



BUILDING A CLEANER, HEALTHIER WORLD

SOCIAL IMPACT INVESTMENT REPORT 2024

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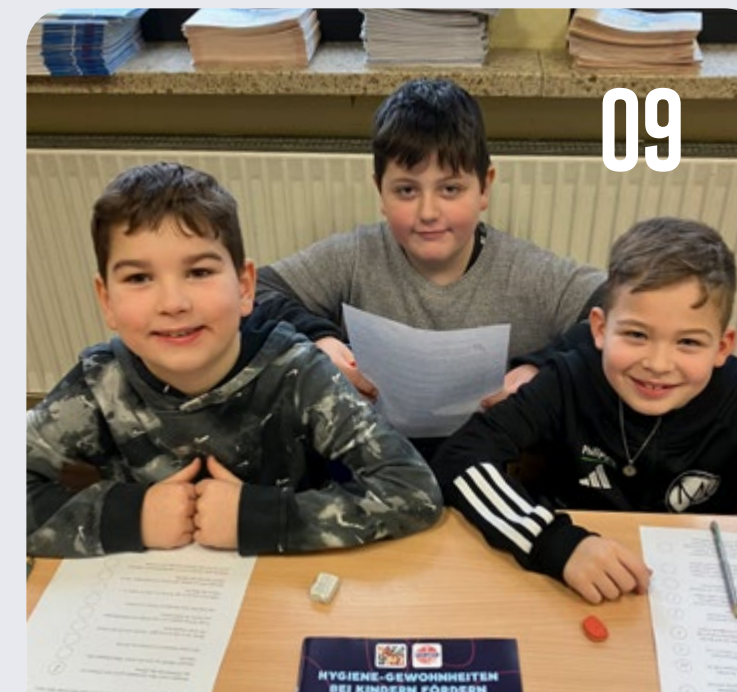
RETHINKING FINANCE TO CREATE LASTING ACCESS TO WATER



SUPPORTING ECOSYSTEMS FOR PLANETARY HEALTH



DEVELOPING THE NEW GENERATION OF IMPACT LEADERS



BUILDING LASTING HYGIENE BEHAVIOURS



CHAMPIONING SEXUAL HEALTH AND RIGHTS



CARING FOR MOTHERS AND NEWBORNS



SCALING SOCIAL ENTREPRENEURSHIP

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FOREWORD: LETTER FROM THE CHAIR

A YEAR OF TRANSFORMATIVE AND LASTING IMPACT

We have positively impacted 9.5 million people in 2024, delivering our most significant impact to date. Since 2020, we have changed the lives of 29 million people.



Sir Jeremy Darroch
Chair

I am delighted to present this year's social impact report, which has been a year of significant progress. Together with our expert partners, we have delivered our biggest impact ever and continue to build momentum on our pursuit of a cleaner and healthier world.

At Reckitt, we all recognise that the planetary and public health challenges we face require businesses like ours to partake in meaningful collective action. The work in this report is a reflection on the sustained nature of our commitment and unwavering belief that access to health and hygiene is a universal human right, not a privilege.

For over 180 years, Reckitt products have helped solve problems and make the world better. We continue to be guided by our rich heritage, our brands are inherently created to make people's daily lives easier, safer or healthier. Whether people are washing hands with Dettol soap or practicing safe sex with a Durex condom, our portfolio is helping to support public health and generate social value.



We're investing in the social determinants of health, like access to clean water, gender equity in financing, and support for female entrepreneurs – to build a healthier, more resilient future for everyone.

Sir Jeremy Darroch
Chair

But we know that we must go further than the sale of our products.

As a global health and hygiene business, we are active members in communities where we live, work and operate. We recognise our responsibility to create a thriving economy but also to tackle longstanding inequities that adversely affect health and livelihoods. One in two people still lack access to basic healthcare and one in four lack access to clean water. Climate change and conflict are making things worse.

At Reckitt, we continue to invest the equivalent of 1% of our adjusted operating profit into social impact, leveraging our core business operations to effect positive change.

We focus our efforts on two key strategic areas that are material to our core business: improving access to health and hygiene. Our catalytic approach targets the social determinants of health, providing access to clean water and sanitation, changing behaviours and supporting economic empowerment, specifically of women and girls.

Over the last three years, we have invested almost £100m advancing health and hygiene. This investment is vital to advance progress towards UN Sustainable Development Goals 3 and 6, Good Health and Well-being, and Clean Water and Sanitation. By caring for everyday needs, communities and our planet, we are building inclusive business models that create sustainable impact.

In 2024, we have positively impacted the lives of 9.5 million people across 56 countries. This has been achieved by leaning into what we do best as a business, catalysing social entrepreneurship, leveraging innovative finance and activating the mass reach of our Powerbrands.

We recognise we can't do this alone. We build ecosystems with trusted partners, NGOs and governments to implement lasting programmes and deliver meaningful change. Our colleagues are also stepping up to the challenge, dedicating their time in Purpose Councils, Employee Resource Groups or Volunteering. Their passion exemplifies the spirit of Reckitt.

As our business goes through a period of transformation, this remains our most important investment. We look forward to scaling our impact together in the years to come.

Thank you for your trust and support. We are stronger when we work together.



Patty O'Hayer
Global Head of External
Communications & Affairs

Our social impact strategy takes a catalytic approach and is focused on three interconnected pillars:

Behaviour change

We leverage the power of our brands to drive lasting habits in schools and communities around the world. Our award-winning Dettol Hygiene Quest continues to expand, as are our efforts with Durex to tackle sexually transmitted infections and end unintended teenage pregnancies.

Social entrepreneurship

Leveraging our business acumen, we fund, scale and mentor over 50 social enterprises, supporting innovative local-led solutions, with a focus on empowering female entrepreneurs. An example is Tayaba in Pakistan, who are generating safe drinking water from humidity in the air.

Innovative finance

We leverage finance as a force for good. Together with our expert partners, we continue to scale our microcredit model with Water.org and have invested an additional \$5 million in WaterEquity's impact funds to support climate-resilient infrastructure.

Our impact in 2024 has been truly remarkable, and we look forward to continuing to innovate our approach as we care for everyday needs, communities and our planet.

OUR APPROACH

We care for communities, everyday needs and our planet. Improving access to health and hygiene for millions of people.

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 pursuit of a cleaner, healthier world.

OUR CATALYTIC APPROACH

WE DRIVE MEANINGFUL PROGRESS ACROSS OUR VALUE CHAIN

Building a fairer society is a core part of our sustainability commitments that address the most material issues affecting our operations, communities and ecosystems.

We are committed to advancing the Sustainable Development Goals (SDGs) by creating impactful, sustainable products and fostering a cleaner, healthier world. We recognise that the goals are interconnected and we can only solve them together.

While we believe our products make a positive contribution to advance health and hygiene, we also recognise that our operations, supply chains and scale have the potential to bring about adverse impacts on people and the planet. We are committed to minimising that impact as much as possible and maximising our positive impact.

We focus on three pillars of activity more sustainable brands, healthier planet, and fairer society, informed by the issues that matter most to our business and our stakeholders.



FIND OUT MORE IN OUR OTHER REPORTS

More details about our wider sustainability ambitions and strategy can be found on our website and in our other reports. Please access them here:

PARTNERSHIPS

We know there is more to do and we don't have all the answers. That's why we partner with experts to help and challenge us in our mission to care for planet, people and economic prosperity.

PROSPERITY

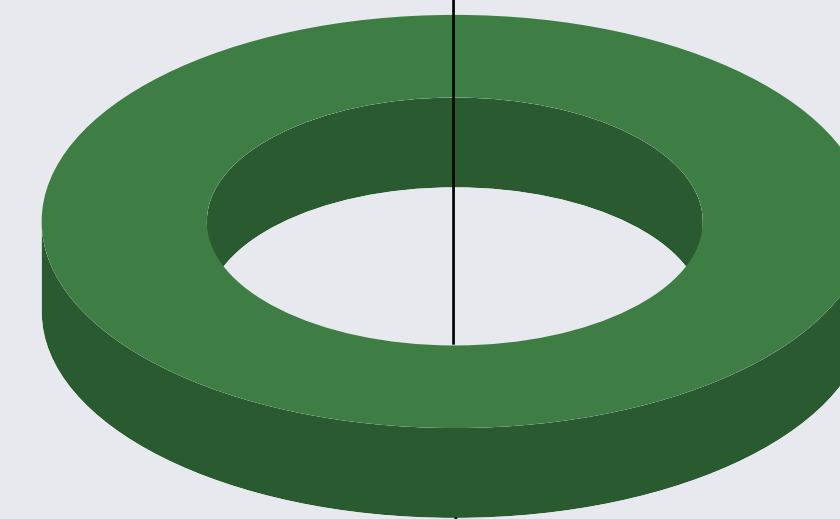
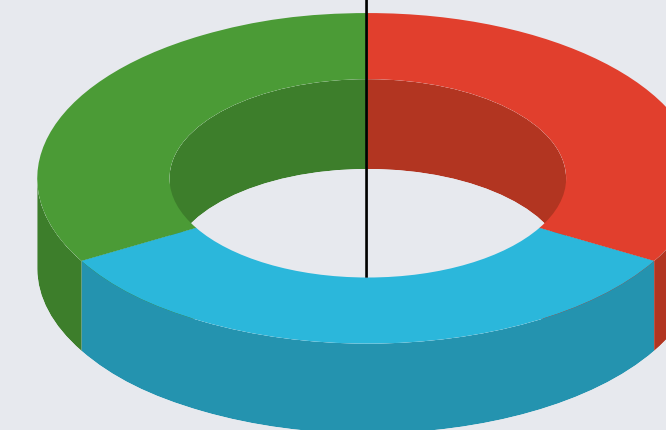
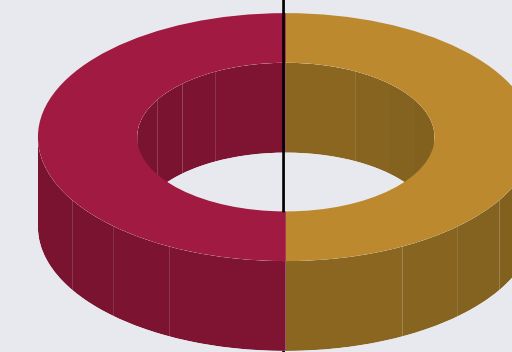
Reckitt's has a world-class portfolio of market-leading consumer Powerbrands that support people's health and wellbeing. Our products are chosen by consumers millions of times each day. Sustainability is central to their purpose and product innovation. We strive to create decent economic opportunities, respecting human rights, paying living wages and working with smallholder farmers and social entrepreneurs.

PEOPLE

Our Social Impact strategy aims to create thriving communities. We focus our efforts on advancing health and hygiene. By providing access to clean water and sanitation and driving behaviour change through our Powerbrands, we address SDGs 3 and 6, Good Health and Well-being, and Clean Water and Sanitation. Throughout our work, we specifically look to support women and girls, empowering females in line with SDG 5, Gender Equality.

PLANET

A healthy planet is the foundation of thriving communities and economic prosperity. Our ambition is to be net zero by 2040. We are working to significantly reduce our carbon emissions and packaging footprint, while supporting biodiversity and ensuring water positivity in sites in water-stressed regions.



Based on: Azote for Stockholm Resilience Centre, Stockholm University CC BY-ND 3.0.

OUR ECOSYSTEM

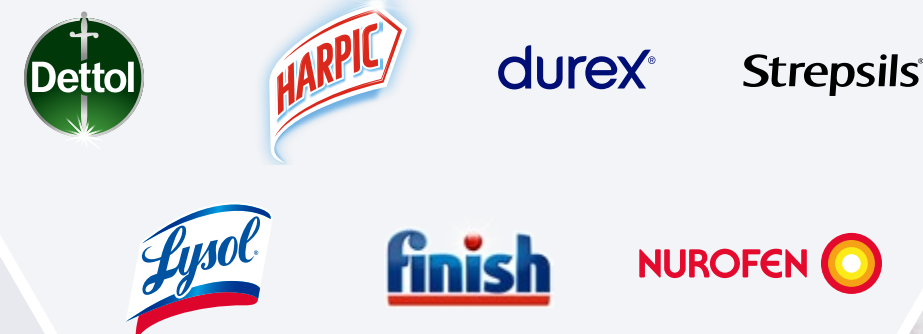
WE BRING TOGETHER DIVERSE VOICES FOR LASTING CHANGE

We recognise we can't do it alone. We collaborate across the ecosystem to solve our greatest challenges.



Our people and culture – intrapreneurs harnessing our scientific knowledge, commercial acumen and creativity to create a cleaner, healthier world.

Our well-loved brands – pioneering new ways of doing business that combine profit and purpose.



Our customers and consumers – collaborating to amplify our impact and engage millions of consumers.



Our global communities – investing in community-led ideas and magnifying their impact.



Governments – supporting multilateral and national agendas and advocating for public health.



Our committed partners – bringing skills, expertise and networks that have taken decades to build.

56
Countries with social impact investments

40,000+
Our people are the driving force behind our impact

2024 IMPACT

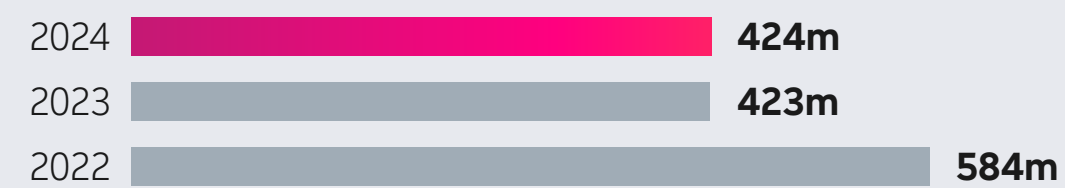
WE HAVE IMPROVED THE LIVES OF 9.5 MILLION PEOPLE ACROSS 56 COUNTRIES – DELIVERING OUR GREATEST IMPACT EVER

We always measure the difference we make. We apply a rigorous approach to measurement and evaluation to actively manage our portfolio.

INFORM

424m

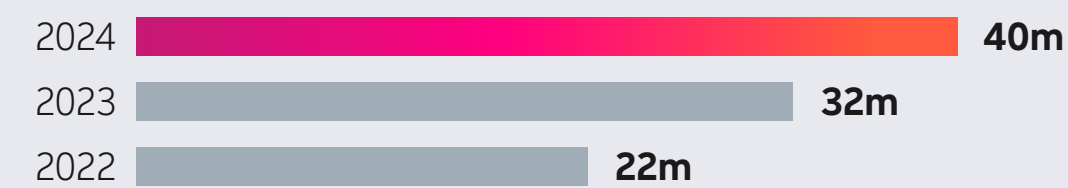
People received messaging to create a cleaner, healthier world



ENGAGE

40m

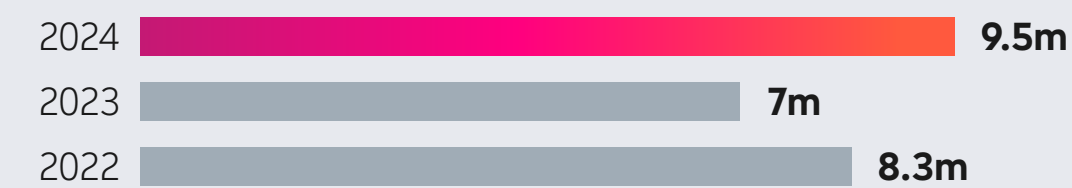
People directly engaged by a programme or initiative



IMPACT

9.5m

People experienced a material positive impact on their lives, e.g. income, health



INVESTMENT

£34m

Equivalent made up of cash, products and time invested



01 HYGIENE

We're changing behaviours to drive hygiene habits. And we're improving access to clean water and sanitation.

HYGIENE

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- 15 Emergency Support

7m

People impacted through hygiene initiatives

£15m

Invested across all hygiene initiatives

CHANGING BEHAVIOURS – SCHOOL PROGRAMMES

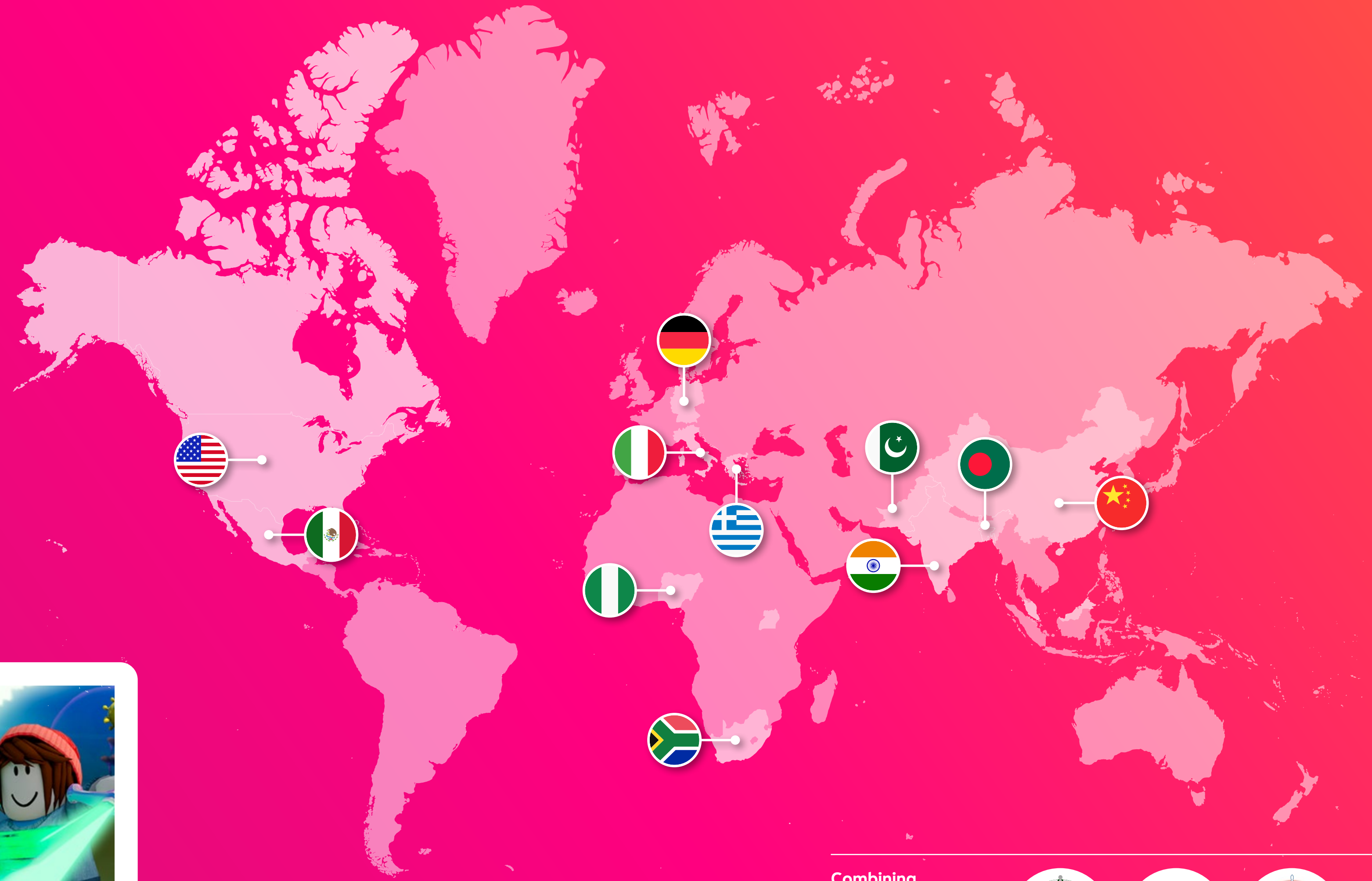
CREATING LASTING HYGIENE HABITS TO BREAK THE CHAIN OF INFECTION

Enabling access to hygiene education is a key area of work for our Dettol, Lysol, Sagrotan and Napisan brands.

Our global school programmes, including our flagship Dettol Hygiene Quest, have brought high-quality hygiene education to 24.5 million children in more than 15 countries and have made measurable improvements to health and school attendance.

GLOBAL PROGRAMME

BRINGING HYGIENE EDUCATION TO THE METAVERSE



Combining science with our Powerbrand's global reach:



CHANGING BEHAVIOURS – ADVANCING RESEARCH

ADVANCING HYGIENE SCIENCE TO IMPROVE PUBLIC HEALTH

We fund research on hygiene interventions and behaviours to improve our collective understanding of good hygiene practices, supported by insights from behavioural, epidemiological, and economic perspectives.



RECKITT GLOBAL HYGIENE INSTITUTE (RGHI)

Investing in hygiene is one of the most powerful and cost-effective strategies for improving global health outcomes. However, significant information and knowledge gaps persist around this cornerstone of health. In response to these challenges, RGHI was established and has invested \$25 million to advance scientific research, equipping the world to better respond to future health challenges. By advancing hygiene research, building capacity, and translating evidence into policy, RGHI aims to drive transformative change, ensuring that hygiene remains foundational to resilience and disease prevention worldwide.

RGHI-funded research achievements include:

- Estimating that handwashing interventions in low and middle income countries in Asia, Africa, and Latin America reduce the risk of acute respiratory infections by 17%
- Demonstrating how community-based hygiene education in Bangladesh led to a 5.8x increase in handwashing
- Developing targeted infection prevention programmes for hospitals in Cambodia and Laos, using innovative behavioural approaches to reduce healthcare-acquired infections
- Uncovering barriers for access to handwashing stations in the Cox's Bazar refugee camp, Bangladesh, that led to improved design ensuring women's safety and community ownership

Read more:

In partnership with:



EMPOWERING WOMEN IN SCIENCE

As part of a larger partnership to support hygiene research, education, and training at the London School of Hygiene and Tropical Medicine, four Reckitt-sponsored PhD students are tackling critical health and hygiene challenges to drive impactful change.

- Rebecca Prah's research focuses on the economic evaluation of menstrual hygiene interventions in schools, aiming to improve adolescent girls' quality of life by providing valuable economic evidence for policy decisions.
- Jenala Chipungu investigates wearing food hygiene behaviours, aiming to document food contamination and pilot interventions to enhance hygiene practices in low-income communities, thereby reducing childhood diarrhoea.
- Liliana Cândida Dengo-Baloi's work assesses the role of handwashing practices and infrastructure in early childhood exposure to gut pathogens, with findings aimed at informing future health interventions.
- Christine Nabirye explores the effectiveness of hygiene interventions in informal settlements in Africa, seeking to understand the reasons for their low impact in order to guide better public health strategies.

In partnership with:



Being part of the LSHTM PhD Programme funded by Reckitt has been a transformative experience in my journey toward becoming a future leader in science.

Rebecca Prah



The Reckitt scholarship is an empowering initiative! Through my PhD work, my knowledge, skills and experience in research has broadened and my professional networks have been enriched.

Jenala Chipungu

IMPROVING ACCESS – INNOVATIVE FINANCE

RETHINKING FINANCE TO CREATE LASTING ACCESS TO CLEAN WATER

Our partnership with Water.org has provided access to clean water, hygiene or sanitation to 2.4 million people. Our goal is to impact 5 million people by 2030.



WATERCREDIT: SMALL LOANS WITH BIG IMPACT

We are driving catalytic impact through our partnership with Water.org to enable access to household water and sanitation solutions in India, Indonesia and Kenya. Water.org connects families in need with affordable financing, such as micro-loans, to install water taps and toilets for their home. The borrowers, 90% of which are women, are repaying their loans at 98% rate so the capital can be reused to support another family. Through this model, our investment has mobilised a total capital of \$146m for WASH improvements in homes. Together, we are working to reach 5 million people with lasting access to safe water or sanitation by 2030.

In India, we are developing a framework to identify suitable structures for a dedicated water and sanitation investment bond. This would be the first bond in India to be solely focused on household water and sanitation access and supporting water and sanitation enterprises. We are also working to bridge the financing gap for sanitation facilities in schools and ultra-poor and tribal areas by implementing two small-scale women-owned enterprises.

In partnership with:



CHANGING WARNI'S LIFE THROUGH WATERCREDIT



To get enough water for her family to survive, Indonesian mother Warni faced walking miles in the early morning to collect it from a river or having to ask neighbours for a few litres. She felt there was nothing she could do to assure a safe supply of water.

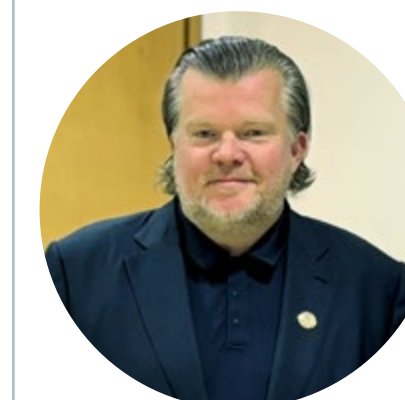
Fortunately, Water.org's partner bank in Indonesia was able to meet Warni's need for water in an affordable and sustainable way. Water.org has rapidly increased access to water and sanitation for low-income households in Indonesia through its WaterCredit solution, changing the lives of more than 5.1 million people since 2014. Having a source of safe water in the home means that Warni can cook and ensure her children are clean before they go to school. The children no longer get sick from drinking river water and without having to spend time collecting water, Warni has time to care for her baby daughter while she works at home to earn extra income the family needs to survive.



IMPACT INVESTMENTS WITH WATEREQUITY

By leveraging innovative finance, we use our corporate balance sheet for impact. Last year, we invested \$5 million into WaterEquity's Water & Climate Resilience Fund I, our second impact investment. This new private investment fund brings together investors such as Reckitt, Microsoft, Starbucks and Ecolab committed to driving collective action across water stewardship, sustainable development, and climate resilience.

The Fund was announced at the United Nations General Assembly (UNGA) in September 2024 and has since raised more than \$100 million. It will target vulnerable communities, supporting projects and growth companies along the water value chain, from water supply to wastewater treatment and water reuse. Through Reckitt's investments, we aim to positively impact 1.5 million people with improved access to clean water or sanitation.



As a global leader in health and hygiene, Reckitt works to help deliver a cleaner, healthier world, and our investment in WaterEquity's Water & Climate Resilience Fund I will help impact the lives of millions of people through our collective action.

Kris Licht
CEO of Reckitt

15m
People impacted through collective effort (target)

\$100m+
Raised for Water & Climate Resilience Fund in collective effort

IMPROVING ACCESS – SOCIAL ENTREPRENEURSHIP

INVESTING IN WOMEN-LED INNOVATION AND SCALING SOCIAL ENTREPRENEURSHIP

We invest in, support and scale over 50 social enterprises to build lasting access to health and hygiene.



50+
SOCIAL INNOVATORS SUPPORTED
IN 13 GEOGRAPHIES



|| We believe that local communities understand their challenges best and have the agency to solve their own problems. Through our work we identify the most promising social innovations and provide the tools to grow their impact sustainably. These enterprises become deeply trusted partners as part of our value chain and further our collective mission.

Hamzah Sarwar
Global Head of Social Impact and Innovation, Reckitt

In partnership with:



INCUBATING THE MOST PROMISING SOCIAL INNOVATION

As a global business we lean into what we do best, scaling innovation and building sustainable business models. Our approach to scale social entrepreneurship is focused on our catalytic model.

- Identifying breakthrough health and hygiene solutions through our expert partner network who are deeply connected to the local ecosystem
- Providing expert mentorship, technical assistance and a bespoke curriculum to each entrepreneur to build capabilities and accelerate growth
- Investing patient capital and grants to facilitate the next chapter of sustainable business growth and social impact
- Integrating solutions into our value chain through social procurement and partnering on programme delivery in last-mile communities

Through the access hub, we have built a portfolio of over 50 social entrepreneurs across 13 countries that have been part of our programmes across the world. With the rising effects of climate change, their solutions are operating at the intersection of water, climate and health.

To date, these initiatives have already improved access to healthcare and WASH for over 870,000 people, with a goal to reach 1.5 million beneficiaries by 2026.

Our programmes:



INVESTING IN WOMEN FOR BETTER RETURNS AND GREATER IMPACT

Only 2% of VC funding goes towards women-led enterprises. This is despite the fact they generate 35% better returns and create 6x more jobs. Throughout our social entrepreneurship work we apply a gender lens to ensure equitable access to capital and resources.

We take collective action with initiatives such as Women in Innovation Fund (WiNFUND) and the Climate Gender Equity Fund (CGEF).

Together with HIEx and the Kofi Annan Foundation, we invested in six health-tech entrepreneurs improving access to healthcare across sub-Saharan Africa and accelerated their solutions over a 12-month period. We saw a +77% increase in number of jobs and +73% in revenues and beneficiaries served. The second round of WiNFUND is now underway with a new cohort of female entrepreneurs.

To further this mission, Reckitt joined the CGEF as a founding member alongside 2XGlobal, Amazon, Visa Foundation, and UPS Foundation, supporting organisations addressing challenges at the nexus of gender, health, and climate change. The fund has mobilised over \$15 million expanding support for gender-responsive climate solutions and awarded \$4.5 million in grants awarded to 10 women-led funds and intermediaries.



IMPROVING ACCESS – SOCIAL ENTREPRENEURSHIP



REVOLUTIONISING ACCESS TO HEALTHCARE

Chil AI Lab was part of our first WinFUND cohort and is boosting healthcare access in rural Africa, where only 1.3% of the global healthcare workforce serves a population carrying 25% of the world's disease burden. Through an AI-powered marketplace, Chil connects patients in Uganda, Kenya, Tanzania, Ethiopia, and Zambia with global specialists, ensuring lifesaving care is accessible without leaving local facilities.

Following the completion of WinFUND, Chil has scaled its operations, expanded into Tanzania and Ethiopia, and refined its approach to impact. In 2024, the company reached a major milestone – its first \$1 million in revenue – while doubling its reach to serve 200,009 patients, up from 110,002 in 2023. In 2025, Chil is partnering to expand the Dettol Hygiene Quest behaviour change programme to Uganda.

Every patient we reach reaffirms our mission to ensure no one is left behind. With Reckitt's support through the WinFUND programme, we've not only expanded our reach but also strengthened our ability to deliver lasting impact where it's needed most.

Shamim Nabuusa
Founder of Chil AI Lab

TAYABA



ADVANCING GENDER EQUALITY AND WASH WITH TAYABA



Reckitt and Tayaba are bringing innovative WASH solutions to underserved communities in Rajanpur, Pakistan. Since July 2024, the initiative has reached over 3,986 individuals across three villages, delivering 540 H2O wheels, hygiene kits, and a solar-powered water facility. Local partnerships have enabled training for 50 female entrepreneurs, awareness sessions, and monitoring surveys, empowering communities with sustainable solutions. To date, Tayaba has delivered over half a billion litres of safe drinking water to rural communities in Pakistan.

Find out more at [H2O technologies](https://www.h2otechnologies.com)

Through Reckitt's mentorship, Tayaba has successfully advanced its strategic goals – securing investment from Shark Tank Pakistan for its innovative H2O Air solution. This partnership has supported product development, strengthened communications, and amplified advocacy efforts. With the rollout of H2O Air planned across Pakistan in 2025, Tayaba aims to expand access to clean water and hygiene while addressing gender disparities and climate challenges.

3k
people directly impacted with improved access to clean water



THE IMPACT OF MENTORSHIP SPOTLIGHT

Jelil Adedoyin, Digital Marketing Manager at Reckitt Sub-Saharan Africa, described the value he gave and received as a lead mentor of the Nigerian social enterprises Kiddies & Brands and Alora Reusable Pads.



For mentoring, it's important to have an open mind and a willingness to connect with entrepreneurs and contribute to solving their challenges. It's also about learning from them and building skills that I can then apply to my day job at Reckitt too.

Jelil Adedoyin
Digital Marketing Manager, Reckitt SSA

IMPROVING ACCESS – NATURE-BASED SOLUTIONS

A HEALTHY PLANET FOR HEALTHIER COMMUNITIES

Restoring nature, safeguarding biodiversity and freshwater ecosystems is vital to create economic prosperity and social value.

In partnership with:



REGENERATING NATURE FOR POSITIVE IMPACT

Since Reckitt joined forces with WWF in 2021, we've replenished over a billion litres of freshwater and helped protect and restore 2,000km of rivers in the Ganges and Amazon basins. Our efforts have positively impacted the lives of over 200,000 people who rely on these ecosystems for their livelihoods.

Through our Air Wick and Finish brand campaigns, we've restored 1.3 billion square feet of wildflower habitats worldwide and brought our message into millions of homes, encouraging our consumers to live more sustainably.

But there's so much more to do. The natural world we depend on is in crisis: biodiversity loss, water scarcity and the intensifying impacts of climate change threaten our business and everybody's future. Urgent action is needed, and the next few years are crucial. We're determined to play our part – and with the visibility of our Powerbrands and the global reach of our value chains, we can be a powerful force for change.

Associated brands:



Read more:



WORKING TO RESTORE OUR WORLD

We have extended our partnership with WWF until 2027, with goals to improve the lives of 200,000 people, replenish a billion litres of water and engage with palm smallholders to improve supply chain transparency. Our cooperation involves conservation programmes in Brazil, India, Indonesia, South Africa and Pakistan that focus on regenerating nature, supporting communities and accelerating progress towards our sustainability ambitions. In Indonesia, a groundbreaking project around palm oil sourcing aims to restore biodiversity and drive transparent and sustainable production. We're also working to replenish freshwater supplies around our manufacturing sites, particularly in water-stressed regions where we aim to be water-positive by 2030. Our joint programmes with WWF also aim to inspire millions to reconnect with nature and take action for the planet.

200k
people impacted

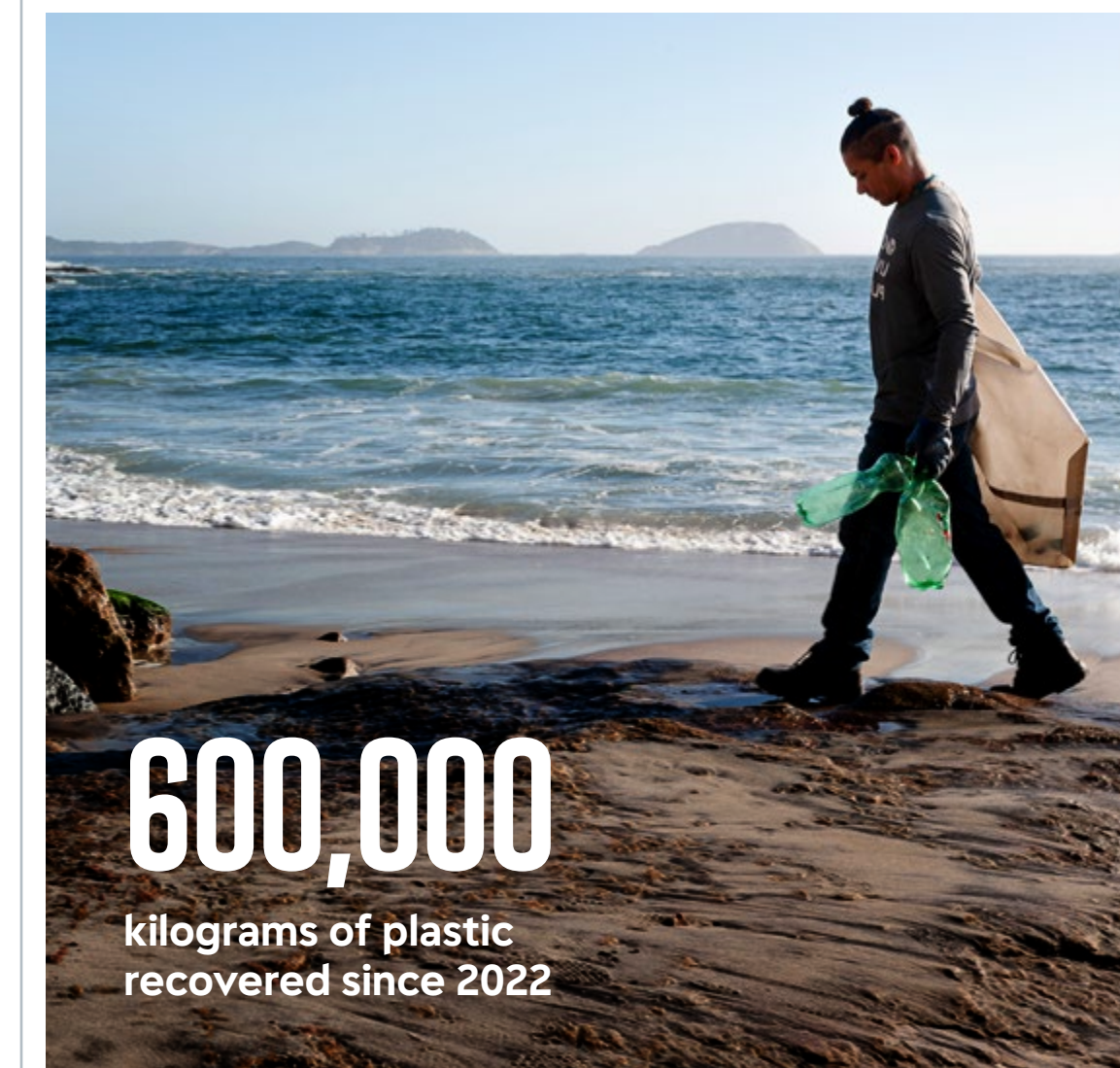
1bn
litres of freshwater replenished

1.3bn
sq feet of wildflower habitat restored

TURNING PLASTIC WASTE INTO SOCIAL VALUE

Since 2022, we have partnered with Plastic Bank as part of our wider sustainability ambitions. We have empowered 2,764 collection community members across 240 communities to collect a total of over 600,000 kilograms of plastic waste, the equivalent of roughly 30 million bottles. These efforts help build recycling systems in Indonesia, Thailand, Philippines, Egypt and Brazil and contribute to a circular economy.

This programme was initiated in Germany and has since grown into a global partnership. It is a unique initiative, that combines environmental, economic and social benefits, by giving plastic waste a value and incentivising recycling. The collectors receive social impact benefits, such as additional income, access to life and health insurance, education, and more. Thus we are not just supporting local ecosystems but uplift communities out of poverty.



Emergency Support

IMPROVING ACCESS – EMERGENCY SUPPORT

PROVIDING ACCESS TO ESSENTIAL HEALTH AND HYGIENE IN TIMES OF CRISIS

Protecting people and communities from disasters and health emergencies by empowering them to prepare, respond and rebuild.

PARTNERING TO SUPPORT VULNERABLE COMMUNITIES

With climate change and conflict continuing to impact the health, hygiene and wellbeing of communities, our work to support the most vulnerable in times of crisis is more critical than ever before.

We recognise that investing in preparedness is vital to safeguard communities but also know access to basic human services in times of crisis requires our immediate support. From flooding in Australia, through to the wildfires in the US and the conflict in the Middle East we act with urgency.

In partnership with the British Red Cross, we developed a strategic two pronged approach. Firstly, investing directly into local communities to help them prepare and adapt to future shocks and secondly initiating our rapid response protocol to respond to disasters and health emergencies.



Supporting:



Copyright Palestine Red Crescent Society

RECKITT RESPONDS – OUR GLOBAL SUPPORT IN TIMES OF CRISIS

In 2024, we responded to pressing humanitarian emergencies in Bangladesh, Ukraine, Australia and the Middle East as and when they happened.

Since the escalation of conflict in the Middle East, including Gaza, Lebanon & Israel, our funds have helped reach those affected with life-saving support. In addition to committing £1M across the Red Cross & Red Crescent Movement to humanitarian relief efforts we have also provided emergency Dettol soap and ASL to support infection prevention efforts across the region.

Since June 2024, 14.6 million people have been affected by a series of floods across Bangladesh. Through our partnership with the British Red Cross, we helped the Bangladesh Red Crescent provide 1,800 households with cash to meet their urgent health, hygiene and medical needs and to reinvest and help rebuild their lives.

We continue to support the humanitarian response in Ukraine. One of the many ongoing consequences of the conflict, is the negative impact on water resources. Through our support of the Access to Safe Water project run by the Ukrainian Red Cross, we will help provide clean drinking water in Kherson and Zaporizhzhya regions.

COMMUNITY PREPAREDNESS PROGRAMME IN TAITA-TEVETA KENYA

In partnership with the British Red Cross and Kenya Red Cross Society we are working with multiple stakeholders including local government to ensure a coordinated effective disaster response strategy, now and in the future. Impacting over 6,000 people to date we have trained healthcare providers and community leaders and onboarded 196 entrepreneurs to promote health and hygiene practices to prevent disease outbreaks across the region.



BABY PETER EMMANUEL



Mary Manasa is the caregiver of her grandson Peter Emmanuel, who was identified as severely malnourished during a Reckitt supported community outreach programme. Despite frequent hospital visits, his condition did not improve until Mary joined Upendo Mothers, a support group for mothers and caregivers of malnourished children.

With the guidance of the group and monitoring from the Kenya Red Cross Society Mary learnt to track Peter's nutritional progress, and ultimately increase his weight through a varied diet. This programme and support have enabled Mary to significantly improve Peter's health and wellbeing.



© Kenya Red Cross Society

02 HEALTH

We're improving access and changing behaviours to promote public health.

HEALTH

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- 22 Climate & Health

2.2m
people impacted through health initiatives

£6.5m
Invested across all health initiatives

CHANGING BEHAVIOURS – SEXUAL & REPRODUCTIVE HEALTH & RIGHTS

SUPPORTING WOMEN AND GIRLS TO KNOW THEIR RIGHTS AND FREEDOMS

Driving adoption of healthy behaviours to reduce rising rates of sexually transmitted infections and unintended teenage pregnancies.

PROMOTING SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) ACROSS LATIN AMERICA AND ASIA

In February 2023, Reckitt and United Nations Population Fund (UNFPA) launched the 'Safeteen First – Empowering Our Youth: Access to SRHR and Family Planning for All' project in Thailand. The project aims to empower youth and women of all backgrounds on sexual and reproductive health and rights and family planning, using initiatives and models that improve access to information for young people of all genders and women from vulnerable groups.

In 2024, the programme reached 648,187 young people aged 15–19 and women of reproductive health with SRHR and family planning services. It also helped adolescents and youth to acquire knowledge and skills on SRHR with a focus on contraception, provided 716,833 people with access to condoms and ensure that 1,100 teen mothers received nutrition and care during pregnancy and post-partum.

The project model has additionally expanded into Mexico with great success. With the support of civil society organisation Mexico Vivo, it uses comprehensive sexuality education (CSE) to prevent teenage pregnancies. CSE is delivered in various ways, including workshops for community workers and medical professionals. It also incorporates a digital education platform, which hosts virtual courses, videos, a helpline, a directory of experts in CSE, a virtual library and other resources. Between 2023 to 2024, 81,823 people have been reached and benefited from SRHR training.

Success in Mexico has led UNFPA and Reckitt to expand the partnership into additional Latin American countries, including Colombia, Dominican Republic, Costa Rica and Honduras. The expansion will work towards strengthening the capacity of health care professionals, and enhancing the education system at local level for the implementation of school-based and/or out-of-school comprehensive sexuality education using face-to-face and online workshops.

In partnership with:



Associated brands:



648,187
women & girls impacted



© UNFPA/Celia D'Luna

YOUTH VOICES SHAPING THE AGENDA



During the week-long mission, the photographer Celia D'Luna documented stories of mentors and mentees who are associated with the Mexico Vivo Foundation, which is UNFPA's implementation partner. The mentees ranged from 13 to 22-year-olds, and the photographer used the concept of 'where I come from' and 'where I want to be' to document their narratives.

UNFPA and Reckitt partnered with photographer Celia D'Luna to capture the realities of teenagers across Mexico.

We met with girls like Gladis in Puebla State and Jennifer in Mexico City to uncover hidden truths and insights that could sharpen our programming for deeper impact. This is a concerted effort to ensure the voices of communities inform and shape our work.

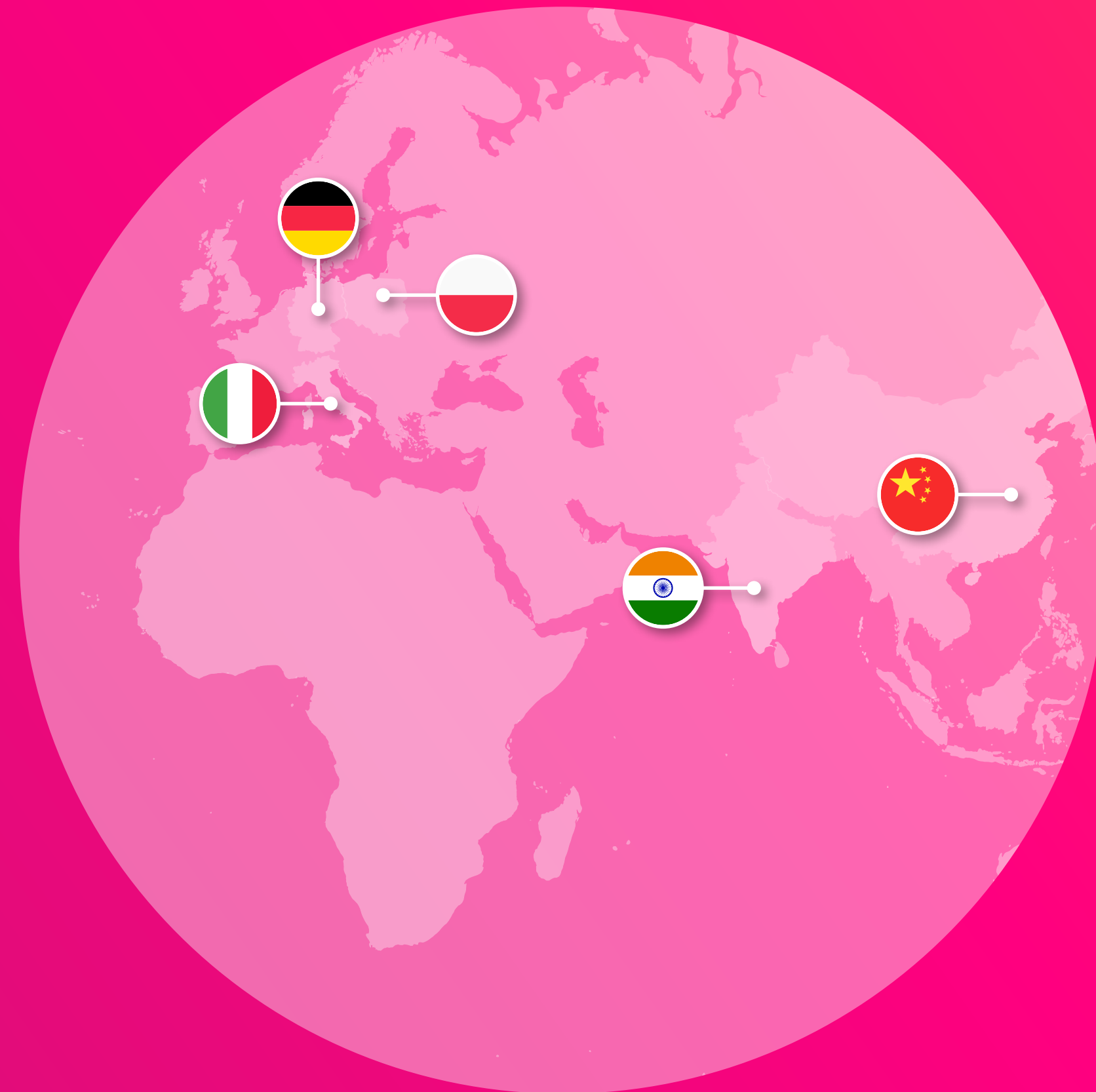
The photojournalist series was exhibited during the UN General Assembly in September 2024 and will also be disseminated online.

CHANGING BEHAVIOURS – SEXUAL & REPRODUCTIVE HEALTH & RIGHTS

FORMING HEALTHY MINDSETS AND BEHAVIOURS THROUGH INCLUSIVE EDUCATION

Durex is working with a range of institutions like governments, schools and NGOs to positively shape attitudes and behaviour towards better sexual health, rights and pleasure.

Globally, we engaged 1.7m young people with educational content, breaking stigmas and taboos.



Associated brands:



In partnership with:



ITALY – SAFEGUARDING YOUNG PEOPLE 'WITH THE LIGHTS ON'

Durex Italy is on the front line of sex education in Italy through its school programme called 'A Luci Accese' (with the lights on) and communications activities.

Sex and emotional education is not on the formal curriculum in Italian schools, which means that over five million people aged 11–19 lack comprehensive and consistent guidance on these topics. 'A Luci Accese' is one of the few Comprehensive Sexuality Education (CSE) programmes available in Italy. It uses interactive workshops and roleplay led by expert psychologists and sexologists

that cover protection, respect, consent and dialogue. The programme is built to constantly improve impact and effectiveness by engaging with teachers, parents and school staff to collect first-hand feedback.

During 2023–24 the programme reached 7,000 high school students in Milan, where research confirms A Luci Accese has made an impact: Durex Italy's annual survey of young Italians showed that by 2024, their knowledge about STIs had risen by 10% in Milan, and condom usage was higher in the city than in the rest of Italy (48% vs. 43.7%).



CHANGING BEHAVIOURS – ADVANCING RESEARCH

MAGNIFYING THE VOICES OF YOUNG PEOPLE TO SHAPE THE FUTURE OF INTIMATE WELLNESS

Advancing an enabling environment where the sexual health and rights of all young people are respected, protected, and fulfilled.

ADDRESSING BARRIERS FOR YOUNG PEOPLE GLOBALLY

Launched in early 2023, the Global Initiative on Young People’s Sexual Rights and Health is a partnership between Durex and the USC Institute on Inequalities in Global Health (USC IIGH). The initiative was created to understand and address the barriers that impede understanding, expression, and fulfilment of sexual health, rights, and pleasure for young people globally.

With an initial focus on Brazil and the US, the initiative works with young people to set them up as champions for sexual health, rights and pleasure. To date, the partnership has trained 44 fellows and reached over 250,000 young people with key messaging covering these topics. Currently, 27 Youth Ambassadors in Brazil and the U.S. spearhead a variety of interventions to steer impact, from an all-day festival in São Paulo that engaged hundreds of youth in artistic activities with condoms, to interviews with sexual rights leaders at the UN Summit of the Future.

In partnership with:

USC Institute on Inequalities in Global Health

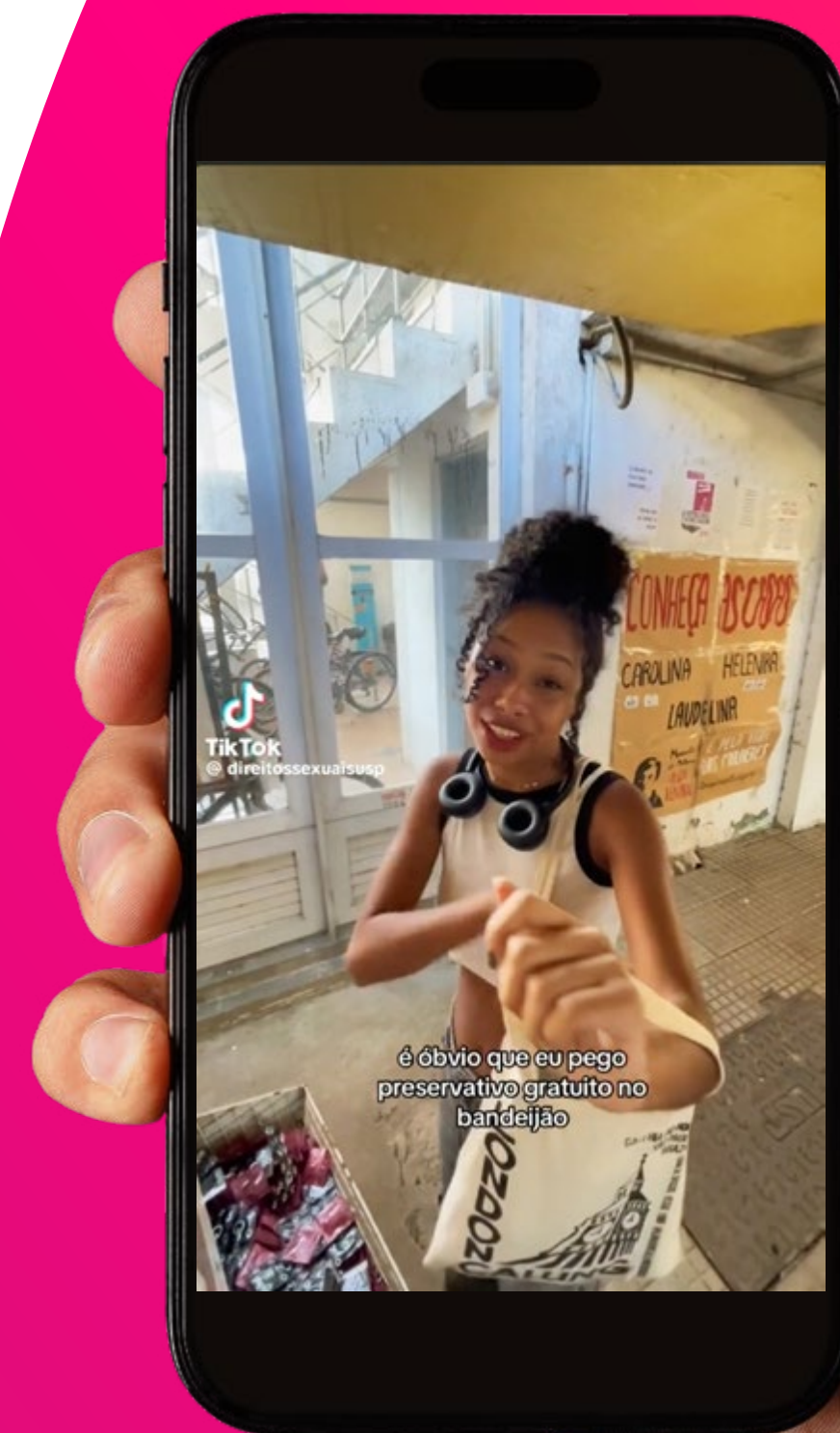
Associated brands:

durex®



The Youth Ambassador programme provides me the ability to apply what I learned from the Fellowship to a global context with a rights-based lens. Knowing that optimal health requires our sexual rights to be respected and protected, working as an Ambassador allows me to ensure that I am continuing to promote reproductive rights for my community. As a bonus, these experiences will make me more well-rounded as a future OB/GYN

Zacari
Youth Ambassador



SWIPING FOR SEXUAL HEALTH AND RIGHTS



When Durex and USC IIGH set out to advance inclusive, evidence-based sexual health information, they decided to meet young people where they are on social media. Through an inventive fellowship that trains students in strategic communications techniques alongside key topics in sexual health, sexual rights, and sexual pleasure, the partnership has produced hundreds of short-form videos that deliver inclusive, bite-sized educational messaging that is creative, relatable, and informative.

In the two years since the programme's inception, students in Brazil and the US have learned from and collaborated with organisations ranging from The Pleasure Project to the World Health Organization, and produced content that moves sex ed outside of traditional classroom walls. By harnessing the power of platforms, the partnership has been able to reach thousands of young people globally with messages that span the gamut from knowledge around consent, comprehensive sexuality education, STIs and HIV, and the importance of integrating sexual pleasure into these topics.

CHANGING BEHAVIOURS – MATERNAL HEALTH

CARING FOR MOTHERS AND BABIES IN THE FIRST 1,000 DAYS

Supporting a healthy pregnancy, a safe and hygienic birth and a holistic approach to the most critical period of life.

Countries impacted



Associated brands:



Project Oscar – Light For Life is more than a programme ; it is a cornerstone of a global campaign to raise awareness, improve access to care, and shape international policies and guidelines. Through the Light For Life Campaign, we advocate for the integration of neonatal jaundice care into global health provisions, systems, and neonatal health guidelines, emphasising the importance of early and effective interventions

H.E. Mrs Toyin Ojora Saraki
 Founder and President Wellbeing Foundation Africa



SUPPORTING HYGIENE FOR MOTHERS AND NEWBORNS

'IN SAFE HANDS' IN SOUTH AFRICA

Dettol has partnered with the South Africa Department of Health to launch a new programme that will equip nurses, midwives and health promoters with tools to provide new and expectant mothers with guidance on hygiene behaviours. Called 'In Safe Hands' and part of Dettol South Africa's Mzansi Protect Purpose Initiative, the programme aims to foster sustainable hygiene behaviour change and improve maternal, infant, and child health outcomes. 'In Safe Hands' leverages the trust that people have in healthcare professionals. The pilot programme will educate over 100,000 mothers and will be evaluated before a national rollout scheduled for 2025.



In partnership with:



NEONATAL JAUNDICE PROGRAMME EXPANDS TO NIGERIA

Originally launched in Vietnam in 2019 by Oscar Anderson MBE, Project Oscar is a programme to address neonatal jaundice (NNJ), which affects around 60% of newborns and up to 100% of pre-term infants, according to the World Health Organization (WHO). If untreated, it can lead to kernicterus, a form of brain damage that causes lifelong disabilities such as cerebral palsy. In Nigeria, NNJ remains a leading cause of preventable brain damage and neonatal mortality due to gaps in diagnostic tools, unreliable phototherapy equipment, and pervasive myths about the condition. Research by NEST360 estimates that 70–80% of NNJ cases in Nigeria could be effectively managed with timely intervention.

Together with the Wellbeing Foundation Africa , Reckitt is supporting this initiative's expansion to Nigeria, providing healthcare facilities with phototherapy units and other essential tools for timely detection and treatment of NNJ. The goal is to screen 9,000 infants, educate 10,000 mothers, and train 300 healthcare workers in Lagos State.

Our light for life petition is advocating for mandatory testing for NNJ and was endorsed by WHO.

9,000

Infants to be screened

300

Healthcare professionals to be trained

Self-care

CHANGING BEHAVIOURS – SELF-CARE

REDUCING THE BURDEN ON HEALTH SYSTEMS BY PROMOTING SELF-CARE

Tackling health inequalities by addressing gender disparities and supporting new parents.

BREAKING THE CYCLE OF POOR MATERNAL AND CHILD HEALTH

The 'Self-care for New Moms and Kids under 5' programme is a joint initiative led by Reckitt and implemented by Plan India to advance maternal and child health in India. Its goal is to enable self-care in new mothers and address the high burden of communicable diseases in children under five. Based on WHO self-care guidance, the programme aims to provide awareness, empower new mothers, promote healthy behaviours, encourage community engagement and address key diseases in young children.

It also educates new mothers on essential pillars of self-care including food and health, vector-borne diseases, hygiene, antenatal check-ups, yoga, mental well-being, and birth spacing. Target beneficiaries are new mothers and children under six years old in tribal populations, where strong beliefs in traditional healers and practices, together with poor hygiene and financial stress, can pose significant health risks. The programme uses community health workers, educational games and kits, and street plays and storytelling to spread its message and best practices.

Covering 210 villages across Rajasthan, Gujarat and Maharashtra, the initiative has reached 80,000 households and counselled thousands of women on self-care practices. The programme successfully identified and addressed over 1,100 cases of diarrhoea and pneumonia, achieving a 100% recovery rate through community health worker counselling and follow-ups.



In partnership with:



Associated brands:



CLOSING THE GENDER PAIN GAP

Nurofen's 'See My Pain' campaign in the UK continued to highlight the 'Gender Pain Gap', in which women in pain feel their concerns are downplayed. Central to the campaign was the Year 3 Gender Pain Gap report, which revealed 81% of women aged 18–24 in pain felt their concerns had been dismissed or ignored. Through a strong media presence across TV, digital, and press, the campaign reached millions, with awareness of the term 'Gender Pain Gap' increasing from 15% in 2023 to 21% in 2024. See My Pain continues to drive momentum in the campaign for better and fairer pain management.

In Poland, Nurofen sponsored the creation of a podcast called Pacjenciaki (Patients), designed to help parents whose children are unwell. This initiative focuses on the broader issues parents face in this situation – not only around solutions to illness but also advice on how to navigate the Polish health system. Pacjenciaki is delivered in partnership with the K.I.D.S. Foundation and put together with input from healthcare professionals and opinion leaders. Promoted widely on TV, social media and outdoor advertising, Pacjenciaki has been listened to by 11,415 parents in Poland.

[Click to read Nurofen's](#)

CLIMATE & HEALTH

TAKING COLLECTIVE ACTION AT THE INTERSECTION OF PLANETARY AND PUBLIC HEALTH

By demonstrating the power of prevention, we are helping to mitigate the harmful impacts of climate change on health.

DRIVING CHANGE WITH THE SUSTAINABLE MARKETS INITIATIVE

The climate crisis is a health crisis, set to cause 250,000 additional deaths per year between 2030 and 2050. This problem also runs in the other direction. The health sector itself causes five percent of global emissions, and if the industry were a country, it would be the fifth largest polluter on earth. This reveals a double-sided malady: climate change harms human health, while human health systems harm the climate.

To drive lasting change in the face of these two challenges, we need to rethink our approach to healthcare, placing a greater emphasis on supporting people to stay well for longer, through prevention and early intervention.

As part of the Sustainable Markets Initiative Health Systems Taskforce, a coalition of organisations working together to accelerate the delivery of net zero healthcare, we are championing the role of prevention in improving health, reducing system pressures, and decarbonising healthcare.

In the London Borough of Camden, we are leading a cross-sector, place-based project, to galvanise action on air pollution, as the leading environmental determinant of ill-health. Camden is leading the way, as the first local authority to sign up to the World Health Organization's guidelines for safe, breathable air. In support of this mission, we are helping to get 'Camden Breathing Better', by mobilising big employers across the borough to do their part in improving air quality and respiratory health. This involves organisations in Camden committing to a roadmap of tangible actions, supported by practical toolkits, resources, and a network of partners.

At a global scale, we are also exploring how we can partner with cities around the world, in support of prevention and early intervention in urban settings. 70% of the world's population will be living in cities by 2050, and so creating scalable models for action will be critical. To accelerate progress, we are working with experts to support the creation of practical tools and resources, to empower city-led climate and health interventions, for people and planet.

In partnership with:



5%

Healthcare systems' share of total global emissions

5 billion

World's population living in cities by 2030



Prevention is imperative, if we are to stem growing threats to health, the intensifying pressure on health systems, and the emissions caused by the health industry.

Patty O'Hayer
Global Head of External Communications & Affairs



03 OUR PEOPLE

We're volunteering time and expertise to drive change. And we're developing the new generation of impact leaders.

OUR PEOPLE

- 24 Volunteering & Intrapreneurship
- 25 Talent Development
- 26 Impact Community
- 27 Convening Action Leaders



“ In our purpose-led business, our colleagues are passionate about taking action for a cleaner, healthier world.

Ranjay Radhakrishnan
Chief HR Officer

Volunteering & Intrapreneurship

VOLUNTEERING & INTRAPRENEURSHIP

OUR COLLEAGUES ARE INSPIRED TO MAKE CHANGE HAPPEN

We believe in the power of intrapreneurship. We harness our skills, expertise and resources to drive impact from within.

OUR PEOPLE ARE AT THE HEART OF OUR IMPACT

All around the world, colleagues are involved in impact programmes and volunteering, bringing their unique experiences, approaches and ideas to drive meaningful change. Our Purpose Councils and Employee Resource Groups are the driving force behind these efforts. They champion social causes and create an inclusive, purpose-driven culture. Fuelled by the passion of their members, they organise workshops, become mentors for our social entrepreneurs and volunteering opportunities, and inspire colleagues to get involved.

Every employee is empowered to participate in Reckitt's purpose to create a cleaner, healthier world. Our Give Time programme allows everyone to dedicate two workdays to volunteering each year. Through skills-based volunteering and local partnerships, we care for the communities around our sites and offices, and give back to society.

11,123

Volunteering hours, up from 4,882h last year



FRANCE & BNL



GERMANY, CHAT & NORDICS



ITALY



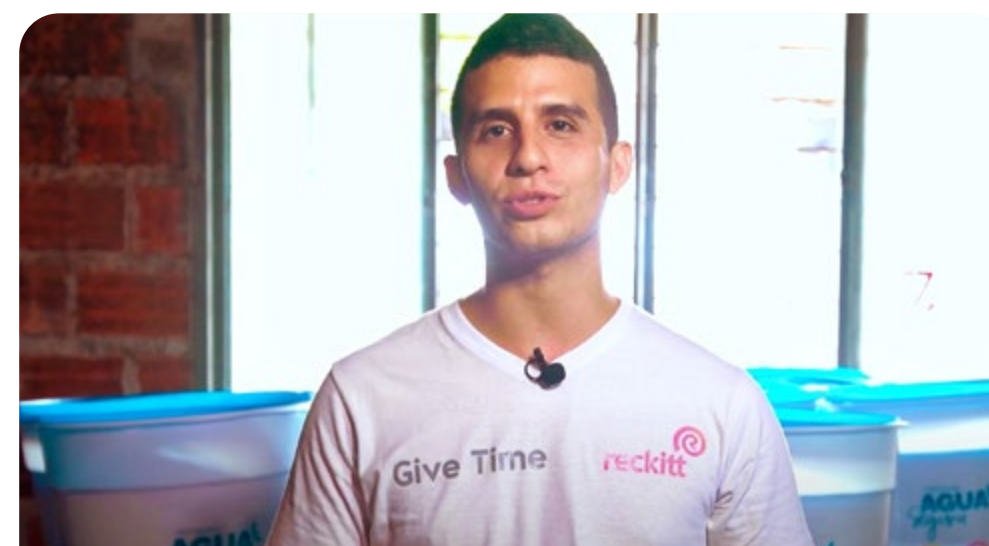
SPAIN & PORTUGAL



UK



TÜRKIYE



COLOMBIA



SOUTH AFRICA



SUB-SAHARAN AFRICA

TALENT DEVELOPMENT

DEVELOPING THE NEW GENERATION OF IMPACT LEADERS

We have partnered with One Young World since 2015, promoting the power of young leaders to solve the world's biggest problems.

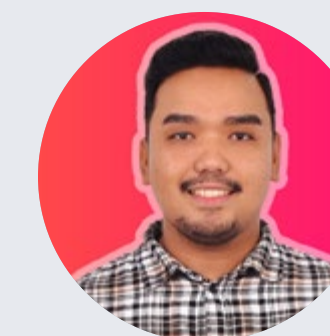
In partnership with: **ONE YOUNG WORLD SUMMIT**



Reckitt delegates attended the 2024 One Young World summit in Montréal, Canada, a four-day event in which over 2,000 young business, politics and humanitarian leaders discuss how to confront the biggest challenges facing humanity. Our delegation included 14 Reckitt people from nine countries, and two Lead2030 winners.

Our representatives had seven on-stage appearances, with involvement in the AI Plenary session and discussions including empowering women in STEM, finding contemporary solutions for continuous problems, intrapreneurship and accelerating youth-led enterprise. Reckitt also sponsored an interactive stage at the event.

On the main stage, Serra Bicak, Senior Vice President, Africa & Middle East discussed the value of women-led entrepreneurship in achieving health equality alongside entrepreneur and WiN Fund beneficiary, Dr Shamim Nabuuma. Together with disability activist Oscar Anderson MBE and H.E. Toyin Saraki, Founder and President of Wellbeing Foundation Africa, our Global Head Communications & Government Affairs Patty O'Hayer shone a light on the fantastic achievements of Project Oscar in tackling neo-natal jaundice in Vietnam and the launch of its the next iteration in Nigeria. In a discussion with Carolina García, Founder of the sustainability consulting firm Myzelio, Hamzah Sarwar, Global Head of Social Impact and Innovation, talked about the power of intrapreneurship and Reckitt's support for young leaders driving meaningful change from within the company.



Becoming an ambassador has truly empowered me to drive positive social change and reinforced my conviction that everyone deserves a chance at a better life. It has inspired me to champion my advocacies with greater boldness and become more actively engaged in critical issues. It reminded me that global impact is sparked by the flame of individual effort.

David Acero
Senior Consumer Care Specialist,
Philippines

14m Reckitt delegates from nine countries
\$100k Grant funding for Lead 2030 winners

Impact Community

IMPACT COMMUNITY

LOCAL CHAMPIONS FOR LOCAL ACTIONS

It takes a village to create lasting impact. From colleagues in marketing and R&D to leaders in our supply chain, our local teams know their communities best. They continually strive to create meaningful solutions and lead our programmes on the ground.

Adeline – External Affairs
Making China healthier.

Cassandra – External Affairs
Building a cleaner and healthier Africa.

Chiara – Marketing
Reducing communicable diseases in Italy.

Ilda – R&D
Recycling soap waste to save lives.

Ishaan – Global Category
Digitising hygiene education.

Juan Camilo – Marketing
Scaling social entrepreneurship in Mexico.

Markus – Legal
Unlocking impact investments for water access.

Masi – External Affairs
Protecting newborns from Neonatal Jaundice.

Melanka – Marketing
Delivering a healthy South Africa.

Michelle – Sustainability
Restoring biodiversity with WWF.

Monica – Regulatory
Transforming communities in Colombia.

Muhammad – Media
Boosting water access in Pakistan.

Paulina – Social Impact
Securing emergency relief with Red Cross.

Phillipp – Social Impact
Investing in universal access to water & sanitation.

Rakib – External Affairs
Promoting healthy communities in Bangladesh.

Ravi – External Affairs
Improving public health in India for over a decade.

Richard – Marketing
Keeping kids in school in the US.

Munazza – HR
Inspiring the next generation of changemakers.

Sammy – Marketing
Saving products from landfill.

Sara – R&D
Catalysing One Young World community.

Suzannah – Sustainability
Securing precious water resources.

Ukasha – Marketing
Launching Dettol Hygiene Quest in Pakistan.

Valentin – Marketing
Creating a purpose-driven culture.

Xochitl – External Affairs
Building impactful partner ecosystems in Mexico.



Convening Action Leaders

CONVENING ACTION LEADERS

USING OUR VOICE TO DRIVE COLLECTIVE ACTION

We work closely with our partner ecosystem to accelerate progress towards universal access to health and hygiene through policy change and action leadership.

Find out more about some of our key announcements here:

Commission on Status of Women

Championing women rights and supporting female innovators in the blue and green economies. Together with Amazon and other key partners we launched the Climate Gender Equity Health funding round.



One Young Word

The 2024 One Young World summit was hosted in Montreal, Canada, where 14 Reckitt people from nine countries and two Lead2030 winners attended. The event involved over 2,000 young leaders from business, politics and humanitarian fields who gathered to address humanity's most pressing challenges.



COP Biodiversity

Dialogue with world leaders on the alarming rate of biodiversity loss and degradation of freshwater ecosystem.



World Water Week

Together with the Indonesian Government, our partners at water.org and other ecosystem actors we advocated for the importance of innovative finance to support lasting access to clean water and sanitation.



United Nations General Assembly

We convened leading experts to advance the agenda across key thematic areas including universal access to clean water, reproductive health, climate and social entrepreneurship.

We co-hosted sessions with partners like WHO, UNFPA, World Bank, entrepreneurs, governments and city majors on topics like water secure cities and sexual health.

We also announced our collective investment into WaterEquity, committed to the World Economic Forum's Rise Ahead pledge and reaffirmed our commitment with UNFPA to support womens health. Together with Bupa we united city leaders to discuss public-private collaboration to protect health in a changing climate.



DATA & INSIGHTS

Our strategic investment portfolio is designed to create measurable impact. We take an evidence-based approach to inform and guide our work.

9.5m
people impacted

£34m
investment into Social
Impact initiatives

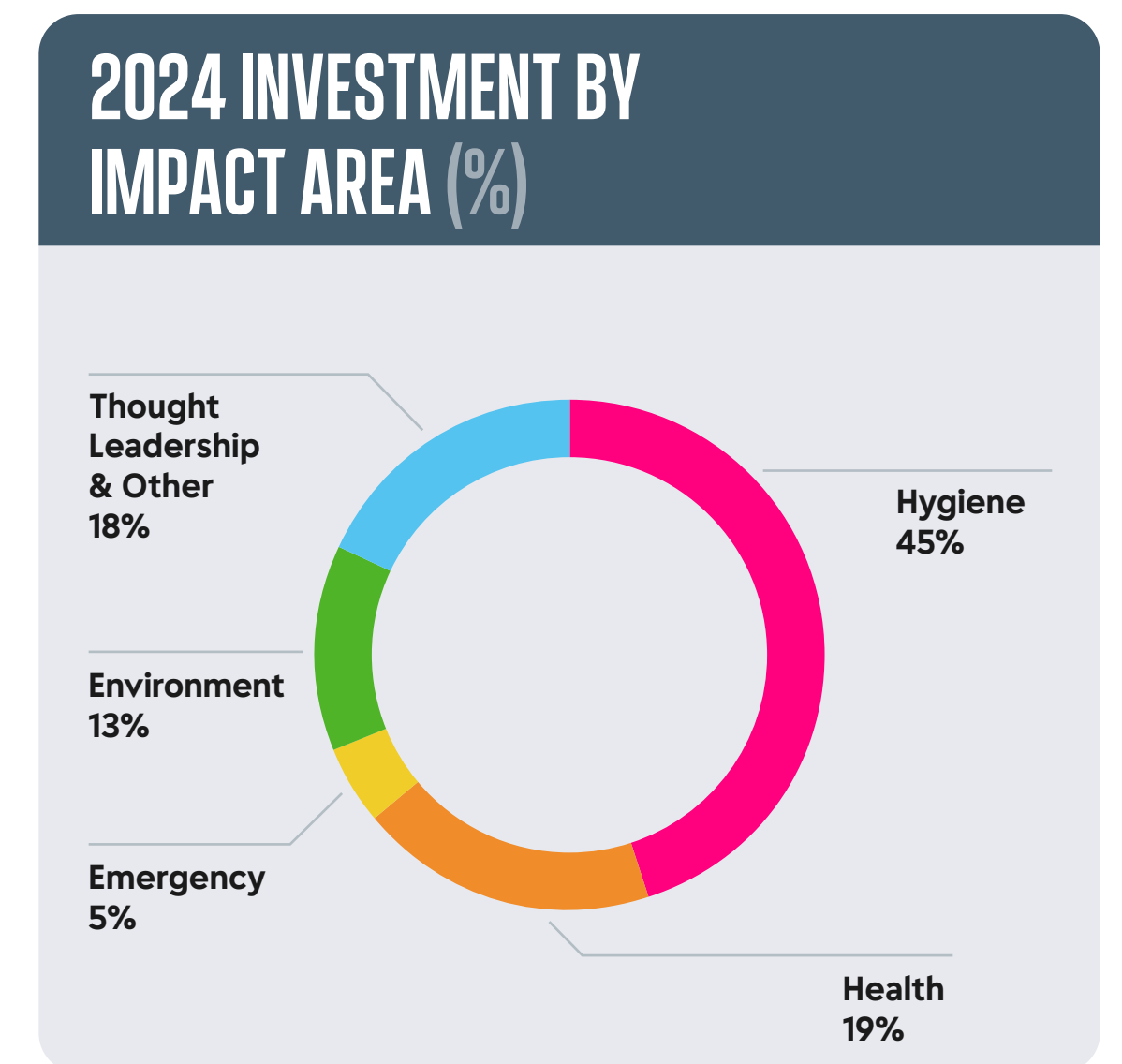
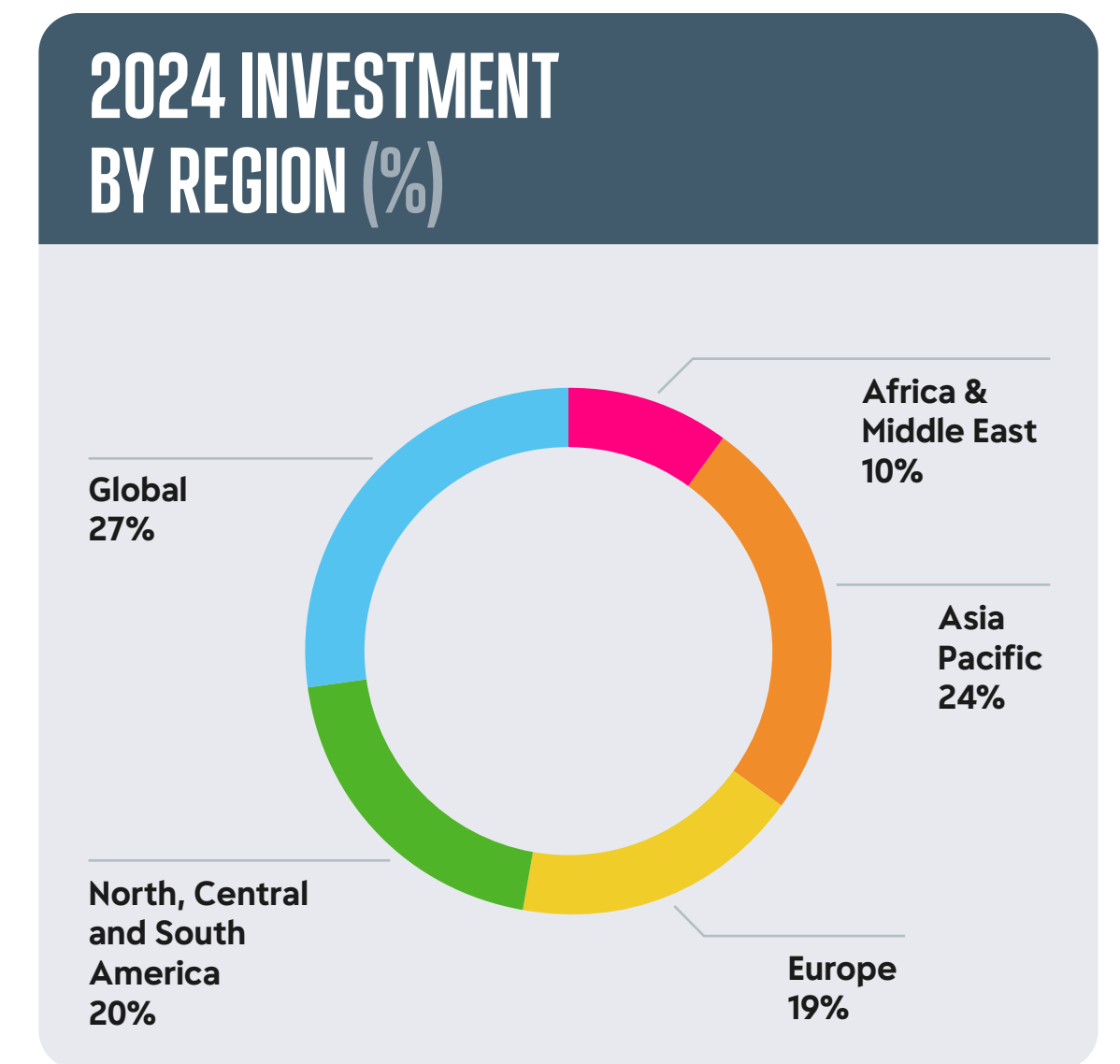
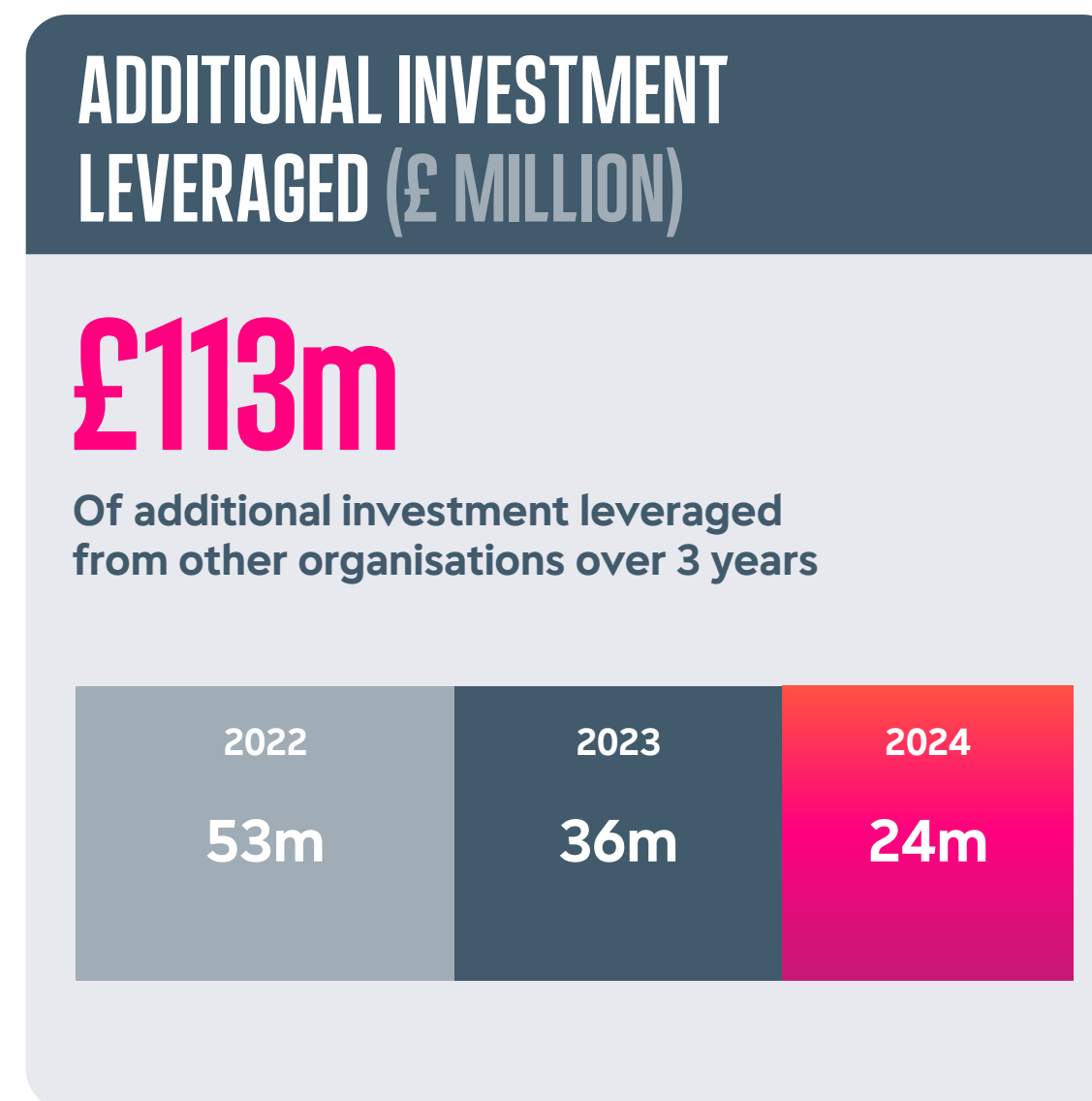
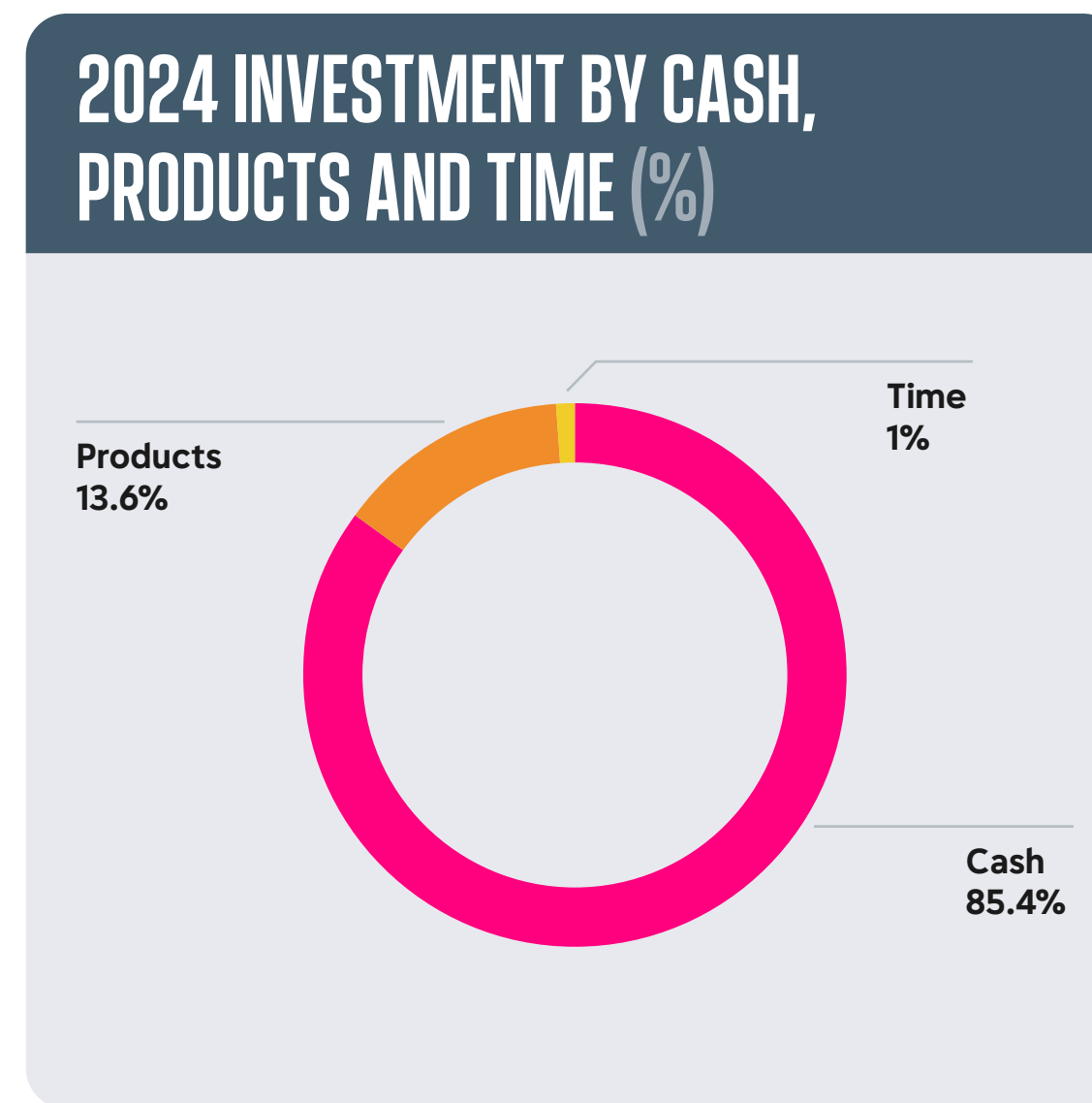
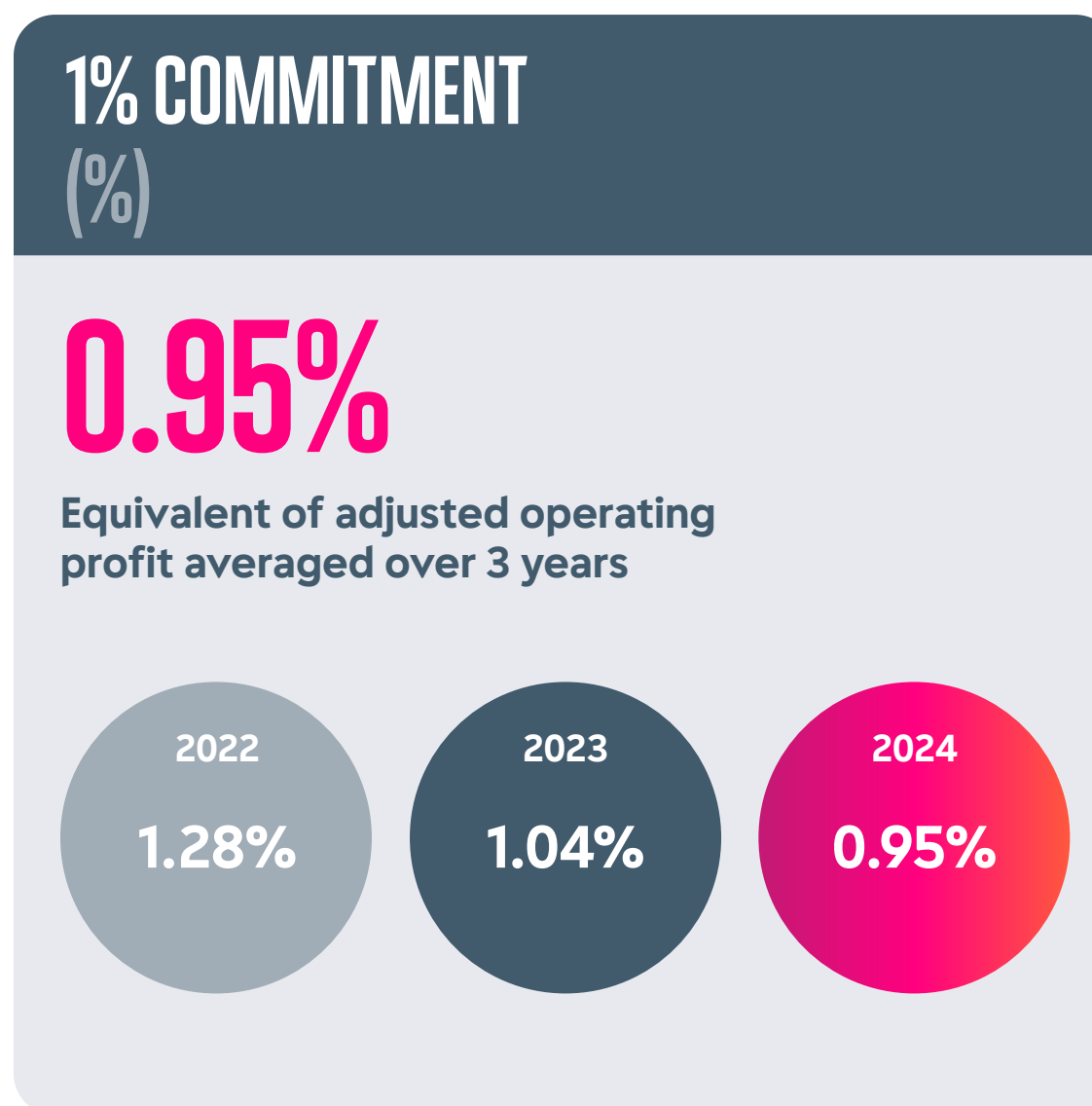
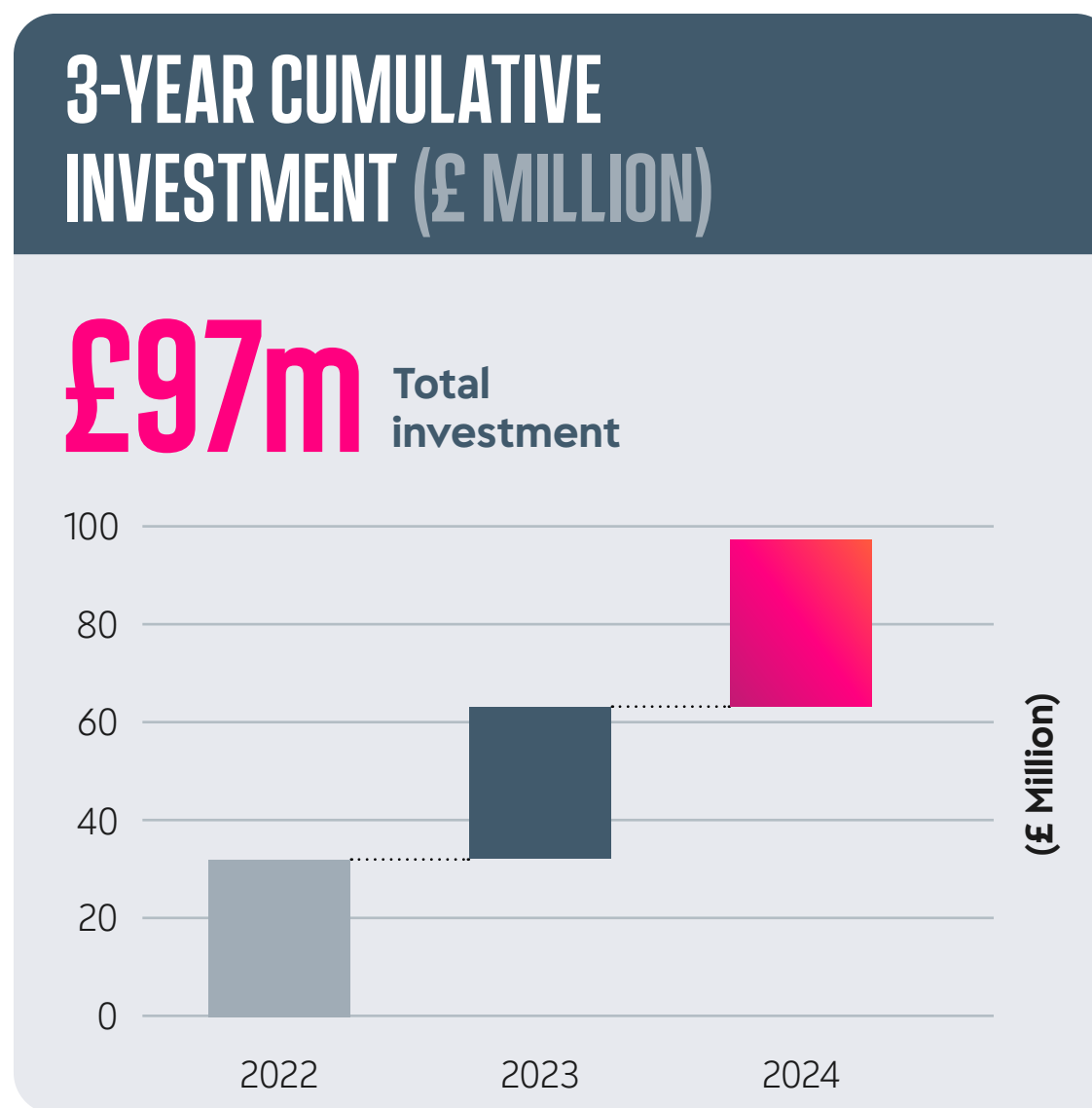
DATA

29 Our Investments
30 Our Impact

OUR INVESTMENTS

DIVERSIFYING OUR PORTFOLIO ACROSS OUR KEY MARKETS

We have a long-standing commitment and continue to leverage cash, products and time in key geographies to advance progress in health and hygiene.



OUR IMPACT

DELIVERING OUR BIGGEST IMPACT TO DATE

KEY DRIVERS OF OUR IMPACT

SCALING SOCIAL ENTREPREURSHIP

- Continued growth of impact through health and hygiene start-ups in Sub-Saharan Africa, Brazil and Indonesia

DIVERSIFYING GEOGRAPHIC FOCUS

- Elevating our impact in the US and (Germany, Italy and Poland)

SCALING COUNTRY PROGRAMMES

- Banega Swasth India continues to grow in close partnership with government
- Maturing impact partnerships like UNFPA in Thailand, Mzansi Protect in South Africa and Clean Naija in Nigeria

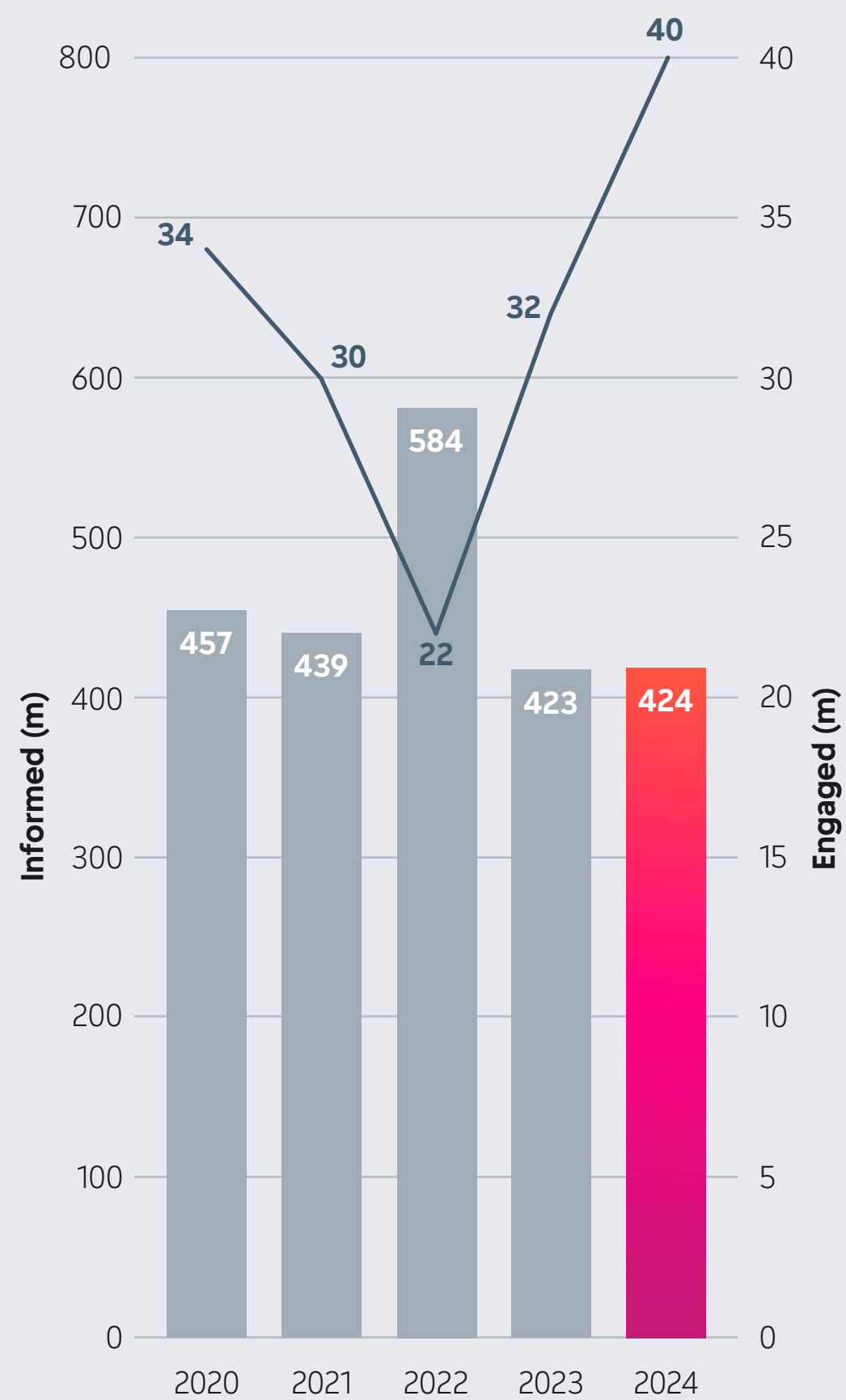
ROBUST MEASUREMENT & EVALUATION

- Focus on conversion from engage to impact
- Securing third-party evidence on impact data



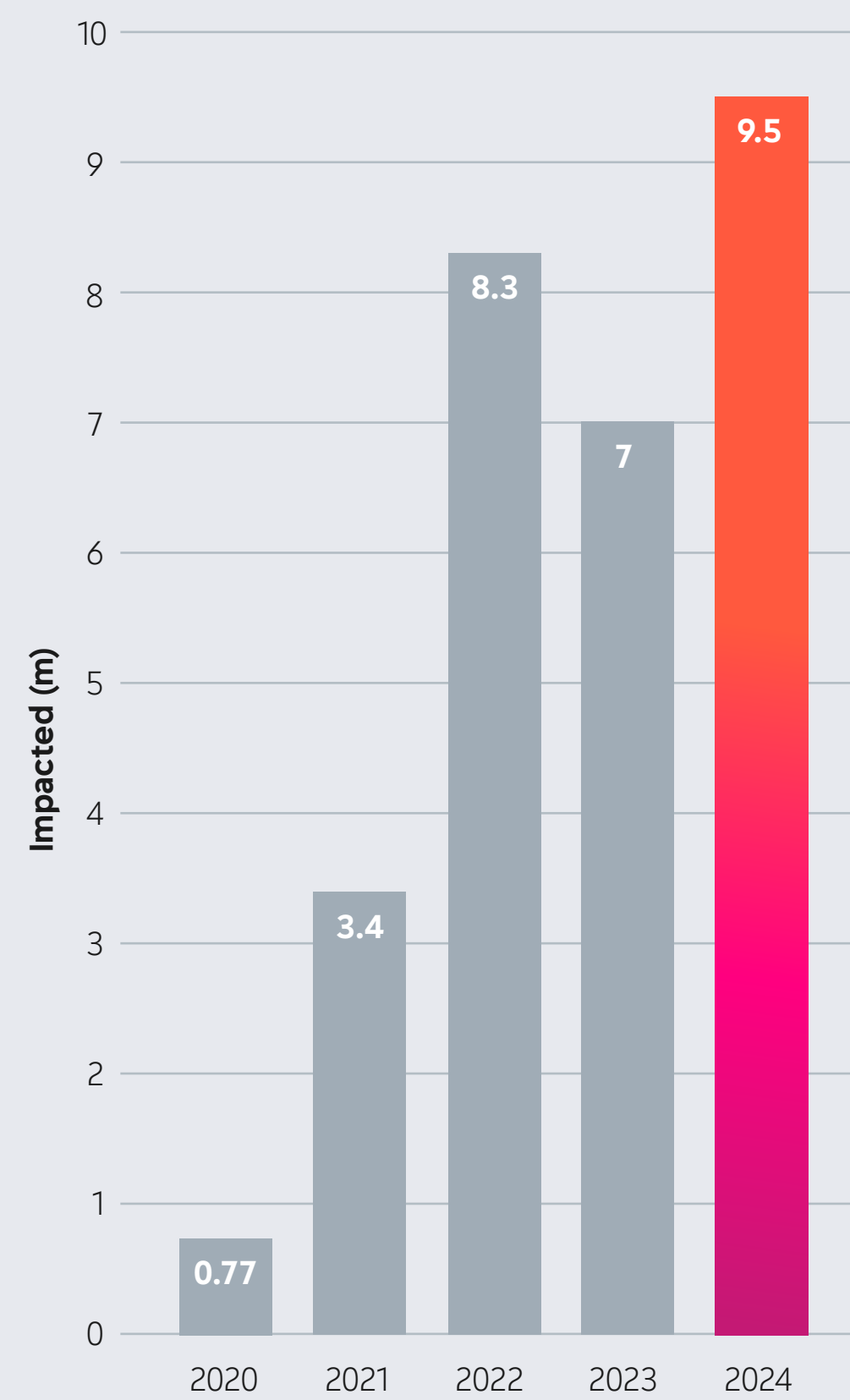
Data quality: Our data goes through third-party verification and assurance with our partners.

PEOPLE INFORMED AND ENGAGED (MILLION)



■ People informed (m)
— People engaged (m)

PEOPLE IMPACTED (MILLION)



OUR IMPACT SINCE 2020

2.3bn

People informed

Defined as individuals that receive messaging to create a cleaner, healthier world.

158m

People engaged

Defined as individuals directly engaged by a programme or initiative.

29m

People impacted

Defined as individuals that experience material positive impact on their lives, e.g. income, health.

JOIN US ON OUR PURSUIT OF A CLEANER, HEALTHIER WORLD

Find out more at



CHANGING BEHAVIOURS – SCHOOL PROGRAMMES

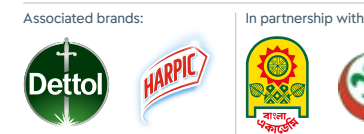
BANGLADESH SUSTAINING HYGIENE BEHAVIOURS POST COVID-19

Originally launched by the Dettol and Harpic brands in 2017, Porichchonno Bangladesh (Clean and Hygienic Bangladesh) aimed to raise public awareness and change behaviours related to community cleanliness and personal hygiene.

Porichchonno Bangladesh is a multi-faceted programme that has used an inventive range of techniques to get its message across.

During Covid-19, Reckitt piloted the first ever record of class-based hygiene learning sessions of Bangladesh in Cumilla district in partnership with Bangladesh Scouts. Together with Kantar we showed significant improvement in hygiene understanding and behaviour change through the activity. Bangladesh is now aiming to broaden the horizon of the activity and extend the programme to 500 schools and 250K students.

The team has also developed a comprehensive online version of the Hygiene Curriculum, with learning chapters and games like hygiene quizzes for kids and families to learn from anywhere. Our Bangladesh purpose teams and partners are committed to ensure all school children have access to the highest-quality education.



135,540
people engaged in hygiene education

CHINA HYGIENE MESSAGES THAT REACH MILLIONS

Reckitt partners with China's National Healthcare Commission on the Dettol X Healthy China project, which aims to benefit over 200 million people in the country over five years.

Dettol X Healthy China is a large-scale, long-term initiative designed to help improve health and hygiene across China. It comprises three separate programmes targeted at schoolchildren, new mothers, and communities, and uses a wide range of tools and techniques. For example, the New Mom Programme worked with a famous Chinese television host and Tik Tok influencer to connect with mothers, while the School Programme included a painting competition during Global Handwashing Day that reached 40 million people. Dettol X Healthy China's Community Programme has worked with local health workers to spread its message.

Dettol X Healthy China has made strong progress towards its ambitions, reaching over 87 million children and their families, and increasing children's hand hygiene accuracy to 97%. It has conducted 1926 educational activities for new mothers and pregnant women, and increased Community Programme participants' hygiene awareness to 96% from 68% with in 23 provinces across the country.



87m+
Children and their families reached by the programme to date

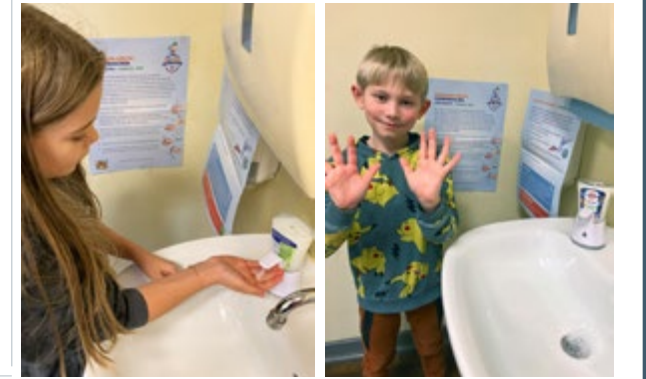
93%
Children's hand hygiene compliance after engagement with the programme

GERMANY FOSTERING LIFELONG HEALTHY HABITS IN CHILDREN

Since 2021, the Gesund Detektive (Health Detectives) programme, run by Germany's #1 hygiene brand Sagrotan, has been working to reduce absenteeism in day care and schools.

Hand hygiene has a direct link to school absenteeism, which is on the rise in Germany. Here, 80% of infections are spread by hands and one child in a classroom can infect around 31 classmates. With day care and primary school children most vulnerable, there's a clear opportunity for healthy habits to make a difference. And when healthy habits are learned at a young age, they can last a lifetime.

Sagrotan's Gesund Detektive (Health Detectives) initiative teaches essential hygiene practices to children from a young age, using a handwash song and checklists, stories, worksheets for primary schoolchildren and materials for parents. Sagrotan also donates materials so schools are equipped with everything they need for hand hygiene. Gesund Detektive has made real impact in Germany, increasing the handwashing frequency among children who participated in the programme by 27%, reducing sick days by two-thirds and leading to children missing on average one day less at school due to illness.



1/3
Reduction in sick days among children who attended the programme

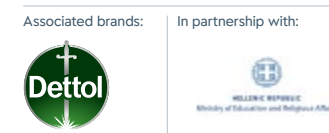
21%
Increase in handwashing frequency among children who attended the programme

GREECE MUSIC SPREADS THE HAND HYGIENE MESSAGE TO FIRST-GRADERS

Dettol's 'First Class Protection' programme embodies both the quality of its message and the first-grade students it is designed for.

First Class Protection teaches hygiene rules to young children in a school environment where handwashing habits are less likely to be supervised than when they are in the home. Approved by the Greek Ministry of Education and embraced by the Central Union of Greek Municipalities, it's an interactive programme that uses experiential education via experiment and music to make hygiene fun and to get its message across.

Famous singer Elena Paparizou surprises children by appearing in a video as a first-grade teacher, singing a playful phrase similar to "If you're happy and you know it clap your hands" to educate children about hand hygiene in a playful way. First Class Protection has run for four years, helping over 50,000 students to acquire hygiene habits that can stay with them for life.



50,000
First Class Protection has helped over 50,000 students to acquire hygiene habits that can stay with them for life.

95%
Students who attend the programme apply the three basic practices to handwashing (with soap, washing for 20 sec and washing the whole surface)

INDIA A DECADE OF POSITIVE IMPACT

Recognised as a transformative force in public health and hygiene education, Dettol's School Hygiene Education Programme has improved the health of millions.

Since it first began in 2014, Reckitt's Dettol Banega Swasth India (DBSI) initiative has expanded from 2,500 to one million schools today, making it India's single biggest health and hygiene programme.

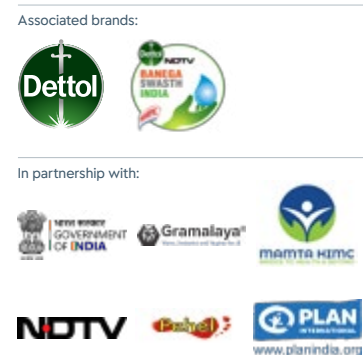
DBSI brings about lasting change using tools that ensure hygiene education is both fun and relatable for children. It's created India's first home-grown muppets, called K.K. Kitanu and Neela Jadar, to make hygiene lessons simple and child friendly. DBSI uses music and well-loved comedy characters, plus gamification and play-centred activities so learning is engaging and entertaining. DBSI programmes are available in multiple languages, including Braille, to ensure inclusivity.

The programme has led to a 39% reduction in absenteeism since 2015, with 93.6% of children reporting improved happiness and health confidence, and 83% showing greater awareness of the link between handwashing and disease prevention. DBSI has attracted accolades from the Indian government and endorsement from bodies such as UNICEF and WHO.



DBSI is aligned with 'Swachh Bharat Mission' to change people's lifestyle towards cleanliness and good health for all. Its specially trained health workers are helping achieve the government's 'Zero Diarrhoea' target. Thanks to their efforts, many children have developed the habit of hand hygiene in the country.

Smt. Droupadi Murmu
Her Excellency the President of India



39%
Reduction in school absenteeism since 2015

93.6%
Of children reporting improved happiness and health confidence

ITALY REDUCING ILLNESSES THROUGH IMPACTFUL PARTNERSHIPS

Napisan's Igiene Insieme (Hygiene Together) project began during the Covid-19 pandemic. Since then it has been growing and developing to impact students' behaviours and achieve lasting results across schools and kindergartens.

Hygiene became a social responsibility as well as a private matter during the pandemic. Napisan's Igiene Insieme project built on this imperative, spreading awareness about good hygiene practices in kindergartens and primary schools. Using educational materials and workshops for children, training courses for teachers and hygiene kit donations, the project reached across the generations, from children to their teachers and parents.

Igiene Insieme is a collaborative programme, designed and delivered in partnership with academic institutions and public health educators, engaging partners such as La Fabbrica and Mattel. Already in the first year, its results included 34% lower incidence of Covid-19 in classes that participated in the programme. Now, in the new post-Covid reality, the programme continues to build lasting hygiene habits in schools and reduce illnesses and absenteeism.



1.2m
Children engaged in kindergartens and primary schools

14%
Incidence of Covid-19 was 14% lower in school classes that attended Napisan's Hygiene Together programme

CHANGING BEHAVIOURS – SCHOOL PROGRAMMES

MEXICO RAINWATER HARVESTING AND HYGIENE EDUCATION TO KEEP CHILDREN IN SCHOOL

Reckitt is part of a high-impact alliance aimed at preserving water and promoting hygiene habits that reduce school absence resulting from preventable disease.



Water stress is a growing concern across Mexico, the result of limited groundwater, fluctuating and unpredictable rainfall, problems with water infrastructure and the demands of a growing population. The problem is impacting education, for example with the school next to our Atlixapim site having to temporarily close because of water shortages.

To address this issue, Reckitt has partnered with the Walmart Mexico Foundation, Mexico City Water Fund and state government in a programme to provide rainwater harvesting systems and hygiene education for schools.

The \$3.3 million initiative will ultimately install rainwater collection systems in 51 educational centres. So far, 31 systems have been installed, leading to a 75% reduction in hours of education lost due to water shortages. Health and hygiene education materials will be provided to schools twice yearly, in a programme that began in 2024 and has already reached 5.3 million people.

The campaign has been activated in +2,500 Walmart stores with a specific product highlighting the initiative on pack alongside national media coverage to raise awareness of water scarcity amongst consumers.

5.3m

People reached by the programme to date

75%

Reduction in hours of education lost due to water shortages

Associated brands: In partnership with:



Providing access to safe water to vulnerable populations living in areas with water scarcity, particularly in public schools, supports the wellbeing and health of children, adolescents and the educational community.

Eduardo Vázquez
Executive Director Agua Capital

NIGERIA ON A QUEST TO PROTECT YOUNG LIVES

Detto's Hygiene Quest school behaviour change programme is working to reduce the burden of hygiene-related disease in Nigeria, decreasing absenteeism by 23%.



Over 80,000 children die each year in Nigeria from hygiene-related diseases such as cholera and diarrhoea. And when schools do not have adequate handwashing facilities, it also reduces school attendance and educational achievement. Detto's Hygiene Quest programme aims to tackle this problem by changing behaviour.

Using an innovative, expert-designed curriculum designed to be engaging for children, Hygiene Quest's life-saving education has reached over 250,000 children since it began in 2021. Participating schools have seen a 24% reduction in communicable diseases as a result of the programme. Reckitt is the only private sector organisation that has been invited to work with the federal government in its WASH (water, sanitation and hygiene) programmes.

The Hygiene Quest programme is making a significant difference, and I am excited to continue supporting its mission. Our continued collaboration will pave the way for even greater achievements in advancing public health and hygiene awareness. Together, we can make a lasting impact on the lives of countless individuals.

Mrs. Lucy Emeke Omoaka
Director, Lagos State Comprehensive School programme,
Ministry of Basic and Secondary Education – Nigeria



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PAKISTAN EMPOWERING THE NEXT GENERATION TO LEAD HEALTHIER LIVES

To educate children about the importance of hand hygiene, Detto Hygiene Quest Pakistan has reached 1.4 million children across 5,000 schools in 17 cities.



Detto Hygiene Quest Pakistan targets public school kids aged 6-12 to raise awareness of healthy habits from an early age, with its engaging and interactive approach. Using innovative germ simulation activity, the programme revealed the invisible world of germs to children, making the abstract threat of illnesses tangible and understandable. Through these fun, hands-on experiences, students learned about the critical role hand hygiene plays in staying healthy. To support their journey towards better health and hygiene, students were also provided with soap, ensuring they had the tools to adopt and maintain these healthy habits in their daily lives.

Impact assessments conducted before and after the programme allowed the Pakistan team to measure the success of the initiative. Results have been very encouraging: knowledge about hand hygiene improved by 12%, positive habit adoption increased by 6%, and school absenteeism due to illnesses decreased by an impressive 35%. These results also illustrate how children can become advocates for hand hygiene, creating a broader 'ripple effect' on the health of their communities.

1.4m

Children reached

35%

Reduction in school absenteeism due to illness

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SOUTH AFRICA WHERE HANDWASHING SAVES LIVES

In South Africa, diarrhoea is a leading cause of infant mortality. The Detto Mzansi Protect programme aims to show how the simple act of washing hands with soap and water can save lives.



Diarrhoea is the second leading cause of death for children under the age of five in South Africa. With a target of reducing the burden of this disease in the country by 50% by 2027, the Detto Mzansi Protect programme is designed to educate children on the vital, life-saving importance of hand hygiene.

Detto Mzansi Protect works with schools, communities, entrepreneurs and Reckitt employees, who offer their volunteering time. An assessment of the programme's impact will take place during 2025, and early results are encouraging, with school principals such as Sinethemba Day Care Principal Dudu Masumpa reporting positive change:

522,576

children engaged in Detto Hygiene Quest programme

I saw the difference because kids don't get sick as often as they used to time and again, since Detto is here.

Dudu Masumpa
Principal, Sinethemba Day Care

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UNITED STATES REDUCING SCHOOL ABSENTEEISM THROUGH HANDS-ON LEARNING

Lysol's HERE for Healthy Schools programme continued its mission to help curb the spread of illness-causing germs in classrooms in 2024 by providing Lysol® Minilabs Science Kits to 4,000 Title I first and second-grade classrooms.



Access to fun and engaging germ education is a direct response to an emerging problem of school absenteeism in the United States. Spurred on by a global pandemic, chronic absenteeism rates have doubled in recent years and have yet to return to pre-pandemic levels.

Lysol aimed to make hands-on learning more accessible, teach hygiene practices to help prevent the spread of germs, and help reduce student absenteeism by creating clean and disinfected classroom environments that keep kids engaged and excited to attend school.

This approach is aligned with health advocates and professional organisations, such as the CDC, who urge schools to develop an alliance with health-based education programmes to form a multi-tiered system of support.

Each science kit includes hands-on materials for the whole classroom, engaging lesson plans aligned with national standards and resources for teachers. A supporting campaign has generated public awareness about the issue and featured in national publications such as Forbes and USA Today.

99%

of teachers said Lysol® Minilabs Kits helped students learn about germ hotspots

89%

of teachers saw better hygiene behaviour, like covering nose and mouth when sneezing or coughing

Associated brands: In partnership with:



CHANGING BEHAVIOURS – SEXUAL & REPRODUCTIVE HEALTH & RIGHTS

CHINA – SUPPORTING WOMEN'S HEALTH AND FAMILY DEVELOPMENT

Reckitt partners with the China Development Research Foundation in a project that focuses on reducing women's health risks, promoting female empowerment and caring for family health and development.

Despite historic achievements in women's health and family development in recent decades, Chinese women face many new challenges around health, gender equality and personal development. Targeted at women in Anhui Province and students at Shanghai universities,

this programme includes a range of initiatives including cervical cancer screening, career development support and a Family Development Forum to raise awareness and drive policy advocacy.

To date, 6,000 women in rural areas of Anhui province have received cervical cancer screening – and the training delivered to five doctors from the province could ultimately benefit 200,000 women in the province. Outputs from the Family Development Forum will be submitted to relevant government departments to improve policies on issues such as fertility support and women's healthcare.



Associated brands:



In partnership with:



GERMANY – CREATING EQUAL OPPORTUNITIES FOR SEX EDUCATION

Durex and F/A/Q – The Better Health Group have been working together since 2020 to ensure everyone in Germany has the same opportunity to receive holistic sex education regardless of gender, place of residence or cultural background.

Research reveals that there is a need for sex education in Germany: nearly half of 18 to 24-year-olds are insecure about their first sexual experience and 40% are unsure about how to protect

against sexually transmitted infections. The federal system also means there is a nationwide discrepancy in the level of sex education.

To help address this issue, Durex and F/A/Q target 14 to 18-year-olds in Germany with a wide range of activations including peer-to-peer academies, health days, lectures, webinars for teachers, and dedicated sex education format on Instagram and TikTok. The project has reached 881,956 individuals, engaging 46,600 of them. Among the young people who engaged with the programme, knowledge about STI prevention and condom use among others has improved by 37.2%



Associated



In partnership with:



POLAND – LEVERAGING THE POWER OF SOCIAL MEDIA FOR SAFER SEX

Durex Poland launched a sex education channel called 'Jak TO robic' on YouTube to help young people develop safe sex habits in a country that has no formal sex education.

Now in its sixth year, the programme, whose content is moderated by certified sexual educators, equips young people with the knowledge and understanding to have healthy relationships that contribute to their overall wellbeing and development.

The channel's content provides young people with accurate information about their bodies, relationships and sexual health, so they can make informed decisions, and it educates them about safe sex practices, helping to reduce the incidence of STIs and unplanned pregnancies. 'Jak TO robic' also advises young people on important issues such as consent and self-esteem and offers education on how to recognise and report abuse.

Between 2023 and 2024, the national level of Gonorrhoea has reduced by 9.9% and HIV rates have reduced by 20.3%.



Associated brands:



In partnership with:



INDIA – TRANSFORMING 'CONSENT' CONVERSATIONS

The Birds and Bees Talk (TBBT) run in partnership with Plan India and the Indian government aims to equip North-East Indian adolescents with essential knowledge of sexual health, sexual risk behaviour, gender equality and diversity.

The behaviour change programme is designed using a holistic approach to include teachers, parents and students aged 10–19.

In 2024, Durex and TBBT has launched the Consent Café in India, designed to spark meaningful conversations around consent, equity, and healthy

relationships

'Human connection' is the main theme of the TBBT Consent Café, a pioneering initiative that invites people of all ages and backgrounds to reflect on their own experiences while learning how to navigate consent with awareness, empathy and understanding. The café is designed to foster a supportive environment where young people can gather to freely express themselves, share experiences, and engage in meaningful conversations about growing up, relationships and consent.

Durex TBBT plans to build Consent Cafés across 10 states in India to drive transformative conversations on five key pillars – inclusion, consent, protection, awareness, and equity.



Associated brands:



In partnership with:

