

A close-up photograph of two hands cupped together, with water splashing over them. The water is captured in mid-air, creating a dynamic and refreshing scene. The background is dark, making the water droplets stand out.

# RECKITT SOCIAL IMPACT INVESTMENT REPORT 2020:

Our Fight for Access during the global pandemic

Published April 2021

## Foreword Laxman Narasimhan

**Laxman Narasimhan**  
Chief Executive Officer, Reckitt



**The past year has been an extraordinary wake-up call for humanity. The COVID-19 pandemic served to remind us of the interconnectedness of our lives, and stark disparities within society - triggering a heightened desire to do what's right.**

Reckitt has always supported those most in need and so, over the past year, we have launched even more programmes around the world, donated even more products, funded even more community schemes — all with the aim of transforming lives. Because we believe access to good health, hygiene and nutrition is a right, not a privilege.

In March, we launched the Fight For Access Fund and pledged the equivalent of £40 million to tackle the spread of COVID-19. As the year's extraordinary challenges became clear, we agreed a one-time amplification of our investment, quadrupling our commitment in one year. Looking forward to more typical times, we pledge social impact investment that averages the equivalent of 1% of adjusted operating profit over three years.

We provided support in 66 countries – reaching 34 million people through our educational campaigns and donations. We addressed our strategic pillars – clean water, hygiene and sanitation, sexual health and rights, and maternal and child health – through a COVID-19 lens and dedicated our efforts to combat the pandemic.

These focus areas are directly guided by the UN Sustainable Development Goals (SDG) framework. This means we can collectively contribute towards these ambitious objectives – promoting good health and wellbeing, gender equality, and access to clean water and sanitation, and eradicating hunger. Beyond our focus areas, our programmes also look to secure fairer wages and access to education in science, technology and medicine (STEM).

At Reckitt, we act with speed and determination. The pandemic even further accelerated our efforts; drawing upon strong, existing partnerships to protect and nourish health, giving people security that many of us take for granted. Through our actions, we are building a stronger, more sustainable and fairer world.



“

**In extraordinary times, we need to be extraordinary people. At Reckitt, this is not a cause, it's a calling. Not what we do – but who we are.**

**Laxman Narasimhan**  
Chief Executive Officer, Reckitt

## Introduction Patty O'Hayer

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



**We have always been determined to fulfil our responsibility to create and inspire real, lasting change for those most in need.**

**Our work has never been more vital, our commitment never more resolute and our responsibility to do the right thing never more important.**

For us, social impact means taking bold steps in strategic investments, to truly change lives, for generations. This past year, we have felt that responsibility even more.

Our strong and well-established partnerships allowed us to effect real change and connect with disparate audiences. Throughout this tumultuous year, our programmes have transformed initiatives across the world in the areas of clean water, hygiene and sanitation, sexual health and rights and maternal and child health.

The stories within this 2020 Social Impact report help illustrate the effect of these initiatives on people's lives – a testament to some of the extraordinary work we are incredibly proud of.

Looking ahead, we aim to focus our partnerships for maximum impact – fewer, bigger, better. For example, we recently appointed the Red Cross as our global preferred emergency response partner.

We will also embed volunteering into our career and leadership journeys, aiming to donate 1 million hours by 2030. And with skills-based volunteer work, we can develop professionally, as well as give back, for example, through entrepreneurial mentoring.

Each Reckitt brand has its own purpose journey, linking to one of the SDGs. We are supporting each brand to find partners aligned to that purpose – to create sustainable, visible partnerships with whom we can work to create a cleaner, healthier world.

# CREATING A FAIRER SOCIETY

**Reckitt's sustainability plan, For a Cleaner, Healthier World, sets out our ambitions and is backed by an existing investment of more than £1bn over the next ten years. By 2030 we will reach half the world with products that contribute to a cleaner, healthier world, and we will engage 2 billion people through our programmes, partnerships and campaigns. We will create a lasting impact in communities and, together with our partners, will contribute to delivering the UN's Sustainable Development Goals.**

The empowerment of women and girls has always been a theme across our social impact investments. It took on new urgency in 2020, with the pandemic disproportionately hurting females in a number of ways, from reduced access to health services to bearing the brunt of unpaid care and job losses.

In responding to the pandemic, we were guided by a new set of behaviours we call our compass, which has at its heart, the goal of doing the right thing. Always. In 2020, that meant going above and beyond our ongoing initiatives to support the health sector. Here are the areas of our investments with some examples:

- Publicising the importance of hand hygiene and disinfecting surfaces** – Reckitt partnered with Indonesia's Ministry of Health and the Indonesian Doctors Association to educate consumers about preventing COVID-19 infections with its Dettol and Harpic brands. In the UK, we donated pre-purchased television advertising slots to the government and National Health Service to amplify their public health announcements. These efforts are estimated to have informed 150,000 people in the UK in 2020.
- Boosting the capacity of essential public health services** - Reckitt donated to a hospital in Italy for creating additional ICU units and purchasing respirators. In the Philippines, we funded a mass testing laboratory and the processing fees for COVID-19 tests.
- Protecting the physical health of frontline health workers** – The company bought 15 million protective masks, which it sent to 22 countries. Our local offices procured and distributed Personal Protection Equipment (PPE), benefiting an estimated 2.5 million health workers in places such as India, Pakistan and Turkey. In Indonesia, we supported the Protect our Protectors campaign aimed at providing frontline health workers at COVID-19 testing facilities with safety gear, Harpic and Dettol disinfection and personal care products.
- Replenishing the health sector's stock of disinfectants to keep hospitals hygienic** – Reckitt donated 8 million product units to the healthcare sector to help fight COVID-19, including Dettol products to hospitals in Vietnam and Sagrotan cleaners to health facilities in Germany.
- Helping the mental health and other needs of health workers** – Reckitt donated to a fund in the Netherlands that financially supports care providers and their families. In the United States, we purchased food from local restaurants to feed healthcare workers. In many countries, we donated personal care kits to frontline workers. These included E45 hand cream, Scholl foot masks, flat shoe insoles and Lemlift food supplements.



# THE NEED FOR SOCIAL IMPACT HAS NEVER BEEN GREATER

Reckitt's response focused on fighting for those most affected by the pandemic

The past year has brought unprecedented challenges to most of the world, with lives and livelihoods put on hold throughout the COVID-19 pandemic. And while the impact of the crisis has been felt by almost everyone, the burden has fallen hardest on those most in need.

**1 billion in extreme poverty by 2030<sup>1</sup>**

A study by the United Nations Development Programme found that COVID-19 could drive the number of people living in extreme poverty to over 1 billion by 2030, with a quarter of a billion pushed into extreme poverty as a direct result of the pandemic.

**90% of countries experienced major disruption to essential healthcare services<sup>1</sup>**

COVID-19 led to major disruptions to both healthcare and health-seeking behaviour of individuals. A WHO survey showed countries have reported disruptions to essential healthcare services, with lower and middle-income countries being disproportionately badly affected. Scarce resources have been diverted to deal with COVID-19 and non "essential" health services postponed.

As a result of the pandemic and the policy responses to curb its spread, economic activity has contracted sharply. In its latest assessment of the world economy, the International Monetary Fund (IMF) reported global GDP contracted by 3.5% in 2020.<sup>2</sup> This contrasts with its prior forecast for 2020 growth of 3.4%.<sup>3</sup> This has negative implications for many households around the world.

**The adverse impact on low-income households is particularly acute, threatening the significant progress made in reducing extreme poverty in the world since the 1990s<sup>4</sup>**

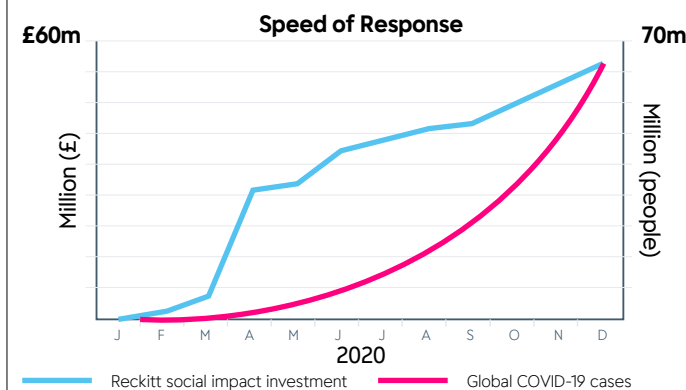


When it comes to the UN Sustainable Development Goals,

“  
Progress is stalled or reversed on inequalities, the rate of climate change, and the number of people going hungry.”

António Guterres, UN Secretary-General  
2020

As the pandemic worsened, Reckitt adapted our social impact investment to support the hardest hit communities



This graph only shows the speed of response for market-led Covid-19 relief activities. This excludes the funding given to ongoing Global Programmes.

To support the world's hardest hit, we markedly increased our investment, the number of organisations we support, and the number of ways we support them.

Against a challenging bigger picture, it is important to recognise the positive role we can play at Reckitt. Our programmes are committed to sustained positive impact around the areas of clean water, hygiene and sanitation, sexual health and rights, and maternal and child health, believing access to good health, hygiene and nutrition should be a right, not a privilege.

# WE FOCUS ON 3 AREAS WHERE WE CAN MAKE THE BIGGEST IMPACT

In line with the UN Sustainable Development Goals




## CLEAN WATER, HYGIENE & SANITATION

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




## SEXUAL HEALTH & RIGHTS

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





## MATERNAL & CHILD HEALTH

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

**We believe that good health, hygiene and nourishment is a right, not a privilege.**

With emphasis on **women and girls**, we focus on investing in areas where we can make the most impact. 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.



## OUR PARTNERS

To maximise the social impact of our work across the world, we partner with a number of external organisations, charities and humanitarian programmes.



# FIGHT FOR ACCESS: 2020 HIGHLIGHTS

## Social Impact in Numbers

The Fight For Access Fund was launched in March 2020, pledging £40 million to tackle the spread of COVID-19. As the year's extraordinary challenges became clear, we agreed a one-time amplification of our investment, quadrupling our commitment in one year to £53 million.

### Impact Highlights



Total people directly **engaged\***  
An increase of 101% from 2019



Total people **informed\*** with hygiene educational campaigns  
An increase of 139% from 2019



Total people positively **impacted\*** through global programmes  
An increase of 29% from 2019

### Impact Investment



Total investment  
Compared with £12.2m in 2019\*



Adjusted operating profit invested compared with 0.79% industry average\*\*



Higher than the industry average\*\*

### Global Impact



Partners we worked with worldwide



Countries supported around the world



Hours volunteered through Give Time

### Product Donations



Products donated



Units of personal protective equipment donated



Hygiene packs donated to support immunocompromised people across Africa

#### Moving forward



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

SEE APPENDIX  
for further Fight For Access 2020 figures

This report draws on data analysis and research by Oxford Economics.

\* We measure social impact using the London Benchmarking Group (LBG) framework - see appendix for definitions of engage, inform and impact.

\*\* 4.3 times higher total investment than the average of 220 large firms that monitor their social impact through the LBG.



# CLEAN WATER, HYGIENE & SANITATION

6 CLEAN WATER AND SANITATION



We fight for access to the basic human rights of water and a safe, hygienic environment

In 2020, improving hygiene and sanitation, and access to clean water became one of the most urgent global challenges of our time.

The pandemic reduced incomes and hurt livelihoods, making it more difficult for vulnerable groups to buy clean water, hygiene and sanitation products, whilst also impacting the provision of quality water and sanitation services.

Here are just some of the programmes we have been working on as part of our global fight for clean water, hygiene and sanitation.

## PROTECTING THE VULNERABLE

Philippines and Indonesia



In Asia, Lysol and the Philippine Red Cross (PRC) joined forces to launch 'Disinfect to Protect'. This aims to break the chain of infection by improving hygiene and COVID-19 testing.

Lysol Philippines contributed P36 million (~£560,000) to boost mass testing. Half of this helped build a mass-testing facility. The rest helped prioritise testing for around **4,500 vulnerable** Filipinos, including pregnant women, the elderly and those with pre-existing conditions. Lysol also equipped the PRC's sample collection and testing facilities with products to help keep frontline workers safe.



In Indonesia, the #ProtectourProtectors campaign provided key protective equipment and products, including Dettol and Harpic, to frontline health workers.

## LIFESAVING INTERVENTIONS

Lebanon, Jordan and Syria



The COVID-19 pandemic has brought additional challenges to those already living in temporary or insecure accommodation. Reckitt pledged £1 million to the International Rescue Committee to help provide vulnerable communities with critical health and hygiene support. £500,000 was used to support the Crisis Response Fund, impacting **7,023 people** across 11 countries by providing handwashing stations and Ebola prevention programmes, amongst others. The remaining funding has been used to support direct interventions in Lebanon, Jordan and Syria.



## PROMOTING HYGIENE EDUCATION

USA



As well as significant financial support, we know that educational initiatives can have a real, lasting impact on communities. Lysol's 'HERE for Healthy Schools' programme partnered with schools in low-income areas of the USA on the importance of hygiene in preventing the spread of infection. Through education and product donation, we aim to reach **15 million school children** by 2022 in **58,000 schools** across the nation.



UK



Dettol partnered with Transport for London to supply hand sanitising stations to all 270 underground stations in London, reaching over one million people.



## LEADING A CLEANLINESS MOVEMENT

Pakistan



Pakistan's nationwide cleanliness movement - formerly 'Hoga Saaf', now 'Hoga Safe' in response to the pandemic - has transformed millions of lives. We have been at the forefront of 'Hoga Safe', and were the first corporate partner to the Ministry of Health. We helped by raising awareness of messages from public health services, promoting hygiene measures, and donating vital sanitising products.



Saaf Sehatmand Services Pvt. Ltd.

The Saaf Sehatmand Services (SSS) project, part of 'Hoga Safe', and launched by Reckitt and partners in 2018, empowers Pakistani women by training them as door-to-door health advisers. They promote long-term health and hygiene behaviour-change, such as washing hands, boiling water and preventing food contamination.



SSS inspires entrepreneurship, and increases access to crucial hygiene products and education in areas where they are scarce. Despite challenges in services due to the pandemic, SSS reached **14,437 households** and engaged with **93,470 people** over 2020.

1.5m

Lysol products donated to the US Kids in Need Foundation

8m+

Soap products donated to frontline health workers and vulnerable communities in India

200k

People in Kenya will be supported with improved access to water and sanitation through our partnership with Water.org

600k

Children in Pakistan taught about the fundamentals of hygiene via The Dettol School Education programme

£1m

Pledge to International Rescue Committee to support refugee communities in Syria, Lebanon, Jordan and beyond

360m

People informed through hygiene messaging



# Clean Water, Hygiene & Sanitation Continued

## SUPPORTING BRAZIL'S FAVELA COMMUNITIES

Brazil

One year into the pandemic, Brazil was one of the world's worst affected nations. In the tightly-packed favelas of São Paulo and Rio de Janeiro, hygiene problems are exacerbated. It can be almost impossible to isolate, and access to water, sanitation and medical services are extremely limited.

### Working in partnership with Brazilian Red Cross



To support sustainable programmes, we joined with local partners to reach those most at risk, with high urgency. Together with the Brazilian Red Cross, we delivered clean water, masks and cleaning products to **25,000 families** living in the favelas.

# 25,000

Families in Brazil's favelas supported with access to water and hygiene products

# 522,000

People reached across Brazil

# 303,484

Products donated



Basic hygiene awareness is low in Brazil's favelas, so we helped community leaders launch an awareness campaign, supporting people with the knowledge on how best to protect themselves against COVID-19, and reduce water waste.

### Protecting front-line workers

In collaboration with one of the largest healthcare institutions in Brazil, Hospital das Clínicas (HC) in São Paulo, Reckitt donated **6,000 disinfectant sprays**, and R\$500,000 (~£62,500) for the HC to buy hospital materials.

In 2021, Reckitt will continue to support the HC with the donation of **750,000 surgical masks** to protect their front-line health workers.



## HEALTH AND HYGIENE IN INDIA

India

The Banega Swachh India (BSI) campaign has been stressing the importance of hygiene as a foundation for health since 2014. It has helped to instil behaviour change in **13 million school children** over the years, reducing diarrhoea and improving school attendance.

So, when COVID-19 hit, we were well-placed to increase our health and hygiene support. Reckitt India teams brought vital PPE, cleaning products, and education to households, communities, healthcare providers, and frontline workers across the country – focussing on some of the most deprived areas.

Reckitt India supplied around **8 million soaps** and **2.9 million masks**, to all corners of the country. Through associations with numerous partners on the ground, such as UNAIDS and government support, we reached those in need, such as street vendors, LGBTQ communities, people living with HIV and many more.

### Preparing children for a healthy future

With the added urgency of COVID-19, BSI launched its 'Healthily' app and donated Return to School kits, including masks, sanitiser and public health posters, to over **1 million schools**.

We are already seeing the long-term impact of measures like this, with more children taking preventative steps to care for their health.

The #HandWashChallenge, made viral by partnering with some of India's biggest TikTok influencers, helped spread effective messaging on how handwashing prevents COVID-19. The campaign had over **125 billion views** and more than **23 million unique users**.







## ACCESS TO SAFE WATER AND IMPROVED SANITATION SHOULD BE A RIGHT NOT A PRIVILEGE

It has never been more critical to have access to safe water and sanitation. Yet today, 2.4 billion people still live without basic sanitation facilities, such as clean water and toilets.<sup>1</sup>

Access to safe water and sanitation are among the most fundamental of social needs, and their absence affects almost every part of life.

Furthermore, women are disproportionately affected by the water crisis, as they are often responsible for collecting water, taking time away from work, school, and caring for family. A lack of water and sanitation locks women in a cycle of poverty.

## BUILDING TOILETS AND TRANSFORMING LIVES

India, Indonesia, Kenya



Water.org aims to provide access to safe water and sanitation to the world through access to small, affordable loans.



Water.org has been a valuable partner of Harpic since 2018. Together, we have impacted the lives of **408,436 people** across India, Indonesia and beyond, improving access to clean water and sanitation facilities at home.

We were able provide further support to improve water and sanitation in Kenya through global Reckitt travel savings made in 2020. This donation is set to impact a total of 70,000 people.

Here are some of the outcomes we achieved in 2020 through our Water.org partnership:

**39,686**

WaterCredit Loans disbursed

**\$15m**

Capital mobilised for microfinance loans

**188,765**

People positively impacted by Reckitt-Water.org sanitation initiatives



<sup>1</sup> Our World in Data. Available at: <https://ourworldindata.org/sanitation#unsafe-sanitation-is-a-leading-risk-factor-for-death>. Last accessed April 2021.

Photo credit to Water.org



# SEXUAL HEALTH & RIGHTS

3 GOOD HEALTH AND WELL-BEING



We empower more women and girls around their sexual rights through access, knowledge and disease prevention

COVID-19-related restrictions and healthcare destabilisation have impacted sexual and reproductive health services and educational programmes across the world. Fear, uncertainty, unemployment and disruption of key public services like transport and education have made people less likely to seek out sexual and reproductive healthcare.

Initiatives to help stem the impact, and protect sexual health and rights are critical.



## PROTECTING THOSE LIVING WITH HIV DURING THE PANDEMIC

### 22 African Nations

During 2020, countries around the world enacted lockdowns and social distancing to prevent the spread of the virus. For many people living with HIV, these measures represented a real challenge, in terms of accessing health services, food and medicines, and basic hygiene commodities.

UNAIDS work closely with communities and networks of people living with HIV. Partnering with  **UNAIDS** meant we could provide health packs to **227,000 individuals** across **22 countries** in Africa, each with a three-month supply of Dettol soaps and JIK bleach, to help prevent the spread of infection.



# 7m

People in 11 countries engaged in sexual health and rights programmes

# 227,000

Hygiene packs donated to people living with HIV across Africa

## KEEPING SEXUAL HEALTH EDUCATION OPEN DURING LOCKDOWN

Germany 

COVID-19 has presented major barriers to the way we connect – in person and digitally. This, coupled with the ever-evolving technological nature of our world, means it is vital to find new ways to tackle STI infections among younger generations.



Reckitt supported the work of Organization for Human Health and Happiness (Ohhh!) volunteers in Germany. Their approach is rooted in peer-to-peer sex education and eye level conversations on subjects around STI prevention and protection. Pre-pandemic, this work was done in person and online, in schools and at festivals.

During the pandemic, equipping young people with relevant and reliable education, to help them make informed decisions about their sexual health, was as important as ever. With our donation we helped Ohhh! to ensure that this work could continue through the development of e-learning tools and digital platforms.





## Sexual Health & Rights Continued

Some of our most important projects aim to help the millions of people across the world living with HIV, to prevent loss of life from HIV-related causes, and to stop spread of STIs – particularly in Africa.

2.1m

Condoms donated

20m+

People informed through sexual health messaging

7m

People engaged through sexual health education programmes

### DUREX IS KEEPING GIRLS IN SCHOOL

South Africa 

Poverty, gender inequality, insufficient access to education, and gender-based violence all contribute to the increased risk of HIV infection in women and girls.

In South Africa, there are 4.4 million females living with HIV. Adolescent girls and young women are 3.3 times more likely to contract HIV than men.

The Keeping Girls in School programme aims to reduce new HIV infections and teenage pregnancies, by improving access to reproductive health services and education.

The programme, launched by the Durex (RED) + Global Fund partnership in 2018, encourages girls to stay in school, through tutoring and homework support, peer education, reproductive health education, career fairs, and home visits.



Since 2018:

75,284

HIV tests provided

54,410

Girls lives impacted

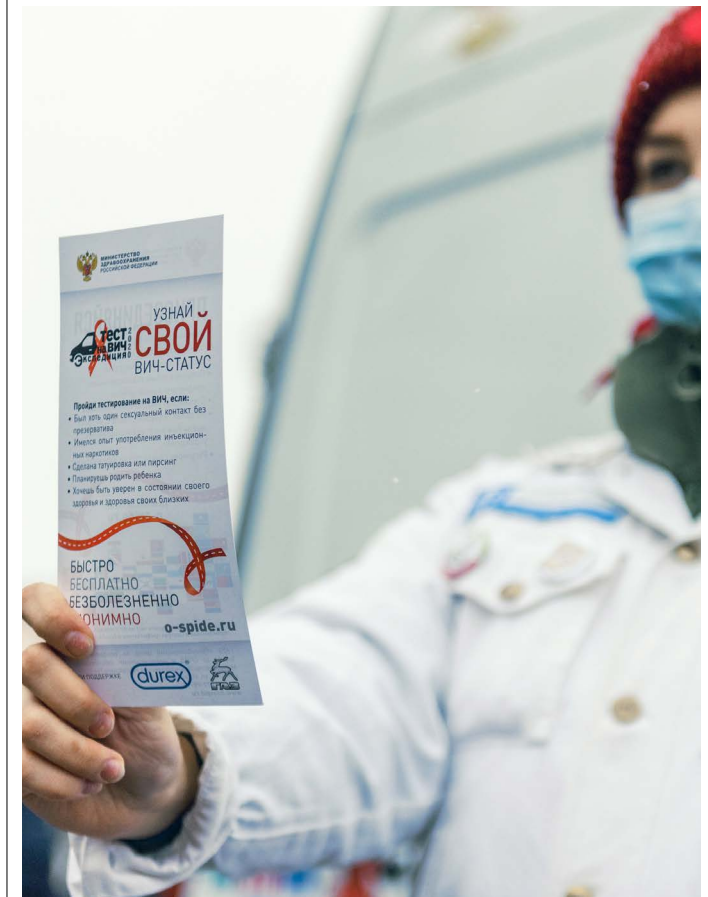
372,829

Condoms distributed to young men and women

### SUPPORTING SENSITIVE HIV AWARENESS EDUCATION

Russia 

To help fight HIV across Russia, we launched the *Your Health is Your Responsibility* campaign. This offers free anonymous testing and drives HIV awareness through multi-channel, messaging. By the end of 2020, the initiative had reached over **18 million people**.





# MATERNAL & CHILD HEALTH



We ensure new mothers and children have the best start in life, through maternal and newborn nutritional and wellness programmes

All mothers need prenatal care, but especially so during times of isolation and uncertainty. Maternal and child health outcomes worldwide have suffered as a result of the ongoing pandemic.

Antenatal and postnatal care services have been disrupted, and pregnant women and new mothers are also choosing to forego health visits – to avoid exposure to COVID-19, among other reasons.

### Responding rapidly to COVID-19

As soon as the scale of the pandemic became apparent, we increased our efforts to provide access to essential services and information for expectant mothers.

Starting in the epicentre of the pandemic in Wuhan, China – we expanded our existing work, and responded with new and effective initiatives, to ensure that women and newborns were properly cared for during the lockdown.

## SUPPORTING EXPECTANT MOTHERS

China 

In Wuhan City, around 10,000 babies are born each month. At the COVID-19 outbreak, expectant mothers in Wuhan city and Hubei Province faced unprecedented and critical challenges in accessing maternity services and essential provisions such as hygiene products.

Working with our existing partners – China Children and Teenagers' Fund (CCTF), Chunyu Doctor, and the NCP volunteer network – we launched *Embrace Life*. The programme's focus was on helping expectant mothers in Hubei Province to have a safe birth.



The efforts included: coordinating access to tailored medical services for more than **35,000 people**; screening high-risk newborns for COVID-19 infection; providing psychological interventions where needed; and donating care packages to **5,100 pregnant mothers**.

Across China, we also helped expectant mothers access online medical consulting and health education. These initiatives helped relieve anxiety, and increase awareness of measures to prevent the spread of COVID-19.

## FIGHTING THREATS TO MATERNAL HEALTH

Mexico, Philippines, Thailand 

As the pandemic spread, we continued to fight against the threats it posed to maternal health. In partnership with the UN Population Fund (UNFPA), we expanded *Embrace Life* into Mexico, Thailand and the Philippines, to support expectant and new mothers during COVID-19.

We doubled down on our work to support stretched health services. In Mexico, almost 300 districts and around 60 professional midwives were given extra training. This meant there was more robust family planning, hygiene, nutrition education and care for expectant mothers and newborns.



More than **3,600 pregnant women** and **100,000 women** of childbearing age were helped, and almost **2,000 newborns** and **14,400 families** of pregnant women benefited.



**Focus on giving infants the best start in life: The first 1,000 days**

Through our ongoing partnerships, we have been focussing on the first 1,000 days of life, where we know we can make the greatest impact to the lives of women and babies.

The care and nutrition a child receives during his or her first 1,000 days has a critical impact on their learning, growth, and risk of issues in later life.

Helping mothers and babies to breastfeed is an essential part of the first 1,000 days initiative, which also supports their access to healthcare professionals and community members who best understand the needs of new families – and who can help introduce safe, age-appropriate and nutritious foods.

**REDUCING STUNTING**

**China Children and Teenagers Fund** 

By partnering with the China Children and Teenagers Fund (CCTF), Reckitt works with rural hospitals to reach those most in need. For example, we're helping to train up to 5,000 health care providers in local maternal and child healthcare centres. And we've given educational materials to help women throughout China to navigate pregnancy and early motherhood.



The Reckitt-CCTF partnership's 2022 target is to reach 10,000 pregnant women and babies, and reduce the prevalence of stunting by 50-80%.

**Nutrition India Programme** 



In India 35% of children under five have stunted growth, largely due to inadequate nutrition.<sup>12</sup> As part of Reckitt's ongoing work to fight malnutrition, the Nutrition India Programme has trained 41 Community Nutrition workers to educate families on the importance of nutritious meals, especially during pregnancy and early motherhood. This training has benefited **204 communities** and over **32,000 children** under five across Maharashtra's Amravati and Nandurbar districts.

Monthly home visits by newly-trained community specialists mean some of the most isolated communities now have better access to healthcare. The overall ambition is to see a 40% reduction in the number of under-fives with poor health-related stunted growth.

**41**

Community nutrition workers trained

**32,000**

Children benefitted from the training provided



**PROVIDING ACCESS TO MATERNITY CARE IN THE US**

**Better starts for all programme** 

Maternal mortality is a serious concern in the US. It has increased over the past 25 years and is more than triple that of other countries with similar economic development.

In part, this is due to so-called 'maternity deserts': areas without obstetric services, which affect an estimated 7 million women, and 500,000 babies born each year.

In partnership with March of Dimes, *Better Starts For All* was designed to increase access to quality healthcare and lower the rate of premature births.

Our initial three-year plan is to reach **7,000 women** living in maternity deserts in Washington DC and Ohio, through education forums, mobile health facilities and specialist care provisions.

In 2020, we provided webinars, mobile health clinics, and training for over 100 pregnancy care providers and healthcare professionals.



1. The World Bank. Available at: <https://data.worldbank.org/indicator/SH.STA.STNT.ZS?end=2017&locations=IN&start=2017&view=bar>. Last accessed April 2021. 2. World Health Organisation. Available at: <https://www.who.int/news/item/19-11-2015-stunting-in-a-nutshell#:~:text=Stunted%20growth%3A%20what%20actually%20causes,nutrient%20intake%2C%20absorption%20or%20utilization>. Last accessed April 2021.



# LEADERS OF CHANGE

**Our employees are some of the strongest proponents of Reckitt's fight for access. Reckitt's Leaders of Change programmes help employees and entrepreneurs across the world to become the leaders the world needs tomorrow – it is these change-makers that will accelerate our relentless pursuit towards a cleaner, healthier world.**



### Partnering with UNCF - Supporting STEM

Education is key in the journey towards building more robust and empowered communities. Reckitt, in partnership with the United Negro College Fund, is providing 100 scholarships to talented students in the US for access to education to help realise their potential.



The four-year scholarships are for students in public health, nutrition and other STEM-related fields. The scholarships expand our current investments in education, particularly in underserved communities and those heavily impacted by the COVID-19 pandemic.



### Employees join the fight through the Give Time programme

Through our Give Time programme, we empower employees in their careers, and as leaders in their communities. Each employee is allocated two paid volunteering days each year to use their skills to help support deserving causes.

In 2020, Reckitt gave **23,147 hours** to good causes globally, leveraging skills to offer real value. To keep employees safe, volunteering became virtual.

Some helped alleviate loneliness and isolation among elderly and vulnerable people through phone friend services. Others mentored non-profit organisation employees, through the One Young World Lead 2030 initiative.

### Building Future Leaders with Raleigh

We want our work to positively impact habits, build resilience and transform lives throughout generations.



Reckitt's 13-week volunteer programme enables our Leaders of Change to make a sustainable difference.

At the start of 2020, in partnership with Raleigh International, Reckitt employees worked with volunteers in Nepal, Tanzania and Costa Rica, on rural community projects aiming to create meaningful, lasting change.

## SUPPORTING CHANGE-MAKERS

Lead 2030, formed by One Young World, is the world's biggest prize fund for young leaders working to make an impact towards the UN's SDGs.



Through Lead 2030, Reckitt volunteers provide mentorship to social enterprises founded by young leaders, to help accelerate the impact of their initiatives. What's more, by leveraging the influence of our brands, Reckitt's community leaders can connect with people who will most benefit from support.



## SDG6 LEAD 2030 WINNER: EKO GROUP H2O+

Colombia



Reckitt mentors are working with local leaders to help improve and widen access to clean water. Eko Group, a water conservation social enterprise, has expanded to new communities across Colombia.

They're realising their vision of using rainwater – caught and stored in repurposed plastic bottles – to improve sanitation in homes, schools, businesses, and community facilities.



## SDG2 LEAD 2030 WINNER: TAILORED FOOD

Congo



22% of Congo's population, including 3.4 million children, are acutely malnourished.<sup>1</sup> Urgent, sustainable support is critically needed. Tailored Food – one of Reckitt's mentor partners – helps entrepreneurs, farmers and market workers to supply nutritious, low-cost food to families suffering malnutrition.

Partnering with the UN World Food Programme, Tailored Food helped 16 small-scale production groups to optimise the production line. To date 210,000 meals have been sold, generating \$48,000 in revenue for female-producer groups.

# SOCIAL IMPACT METRICS

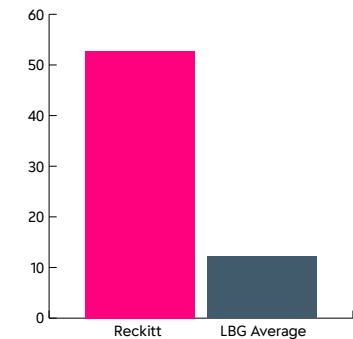
Our 2020 investment has allowed us to reach millions of individuals through local giving, brand programmes and global partnerships.

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.

## Social Impact Partner Organisations

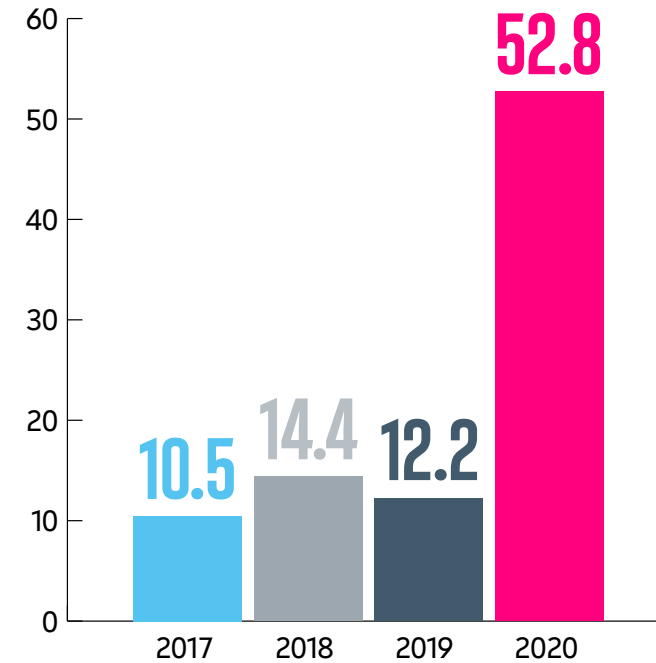


## Total Investment Against London Benchmarking Group (LBG) Average (£ millions)



Reckitt invested the equivalent of 1.3% of annual adjusted operating profits compared with the industry average of 0.79%.

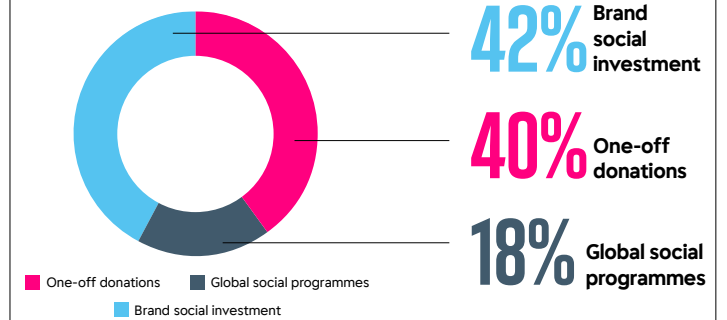
## Total Investment (£ millions)



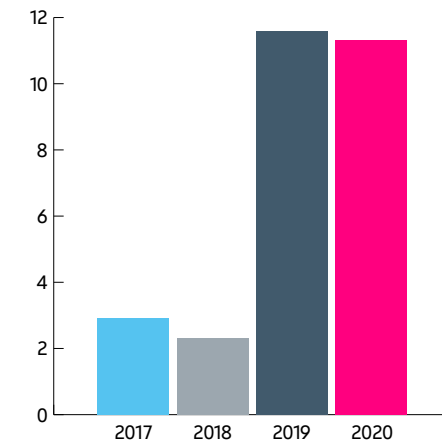
We pledge social impact investment that averages the equivalent of:

**1%** of adjusted operating profit over three years.

## Spread of Programmes



## Total Leveraged Investment (£ millions)



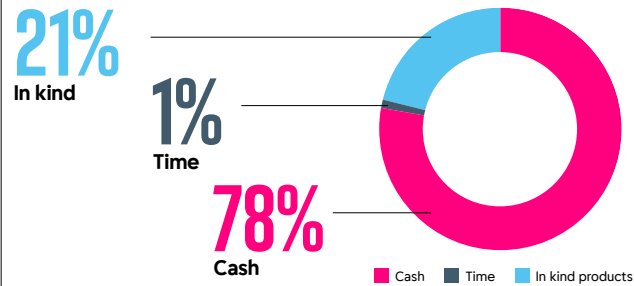
In 2020, additional funds raised as a result of RB's social impact activity totalled £11.3 million.

# Appendix Continued

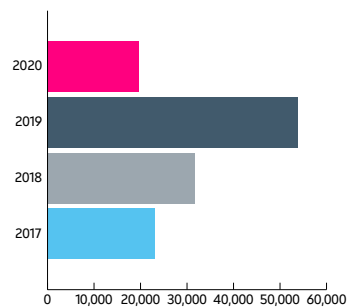
## Our social impact investment takes a variety of forms: cash (includes media and educational messaging), in kind (product) and time (employee volunteering)

### 2020 Breakdown : Forms of Investment

#### Types of Donation



#### Hours volunteered

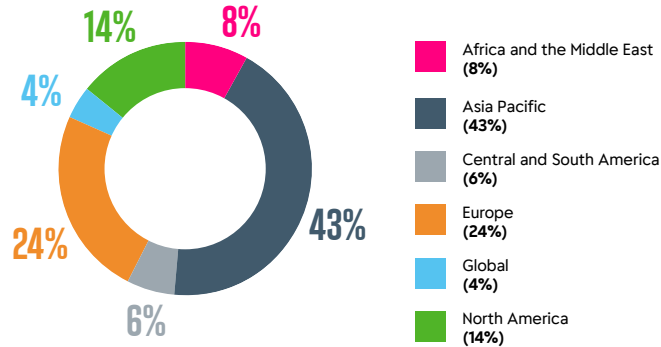


Although stay at homes orders due to the pandemic limited physical volunteering opportunities, virtual volunteering escalated, and Reckitt employees dedicated over 23,000 hours to causes.

### 2020 Breakdown : Areas of Investment

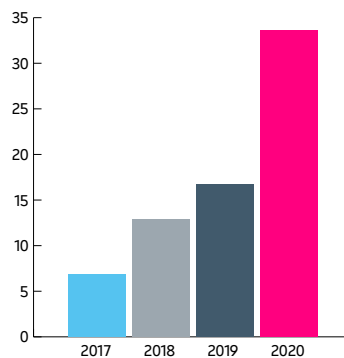
Our 2020 social impact investment reached individuals and communities across the world.

#### Geographical spread of donations (by region)



## We measure social impact results in three ways; individuals impacted, individuals engaged and individuals informed.

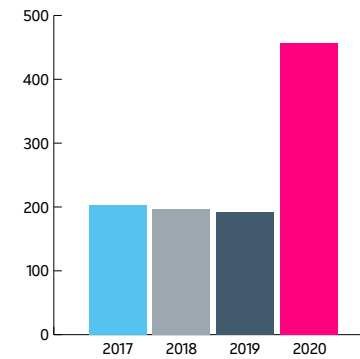
#### Individuals engaged (millions)



### ENGAGED

People actively involved with or supported by Reckitt social investment programmes.

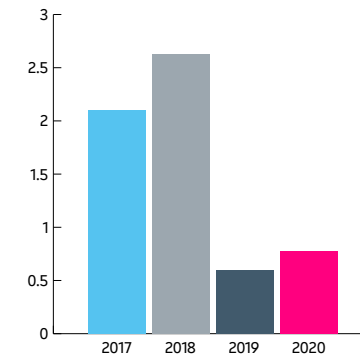
#### Individuals informed (millions)



### INFORMED

People reached directly or indirectly with Reckitt's brand health and hygiene messaging programmes.

#### Individuals impacted (millions)



### IMPACTED

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