

Together

The magazine for social engagement

Worldwide engagement

Henkel employees and retirees provide targeted help around the globe. [Pages 4 and 5](#)

In the same boat

School projects promote intercultural understanding in the Balkan region. [Page 7](#)

Researchers' World

Educational project gets schoolchildren interested in science. [Page 16](#)



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Nepal

A safe home for street children



Kusum (left), Bikash, who is holding Kishwor, and Ritu in front of the Shangrila Home before an earthquake in April 2015 left it uninhabitable.

Everyday life for the estimated 1,000 street children living in the Nepalese capital of Kathmandu is fraught with hardship. Without the most basic necessities, the children are exposed to the harsh climate and are often the victims of violence and crime. Founded in 1995, the Shangrila Home project works with about 200 children, providing them with vocational courses and access to education. The project also ran a home for 80 children until an earthquake that devastated much of Nepal in April 2015 also rendered the building uninhabitable. Fortunately, none of the children or the staff were injured.

The first nights following the earthquake, the children and the staff slept in makeshift tents outside. The children are now living in student dormitories in Kathmandu, and the Shangrila Home project is providing them with food, medical care and education. The project's staff and volunteers continue to offer the children support, love and attention. Efforts are now focused on building a new house so that all the children can live together again.

"The children from the home see each other as family," says Henkel Benelux employee Dani Fleurackers, who has been sponsoring a child in the home since 2008 and does volunteer work for the Shangrila Home project. Thanks to generous support through the Make an Impact on Tomorrow (MIT) initiative and other organizations, 1,500 square meters of land have been purchased near Kathmandu. Plans to build a new house are already in the works. "Our dream to build a child-friendly and earthquake-proof house is becoming a reality," Fleurackers says. Once completed in 2016, the new house will become home to about 100 children.



Dorje (left) and Bikal from the Shangrila Home in local Nepalese costumes.

Aid in earthquake regions

See page 21 for more information on how the "Fritz Henkel Stiftung" foundation is helping in earthquake regions in Nepal and the Philippines.



Dear Readers,

At Henkel, we are especially proud of our social engagement over the last year. In 2014, the volume of donations exceeded the 8-million-euro mark for the first time. We also supported a total of 2,265 aid projects, including many involving volunteer work of our employees and retirees. These figures speak for themselves.

At the same time, more and more employees are coming together to carry out social projects of a larger scale. For example, the house-building project run jointly with the aid organization Habitat for Humanity is now in its second round. The 2014 Special Olympics in Düsseldorf proved to be a memorable event for our volunteers as well. Many employees have already signed up to help at the 2016 Special Olympics in Hannover.

Our employees succeed time and again in inspiring and motivating their coworkers. This was evident in the support and donations that followed the earthquakes in Nepal. These examples show that every individual can have an impact – but that together we can do much more!

I believe that the extraordinary engagement demonstrated by our employees and retirees is also a key element of our corporate culture. Social engagement is highly regarded throughout Henkel and lives from the dedication and energy of our employees and retirees.

On behalf of the entire Henkel Management Board, I would like to thank everyone involved for their commitment and contributions! We look forward to future projects and will be there to support them in any way we can.

Kathrin Menges

Kathrin Menges
Executive Vice President Human Resources of
Henkel and Executive Board Member of the
“Fritz Henkel Stiftung” foundation

Our worldwide engagement

From helping Indian farmers on the way to self-sufficiency to supporting swim lessons for Ukrainian children, Henkel's employees and retirees provide targeted help across the globe through the Make an Impact on Tomorrow (MIT) initiative. In collaboration with the "Fritz Henkel Stiftung" foundation, Henkel provided funding for more than 2,200 projects, bringing help to over 1.3 million people worldwide in 2014.

Henkel volunteers are encouraged to submit photos of their projects to the annual MIT Photo Competition. This year, Henkel employees and retirees from 28 countries submitted 125 photos from their projects: a new record! "The amount of photos we received this year shows how much passion our volunteers put into their projects," says Nadine Frey, who coordinates the competition. "At the same time, the photos open doors to new people and cultures." This year, 40 winners were announced; the "Fritz Henkel Stiftung" foundation awarded each project depicted in the winning photos an additional 500 euros.

www.henkel.com/corporate-citizenship

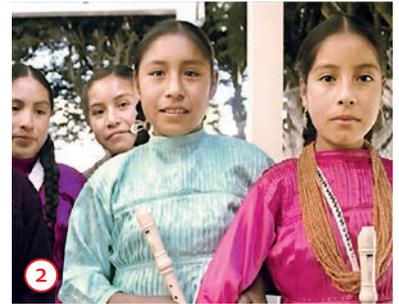
"Helping others is a matter of the heart for many people. Henkel has been supporting the volunteer work of both its employees and retirees for 17 years."



Nadine Frey is an employee in the Global Social Progress department in Düsseldorf and coordinates Henkel's support of volunteer work through MIT.



USA: Henkel employee Duane Hinkson supported the organization ParaDYM (Paraprofessionals in Digital Youth Media). In collaboration with schools and organizations, ParaDYM develops programs that promote media literacy for children and youths in the Hartford, Connecticut area. www.paradyminc.com



Mexico: In the community of Mazahua, Henkel employees, in cooperation with the World Vision organization, supported the installation of 25 ecological stoves as well as two water tanks. Now they can be used by families and a local school. To show their appreciation, students greeted the project team by playing songs on recorders. www.worldvision.org



Malaysia: June 3, 2014, was a day of hope and inspiration for 32 orphaned children who visited Henkel. While the little ones did arts and crafts, the older children accompanied Henkel employees during their daily work. An exchange of gifts brought the employees and the children even closer together.



China: In 2014, "Grateful Green" brought smiles to the faces of orphaned children. As part of the "Love Boxes" campaign, they received little packages with snacks from Henkel employees. During the "Shining Star" campaign, employees spent time with children from orphanages who are blind or have impaired sight – here on a ferris wheel.



India: ProtoVillage is a project that works toward establishing an ecological and sustainable livelihood for residents in the Indian village of Tekulodu. The goal is for the residents to become less dependent on governmental subsidies and yields from monocultures. Henkel employees supported the project with expertise in areas such as energy supply. www.protovillage.org



Puerto Rico: The US-American HandsOn-Sports Foundation pursues the objective of improving children's quality of life through sports. After MIT supported the construction of a public indoor soccer arena in Ohio in the USA in September 2013, Henkel and the foundation donated used sport equipment in good condition to children in Costa Rica. www.handsonsportsfoundation.org



Argentina: In the workshop of the youth center "Asociación de terapia integral y ayuda al discapacitado mental" (ATIADIM), young people with mental disabilities acquire new skills for use in their future vocations. With Henkel's help, they are now building a warehouse for a carpenter's shop. www.atiadim.com.ar



Germany: In the "Handball Play Area" of the RSV Mülheim sports club, children between four and seven years of age are able to improve their coordination skills using various forms of exercise and play. To support the athletic fun, Henkel helped with the purchase of a jungle gym.



Slovakia: Thanks to the financial support of the MIT initiative, the Slovakian folklore ensemble Zivel was able to purchase its own double bass. With the instrument, the musicians and dancers can now perform at cultural events and represent their country's traditions and culture.



Tanzania: With the help of the MIT initiative, the organization Art in Tanzania initiated the construction of an IT room, which was built using environmentally compatible and regional materials. This makes it possible for the children to develop their computer skills and to learn to read and write. www.artintanzania.org



Mali: Henkel employee Beatrice Lacroix volunteers to help the development of the Dourou Elementary School in Mali. The school has 415 students from the ages of six to 12 years. Through MIT support, school's energy supply is stable thanks to the installation of solar panels. The classrooms can now be used in the evening for adult education classes.



Ukraine: Henkel employee Alena Kuznetsova supported the "Swim to Live" project, which offered free swimming lessons to children in Kiev. This began in December 2014 and continued for 14 weeks. Under the supervision of experts, the children learned to swim during daily lessons.



Qin Sheng Ru, Qin Jiong Ru and Qin Jin Yang (from left to right) enthusiastically perused the books the MIT initiative donated to their school in the Guangdong Province in southern China.

China

The gift of reading

In order to support Chinese children's reading skills at an early age, Henkel employee Amy Zhou helped set up a library at an elementary school in the Guangdong Province in southern China as a part of the MIT project "Light Up." This engagement helped support the organization "The Library Project," which has set up more than 1,600 school libraries in China and Vietnam since 2006.

The MIT initiative donated more than 1,000 books and several boxes of stationery to the school in Guangdong. "One could really see the effect this donation had on the children's lives," Zhou said, describing her impressions at the opening.

"The way the children examined the books, traded them with one another, and sometimes even danced around with them. It was simply wonderful to see how happy they were."

Philippines

Building up children's self-confidence

"Ang Galing" is a program run by the international movement All Together for Dignity (ATD) Fourth World in the Philippines. It supports children who have problems learning to read and write. Many of them grow up in poverty and do not enjoy the privilege of regular attendance at school. The project thus sets an example in the struggle for equal educational opportunities. "One of the most important factors is building the children's self-confidence," Reymond de Jesus says. Every Saturday, the Henkel employee spends time as a volunteer teacher in this educational program. "With our help, the children gain the essential basis for further learning."



Reymond de Jesus practices reading with Zyjan. The Henkel employee spends his Saturdays volunteering as a teacher.

Serbia

All in the same boat

When he was only 19 years old, former Henkel employee Paul Mrgan moved to Germany, leaving his home village of Bodjani, Serbia. Now retired, he has been returning to his homeland on a regular basis since 2013 in order to encourage better understanding among the ethnic groups in the Balkan region, which are to some extent still deeply divided.

With the title “The Danube divides and connects,” and with the help of the “Fritz Henkel Stiftung” foundation, he organizes joint project days for students and teachers from three schools in Serbia, Croatia and Bosnia-Herzegovina. The program for 2014 included a canoe outing on the Danube,

during which the students were literally all in the same boat. “Building a bridge is one thing. Using it in both directions is something else,” Mrgan says. “It’s fantastic to see the way the children interact and lose the reservations they initially have toward one another. They simply realize that they have more in common than not.”

Mrgan is already planning the next joint project day for the three schools, which is to take place in the fall of 2015 in Bosnia-Herzegovina. The project stands a good chance of growing, he says, thus “contributing to a lasting improvement in the relationship among the people living in the Balkans.”



On course for intercultural understanding: Tamara Latiško, Bojana Đokić, Suncana Dominkovic, Berislav Pejičić and Paul Mrgan (from left to right) during the canoe outing on the Danube.

India

Empowering children through education

In rural India, access to education is often a rare commodity. In addition to a lack of teachers, facilities and textbooks, parents often simply cannot afford to send their children to school. Henkel India employee Prakash Patwari knows that children living in rural areas desperately need exposure to education in order to have a bright future; this is why he decided to help the Dalma Vidyasthali school through the support of MIT. Henkel volunteers provided the school's 200 students with blankets and school supplies. “Education is the only way to reduce poverty,” Patwari says.



Time for fun and games during recess is also important.



Schoolchildren at the Maternus Elementary School in Korschenbroich, Germany, had fun putting on the two stage shows. The children were trained by professional circus performers during a week-long project.

Germany

Young performers in the circus ring

The Maternus Grundschule, an elementary school in Korschenbroich in the Rhine District of Neuss, organized a special project week: It invited more than 200 schoolchildren to take part in a hands-on circus. During the week, the spotlight was on social interaction and targeted support of social skills. The children were to learn to recognize their own interests and abilities, take on responsibility, and develop confidence in each other. This helped them put on two big stage shows together at the end of the week.

Henkel employee Ivonne Zickuhr, who is a member of the school's parents' committee, supported the project with help from the MIT initiative.

Through a grant from MIT and with the help of various other campaigns, a financial basis for the hands-on circus was quickly established, and the children were able to get started on the project full of enthusiasm. Professional circus performers taught the schoolchildren during the week.

"The work during this project week provided the children with an enormous boost in the development of their personalities," Zickuhr says. "Both of the performances were completely sold out and exceeded all of our expectations. This gave the children an amazing feeling of accomplishment!"

Germany

Out and about for a healthy dog life



Henkel retiree Martina Koske enjoys spending time in the fields around Bettikum Animal Shelter in Neuss, Germany, with a dog named Diego.

Martina Koske volunteers at an animal shelter three times a week, walking dogs to get them ready for new owners. "Some of these dogs have suffered neglect for years and were completely distraught when they came to the shelter," says the Henkel retiree. To make sure that her four-legged friends will feel comfortable there, Koske asked for support from the MIT initiative, along with the "Fritz Henkel Stiftung" foundation. The outer lattice fence of the kennel at the Bettikum Animal Shelter in Neuss, Germany, has now been replaced by mesh gates. But the dogs are not really supposed to settle in there. Above all, Koske hopes that her fosterlings will have "a good life with new loving owners."

Guatemala

Over 30 stoves and water filters in one day

A group of nearly 50 Henkel volunteers and their family members spent a day in February 2015 installing stoves in over 30 homes in the village of El Tejar in Guatemala. The volunteers worked toward counteracting a tragic trend: In rural areas of Guatemala, it is common for families to cook indoors over an open fire pit. This exposes families not only to the risk of burns, but also to respiratory problems. According to the World Health Organization, excessive smoke inhalation is the leading cause of death of Guatemalan children under the age of five.

Also, since water is often not potable in these regions, the volunteers also equipped each home with a water filter. The families now no longer need to boil their water before using it.

“This is a tremendous improvement for these families’ quality of life,” says Henkel employee Giancarlo Vitola, who participated in the project. “For us volunteers, it is such a good feeling to know that we were able to make a difference in these lives.”

“It’s a pleasure for me to be an ambassador and to support corporate citizenship activities in Latin America.”



Claudia Schmidt is an employee at Henkel in Brazil and ambassador for corporate citizenship in the Latin America region.

Luis Nij (middle) made two new friends while his father, a volunteer from Henkel, installed new stoves and water filters.



Peru

Healthy habits, bright future

The rural community of Tankarpata, located at the foot of the Andes Mountains in Peru, has no running water or sewage system. This has led to a host of health ailments for the families in the area. In cooperation with the community outreach project Cooperar Perú, Nuria Torrent, a Henkel employee in Spain, spent two weeks of vacation teaching local children about good hygiene habits.

“Staying healthy is so important for these children,” says Torrent. “It enables them to actively participate in school, opening the door to a brighter future.” Torrent’s photo (right) was selected as a winner in the 2015 MIT Photo Contest. She invested the prize money in school materials and medical supplies for the community. Cooperar Perú works with the families in Tankarpata in the areas of education, health and community development.



Ediluz comes from a poor farming family in Tankarpata. Henkel volunteer Nuria Torrent was able to help her and other children in her village, for example by teaching them the importance of proper oral hygiene.

Austria

Network of volunteers

In order to provide employees with a convenient platform where they can exchange experiences and ideas regarding volunteer work, Henkel in Austria created the “Volunteering Network Austria” in May 2015.

This online platform offers like-minded helpers a way of getting in touch with one another and comparing notes about their projects. It also gives new volunteers an opportunity to gather information on getting started with their projects. Through the platform, colleagues can both give

and receive feedback on various projects. The exchange of experiences also gives the colleagues a sense of satisfaction, increases their self-esteem, and helps them to develop new skills and abilities.

“The network has been well received and the employees have been supporting it with so much enthusiasm,” says Beatrix Eigner, who cofounded the network. “I regularly get requests from colleagues who would like to access the network.” Currently, more than 50 Henkel employees are using the platform.

Smiles guaranteed: Henkel in Austria colleagues Benjamin Mayer, Andrea Bedoecs, Doris Reisner, Isabelle Haslinger, Andreea Ion and Edina Zsok (from left to right) sold clothes and goods at a flea market in Vienna. The proceeds were donated to the non-profit organization Caritas in order to help refugees.



Austria

Helping through donations

In May 2015, Henkel once again provided Auftakt GmbH's annual supply of detergents and cleaning products. Auftakt, which is based in Henkel Austria's home district Vienna-Landstrasse, has 10 locations for assisted and semi-assisted living for 150 people with special needs. This recognized institution of the Vienna Social Fund primarily takes care of people who have had to stay in hospital for a long time or for whom it is difficult to find a place where they can receive care. “Taking active responsibility within society has always been part of Henkel's DNA,” says Georg Grassl, General Manager Laundry & Home Care in Central and Eastern Europe. Every year, Henkel helps charitable organizations in Austria through product donations worth more than 200,000 euros.

Georg Grassl, General Manager Laundry & Home Care at Henkel in Central and Eastern Europe, symbolically handed over Henkel products to Irene Hahnenkamp, Managing Director, Auftakt GmbH. The products were donated to people with special needs in Vienna.





Spain and Portugal

Walk with your heart

Henkel Ibérica celebrated the United Nations' World Day for Health & Safety at Work in April 2015 by organizing a solidarity walk. The goal of the event was to raise employee awareness about the importance of a healthy lifestyle.

With the tagline "Nos movemos con corazón" (We move with heart), Henkel Ibérica donated one euro for each kilometer the employees walked. Almost 700 employees from Henkel sites in Spain and Portugal joined in the walk, covering an impressive 1,505 kilometers. The 1,505 euros raised were donated to the international non-profit organization Caritas, which is dedicated to improving the living conditions of people living in developing nations.

"It was great to get out in the fresh air and take a walk with colleagues," says Henkel employee Jordina Madroñero, who participated in the walk in Barcelona. "It was very motivating to know that each kilometer we walked meant one euro would be donated to Caritas!"

The solidarity walk participants in Barcelona were rewarded with a beautiful view of the Mediterranean Sea.



Júlia Martínez, Jordina Madroñero, Elena Gigante and Marina Sans (from left to right) paused to capture the moment with a selfie.

Slovakia

Helping hands in Bratislava

Rundown playgrounds, peeling paint on fences, trash on the ground – none of that is a match for Henkel Slovakia's teams of volunteers. The teams have set their sights on beautifying the district of Ruzinov in Bratislava, where Henkel's offices are located. Ten volunteers were the first to roll up their sleeves for the initiative: They spent an afternoon painting a fence around a preschool in Ruzinov, giving the grounds a new shine and putting smiles on everyone's faces.

"It is such a wonderful feeling to be able to do something for the community," says Lenka Rehakova. "The preschool teachers were so grateful for the help." So far, more than 70 volunteers from Henkel in Slovakia have gotten involved in raking

leaves, picking up litter and cleaning up playgrounds. "There is still plenty more to do in Ruzinov," Rehakova says. Similar activities are planned for several other parks and schools in the district over the coming months.



Lenka Rehakova, along with Eva Olahova and Lenka Leskovska (front to back), bring an old fence around a preschool back to life with bright new colors.

Hibba Mohammed is one of the 90 youths who are given support in the residential and care center in Dubai.

“No words can express how wonderful it feels to see the happy faces of our MIT beneficiaries. Simply overwhelming!”



United Arab Emirates

A visit with many winners

Around 80 Henkel employees in Dubai set out in March 2015 to lend their support to Senses – a non-profit organization that provides care for children and young adults with physical and mental disabilities. Their residential and care center in Dubai is the first of its kind up to now in the United Arab Emirates. It can accommodate 90 children and young people with special needs.

After the volunteers from Henkel had become acquainted with the organization, they took off with the children and youths for the famous Atlantis Aquaventure Waterpark. There the program included various team activities, which were mas-

tered with ease – and the teams were naturally rewarded for this. All of the children and youths were given a medal for having successfully participated. The Senses organization won a free supply of Henkel products for another entire year.

The volunteers were also among the proud winners at the end of this exciting day. “Our goal was to give the children happiness and joy. And they gave twice as much pleasure back to us,” says Henkel employee Olivier Mercien-Ferol, who took part in the project.



Virendra Jain is an employee at Henkel in India and ambassador for corporate citizenship for the Africa/Middle East and India region.

Algeria

Fun and games at a masked ball



In Algeria, there are many children living in difficult circumstances, including poverty, social problems and illness. To bring a smile to the faces of these children, Henkel in Algeria supported the “Grand Bal Masqué” that was organized in December 2014 by the Le Souk association.

Around 800 children from hospitals and orphanages dressed up for the masked ball as princesses, mythical creatures and superheroes. They were able to take part in a number of games, workshops and activities, which were accompanied by a varied program on stage. “Of course, it was a little stressful at times,” admits Henkel employee Roumila Benmerrah. “But how could we feel tired and exhausted when we looked at the glowing faces of these little angels?”

Henkel intern Berdice Boudiaf applies make-up to little Mehdi during the masked ball organized by the Le Souk association.

Turkey

Educational projects in honor of Füsün Pars

After Füsün Pars, a colleague at Henkel in Turkey, suddenly passed away in March 2014, her coworkers were determined to honor her memory. "Helping children was always very important to Füsün," says İdil Örmen who, together with other volunteers, initiated three MIT projects in 2015: Training Mothers of Newborn Children, the Füsün Pars Language Classroom and the Füsün Pars Library.

Because of its infant mortality rate of over 17 percent, the city of Gaziantep was chosen for the Training Mothers of Newborn Children project. Using a classroom at the local Karacaoğlan Elementary School, Henkel employees coordinated a training class on childbirth and newborn care. At the same school, the employees renovated a classroom, equipping the children with new desks, cupboards and laptops. The school's children now have their English lessons in the Füsün Pars Language Classroom.

In the Turkish capital of Ankara, Henkel employees opened the Füsün Pars Library at the Hasanoğlan



Öğretmenler Elementary School. The new study area offers room for 330 students to read and learn and is filled with books donated by Henkel colleagues in Turkey.

Hande Ardane (left) and Aylin Kızılkaya Güçlü celebrated the opening of the Füsün Pars Library in the Hasanoğlan Öğretmenler Elementary School in Ankara. Henkel employees helped renovate the room and donated books.

Mexico

Smiles guaranteed

Children in Mexico have an extra reason to smile every year on April 30: It's Children's Day, or Día Del Niño. Started in 1925 as a way of supporting children affected by the First World War, the day is now typically celebrated with special activities for children in schools, parks and sports centers.

Henkel employees in Mexico have been participating in Children's Day with toy drives since 2012. In 2014, volunteers donated 601 toys to seven different hospitals, children's organizations and orphanages throughout the country. This year, they managed to exceed that number with 734 toys donated. Henkel employees teamed up to personally deliver toys to cities and villages all over the country. "It was such a joy to see the children's faces light up," says Karla Ballesteros, who helped deliver 70 toys to the Hospital Infantil de Toluca, a children's hospital in Toluca.

"Next year, our goal is to collect 900 toys for Children's Day and increase smiles in our country," adds Isabel Ramblás, who led the project.



Sandra Michele's smile was almost as big as her new teddy bear on Children's Day. Her orphanage, Casa Hogar Alegre in Salamanca, Mexico, was one of seven institutions visited by Henkel volunteers.

“Henkel North America supported over 65 MIT projects and donated to over 400 charities in 2014. Employees participated in over 30 team volunteer activities! That’s passion!”



Angela Curley is an employee at Henkel in the USA and ambassador for corporate citizenship in the North America region.

Henkel employees met the Special Olympics athletes during the 2015 Winter Games in the USA – here at the Pratt & Whitney Hangar Museum in East Hartford, Connecticut.

USA

Henkel volunteers at the Special Olympics

Employees from Henkel in Rocky Hill, Connecticut, were there to cheer on and assist athletes in both the winter and summer games hosted by the Special Olympics of Connecticut (SOCT) in 2015. Henkel employees helped at the hand-washing station during the winter games. During the summer games, they took over the roles of marshals, lane judges and result runners during the cycling competition. Over 3,000 athletes participated during both games, which Henkel supported as a sponsor.

During the opening ceremonies of both games, the SOCT honored Henkel’s company sponsorship and participation with a plaque. “It was rewarding for all of us involved, and a great way to extend Henkel’s reach into our community,” says Mike Shannahan, who helped during both events and accepted the plaque on the company’s behalf.

The Special Olympics is the world’s largest sports organization for children and adults with intellectual disabilities. Founded in 1968, Special Olympics provides year-round training and competitions to more than 4.4 million athletes in 170 countries.



USA

Home repairs for a good cause



Henkel employees in Rocky Hill, Connecticut, teamed up with their families and local high school students to spruce up a home for a family in need.

Henkel employees in Rocky Hill, Connecticut, made helping others a family affair in May 2015: 58 volunteers, their families and local area high school students participated in HomeFront Day, spending the day repairing a home for a local family. HomeFront Day is an annual event put on by HomeFront, a community-based program that provides low-income homeowners with free home repairs. The team from Rocky Hill showed their handiness through replacing windows and lights, painting and assisting with landscaping.

“Not only were we able to help a family in need,” says Henkel employee Emily Sassman, “but we also enjoyed coming together as a team.”



Seventeen students in the seventh to ninth grades of the Heinz Brandt School in Berlin hiked over the Alps from Germany to Italy in 14 days.

Germany

Perspectives for disadvantaged students

Seventeen students in the seventh to ninth grades at the Heinz Brandt School in Berlin faced the challenge of their lives: hiking from Germany to Italy across the Alps in 14 days. This involved not only mastering each demanding stage of the hike, but also independently orienting themselves in the terrain and cooking for the group, all while working together as a team. The students were able to gain social skills that would never be part of the normal lesson plan.

This was made possible by ProFellow e.V., which Henkel has supported since 2013. The non-profit association provides support for the fellows and alumni of the Teach First Deutschland educational initiative. Supported by the “Fritz Henkel Stiftung”

foundation since 2010, the initiative’s goal is to ensure better educational opportunities for socially disadvantaged children and youths. To accomplish this, the initiative finds, recruits and trains personally and professionally outstanding university graduates to assume a two-year full-time position as temporary teaching staff as “fellows” at schools in socially deprived areas.

Every year, ProFellow e.V. organizes a project competition, in which a certain portion of the association’s funds is put toward to promoting specific educational projects of the fellows, such as the hike across the Alps. In 2015, 13 projects were selected out of 18 applications, and a total of 12,260 euros were donated.



Dr. Jost Henkel Stiftung

The aim of this foundation is to provide support in the form of a grant to hardworking students to enable them to complete their bachelor’s, master’s or doctoral degree rapidly without any financial worries. The funding program is generally open to students from all fields of study. Preferred majors include economics, social sciences, and science, technology and engineering. Henkel established the foundation in 1958 in honor of then-CEO Dr. Jost Henkel’s 25th anniversary with the company.

www.dr-jost-henkel-stiftung.com

Germany

Project career start

The “Fritz Henkel Stiftung” foundation has been supporting “ArbeiterKind.de” since the fall of 2012. The initiative, which now has 6,000 volunteer mentors in Germany, helps potential university students from families that do not have a history of higher education. It provides support from the beginning of their academic careers all the way through to the successful completion of their studies. One hurdle in their educational path is often the subsequent entry into a profession. This is why Henkel collaborated with “ArbeiterKind.de” in organizing the “Project Career Start” workshop in June 2015. Henkel employees from different professions served as mentors and passed their experiences regarding career entry on to students who were about to graduate from university or who were already actively looking for a job.





Guided by Dr. Ute Krupp (second from the right), Turkish colleague Hande Ardane (left), Dr. Barbaros Akkurt from the Turkish Chemical Society and Selen Ayganat from the Turkish Creative Children's Association learned about the experiments conducted in the Researchers' World.

Turkey

Future scientists wanted

What is glue made of? What goes into detergents? These are just two of the many questions investigated by curious elementary school children in Henkel's "Forscherwelt" (Researchers' World). Since its launch in 2011, the education project has attracted a great deal of interest in Germany and has been rolled out in Argentina, Russia, Ireland and now in Turkey. "The aim of the Researchers' World is to get children interested in science at an early age and to encourage them to ask questions," explains Dr. Ute Krupp, who runs Henkel's Researchers' World program.

Children in elementary schools around Istanbul are now taking part in the Keşif Dünyası, as the Researchers' World is called in Turkish, thanks to colleagues from Henkel in Turkey in collaboration

with the Turkish Creative Children's Association and the Turkish Chemical Society. Volunteers will visit schools and carry out simple experiments with the students.

"It's not necessary for the schools to have special chemistry labs," Krupp says. "The experiments that I have put together for our colleagues at Henkel in Turkey can be carried out in any classroom – with just a few accessories and common test materials such as vinegar, eggshells, starch, soap and potatoes." Krupp has no doubt that the initiative will be a success: "Transferring the initiative to Russia, Argentina and Ireland has turned out to be a great success. The Researchers' World is quite popular in those countries!"

United Kingdom

Going the distance for the UK Charity of the Year

Walking on hot coals, slogging through a Tough Mudder competition and collecting goods: Henkel employees in the United Kingdom are going to great lengths to support their Charity of the Year,

the Isabel Hospice. Richard Boyle raised about 140 euros by participating in a "Firewalk Challenge" hosted by the Isabel Hospice in March. "The most daunting part was collecting the money," he says. "The short walk across hot coals was the easy part!"



Richard Boyle, a Henkel employee in the United Kingdom, proudly displays his certificate after walking across a bed of hot coals to raise money for the UK Charity of the Year, Isabel Hospice.

Jessica Scott-Cooper and a team of colleagues will take on the challenge of a Tough Mudder competition in September. Scott-Cooper says she is hoping to raise about 700 euros for the Isabel Hospice during the 20-kilometer-long obstacle course.

Lisa Vardy collected clothes and other items for the hospice to sell at its second-hand store. "The hospice was extremely grateful, and we were glad to help," she says.

China

Furnishing a future

Increasingly large sections of the rural population of China have been migrating to the major cities in search of jobs. The partially abandoned villages left behind become dilapidated and lack the infrastructure needed to maintain key facilities.

Henkel employees Jens Schneider, Wilson Zhang, Jacques Liu and Kevin Gu discovered in the mountain village of Nandao in the southern part of China just how seriously such circumstances can affect a school building.

“The furniture in the local school was in a disastrous state. And many windows had no glass at all,

so that the wind whistled through the classrooms,” Zhang says, describing the local conditions.

These conditions simply had to be improved. This is why the MIT initiative, together with the “Fritz Henkel Stiftung” foundation and in collaboration with Haworth Asia-Pacific, which supplies office furniture to Henkel in China, donated 60 tables and 120 chairs for the school.

“Our project was small, but it had a great effect on the future of the children and all of the local residents,” Schneider concludes.



Plans for the future need to be well constructed: Jens Schneider from Henkel in China (left) and Ben Lee from the company Haworth Asia-Pacific worked together with other volunteers to put furniture together for schoolchildren in Nandao.

“It’s great to be a driving force in our worldwide social engagement and to witness what we can achieve together.”

USA

Lifting girls up all over the world

Being a girl often means being at a disadvantage in many parts of the world. The United Nations Foundation’s Girl Up campaign champions the rights of these girls through its global community of passionate advocates, like the Bridgewater Network of Women (B-NOW) at the Henkel site in Bridgewater, New Jersey. B-NOW members Alice Cheung and Ingrid Cole established the Girl Up Committee in 2014 to support the startup of a Girl Up club at the local Hillsborough High School.

With support of the “Fritz Henkel Stiftung” foundation, committee members act as mentors for the club members and help with fundraising and volunteering activities to raise awareness for the UN Foundation program. Cheung and Cole are now encouraging Henkel colleagues at sites all over the United States to sponsor the startup of similar clubs at local high schools and universi-

ties. “This is a great opportunity for Henkel employees and young women and men to create awareness and support girls across the globe,” Cheung says.



Henkel employees Valerie Alexis and Tom DeFazio helped raise funds for the Girl Up club by selling ice cream at a baseball game.



Heiko Held

is responsible for brand and corporate engagement and emergency aid in Henkel’s Global Social Progress department in Düsseldorf. He is also an ambassador for corporate citizenship in the Europe region.

Laundry & Home Care

Working together toward self-sufficiency

Henkel in Saudi Arabia initiated the “New Beginnings” campaign during Ramadan in 2015. For every bottle of Persil Abaya Shampoo laundry detergent sold, a donation was made to the Saudi Arabian charity organization Al Bir. The campaign

supported the “Productive Families” program, whose goal is to help women from low-income families to establish their own microenterprises.

“We believe in the great potential of these women. Through this campaign, we want to empower them and provide a platform on which they can pursue their dreams,” says Laura Brinkmann, Head of Marketing for Laundry & Home Care in the Arab countries on the Persian Gulf. The campaign followed a number of initiatives aimed at supporting women in 2014, such as the digital campaign “Arwaa Abaya,” which supported young designers of abayas.

For many women in the Middle East, the abaya, a traditional Muslim outer garment that is usually black, is an important piece of clothing in their culture. It is a symbol of the Arab tradition, and can also be both fashionable and elegant. Henkel acknowledged the significance of the abaya in 2008 with the introduction of Persil Abaya Shampoo. This liquid laundry detergent not only cleans and protects the garment’s fabric structure, but also prevents the black color from fading.



As a part of the New Beginning initiative, women will be provided with training courses to help them become entrepreneurs.

Laundry & Home Care

Invitation to nature week



Encouraging children to be environmentally conscious has been the objective of the “NaturKinder” initiative of Persil sales and marketing and the German drugstore chain Rossmann since 2013. In 2015, the initiative continued to support many schools, preschools and charitable organizations. For example, an elementary school in Mettmann, Germany, invited children to take part in a nature week during the summer vacation. Together they explored the forest habitat and caught sand fleas on the banks of the Ruhr River. The young researchers then observed the insects under microscopes in their classrooms. The week was rounded off with a rally, which took place with the slogan “Teamwork.”

Laundry & Home Care

Natural habitat for rabbits



Persil has been engaged in “Project Futurino” since 2007, promoting comprehensive nature and environmental education for children and youths. In December 2014, the initiative supported the project titled “Natural Habitats of Animals” run by the “Gänseblümchen” (daisies) preschool in Wuppertal, Germany. Around 25 children were able to enjoy the building of a natural stone wall with a variety of nesting modules. “Complementing the free range enclosure with dwarf rabbits that already existed, the wall is an additional project that will encourage children to learn to respect animals and their way of life,” says Kathrin Hennekes, director of the preschool.



Beauty Care

Motivation to the very tips

Schwarzkopf Professional's "Shaping Futures" initiative enables disadvantaged youths to build a better future by learning the hairdresser's trade.

What began in 2008 as a Japanese project with children in Cambodia developed into a global initiative just two years later. In November 2010, Schwarzkopf Professional formed a partnership with the SOS Children's Villages to bring Shaping Futures into being.

Since then, hairdressers have been teaming up with Schwarzkopf Professional trainers in cooperation with the "Fritz Henkel Stiftung" foundation to volunteer to share their experience and expertise with these disadvantaged young people. By the end of 2015, the teams will already have guided around 1,200 young people in 25 different countries through basic training in hairdressing – thus continuing on with the great successes of the past years.

All of the participants of the 2014 project in the Philippines were able to start careers as hairdressers. This was in part due to the very good cooperation with the SOS Children's Villages in the Philippines. "Continuity is the key to the initiative," explains international project manager, Véronique Reuter. "Our primary objective is not only to train the young people, but to then place them in the job market."

In order to achieve this impressive placement rate in other countries as well, these cooperations are being continuously supported and expanded. The initiative plans to broaden the scope of the project in 2016 to include other countries, such as Indonesia, Portugal and the USA.

After participating in the six-week course with Shaping Futures trainers, Sam Estinos (above) opened her own hair salon with her mother Marilyn in Lipa City in the Philippines.



Photo left: Diana Jaafar enthusiastically practices her new hairdressing skills on a model head in Jordan.

Photo right: Young refugees like Robel from Eritrea (center) got a glimpse into the world of hairdressing during a two-day course at a vocational school in Nuremberg, Germany.



Brazilian children in front of a school: The goal of the cooperation among the “Fritz Henkel Stiftung” foundation, Pritt, and Plan International is to break the cycle of poverty for children by improving their educational situation.

Adhesive Technologies From kids for kids

Supporting educational initiatives has long been a primary part of Henkel’s social-engagement activities. A successful example of this is the Spanish portal “Educar, Pegar, Volar” (Learn, Glue, Fly). Teachers can use the online resource to download lesson material and compare notes about their classroom projects. Pritt’s marketing team developed the portal in collaboration with a group of expert teachers in 2008.

ing contest, Spanish schoolchildren learned about the sometimes-difficult conditions in Brazilian schools by considering the question, “What are your wishes for an ideal school in Brazil?”



From the classroom to the schoolyard: Spanish schoolchildren built different models showing their ideas for an ideal school.

From July 2015 through September 2017, Henkel and the organization Plan International will realize a construction and educational project for two schools in Brazil. To kick off the initiative, a new aid project from Spanish schools for Brazilian schools was introduced on the portal: “Entre Escuelas” (Kids for Kids). As a part of a model-build-

From the beginning of April until mid-June, the schoolchildren came up with ideas on how the school situation in Brazil can be improved. The six to eleven year olds then discussed their concepts and created models to reflect their ideas.

With titles such as “The school of my dreams,” “This is the school every child wishes for” and “A 21st-century school,” a total of 19 schools entered models into the contest. At the end of September, a jury made up of representatives from the “Fritz Henkel Stiftung” foundation and Plan International will announce three winning models, which will serve as inspiration for the construction and educational project in Brazil.



As a reward for their creative ideas, the winning Spanish schools will be given prize money that can be used to improve their own schools. Kids for Kids therefore helps both Brazilian and Spanish children. The concept has proven to be so successful that plans to expand it to other countries are in the works.



Photo left: Nepalese villagers gather to receive much-needed clothing and construction supplies.

Photo right: After an earthquake destroyed their school in April 2015, the Shree Dugwang Primary School students have to attend class outdoors.

Nepal and Philippines

Help in earthquake regions

When help is needed after a natural catastrophe, Henkel responds quickly, providing aid through the “Fritz Henkel Stiftung” foundation.

In 2015, Henkel provided support for the reconstruction measures needed as a result of humanitarian crises caused by the earthquakes in Nepal and the Philippines.

Nepal

The effects of the severe earthquakes in Nepal in April and May 2015 were initially difficult to judge. According to the preliminary estimates of the United Nations, approximately eight million people were affected, and it is estimated that over 8,000 people lost their lives. There were shortages in water and food supplies in the country, and the situation became even more dire as a result of the continuing aftershocks.

The “Fritz Henkel Stiftung” foundation immediately provided emergency financial aid that was urgently needed. Now it continues to support the projects of Henkel volunteers who are involved in reconstruction measures in the country.

Hock Guan Tan, a Henkel employee in Malaysia, is working on one such project. In collaboration with the nonprofit organizations Grace Community Services in Malaysia and Reach Nepal, Tan worked to provide building materials, mosquito nets, clothes and food for earthquake victims. He joined a group of eight other volunteers from Grace Community Services to distribute the supplies and assist with rebuilding in two regions in Nepal in July 2015.

Henkel colleagues in New Zealand also raised money to help rebuild the Shree Dugwang Primary School in central Nepal, which was destroyed during the earthquake. The disaster hasn’t stopped the

school from providing lessons, though: The 164 students currently attend classes outdoors when the weather permits. Construction is planned after the monsoon season ends in October.

Philippines

Nearly two years have passed since the Philippine island province of Bohol was rocked by the worst earthquake the country had seen in over two decades. Many communities are still struggling to rebuild, which inspired 42 Henkel employees in the Philippines to work with Habitat for Humanity to assist with construction efforts. During a trip to the region in January 2015, the volunteers provided active support in building 12 houses, thus laying the foundations for life after the earthquakes for the families.



“Our employees’ enthusiasm for volunteering, especially in times of emergency, is so inspiring!”



Chris Chun is an employee at Henkel in South Korea and ambassador for corporate citizenship in the Asia-Pacific region.

Henkel volunteers Jennifer Aquino, John Bustamante and Vance-Joseph Alorro (from left to right) were happy to help with rebuilding efforts in Bohol in the Philippines.

Photo left: Kirsten Sánchez Marín (left) with Düsseldorf Mayor Thomas Geisel (third from left) and other alliance partners at the tree planting at the Golzheim Cemetery.



Photo right: With their creative slogans, the people of Düsseldorf show how important this replanting project is to them.



Germany

New trees for Düsseldorf

The storm named “Ela” left a trail of devastation in June 2014 and damaged around 60 percent of the trees in Düsseldorf’s gardens and parks. Whether in the Hofgarten, Elbroich Park or Grafenberg Forest, the damage done by the storm is still evident today. To restore Düsseldorf’s natural beauty for

the next generations, the city drew up a reforestation plan.

The “Fritz Henkel Stiftung” foundation also took initiative and formed an alliance named “Blickwinkel Ela” (The Ela Perspective) with other companies and associations. The alliance made a total of approximately 125,000 euros of foundation funds available for cleanup efforts and new plantings in various parts of the city. Additional donations have now increased the funding amount to 140,000 euros. “Contributing to the restoration of the destroyed greenery in Düsseldorf is a matter dear to our hearts at Henkel,” explains Kirsten Sánchez Marín, Director of the “Fritz Henkel Stiftung” foundation. “In cooperation with the foundation, Henkel is glad to help Düsseldorf rebuild to ensure that it will remain a ‘Gartenstadt’ – a city of gardens – for the coming generations.”



Fritz Henkel Stiftung

If you also want to privately support emergency aid through the foundation after a natural disaster, you can do so through a donation. Please also mention the designated use and include your complete address in the bank transfer so the foundation can send a donation receipt to you for donations starting at 200 euros.

Our bank information is:
 Fritz Henkel Stiftung
 Bank: Degussa Bank, Frankfurt am Main
 IBAN: DE 87 5001 0700 0003 9051 64
 BIC: DEGUDEFFXXX

As early as January 2015, partners in the alliance rolled up their sleeves and dug in with Düsseldorf Mayor Thomas Geisel. Planting five young linden trees on the Golzheim Cemetery was the starting signal for numerous other planting projects, informational events, and fundraising efforts. Since then, the alliance has been working together to recreate the city’s natural beauty.

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Outlook

Europe

Support for refugees

Hundreds of thousands of refugees have been streaming into Europe, and many of them are seeking shelter in Germany.

In order to welcome refugees in Düsseldorf-Holthausen, Henkel employee Rüdiger Schleuter (photo) spent time with other volunteers in August putting 300 beds together in several large tents. Now he volunteers at least two hours each day supporting the German Red Cross with organizational tasks. "Helping others is very important to me," Schleuter says. He also encourages others to volunteer to support refugees.

Volunteers can send an e-mail to Henkel to request information on how they can help: corporate.citizenship@henkel.com



Worldwide

Building together

Viktoria Rudaru, her four children, and her grandson George have been living in their new house in Corlătești, Romania, since May 2014. The 20 volunteers from Henkel's Infrastructure Services in Germany who built the house with Habitat for Humanity are trendsetters: A new group will be traveling to Romania in October to build an apartment building for families in need. Colleagues from the Adhesive Technologies business area Consumers, Craftsmen and Building will also support the initiative in Romania with products and volunteers in 2016 with the long-term goal of rolling out the program globally.



Worldwide

International Volunteer Day

To mark International Volunteer Day on December 5, Henkel sites around the world have planned activities for the beginning of December to mark the day. For example, donation drives in Scottsdale, Arizona in the United States and in Vienna are planned. Local colleagues can donate items such as clothing and food, which will be given to people in need.

Started by the United Nations in 1985, International Volunteer Day is intended to offer more visibility for volunteer organizations as well as volunteers.

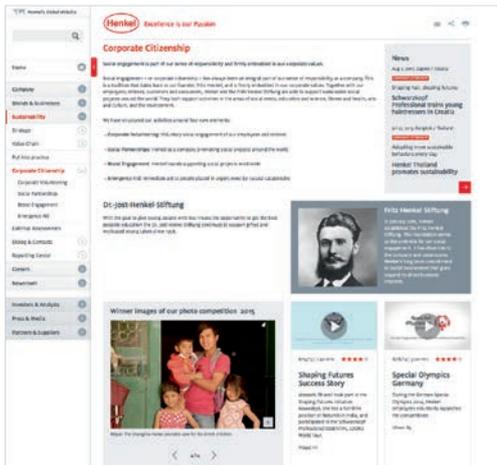


Germany

Special Olympics 2016

Save the date: The next Special Olympics Deutschland summer games will be held on June 6 to 10, 2016, in Hannover, Germany, and Henkel employees are welcome to join as volunteers.

During the last summer games in Düsseldorf in May 2014, over 50 volunteers from Henkel were there to help some of the 4,800 athletes with intellectual disabilities. If you are interested in volunteering in Hannover, send an e-mail to: corporate.citizenship@henkel.com



This issue of Together is also published in the Henkel app.



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