growth of the Aapas model has been significantly impacted by COVID-19. However, despite restrictions and adverse conditions, the number of Aapas has still increased by 18%.

Enrolling and training more Aapas across Pakistan is vital for further improving access to hygiene products and services, whilst strengthening the viability of SSS as a social enterprise.

Key impact indicators



HYGIENE FOR HEALTHY SCHOOLS

Providing access to hygiene in schools to improve education, reduce illness, and protect families.

Preventable transmissible diseases are a leading cause of illness for young children. Even moderate cases significantly impact education with missed school days for millions across the world.

Creating a clean and healthy school environment is absolutely critical, even in the hardest to reach areas. Simple actions like washing hands with soap can reduce illness, increase school attendance and improve educational outcomes.

Our brands have launched programmes in schools across the world, and we're investing further in a world-leading hygiene education programme – the Hygiene Quest (see next page).

HERE for Healthy Schools

Lysol and the CDC Foundation partnered on HERE for Healthy Schools, including "Welcome Back Packs" and interactive lessons, to help children learn the importance of healthy habits. Over 100,000 packs were sent to 10,140 schools, servicing over 80% of Title 1 elementary schools across the USA.

Healthy China

Dettol partnered with the National Health Commission on a 5-year programme providing education, through posters, booklets and demonstrations, and access, with donations of hygiene products, and facilities, by investing in schools in underdeveloped areas. To date, 5,500 schools have taken part, with a full evaluation of impact expected in 2022.

Banega Swasth India

Dettol India's Banega Swasth campaign has been embedding hygiene as a pillar of health in India since 2014. Our schools component has seen exceptional success, expanding to cover 75% of primary schools in India, reaching 20 million children from the most in need communities, and reducing absenteeism by 39%. For these children, better hygiene is enabling better lives.

In India, BSI reduced diarrhoea rates among children by **14.6%**, and reduced absenteeism by **39%**.



Key impact indicators

15

Countries with active education programmes

663,433

Schools supported worldwide

21 million

Pupils reached worldwide

HYGIENE QUEST



Scaling access to hygiene education in schools internationally to drive lasting behaviour change.

In 2021, to live its purpose to protect life by reducing the burden of illness, Dettol invested in the design and implementation of 'Hygiene Quest' – a school behaviour change programme.

Hygiene Quest includes a comprehensive hygiene curriculum, designed by experts to be interactive and engaging for children, with innovative behaviour change approaches including gamification and motivating reward systems.

A successful pilot was launched in the Italy, Nigeria and the UK which tested the Quest in different settings. In the pilot, teachers observed increased handwashing, better technique and increased use of soap. Rates of illness reduced, and children spent more days in school.

Following this success, the Quest is being scaled globally. With a launch in Australia in 2022, and launches in Malaysia, Pakistan, South Africa, Singapore and Thailand also planned.



34%
Of pupils showed an increase in knowledge

7%
Reduction in diarrhoea, the second biggest cause of child death in Nigeria



14%
Reduction in COVID-19 rates compared to other schools in Italy



23%
Increase in the number of times pupils wash their hands each day in the UK



Protecting freshwater, restoring biodiversity and inspiring millions to fight for nature.

Our world is under threat like never before. Freshwater species have declined by 84%, and 1 in 5 plant species are at risk of extinction.

WWF and Reckitt launched a partnership in March 2021 to tackle causes where we can make the most impact.

Together, we will help restore and protect 2,100kms of freshwater within two of the world's most important ecosystems in the Amazon and the Ganges. The programmes aim to improve the quality of freshwater resources to allow people and nature to thrive.

We're inspiring millions to fight for nature through our brand partnerships with Air Wick and Finish. Together we will restore over 1.2 billion sq. ft of wildflower habitats globally and replenish 500m litres of freshwater in the UK. Through our partnership we are also raising awareness with people on the biodiversity and water crises, and encouraging proactive actions from all to effectively address this.

WWF is also supporting Reckitt's sustainable business transformation through joint research and collaboration focusing on water, climate change and biodiversity.

We've already made significant steps, including:

- In India, the first large scale river dolphin population census has begun with 925km of the Ganga already complete
- A major study has begun to explore hydropower alternatives in the Tapajós basins in Brazil
- Through the Air Wick partnership; WWF has already restored 51 million sq. ft of wildflower habitats globally



MARKET VIEW: USA

Fulfilling our purpose, to protect, heal and nurture through programmes, partnerships and products.

HERE for healthy schools

Lysol is helping 33,000 American Title 1 schools reopen safely amid COVID-19, providing healthy habits education, donating 65 million Lysol wipes, and deploying early detection and disinfection tools to curb the spread of illness in classrooms and protect 15 million school children.

FLUency

To further Lysol's HERE for Healthy Schools mission, Lysol expanded its partnership with Kinsa, maker of the first Food and Drug Administration (FDA) approved smart thermometer.

In 2021, we enabled the first-ever citywide FLUency program in the New York City public school system, using Kinsa's smart thermometers to provide real-time community health data that can be used to help stop the spread of illness in schools and communities. We've made this even more accessible with Lysol's new Germ-Cast app.

Lysol's partnership with the AD Council

The AD Council use the power of communications to tackle the most pressing issues facing the country. This year, we've partnered to spread awareness around COVID-19 vaccines and increase access to trusted information, focusing on communities where the pandemic impact is largest.

Lysol's 'Come On Over' initiative has driven over 10.5 million visits to GetVaccineAnswers.org. Once visited, nearly 60% of people feel more confident about getting vaccinated, and since June 2021, the vaccination rate in target communities has increased substantially.

One Square Foot

In partnership with the WWF, our Air Wick brand will reseed one billion sq. ft of native wildflower and grassland habitat in the Northern Great Plains in the next three years. Our first step, in 2021, was the launch of 'One Square Foot', to celebrate the small actions that make a big difference.

Reckitt Scholars through the United Negro College Fund (UNCF)

The 'Reckitt Scholars' will expand Lysol's current investments in public education in the USA, particularly in underserved communities and those disproportionately impacted by the COVID-19 pandemic.

In 2021, 100 Reckitt scholarships for students pursuing studies in public health, nutrition and other STEM related fields, with the goal of supporting each recipient through their four-year matriculation.



The progress we have made through our social impact programs in 2021 has been huge.

With our partners, we are providing 15 million school-aged children with education on hygiene behaviours, helping with the info-demic on vaccination education, and have expanded our investments in public education to improve access to hygiene, health and nutrition in the USA through our partnership with the UNCF.

We are executing against our sustainability targets, and in March 2021 we launched our partnership with WWF. We have an ambitious strategy to triple our impact by 2025.

We have made significant strides and have so much more to do - we are excited for what more we can do in the year ahead.



Yuri Hermida
EVP North America,
Reckitt



MATERNAL AND CHILD HEALTH

By improving access to care and support before, during and after pregnancy, we can help give the next generation the best possible start in life.



£4.1m

Invested across all initiatives

1.1m

New mothers with better access to care

26%

Increase in women choosing facility based deliveries

EMBRACE LIFE



Bridging gaps in access to maternal and child care in Mexico, the Philippines and Thailand.

Globally, two thirds of maternal deaths occur in settings where women lack access to basic supplies and services needed for a safe delivery.

In summer 2020, we partnered with the UN Population Fund (UNFPA) to transform the lives of women and girls by improving access to life-saving maternal and newborn health services, and family planning. The programme targeted three countries – Mexico, the Philippines and Thailand – collaborating with local authorities to develop and implement local and culturally relevant solutions.

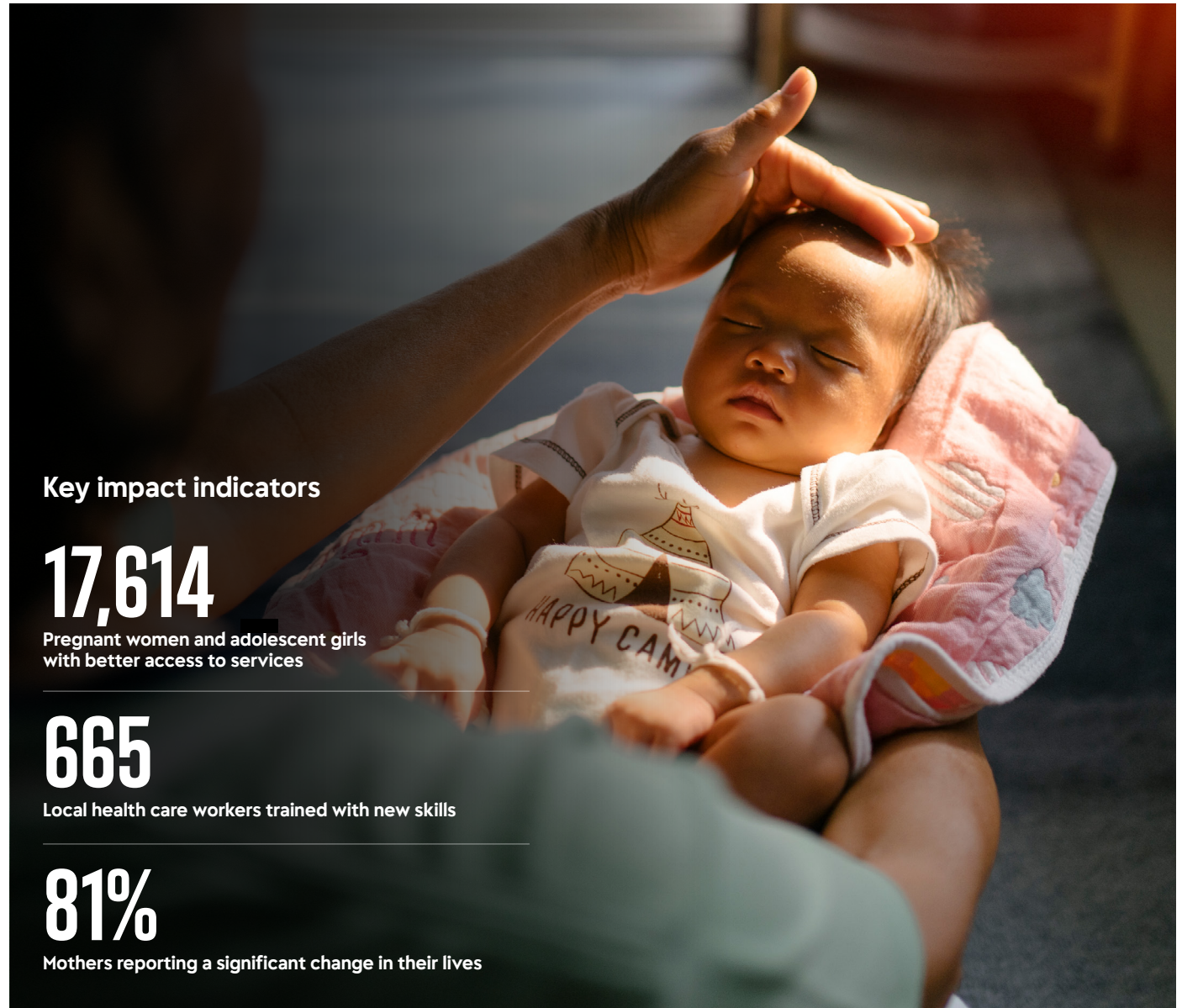
In Mexico, training was provided for healthcare professionals and traditional midwives, alongside care kits and online tools to improve access to maternal care services for vulnerable women.

In the Philippines, where family planning and mental health services are available but expensive, women with low incomes were given cash vouchers to access services. In Thailand, additional training was provided for traditional birth attendants, together with care kits, to support women who are unable to give birth in a hospital.

Mei | Mother

Mei, aged 17, is pregnant with her first child. She's received regular neonatal care from her friend in the same community. However, cultural influences, combined with the risk of COVID-19, means she's choosing to deliver at home.

For her, it is vital that traditional birth attendants can respond quickly to any challenges she might face during labour.



Key impact indicators

17,614

Pregnant women and adolescent girls with better access to services

665

Local health care workers trained with new skills

81%

Mothers reporting a significant change in their lives

PARTNER VIEW



Mariarosa Cutillo
Chief of Strategic Partnerships,
UNFPA

Our current partnership with Reckitt is making strides to ensure investments in safe birth programmes continue to be prioritised amidst a global pandemic where the global health priorities are focussed on the COVID-19 response.

In this context, the UNFPA and Reckitt partnership offers a unique opportunity to ensure continued global engagement and investment in safe birth programmes by bringing together the distinctive skills, resources and reach of leading international actors.

Through collaboration with Reckitt, the 'Safe Birth for All' project has supported women and girls in Mexico, the Philippines and Thailand to have safe births, access family planning services, and prevent adolescent pregnancies.

The project focuses on reaching vulnerable communities with a number of key interventions.

For example, we have created and implemented digital platforms to expand the reach of comprehensive sexuality education for young people.

In parallel, the partnership has strengthened maternal health care services by providing supplies and training to over 1,100 midwives and health personnel. Finally, we distributed over 5,000 supplies including reproductive health kits, personal protective equipment (PPE) kits, and medical briefcases.



REACH EACH CHILD



 Plan International

Focussing on the first 1,000 days of life for new mothers in India.

One third of the world's stunted children live in India. This has a huge impact on families, and productivity losses across India are estimated at 8%.

Reach Each Child, a nutrition programme, prioritises adequate nutrition for children within the first 1,000 days of life through locally-led initiatives, with community nutrition workers being key suppliers of information and services.

The programme has reached 72,700 children under five and has provided cash assistance to 161 families to pay for treatment of malnourishment. We've supported 8,000 pregnant women through multiple interventions and helped 91% of new mothers initiate breastfeeding.

There's been a significant impact on families, and there have been no malnutrition deaths among supported children in the 2 years of the programme. An independent evaluation found Reach Each Child generated a social return on investment of 1:37. Beyond the programme, there has been increased uptake of services and trust in existing government services, through education and referrals.



BETTER STARTS FOR ALL



March of Dimes

Bridging gaps in access to obstetric services in maternity care deserts across the USA.

In the USA, maternal mortality has risen, whilst preterm birth affects 1 in 10 babies – in part due to lack of access to services.

March of Dimes is working to improve access to antenatal and postpartum care for 7 million women and 500,000 babies born each year living in 'maternity care deserts'; counties lacking hospitals that offer obstetric services.

Since 2020, we've partnered to find innovative ways to increase services, and have invested in two new approaches in Ohio and Washington, D.C.

The first, a mobile health center, has seen steady uptake from women since the easing of COVID-19 restrictions, with excessive demand for appointments meaning we've already increased the days the service operates.

The second, a community healthcare worker, has built trust with families that traditionally have limited contact with health providers. Services are in demand, and expectant mothers are now accessing vital care.

Future Focus Evaluating the impact of the pilots ahead of national roll-out.

Early indications of impact are positive, with high rates of satisfaction, referrals and follow-up visits. We will continue to monitor effectiveness as against our goal of improving maternal and infant health outcomes.



Key impact indicators

100%

Mothers' satisfaction with care from 'Better Starts for All'

91%

Women who gain referrals to further health services

29%

Women receiving care where no alternatives existed

CLEAN BANGLADESH



Bridging gaps in access to maternal and child hygiene in Bangladesh.

Maternal mortality is the third leading cause of death among women aged 15-49 in Bangladesh, with approximately 7,660 preventable deaths each year.

Maintaining proper hygiene is a key aspect of prenatal and antenatal care. Unfortunately, it is also one of the most overlooked.

Pregnant women all over Bangladesh cannot practice proper hygiene due to two reasons: lack of accessibility and awareness.

In 2021, Dettol supported BRAC's Health, Nutrition and Population Programme, which is responsible for delivering services to millions of mothers. Our support included educational communication and hygiene materials for 213,000 pregnant women.



SUPPORTING GOVERNMENTS TO GIVE FAMILIES THE BEST START

Improving access to care by working directly with governments across the world to protect families.

Preventable diseases across the world claim the lives of too many babies, with healthcare systems unable to provide the right level of support.

Access to the right care at the start of a baby's life is critical for the health of both mother and child, whilst providing a platform for success to the whole family.

This care needs to be provided consistently across countries, and we are working with governments across the world to improve the care they are able to provide.

New Mums Clinic

Throughout 2021, Dettol in South Africa have been working with the Ministry of Health to provide hygiene products and education for new mothers, where regularly hand washing with soap can reduce the risk of diarrhoea by 42–47%.

In total, £207,568 was invested to support 41 healthcare workers to continuously deliver hygiene messages, with an additional £57,750 worth of soaps donated.

These simple actions have had a significant impact on behaviour with substantial increases reported in handwashing practices, and hundreds of thousands of mothers reached.



Key impact indicators

72% Increase in handwashing with soap

464,735 Mothers using better government services

New Mums Programme

In partnership with the National Health Commission, Dettol aimed to provide new mothers in hospital with access to both education and hygiene products to minimise the risk of communicable diseases to their children.

To improve education, hygiene classes were delivered across 500 hospitals, whilst 100,000 hygiene products were donated to ensure mothers could undertake the right practices.

In total, Dettol contributed £585,000 to engage 50,000 women within the programme.

Project Oscar

In Vietnam, Project Oscar is improving treatment of neo-natal jaundice to prevent disability and death for newborns. After three years working with the Ministry of Health, we have trained and equipped 261 healthcare professionals in 96 regional hospitals.

Project Oscar's impact has been huge. Over 60,000 newborns have been treated, meaning fewer deaths, less disability, and less time in hospital. This has been achieved whilst surpassing the WHO's "very effective" benchmark, and our initial £360,000 investment has now created over £6 million in social value.

Key impact indicators

1.2 million Hours of treatment saved for children with neo-natal jaundice in Vietnam

MARKET VIEW: INDIA

Providing access to hygiene, health and nutrition through a portfolio of programmes across India.

Despite rapid progress, India continues to face significant development challenges. Rates are too high for child malnutrition and maternal mortality, whilst millions suffer from poor sanitation, and education on sexual rights remains basic.

As a rapidly developing country with pressing social challenges, our team in India invest in social impact through a portfolio of impact investments, covering innovative approaches to solving challenges in hygiene, health and nutrition.

Our work is varied, and we have impacted people across the country with programmes that improve hygiene behaviour, child nutrition, maternal health and sexual education.



Key impact indicators

22 million

People engaged through our programmes in India

Hygiene Impact Bond

Dettol's Hygiene Impact Bond has been developed to lower the incidence and severity of diarrhoea in children under 5 years of age. Our pilot of the model averted over 50,000 diarrhoea cases and over 5,000 diarrhoea deaths. In 2021, we scaled the investment, and reached 150,000 households across Uttar Pradesh.

The Birds and the Bees

Gaining information on sexual education can be difficult for India's youth, meaning many are at risk of unplanned pregnancies or diseases.

Durex, however, are making it easier, by partnering with Plan India and the Indian Government. Durex have used digital and in-person platforms, targeted at adolescents aged 10-19, to improve sexual education for almost 75,000 adolescents in 2021. This includes an e-learning platform, BirdsandBeesBuzz, murals on a sports stadium, and a partnership with India Olympian boxer Lovlina Borgohain.

World Toilet College

Harpic's World Toilet College (WTC) was created in 2018 to invest in sanitation workers, who are limited in opportunities by their social and economic standing.

The WTC is providing education and training to these workers, and in 2021 2,700 sanitation workers went through our training scheme. These graduates of the WTC have benefitted from increased dignity and safety, whilst reporting 22% fewer health issues and an average increase in income of 44%.

Dettol School Hygiene Programme

From 2015-2020, the Dettol School Hygiene Programme has reduced diarrhoea by 14.6%, school absenteeism by 39%, and achieved a 57% increase in knowledge of handwashing on important occasions.

To triple impact by 2026, our team aims to reach 840,000 primary schools in India, and an additional 7 million school children through engaging digital channels.

I am immensely proud of our work in India, which has been truly transformational.

With our partners, we are now able to provide 20 million school children with education on hygiene behaviours, 8 thousand mothers with support during the first 1,000 days of their children's lives, and millions more consumers with access to our products.

Our team is driven to achieve even more in the future. Despite progress, there is more to do, and we have an ambitious strategy to triple our impact by 2026. Our trailblazing Banega Swasth India programme aims to cover 75% of the aspirational districts in India by 2026, reaching 140 million people and impacting 47 million people. Through our Durex 'Birds and Bees' programme, we will improve the sexual health of 14 million adolescents and youth.



Ravi Bhatnagar
Director, External Affairs & Partnerships
Reckitt



SEXUAL RIGHTS AND EQUALITY

Supporting programmes that improve access to sexual education and services – empowering women to take control of their bodies, their health and their lives.



£2.2m

Invested across all initiatives

302k

People with improved quality of life

1.7m

Youths with improved access to knowledge on sexual rights



KEEPING GIRLS IN SCHOOL



Scaling a sexual education programme empowering young women and girls in South Africa with improved access to sexual health services and safe sex.

Each week, there are nearly 4,500 new cases of HIV in South Africa, and a third of these are estimated to be young women aged 15–24.

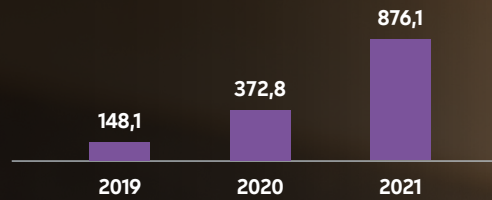
Durex (RED)[™] and the Bill & Melinda Gates Foundation each pledged \$5 million to The Global Fund in 2018, to support the 'Keeping Girls in School' programme. This aims to reduce new HIV infections and teenage pregnancies, by improving access to reproductive health services and education.

The programme encourages girls to stay in school, through tutoring and homework support, peer education, reproductive health education, career fairs, and home visits.

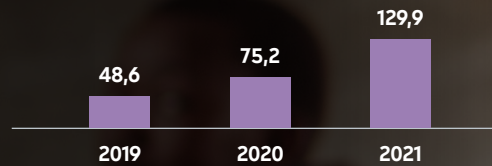
After three years of operation, we can report significant impact against key metrics, each of which are contributing to keeping more girls in school and reducing the burden of HIV and AIDS.

Key impact indicators

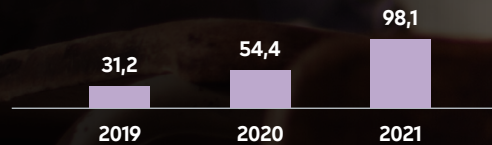
Number of young people impacted over three years (000s)



Condoms distributed



HIV tests provided



People educated about HIV



ASPIRE HIGHER

 UNAIDS, Gilead & Wits Business School

Identifying new and innovative partnerships in South Africa to improve access to sexual health and rights.

While the problems caused by the sexual health crisis in South Africa are evident, developing practical solutions is complex, with multiple factors including culture, infrastructure and geography.

In 2020, Reckitt, UNAIDS and Gilead partnered with the Wits Business School to launch 'Aspire Higher' – challenging students to pitch innovative ways of improving the sexual health of African youth.

Four winners received funding and they've worked throughout 2021 to test their new ideas, including:

Imbokodao LaunchPad: Challenging negative mindsets amongst youth through creative, sports and adventure opportunities, and a business hub to assist women entrepreneurs transform their communities.

GirlLead: Targeting both girls and boys in Grade 8 to teach, empower, and engage in discussions about sex and sexuality in a safe setting.

The Gratitude Project: Using online and in-person events to host workshops on CV writing, yoga, journaling and wellness.

Aganang: Using various engaging techniques to bring sexual health education to girls and boys in secondary school, with activity on social media, in-person education initiatives and condom distribution.



YOUR HEALTH - YOUR RESPONSIBILITY

 Ministry of Health

Scaling safe sex practices in partnership with the MOH in Russia to improve access to HIV prevention services and education.

HIV and AIDS has been a taboo subject in Russia for many years, with low awareness and testing. As a result HIV infection rates have been growing quickly.

In 2020, Reckitt and Durex partnered with the Russian Ministry of Health on the 'HIV Test: Expedition' programme to improve HIV awareness, testing, and help stop the spread of the virus, alongside awareness campaign: 'Your Health - Your Responsibility'.

In 2021, we've refined our approach and brought on local NGOs to provide additional support to those being tested.

Alongside the campaign, we provide free HIV tests and condoms, delivered through an anonymous mobile health service, as well as local NGOs.

Key impact indicators

22.4 million Individuals informed by education campaign

13,437 HIV tests administered



IMPROVING HEALTH IN OUR SUPPLY CHAIN

 Planned Parenthood Association of Thailand

Scaling sex education and services for Reckitt workers in Thailand to improve access to safe sex and family planning.

HIV prevalence in Thailand is among the highest in Asia and the Pacific, with 9% of the region's total population living with HIV.

In Thailand, where we source raw materials for Durex, we are investing in the health of workers living in rural communities where access to sexual education and services can be limited.

Sexual education was delivered at places of work, following the Comprehensive Sexuality Education framework. This provides guidance on family planning, diseases and preventative measures. Workers were also given access to sexual health services through mobile centres and drop-in clinics – providing basic tests, treatments and preventative products, and referrals to local hospitals where necessary.

Key impact indicators

551 People attending sexual education

852 People attending sexual health appointments

SEEDING SOCIAL INNOVATION

Innovation is in our DNA – and supporting innovative approaches is vital to improve access in local communities.

Through Lead2030, we invest in two social enterprises every year, to seed solutions for the greatest challenges.



£50k

Seed investment for each Lead2030 winner

4

Lead2030 social enterprises supported in total by Reckitt to date

64k

People benefitting through growing social enterprises



Key impact indicators

65

Rainwater harvesters installed

20,560m³

Rainwater captured and filtered (monthly)

EKO GROUP H2O+



Seeding social enterprise in Colombia to improve access to clean drinking water.

4 million people live in poverty in Colombia, with 1.2 million lacking access to clean water.

Eko Group H2O+ won the Lead2030 grant for SDG 6 with their simple and effective model. Using reused and recycled materials, Eko harvest and filter rainwater providing vital access to small communities in and around Bogota.

Mentorship from Reckitt has helped Eko build a foundation for growth. Mentors helped establish a commercial and legal framework, developed clear business and financial models, and used expertise to establish an e-commerce shop.

This year, Eko tripled monthly sales, installed 65 systems in 7 communities, developed a low-cost community handwashing station, and hired five full-time employees.

Future Focus

Serving more customers with more and better products.

Over the next year, Reckitt will continue to support Eko to grow, leveraging their new online channels to reach more customers and market their growing range of products.

TAILORED FOOD



Supporting local producers to improve access to nutritious and affordable food.

3.4 million children in the Democratic Republic of Congo are malnourished. In Liberia, 45% of deaths of children under 5 are linked to malnutrition.

In 2020, Tailored Food won the Lead2030 grant for SDG 2. Tailored Foods work with entrepreneurs, farmers and retailers to create nutritious and affordable food products, using local produce and processes.

This year, Tailored Food increased sales of nutritious, tasty, and low-cost meals, from 210,000 in 2020 to 676,000. Local sourcing means rural economies are stronger. 265 well-paying jobs have been created for women, and a focus on supporting farmers means between 86-100% of ingredients are grown locally.

Future Focus

UN collaboration and scaling the business model.

The model is also attracting attention. The Bill & Melinda Gates Foundation found 100% of consumers living in extreme poverty viewed products as affordable, whilst the UN World Food Programme committed to purchasing 70,000 cassava and peanut-based snack bars in the Congo each month.



EMERGENCY ACCESS

During times of crisis, emergency access to health and hygiene services is critical. We work with our partners to support communities in their recovery from disasters.

£250k

Minimum funding to the British Red Cross

1.3m

Products donated to the Red Cross

23

Countries where Reckitt supported emergency access

BRITISH RED CROSS

Helping communities prepare for, respond to, and recover from disasters.

By investing in the full cycle of humanitarian response we help the British Red Cross to respond at speed, as well as reducing the impact of disasters and helping people recover with dignity.

In February 2021, Reckitt began a new strategic partnership with the British Red Cross and their Disaster Relief Alliance (DRA). Our pledged support included a £250,000 grant, product donation to assist in emergency preparedness, and time through employee volunteering. This partnership means we maximise our impact, by contributing to a fund with global reach and rapid response times, whilst contributing products and expertise to keep people safe in the most adverse conditions.

Key impact indicators

4,021 People reached with emergency relief

1.3 million Hand sanitisers distributed to vulnerable individuals

279 Hours volunteered



INTERNATIONAL RESCUE COMMITTEE



Providing emergency access to COVID-19 medical care for refugee communities across Syria, Jordan and Lebanon.

The COVID-19 pandemic has affected people across the world, with refugee communities particularly vulnerable to loss of access to vital basic services.

In June 2020, Reckitt funded the International Rescue Committee's (IRC) work in Syria, Jordan and Lebanon, where ongoing violence had destroyed infrastructure, leaving communities extremely vulnerable to the ongoing pandemic.

12 months later, the importance of this work is clear. Across the three countries, the IRC directly engaged 11,337 people, with two thirds of these being women.

In Syria, hygiene kits were distributed to the most vulnerable, including the elderly, those with a disability, or chronic disease. In Jordan, the IRC supported 24,879 medical consultations, 94% of which were provided to Syrian refugees, many of whom could not access any healthcare during COVID-19 restrictions. In Lebanon, women entrepreneurs were empowered to support their families livelihoods through small-scale production of hygiene products.

Key impact indicators

11,337 Individuals engaged by the IRC with Reckitt's support

24,879 Medical consultations supported (Jordan)



Mahmoud

Mahmoud, a 52-year-old father was forced to flee his hometown in Daraa and head to Zaatari camp, located in northern Jordan, in 2013. "I live with my wife and three sons, and I have two other sons who are married and live next to us in the camp," Mahmoud said.

Mahmoud originally planned to stay a week before returning to Syria, "now we're here for more than eight years. I miss my family, my mother, sisters, and brothers. They are all in Syria".

The IRC has been supporting essential Primary Health Care services at Zaatari refugee camp. "I visit the clinic regularly and have been having check-ups and medication for diabetes, asthma, and cholesterol. What kept me coming is how the team treats us, and the services are excellent. They care about us."

"I took the vaccine last month at the IRC health clinic in Zaatari camp. I felt relieved and grateful; all the stress that COVID-19 did to our life went away. I hope my children and my grandchildren have a better future."

GIVE TIME

We invest in our people to give their skills and talents to ensure we harness innovative new ideas for a better tomorrow.

20k

Hours donated by Reckitt volunteers

24

Delegates attending One Young World

7

Reckitt purpose councils across the world

ONE YOUNG WORLD

Convening the **brightest young talent** from across the world to **accelerate social impact**.

In July 2021, One Young World (OYW) was held in Germany, and for the first time had a significant digital component.

We sent 24 delegates from 13 countries, including 6 young leaders from outside Reckitt, to represent Reckitt virtually. Since then, a selection of our delegates have been included in OYW's 'Action Accelerator', before they launch their own social impact initiative within Reckitt in 2022.

"One Young World has been a life-changing journey, it was overwhelming, inspiring and everything in between! After OYW - I know that it is my responsibility to do something for the causes I'm passionate about!"

Sarina Pathela
Reckitt OYW Ambassador



PURPOSE COUNCILS

Driving impact through our people by providing **access to opportunities**.

Across Reckitt, we have established 7 purpose councils across the world, covering the UK, Europe, the USA, Latin America, the Middle East, South Africa, and Australia.

These comprise of OYW ambassadors and long-term volunteers, and are designed to drive purpose and impact on the ground, serving a variety of issues from environment, social and volunteering.



GIVE TIME

Our commitment to enabling our staff to make a difference **beyond their day jobs**.

Give Time, Reckitt's global volunteer programme, gives all full-time staff two volunteering days annually. In-person volunteering has continued to be affected by the COVID-19 pandemic and subsequent lockdowns, however Reckitt staff have continued to adapt and give their skills and talent in other ways.



In 2021, 2,021 Reckitt employees have given over **20 thousand** hours to causes around the world.

Our people, working hand in hand with the British Red Cross

Reckitt employees across 16 markets have joined the global mapping community, donating over 279 hours of their time to help create digital maps of communities at risk of flooding in Bangladesh. Tracing over satellite imagery to capture key detail, they have helped to make over 8,300 building edits, mapping an area that is home to approximately 37,755 people.

THOUGHT LEADERSHIP

Creating and sharing knowledge is critical to solving the world's biggest problems. We invest in and disseminate leading research with world leaders.

43,5K

International delegates kept safe at COP26 and SPEIF

\$25m

Committed to the RGHI over five-years

6

Universities advising the RGHI

COP26



Speaking out about the impact of climate change on health and the role of policy in maintaining **access to good hygiene and sanitation.**

We are proud to have been a principal partner to the UK Government at COP26, as well as the official hygiene partner.

As a principle partner, we hosted four blue and two green zone events, where we spoke to world experts about critical issues and highlighted the important work we're already doing. For example, our report co-written with both the London School of Hygiene and Tropical Medicine and the EcoHealth Alliance, which explores the impact of climate change on health.

We used our expertise to develop comprehensive hygiene protocols, whilst supplying Dettol products to help protect attendees against rising COVID-19 cases. And we were extremely proud to see only 65 confirmed cases from 30,000 attendees, compared to UK rate of 126 per 30,000 people.



Key impact indicators

100 Bespoke hygiene protocols implemented

30,000 Hygiene kits distributed to attendees

700+ Hand sanitisers across COP26



Researchers around the world are raising the alarm – climate change is a global health emergency. We need a new era of public health with climate change at its heart to protect the next generation and beyond.

Liam Smeeth
Director, London School of Hygiene and Tropical Medicine

ST PETERSBURG INTERNATIONAL ECONOMIC FORUM



Keeping delegates safe during Russia's first in-person event after lockdown.

In June, prior to COP26, Reckitt was also an official sponsor of the St Petersburg International Economic Forum. This was the biggest international business event since the start of the pandemic. We provided hygiene products, including Dettol hand sanitisers and wipes, to help keep more than 13,500 participants from over 140 countries safe.





ELEVATING OUR FIGHT FOR ACCESS

Reckitt Global
Hygiene Institute

Reckitt, as a global company, has the power to **convene leading experts in industry and academia to guide research and put access to hygiene on the global agenda.**

The Reckitt Global Hygiene Institute (RGHI) was incorporated in July 2020 as a USA non-profit, with a vision for a world where sustainable hygiene practices are universally adopted to improve global health, pandemic resilience and community wellbeing.

RGHI was set up as a catalyst for change. Through the development of its post-doctoral fellowship programme, it will deliver impactful scientific papers and create a new generation of scientific leaders that will drive improvements in global hygiene.

Another key component of RGHI's vision is funding educational and charitable institutions for original scientific research at some of the best universities across the world. This year, we've made four grants to leading universities, each focussed on solving some of the world's greatest hygiene challenges.

Our work in action.

The first call for RGHI Fellowship applications was launched in 2021 and received an enormous response, with enquiries received from 15 countries spanning almost every continent.

For example, the London School of Hygiene & Tropical Medicine has received funding to assess the effectiveness of treatments to prevent trachoma, the most common infectious cause of blindness.

The study will look at the impact of different face cleansing protocols within children aged between 2 and 5 in Ethiopia, with the potential to drastically change the lives of those at risk of blindness.

Our expert panel includes:

Dr Feng Cheng

Professor, Research Center for Public Health, Tsinghua University of Medicine & Public Health

Dame Sally Davies

Master, Trinity College, University of Cambridge

Professor Albert Ko

Chair of Epidemiology of Microbial Diseases, Yale School of Medicine

Dr Muhammad Ali Pate

Global Director, Health, Nutrition and Population, World Bank

Professor Randeep Guleria

Director, All India Institute of Medical Sciences

Professor Teo Yik-Ying

Dean, Saw Seek Hock School of Medicine, National University of Singapore



NUMBERS THAT MATTER

2021 Social Impact metrics.

We take our data seriously. Our data goes through third-party verification and assurance.



£38.2m

Equivalent invested
in 2021

50

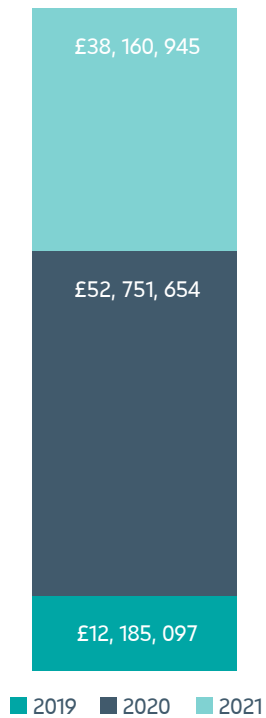
Countries invested in

3.4m

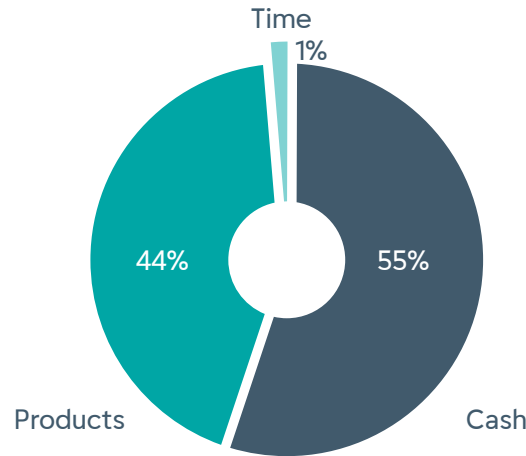
People impacted

WE ARE FOUR YEARS AHEAD OF OUR 2025 INVESTMENT PLEDGE

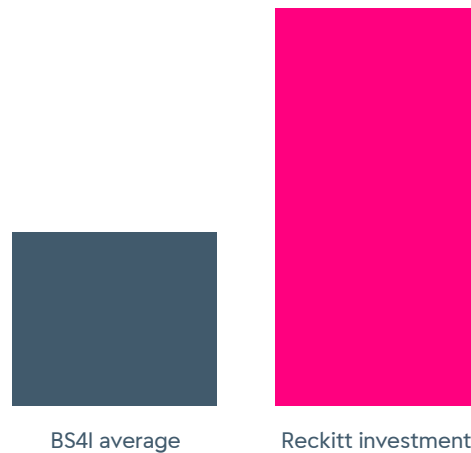
£103 million



In 2021, we invested through cash, products and time.



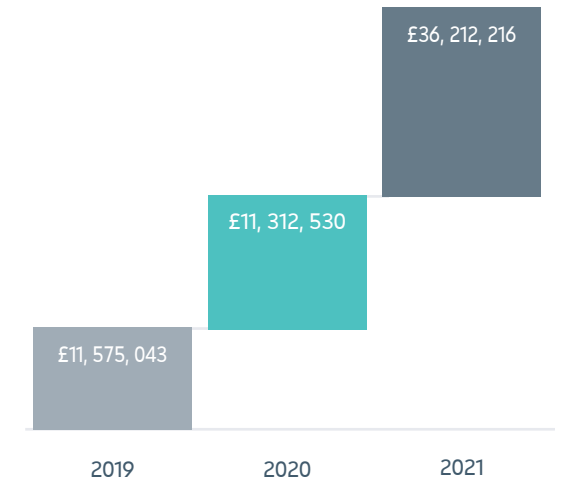
We invest 2.4 times more in social impact than our peers within the Business for Social Impact (B4SI) framework.



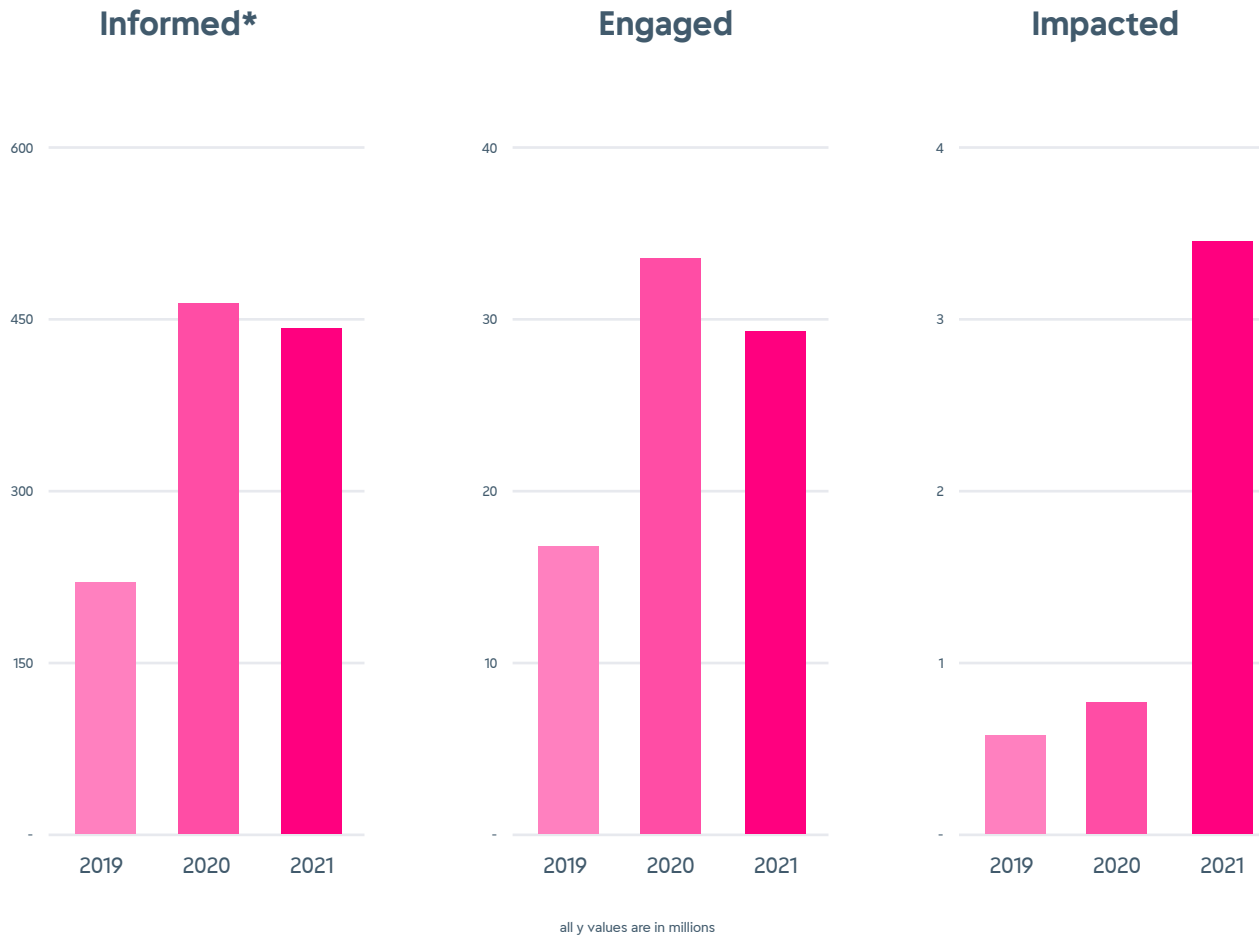
We achieved our 2025 goal of investing the equivalent of 1% adjusted operating profit over three years by investing around the world.



We have leveraged an additional £59 million of investment from other organisations over three years.



WE HAVE IMPACTED FOUR TIMES AS MANY PEOPLE WITH OUR INVESTMENTS



*Our inform metric contributes to meeting our engage sustainability ambitions

Our impact over three years:

Individuals engaged through our educational campaigns

1,087m

Individuals engaged directly through our partnerships and programmes

80m

Individuals impacted

4.7m

JOIN US ON OUR FIGHT FOR ACCESS

Find out more at [Reckitt.com](https://www.Reckitt.com)