



Henkel Smile

Henkel

henkel-smile.com

2006/07

Henkel employees and retirees are doing good deeds throughout the world. The MIT Initiative helps them in their efforts. | **Page 4**

Henkel sponsors educational programs in support of children and young people everywhere | **Page 24**





EDITORIAL

Connecting continents, bridging generations – through friendship

Have you seen the little girl with her dog on the front cover of this issue? The two make a happy team – good friends that nothing and no one can bring asunder.

We at Henkel consider friendship to be a gift of great value. And we are proud and delighted that millions of young and old people throughout the world are so loyal to our brand-name products that the term ‘friendship’ could also be applied here. For this fits exactly with what Henkel as a company strives to be: A Brand like a Friend. Nowhere is this commitment more manifest and heart-felt than in the activities undertaken within the Henkel Smile program.

In many countries, we help people to overcome desperate situations, to get an education, to take control of their lives despite their often extreme social or health problems, and to find some kind of joy in their existence. Many whom we have helped to help themselves regard us a friend, one they can trust and who will stay by their side. This is a major

responsibility, of that there is no doubt, but it is also one that gives us wings. Because what could motivate us more than the many major and minor successes that have emanated from our corporate social engagement?

I sense this inner drive particularly amongst those of our employees and retirees who are involved with our MIT Initiative. In regions plagued by extreme poverty, they build schools and organize medical care for thousands. In Europe and the USA, they work as volunteer support staff for sick and disabled people. Or they are active in kindergartens, sports clubs and schools, ensuring that ‘their’ children and young people get the support they need. From the bottom of my heart, I thank you all for your selfless commitment – you are the motor driving the Henkel Smile initiative.

Sincerely yours

Kasper Rorsted

Member of the Management Board

2006: Henkel's Year of Innovation

The company's perception of itself is reflected in our core claim ‘A Brand like a Friend’. Thanks to innovative ideas and problem solutions, Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. We are also committed to this philosophy in relation to our corporate citizenship program. This 2006/2007 edition of Henkel Smile shows how successful Henkel has been in meeting our self-imposed challenge.

Henkel is active in three strategic areas of competence: Home Care; Personal Care; and Adhesives, Sealants & Surface Treatment. More than 50,000 employees work for Henkel worldwide. People in approximately 125 countries around the world trust in brands and technologies from Henkel. Today, Henkel is the world number 3 in the laundry and home care market, among the global top ten in cosmetics and toiletries, world market leader in consumer and craftsmen adhesives, and also world market leader in the field of industrial and structural adhesives, sealants and surface treatment technologies. In order to secure and expand these positions, Henkel is putting its faith into the innovation

capabilities of its employees. 2006 will remain in the corporate memory of Henkel as the ‘Year of Innovation’ – with more than 60,000 ideas from the workforce offering improvements in all fields and areas of activity. Innovative thinking, speed of reaction and the utmost flexibility are required not only at work but also in volunteer projects. One living example of how professional success and social commitment go hand in hand is provided by

Joseph Hüttner. He was the winner of the valuable Excellence Award, HW Infrastructure Services, for his innovative logistics concept in relation to the railway and shuttle transport operations occurring at the Düsseldorf site. At the award ceremony, Hüttner launched another innovative idea: he donated the full amount of the prize money to three children's projects from the MIT Initiative with which he has been specifically involved.

- 1. We are customer driven
- 2. We develop superior brands and technologies
- 3. We aspire to excellence in quality
- 4. We strive for innovation
- 5. We embrace change
- 6. We are successful because of our people
- 7. We are committed to shareholder value
- 8. We are dedicated to sustainability and corporate social responsibility
- 9. We communicate openly and actively
- 10. We preserve the tradition of an open family company

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Henkel Smile

Our contribution to a better world

The assumption of corporate social responsibility and community involvement are traditions long anchored in Henkel's history.

Henkel's social commitment – our international corporate citizenship – as implemented under the Henkel Smile umbrella constitutes the societal pillar supporting our CSR strategy. With the Henkel Smile program, we want to convert our vision to be 'A Brand like a Friend' into fact. Henkel is aware of its position in society and assumes the associated responsibilities as an active and committed co-member. We want to help in the solution of social and societal problems through a flexible, targeted and partnership approach.

By supporting the involvement of our employees and retirees, we ensure that our assistance is channeled to where it is needed most. Similarly, we involve our brands and technologies and also our business and

sponsorship partners actively in such undertakings, constantly launching new initiatives and collaborations in the process.

Henkel supports projects under the headings 'Social Welfare', 'Schools and Education', 'Art and Culture', 'Sport and Health' and 'Environment'. There are four modules available for project implementation. Under **Community Involvement**, we specifically promote projects affecting the sites of Henkel worldwide. Via the **MIT Initiative** (MIT = Make an Impact on Tomorrow), Henkel supports charitable projects in which our employees and retirees are involved as unpaid volunteers.

Support may take the form of money, materials or the release of employees from

their company duties on full pay. Through **Corporate Donations**, the company sponsors social initiatives and public institutions with financial resources and/or in-kind and product donations. This is done at both the national and international level in accordance with our donor profile. **Henkel Friendship Initiative e.V.** is a charitable association whose remit is to

provide aid to people in need throughout the world in a fast and non-bureaucratic manner. Private individuals can also channel financial

support for specific projects through the Henkel Friendship Initiative. All donations are paid out in full to those who need them most – i.e. Henkel assumes the associated administrative and ancillary costs.

Our aid gets to
where it is needed

Award for MIT ideas

The support provided by the MIT Initiative encourages many of the older members of our Henkel community to engage with society. This key motivation emanating from MIT has been recognized by the Körber Foundation with its Ideas Award, conferred as part of the

transatlantic ideas competition 'USable 2006'. The jurors recognized MIT for its ability to provide Henkel's employees with "a creative transition into active retirement". The Körber Foundation is a private, charitable institution that offers a platform for individuals wishing to become involved in politics, education, science and the promotion of

international understanding. The essential purpose of its projects is to encourage citizens to actively participate in social discourse. In 1998, the Foundation established its 'USable' transatlantic ideas competition with the aim of bringing future-viable concepts to the fore and helping people to pursue a path of social involvement.

The MIT Initiative starts its tenth year!



Top // Two of more than 42,000 children throughout the world who have benefited from support by the MIT Initiative.

Left // Christa Büchler (right) and Nadine Hellhammer oversee administration of the entire range of MIT activities.



When the MIT Initiative was established in the fall of 1997, Christa Büchler – then as now the overseeing project manager – hoped to receive “20 applications or perhaps a few more”. She had no idea what she was letting herself in for.

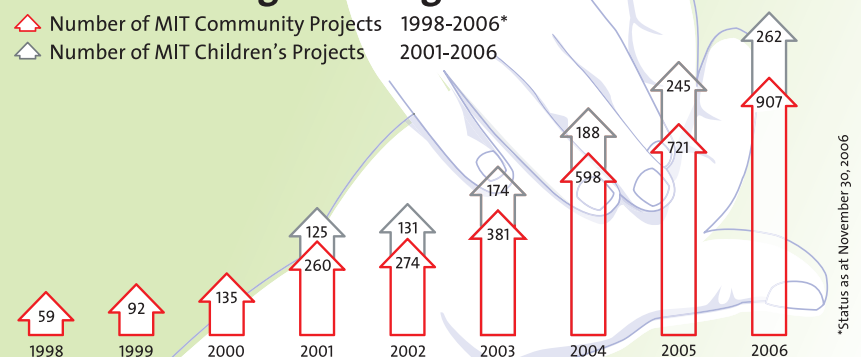
In the very first year – 1998 – these expectations were far exceeded: Henkel employees and retirees submitted around 60 applications requesting support for the organizations and initiatives in which they were involved on an honorary basis. Today, nine years after the founding of the MIT Initiative, there have been more than 1,125 MIT-supported children’s projects and more than 3,800 MIT-backed community projects, all benefiting either financially or through in-kind and product donations. “At the beginning, the activities of MIT were restricted to the Düsseldorf site, but employees and pensioners from throughout Germany were soon beating a path to our door,” recounts Christa Büchler. “Today, Henkel people from throughout the world are providing help to disadvantaged children and the socially marginalized. Theirs is the motive force causing MIT to describe ever widening circles.” 2007 marks the tenth MIT year in the more than 130-year history of Henkel as a

company. “This small anniversary year will provide us all with new momentum,” Christa Büchler is sure. She is not willing to risk a forecast as to how many applications are likely to land on the MIT team’s table in the course of the year. “It could well be that our employees and retirees will once again beat my top estimate...”

MIT Community Projects

Since 1998, Henkel has been supporting the social, charitable, cultural and ecologically aligned undertakings of its employees and retirees through the MIT Community Projects initiative. Funding for these is provided in accordance with the specific criteria governing the provision of MIT aid.

MIT Initiative growth figures



262 Children's Projects in 2006



Project/Henkel Region	Number of Projects	Schools and Education	Health	Social Welfare	Culture, Leisure and Ecology
Germany	53	13	4	16	20
Europe	75	17	27	19	12
Asia	24	8	7	6	3
North America	45	13	4	22	6
Lain America	15	1	7	7	0
Mercosur	27	9	5	11	2
Middle East, Africa	23	8	9	6	0
Total Number of Projects	262	69	63	87	43

Unlike the funding given for MIT Children's Projects, this support is not limited to a specific age group. Hence the range of project types aided in this way is broad indeed, extending from care for the elderly and assistance for schools to local anti-racism projects and support for volunteer fire brigades. **The decision-making process:** National MIT committees meet four to five times a year. **Maximum grant:** 5,000 euros per project. Applications for MIT Community Projects can be submitted to the national MIT committee in the course of the year with no fixed deadline.

MIT Children's Projects

Each year, the company sets aside 1 million euros for children's projects. In the main, these international initiatives involve working with schools, training institutions, orphanages, children's homes and hospitals, the provision of therapeutic and rehabilita-

tion facilities, anti-drug campaigns and the prevention of violence. However, cultural undertakings such as children's musicals and theater projects may also be sponsored, as are projects dedicated to helping the world's street children. **The decision process:** The international Children's Projects Jury convenes once a year – from 2007 this will always be in January – in order to go through the new applications and decide on the funding levels appropriate in each case. **Maximum funding:** 10,000 euros per project. Christa Büchler and her staff are hoping to receive all applications for grants for next year's MIT Children's Projects in the period from October 1 to December 15, 2006. Applications submitted later than December 15 will not, unfortunately, be considered for 2007. The application deadline for MIT Children's Projects for 2008 will then run from October 1 to December 15, 2007.

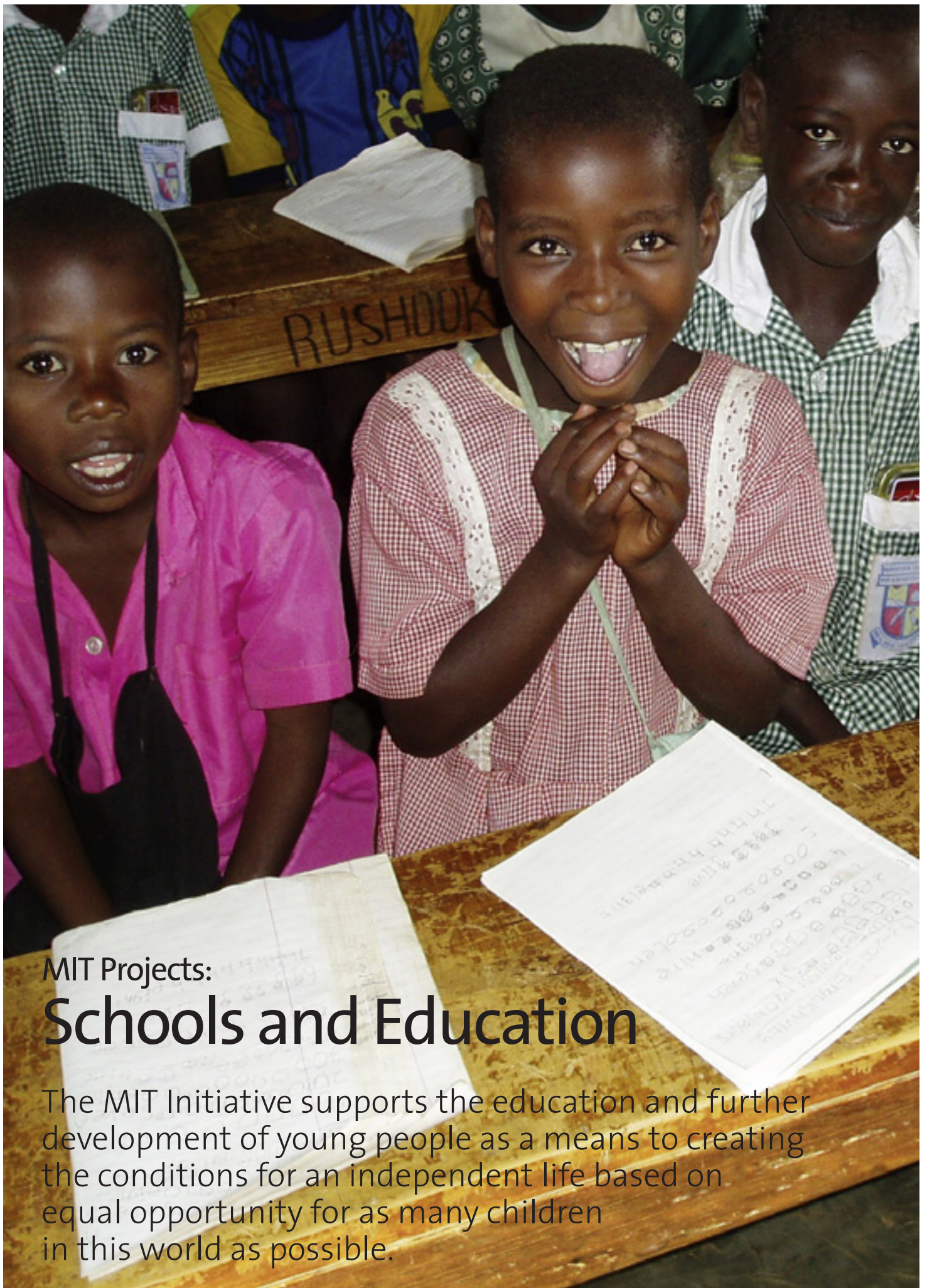
Contacts

Application forms can be obtained free of charge from your local MIT contact, from the Henkel intranet or from Christa Büchler • Henkel KGaA • Building A 05 • 40191 Düsseldorf, Germany • phone +49 211/797-4661 • e-mail: christa.buechler@henkel.com

Criteria for MIT Initiative support

The purpose of the MIT Initiative is to promote the social involvement of Henkel's employees and retirees throughout the world. The MIT Initiative Committee has therefore formulated a set of criteria to ensure that this voluntary activity in its many facets receives the support it deserves:

- The involvement of the applicant must be non-remunerative.
- The employee or retiree must apply for support in writing. The decision of the MIT Committee or international Children's Projects (CP) Jury is final.
- The amount of time and effort the applicant dedicates to their voluntary involvement shall be key in determining resource allocation.
- Henkel will provide start-up funding but shall not commit to regular financial assistance. The support delivered is designed to help people to help themselves.
- Further funding is, however, possible where this is important for the project on sustainability grounds and will lead to important further development. However, such further sums granted shall not equate to the maximum initially available.
- The temporary release of employees from their workplace duties shall be decided upon by the MIT Committee on a case-by-case basis.
- All monetary, product and in-kind donations approved by the MIT Committee/CP Jury are to be provided directly to the institution for which the applicant is working on a volunteer basis.
- The MIT Committee requests that employees provide regular feedback viz.: For what purpose has the support been used? Has the project made progress as a result? The provision of photographs, brief reports written by the applicant, newspaper clippings or other documentary 'evidence' is a general requirement. As a rule, the pleasure and joy generated by the support given by the company is such that applicants/volunteers are both proud and delighted to report back on how the funding has been utilized.



MIT Projects:

Schools and Education

The MIT Initiative supports the education and further development of young people as a means to creating the conditions for an independent life based on equal opportunity for as many children in this world as possible.

Reading and writing

BANGLADESH // Henkel pensioner Rita Fritzsche is constantly trying to ensure that children from poor families in Bangladesh get to go to school.

Rita Fritzsche is a generous soul who works in the administrative office of the 'Lichtbrücke' [Bridge of Light] association in the little German town of Engelskirchen. This Henkel retiree is responsible for the post, collects donations in kind for the tombola of the annual Lichtbrücke Christmas Bazaar and sells the association's calendar in the local churches. Thus she helps to drum up money for various 'Bridge of Light' projects. "We have made it our task to alleviate the need of people in Bangladesh," says Fritzsche. And the association is currently being supported in this endeavor by the MIT Initiative.

"One focal point of our work lies in providing the population with water filters so that they have clean water to drink. We also support the construction of schools for children in the slums and the underdeveloped rural regions, always working in harness with reputable local organizations. One of our partners is ADAMS, the Association for Development Activity and Manifold Socialwork. At the moment we are helping ADAMS in the construction of small elementary schools in the villages of the Mollahat district in the south-west of the country. Not even a third of the people there can read or write, and that is something that we want to change."



Library in a box

MIT Initiative finances class libraries for the fifth-grade students of the Geschwister Scholl high school in Düsseldorf.

GERMANY // Peter Honermann, a teacher at the Geschwister Scholl high school, cannot hide his delight: "By the summer holidays, each child from the four fifth-grade classes of our school had, on average, read at least four books – and without any pressure! Even some of the boys who had previously never read a book from cover to cover were unable to resist our new reading box." The school was able to acquire the well stocked reading boxes – one for each fifth-grade class – thanks to a donation made by the MIT Initiative.

"At the beginning of the 2005/2006 school year, each class sent some students off for a book-browsing afternoon in a bookshop," explains Birgit Lindenau, whose oldest daughter Leonie had just arrived in class 5C of the Geschwister Scholl high school. "With the help of the German teacher and some parents, the kids then selected the books to be included in the class reading boxes. The MIT donation was sufficient to ensure that the boxes were filled

and that all the children would be able to take out at least one book on loan at any given time."

Under the guidance of Birgit Lindenau, a member of staff at the Scientific Information unit of Henkel Research, the students themselves devised the lending system – all very professional with lending cards and signatures on labels on the back covers of the books. "The children got the hang of it in no time at all," said the librarian full of admiration. Throughout the year, during their German lessons the children told of their favorite books, recommending them to their fellow students with enthused phrases such as: "This story is so exciting you just have to read it!"

Once awakened, the passion for reading is unquenchable. "Can we please have more books?" asks Leonie hopefully. "We are all one year older now and in the sixth grade. We have already made a list of the books that we would like to read."



Learning under the big top

GERMANY // In the 'Rainbow School', there are some unusual subjects on the curriculum – including acrobatics, clowning and animal tricks.

"Come with us into the exciting world of the circus!" sing the small performers of the 'Regenbogenschule' in Erkrath (Germany) at the top of their voices. For weeks, the children of grades 1 to 4 have been preparing for their big performance. Now they have mastered the high wire and the trapeze, floor acrobatics and bareback riding. Some of the smaller artists run around the ring as clowns, while others show off some

pretty nifty animal tricks – making dogs jump through hoops and doves fly across the big top. It all ends with deserved thunderous applause – they've done it! Just before the performance, many of the kids had butterflies in their tummies, including little Lena Marie: "I was really excited! My tummy was turning over like mad."

Yet everyone is agreed how wonderful it can be when you succeed in doing something as a team. They were supported by the Casselly circus family, Henkel employee Michael Heyer and the MIT Initiative.

A dad who likes to kid around

USA // “Without the Stony Creek school and Henkel’s MIT Initiative, my children would never have got this far.” Michael Pierce works for Henkel Electronics, Irvine, California, and lives with his wife Lori and their two children Erin and Matthew in a suburb of Chicago. “When Erin was three years old, we enrolled her in the early support program of the Stony Creek school to help her with her speech problems, motor skills and learning difficulties. Later, Matthew was also enrolled in the program,” reports Pierce. “My wife and I were so impressed by the amazing help given to our children that we decided to get involved with the school.” Pierce founded the ‘Friends of District 126’ committee with the purpose of fighting against cutbacks in the school budget proposed by the local authority. Later he worked as an elected representative or ‘regent’ on the school’s board of governors. His children have now successfully completed the early support program, but Michael Pierce continues to offer his time as a volunteer. He reads to the children, assists them in their motion training and, as he himself says, “spends a lot of time being a father figure who himself likes to play around and behave like a big kid.” The MIT Initiative has been supporting his involvement for the last two years – by helping the school purchase computers, children’s bikes, sand and water play tables, and other educational materials. In addition, the MIT Initiative has provided support for the education of the parents in order to enable them to better help their children.



Giving kids a chance

Henkel pensioner Reinhold Raschkowski has been working for years on the expansion of the Betesda school in Peru.

PERU // Life could be so beautiful in Ilo. This harbor town in the south of Peru is on the Pacific rim, so the climate is mild and pleasant throughout the year. However, in the poorer quarters of the town, people are fighting for survival on a daily basis. “A good school education is the only way for people to escape the deprived living conditions of the slums,” declares Henkel retiree Reinhold Raschkowski, a man who has been involved in school pro-

jects in Peru for many years now. The ‘Christian Community of Ecclesia Langenfeld’, of which Raschkowski is a member, supports the Christian Betesda school in Ilo and has provided scholarships for many of its students. Raschkowski, who was involved right from the start in the construction of the school, is delighted that the MIT Initiative has also made a donation for the second building phase, enabling the school to be further expanded.

Escape from the slums

Craft lessons in Berlin

GERMANY // In Rossdorf, right at the center of Germany’s picturesque Altmark region, lives Henkel retiree Christel Fehlberg. In this rural idyll, the hustle and bustle of federal capital Berlin seems to be remote indeed. Yet it is less than one hour away by car – near enough for Christel Fehlberg to be constantly concerned about the difficulties facing Berlin’s Justus von Liebig elementary school. “The 300 students come from a wide range of different cultural backgrounds,” reports Fehlberg. “Many children at this school are growing up in difficult family circumstances and in the social powder kegs of the Kreuzberg and Friedrichshain districts.” In order to facilitate the integration of all students and promote their interpersonal skills, the school proposed to offer weekly craft afternoons during the second half of the 2005/2006 school year. However, it became apparent that not all the parents were able to pay the



small contributions toward the cost of the materials used. Fehlberg, who collects chestnuts, acorns, leaves and other natural materials for the craft afternoons from around her home in Rossdorf – as well as helping as a teaching assistant – asked the MIT Initiative for support. The requested donation from Düsseldorf was quickly dispatched so the school was able to offer the children all the craft materials for free. “It’s wonderful to see how much joy the children get from making things with their own hands,” beams the retiree.

Making magic: the elementary school crafts afternoon.



Henkel retiree Hartmut Schanz helps the Leguruki vocational college to secure its water supply.



Young people learn practical skills at the Leguruki school.

Water from their own well

AFRICA // For years, Henkel retiree Hartmut Schanz has been involved with the charity Aktionskreis Ostafrika e.V., and specifically the King'Ori Education Center, a vocational college in the north-east of Tanzania near Kilimanjaro. "In the last six years, the school has trained more than 1,500 young people as craftsmen and technicians, and we have supported over 300 of them with donations and scholarships, enabling them to complete their training with a state-recognized diploma," reports Schanz. "Despite financial aid and expertise provided by Aktionskreis Ostafrika, the college is constantly faced with difficulties. Many of its students come from families who grow coffee for a living. Because the world market prices for coffee are constantly falling, the families are unable to save up enough money to pay the college fees. Consequently, the school itself is

unable to pay for training equipment and materials from its own funds, nor can it improve its technical services." One of the major concerns for students and teachers alike is the inadequate water supply. "The students spend hours every day bringing the necessary water to the college in buckets," explains Schanz. For his seventieth birthday, Hartmut asked his family and friends to donate money for the construction of a deep well. "The MIT Initiative also supported the project with a large donation," the pensioner is quick to add in gratitude for the encouragement provided by his former company. "But I was particularly delighted that the winners of the HW Excellence Award also helped us. Josef Hüttner and his team donated part of their prize money for the construction of the well. The next time I visit Leguruki, we will start on the drilling work."

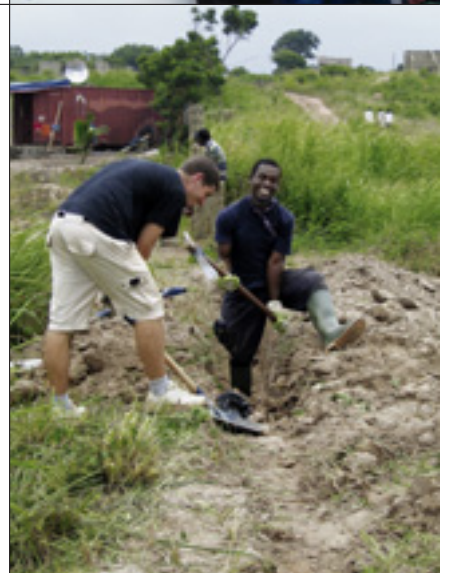
Reaping what they sow

GHANA // Kolping campaign for ecological and sustainable agriculture in Ghana.

Henkel trainee Ingmar Zelfel is not only involved in the Kolping activities of his parish but also works as a volunteer for the local Kolping Association for Social and Developmental Aid. In the summer of 2006, he flew with nine other young people to Ghana to spend three and a half weeks there working on two agricultural development projects run by the Agricultural Rural Association (A.R.A.). "The A.R.A. is a non-governmental organization. In 2005 it was awarded by the Ghanaian Ministry for Development for its activities in relation to environmental protection and sustainability," explains Zelfel. "The two projects in which we were involved are located in the Agona Swedru region to the south of the country. First we helped with the building work for a new agricultural college and training center. Once this center is finished, it will provide young people with invaluable qualifications in agriculture and forestry." The second project took the group to the village of Biakba: "There we helped the villagers to plant banana and mango trees," reports Zelfel. "The harvest from the new plantation will not just help them to subsist but also provide valuable commodities for sale elsewhere."

Atomic Café: more energy to learn

GERMANY // The children who, in the summer of 2006, switched from elementary school to high school education are the first generation of Germans who will be taking the exams for their 'Abitur' – the high school graduation certificate – after just 12 school years. That's one school year less than before and it means more afternoon lessons throughout that entire period. The Otto Hahn high school in Monheim on the Rhine did more than just re-write its curricula. "We wanted to prevent the students from being tempted to eat unhealthy junk food from the nearest kiosk – or indeed having to endure rumbling tummies during their afternoon classes," explains Henkel employee Andreas Lange. His daughter Jessica is currently in the eighth grade of this high school and he and his wife are involved in the parent-teachers' association. "So, we converted one of the assembly rooms into a cafeteria. There the children are able to purchase drinks, fruit, sandwiches and small snacks at very reasonable prices." The money for the conversion, installation of a kitchen and the attractive bistro-style fixtures and fittings was provided by the MIT Initiative. The school has christened its cafeteria 'Atomic Café', a humorous reference to the chemist and Nobel prize winner Otto Hahn, after whom the school is named.





MIT Projects:

Health

Healthy kids enjoy life more.
Throughout the world, Henkel supports
projects involving the care, treatment,
protection and rehabilitation of children.

No fear of hospitals

The MIT Initiative supports 'fun and play' projects for small patients in France and Germany. In the Slovakian Republic, Henkel contributes to the cost and the activities of 'clown doctors' in the University Children's Clinic of Bratislava.



SLOVAKIA/France/GERMANY // At first, the little boy is taken aback at the sight of the two visitors in their white scrubs – especially as they are wearing the obligatory masks that everyone in the hospital has to don. Suddenly he spies the funny red nose and the crumpled beret. He beams: “You’re not doctors, you’re clowns!” Most of the children on the cancer ward of the University Children’s Clinic of Bratislava have been debilitated by chemo and radiotherapy. Yet when the clown doctors come and do their ‘funny business’, the children forget their aches and pains. The clown doctors are warm-hearted actors who have been especially trained to interact with seriously ill children. They also support the neurological, orthopedic and urological clinics – all to make sure that these small patients have something to laugh about a little more often. Operating through the MIT Initiative, Henkel Slovensko has made a sizable donation to the project. Thanks to this support, the clown doctors can visit more frequently and even bring small gifts – for example balloons and T-shirts with the Henkel Smile logo, not to mention Pritt

Laughter is the best cure

sticks and other Henkel products for the children to enjoy.

Laughter helps you get better – and it is this knowledge that also drives the eight volunteer ‘fun managers’ of the association ‘Epi de Lumière’ of Montluçon in the Auvergne region of France. There is always something going on in the children’s ward of the Centre Hospitalier de Montluçon – the association has been offering a wide range of leisure activities there since 1992. “We provide the children with toys that excite their imagination or simply help them have fun,” explains Henkel employee Jean-Claude Clément. As a volunteer, he coordinates the publicity work of the association, offering its credentials to potential sponsors. “We engage clowns, magicians and musicians who then turn up at the children’s ward. They will also entertain children who are bed-bound,” explains Jean-Claude Clément, who not only arranges the performances but also helps with the collection of donations. “We organize birthdays and public holidays such as Easter, Halloween and Christmas so that the children can celebrate as if

The ‘clown doctors’ bring fun into the hospital.

they were at home with their family and friends. Our objective is to remove children’s natural anxiety at being in a hospital and keep them from getting bored by playing fun games with them. We want these little patients to be as happy and to enjoy life as much as possible – also because this can often help them to get better. We know that not every illness is curable, but here again we hope that, by playing with the children, we can make it a little easier for them to live with their affliction.”

A similar association in Düsseldorf, Germany, the A.I.D.S. (the abbreviation means ‘Solidarity in Serving Others’) under the chairmanship of Henkel retiree Elisabeth Nellen, is just as heavily involved in the pediatrics ward of the University Clinic. The charity organizes summer parties, ensures that Santa Claus is always there to surprise the children with presents, and throughout the year provides for entertainment and distraction from the daily hospital routine.

Wheelchair users have the edge

GERMANY // Taster course in sitting volleyball reveals sporting talent among children and young people with walking disabilities. For once, wheelchair users were able to compete on a ‘level playing field’. In September 2006, the German Disabled Sports Association – aided by the MIT Initiative – held a sitting volleyball taster course for children and young people with walking disabilities. This was supported by Henkel employee Thomas Renger, who not only helped to prepare the one-day course but also took part in it as a trainer. “It is important to demonstrate to disabled children what possibilities there are for them in disabled sports,” he enthuses. He has also carried a walking disability from his childhood and has been playing sitting volleyball for many years. He is a member of the executive

committee of the Standing Volleyball/Sitting Volleyball department within the German Disabled Sports Association. “Children who take part in competitive sports are extended not only physically but also psychologically. This makes them better prepared for the challenges that they are likely to face in the future,” he explains, no doubt citing from his own experience. The children were delighted with the taster course. “It was a great feeling for everyone to find out that, in sitting volleyball, their disability in no way puts them at a disadvantage,” reports Jens Faerber, co-trainer of the national youth team, who looks after the children together with Renger. “Quite the contrary in fact. Compared to the able-bodied players, practiced wheelchair users are able to move much more easily and confidently over the court.”





1,000 children in nine days

Every year it's off to Nepal. And for the seventh time running, Henkel employee Susanne Lücker and friends organized the transportation of aid to Nepal. As in the previous years, the MIT Initiative helped with money, materials and Henkel products.

NEPAL // "In November we – a group of around 20 friends and acquaintances, including pediatricians, internists and medical students – set off to Katmandu. Some of us stayed there while the others moved on to Chitwan National Park," reports Susanne Lücker. "This time our cargo included a mini clinic with a number of stethoscopes, medicines, vitamin tablets, blood pressure meters, oxygen saturation meters, fever thermometers, tape measures, scales, a hemoglobin meter for determining hemophilia, bandages and dressings, plasters, syringes, first-aid kits, toothbrushes and also toys to enable us to 'sweeten up' the children for the examination."

As in past years, the helpers once again visited the Tibetan refugee camp near to the northern frontier of Nepal in order to examine the new arrivals. "Another stop-off point along our tour was a small private orphanage – the Orphan Children Rescue Center. This looks after around 40 children to whom we also provide medical care," explains Susanne Lücker recalling her heavy Nepal itinerary. "In a small clinic in the Katmandu valley, we examined children and adults who had made their way there. And we provided the local medical personnel with further training. We also visited various religious establishments in order to examine the boys and

girls who are being trained as nuns and monks." Lücker and the rest of her team visited several schools and other orphanages. "In all, we were able to provide medical care to over 500 children," she calculates. "The other team also examined around the same number of children and young people in the Chitwan National Park." In 2007, Susanne Lücker wants once again to spend part of her annual leave helping the children in Nepal. She and her good friends are already planning their eighth aid convoy.

For several years now, Susanne Lücker (above) has been traveling to Nepal in order to provide children with at least some medical care.

A village in Thailand, a home in Kenya

THAILAND/KENYA // Six years ago, Henkel retiree Karl Morsbach and his wife Tassanee established the Baan Gerda village about 280 km north-east of Bangkok as a refuge for HIV-positive orphans. Today, it accommodates more than 70 children and young people in nine family communities. Their various foster parents are likewise carriers of the AIDS virus but, like the children, are in good condition thanks to the expert medical care that they receive. Some time ago, UNESCO recognized the village as a model project for the care and support of parentless children who are ill with the AIDS virus. In November 2006, Germany honored Tassanee and Karl Morsbach for their volunteer work by awarding them the Grand Cross of the Order of Merit.

Similarly, since 2003, several employees of Henkel Kenya Ltd. have been looking after the AIDS orphans of the Bethsatha Children's Home in the west of Kenya. The orphanage – initially no more than a hut without any proper floor – was established in 1998 in a region in which a shocking number of people were ill with and dying from AIDS. Supported by the MIT Initiative, the home housing



33 boys and girls was extended to include separate dormitories and sanitary facilities. "In order to support the children in the best possible way, they receive not only loving care and comprehensive medical support but also a school education," explains Henkel employee Julie Wagana.

From the idea to the deed

UK // MIT Initiative supports the St. Christopher's Shared Care project.

Individual assistance for families with disabled children – that is the objective of the St. Christopher's Shared Care program. Alan Hanbury, an employee at Henkel Limited of Hatfield, is a volunteer helping to promote this project organized by the Children's Society. "St. Christopher's Shared Care is an initiative designed to help children and young people with physical or mental disabilities," explains Hanbury, delighted that the MIT Initiative was able to match his own personal involvement with a substantial donation for the project. The officials and volunteer helpers encourage the young people with their disabilities to communicate with their environment and to express their wishes and desires. Hanbury: "We support them in their efforts to convert their own ideas into deeds. Small successes help them to develop both trust and self-confidence."





Blind yet happy

In Germany and Austria, Henkel Smile supports projects that help unsighted children and adults to gain more quality of life.

Learning by playing: early support for unsighted children.

GERMANY/AUSTRIA // Going blind is a tough process to have to cope with. Many years ago, Henkel retiree Bodo Mundt experienced that very situation. “At that time, I was given support by the BSV – the German Association for the Blind and Visually Impaired,” explains Mundt. “In the meantime, I have become involved in helping others who suffer from blindness.” At the moment, he works in the Schleswig-Holstein regional executive of the BSV and heads up the district association in the town of Norderstedt. “We give a hand to the local people around here who have lost their sight and need to come to terms with their specific life situation. We show them new perspectives, give them courage and build their confidence for the future,” says Mundt. “We advise people suffering from blindness and visual impairment in the selection of aids with which they can regain their quality of life and mobility. And we also naturally help them to submit the requisite applications to the appropriate authorities.” The MIT Initiative regards Mundt’s voluntary work as a shining example of social involvement and has given expression to this approval by providing financial support to the activities of the Norderstedt district group of the BSV.

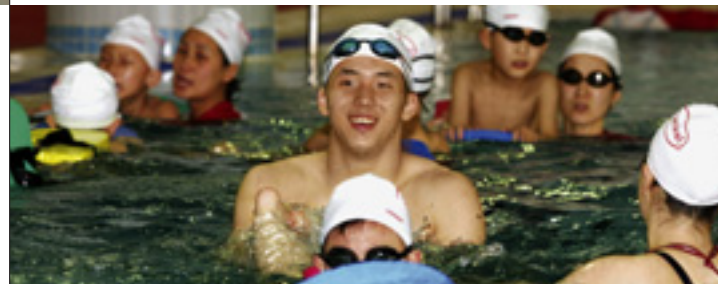
Expanding early support provision

Conversely, Henkel Central Eastern Europe (CEE), headquartered in Vienna, is concentrating on the provision of early support to children suffering from blindness and serious visual impairment as the focus of its 2006 Henkel Smile program in Austria. The company and its employees collaborate with Austria’s football premier league in the collection of donations for the ‘Contrast’ association in which Karin Frühwirth, an employee of Henkel CEE, works as a voluntary administrative and fund-raising assistant. “Our association has been around for 20 years and it currently supports about 200 children who are either blind or suffering from substantial visual impairment,” Frühwirth reports. “Our early support staff visit the children at their family homes, or work with them in the Early Support Unit of the Vienna Institute for the Blind. We use games and fun tasks to help the children to develop and use what sight they have to the maximum extent possible – and to enhance all their other senses.”

In Austria, the number of children requiring this early support for the visually impaired is rising. “Thanks to the grant from Henkel Smile, we can now train more early supporters and look after more children,” says Frühwirth with obvious delight.

Safety in the water

KOREA // The safer the exercises are, the more confidence the subject gains. In swimming courses, autistic children are able to learn much more than just crawl or breast stroke. They develop a positive relationship with their own body and are more open in their approach to their parents, who constantly stand by them in the water to give them the extra security they need. This completely new form of therapy developed in Korea can often lead to major breakthroughs. However, it is costly. The employees of Henkel Korea and the company itself ensure that autistic children from socially deprived families are able to participate in these special swimming courses. At the end of 2005, Henkel Korea donated a sizable sum through the MIT Initiative to the ‘Korea Rehabilitation Fund’ with which several courses in the swimming pool of Seodaemun youth center were financed during 2006. The therapist especially trained for these courses takes care of groups of five children at a time, accompanied by their parents. Some Henkel employees act as assistants in the courses and also regularly clean the swimming pool. In addition, the children meet once a month for a sit-down meal as a means of encouraging the further development of their interpersonal skills.

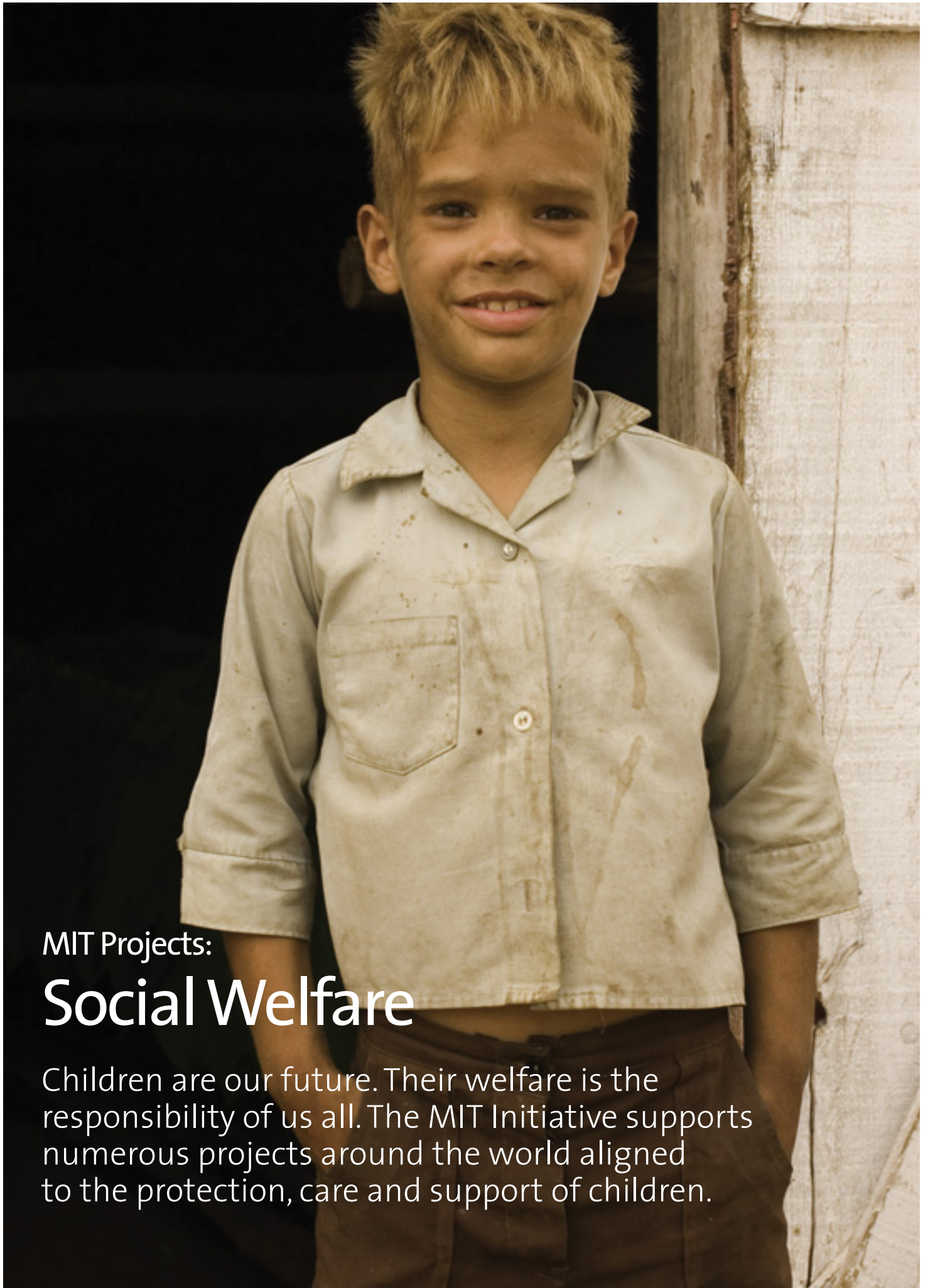


Ingeborg buoyant once again

GERMANY // When the motor of their rescue craft left the Monheim DLRG in the lurch, Henkel gave a donation that made all the difference.

For the life-savers of Monheim near Düsseldorf, the 2006 swimming and bathing season began with a nasty surprise. “After thirteen years of faithful service, the motor of our rescue craft Ingeborg finally gave up the ghost,” reports Karl-Heinz Barkey, chairman of the Monheim branch of the DLRG, the German association of life-savers. The Henkel retiree asked the MIT Initiative to help with the financing of a new motor. His request found favor with the MIT Committee. Thanks to the financial support, Ingeborg was given a new, powerful outboarder, enabling the rescuers to continue patrolling the Rhine as they have every summer since the association was founded 52 years ago.





MIT Projects:

Social Welfare

Children are our future. Their welfare is the responsibility of us all. The MIT Initiative supports numerous projects around the world aligned to the protection, care and support of children.

Road safety



It's never too early to learn the meaning of traffic signs.

MIT projects that help to avoid accidents: retirees control the traffic; kindergarten kids practice road sense behind the steering wheel.

GERMANY // The truck driver is in a hurry but Henkel retiree Manfred Müller keeps his traffic control paddle in 'halt' position. He allows the two young women waiting with their children at the road's edge to cross safely to the other side. And only then is the truck allowed to move off. Several times per month, Manfred Müller works as a volunteer school crossing guard for a few hours in downtown Essen. "Working closely with the police, in 2005 the Seniors' Council of the city of Essen sent out an appeal to people of pensionable age to get involved with the 'School Crossing Guard' project," explains Müller. "We were trained by the traffic police and

now work on many of the busy streets in central Essen. Our main objective is to avoid accidents. However, our involvement is also a means of showing that older people can still make a useful contribution to society. You hear a lot about generation conflict, free-loading and the 'me, me' society. As school crossing guards, we are able to show that there is another way."

Meanwhile, the children of the Duisburg kindergarten 'Guck doch' have a road network of their own to teach them respect for their fellow road-users and how traffic can be kept flowing without pile-ups. "In the yard outside, we have built a small paved intersecting loop which also includes

a set of battery-operated traffic lights and a couple of road signs," explains Udo Hees, a Henkel employee working at the Viersen-Dülken site. "The MIT Initiative provided us with money to purchase the building materials and some of the equipment," Hees continues. "The kids speed along like professionals, racing their bobby cars around the loop and imitating some pretty realistic braking and acceleration noises. Sometimes it almost sounds like a Formula One circuit. Above all, however, their play teaches them a lot about how to behave properly in road traffic situations."

Happy Easter

BRAZIL // It is not only in their job that the employees of Henkel in Brazil give of their best. They are also constantly willing to help many needy and deprived children in their country. Seventeen employees of the three sites Itapevi, Diademi and Jacarei have got together to form the 'Committee of Volunteers'. "Working alone, however, we would never have been able to achieve as much," says committee chairman Élcio Cruz with conviction. "We are extremely grateful that our fellow employees are so willing to help us with our collection and donation campaigns." Before Easter, for example, the committee sent out an appeal for everyone to buy chocolate eggs – but not to eat them themselves. "We had negotiated a special price with a chocolate manufacturer and we erected market stalls at our different sites," explains Cruz. "Each employee who wanted to support us could donate the chocolate egg that he or she had just bought. This enabled us to give children in 11 orphanages a total of 555 eggs."



For another collection this year, the committee members asked their colleagues to donate educational books, teaching videos, comics and children's magazines. "This was also a great success," enthuses Cruz. "Just like our clothing collection."

See you at the summer house

GERMANY // The inmates of the 'Dorotheenheim' in Hilden have, since this summer, had an idyllic meeting place at their disposal: a small timber studio in the 'Garden of the Senses' of this home for the elderly and infirm. Henkel retiree Johann Günther, who is involved in the 'Friends of Dorotheenheim' support association, helped build the summer house together with volunteers living around the institution. "The building kit, which the MIT Initiative kindly financed, was delivered in July," reports Günther. "And we managed to erect it in just one day. We inaugurated the studio with a barbecue party." The Dorotheenheim is primarily inhabited by Alzheimer sufferers. The Garden of the Senses provides them with pleasant forms of stimulus. "Although many of the people here have lost their memory, they can still enjoy flowers and the spicy fragrances of the herbs," explains retiree Günther. "The new garden house has quickly developed into a popular and convivial meeting place."



Seesaw, Marjorie Daw

GERMANY // Many Henkel employees work hard not only in their jobs but also as parents. “We support numerous mothers and fathers who work as volunteers in the kindergartens and schools attended by their sons and daughters,” explains Christa Büchler, coordinator of the MIT Initiative. “And this unpaid work is sometimes really hard, make no mistake about it!” Ralf Dunekake, an employee working in the adhesives product development unit, probably agrees. Working together with other parents, he helped to refurbish the ‘Villa Hügelchen’ nursery facility, with special attention being given to the play hill and yard. The children were delighted and could not wait to storm up the reinstated hill.

But there was an even bigger celebration when, in the early part of this year, the new ‘rope park’ of the children’s day center was also opened for recess. Once the MIT Initiative had paid for the materials for repairing the play hill, it also assumed part of the cost of the rope park. “Through our ‘Henkel Smile’ program we were able to win for the first time the 2005 ‘ENTER-Prize’ competition organized by the NRW state government,” recounts Büchler. “We doubled the prize money and donated it to the Villa Hügelchen kindergarten for the

rope park.” Close by in the Gerda Henkel children’s day center, there is always a queue waiting to go on the new seesaw. “I am delighted that the MIT Initiative was able to help us make this purchase,” says Regina Lambertz of the day center helpers’ association.



Romp around the clock!

BULGARIA // When Kirsten Grunewald boarded the plane for Bulgaria in 2006, she was sitting amongst sun-hungry tourists who were obviously looking forward primarily to the beautiful beaches. Kirsten Grunewald, on the other hand, was looking forward to once again seeing her adoptive godchild living in the ‘Queen Maria Luisa’ orphanage in Plovdiv, Bulgaria’s second largest city. Grunewald, who works with Henkel in Düsseldorf, has for years been collecting donations for the reconstruction of the orphanage and also does PR work for the Berlin-headquartered VFBK, an association that provides support to Bulgaria’s children’s homes. “It was wonderful to see the progress that has been made in the orphanage,” she reports of her stay in Plovdiv. Grunewald attended the inauguration of the second residential building that had just been completed. However, she was particularly delighted to see how the children were able

to romp around the newly installed playground. “That is my MIT project,” she says full of pride. “I organized the transportation of the playground equipment and also its installation here on site. It’s great that the MIT Initiative was able to provide so much help.”



The MIT Initiative supports a Swedish aid program helping a tribe living in the mountains of northern Thailand.

The craftsmanship of the Red Lahu

THAILAND // In the region of Chiangmai, high in the northern reaches of Thailand, lives the Red Lahu tribe. “The Lahu are a mountain people that immigrated from China a few centuries ago,” explains Camilla Fagerberg, an employee of Henkel Norden in Stockholm. The Swede is involved in the welfare organization ‘Kids’ Future’, which finances the children’s education, their school meals and a craft center in the area occupied by the Red Lahu.

“There are about 60,000 Lahu people in Thailand, divided into four primary tribes. In addition to the Red Lahu there are also the Black Lahu, Yellow Lahu and the She Leh Lahu. The individual tribes are distinguishable by their dialects and apparel; the women of the Red Lahu, for example, wear red head scarves,” explains Fagerberg. “Many Lahu do not speak any Thai and can neither read nor write. The tribes are having to contend with unemployment, drug addiction and the drug trade, prostitution and criminality. The number of AIDS sufferers among the Lahu people is also rising rapidly.”

Kids’ Future are endeavoring to combat these worrying developments. “In a small

crafts center that we run in the village of Ban Pong Hi, older Red Lahu teach their younger tribal brethren the traditional craft techniques of their culture. The resultant textiles and the wood, bamboo and metal artifacts are sold not only in the souvenir shops of the tourist centers of Thailand but also abroad, including in Sweden,” reports Fagerberg. Together with other volunteers from the Kids’ Future organization, she sells the craft products at

Christmas markets in Stockholm and the surrounding towns.

“The proceeds provide the artisans with enough to get

by and is also fed into the projects for the children of the Red Lahu,” says Camilla Fagerberg. “I launched a mini sales campaign and am delighted to say that my Henkel colleagues have proved to be very good customers. The donation from the MIT Initiative has also been a great help.” The Kids’ Future remit is not, however, just about finding money for their ongoing projects. Camilla Fagerberg again: “It is just as important for us to make the public – who primarily see Thailand as a holiday paradise – aware of the problems facing the Red Lahu.”

Generations working together



The 'Lost Boys', survivors of the civil war in Sudan, have found a new home in the USA.

USA // The MIT Initiative is supporting a center for the 'Lost Boys' in Arizona. In Anglo-Saxon countries, every child knows of the 'Lost Boys' – Peter Pan's comrades in Neverland. However, lost boys exist not only in fairytales but also in real life. A few hundred of them live in Phoenix, Arizona. "Our lost boys come from Sudan," reports Kate Huffmann, a lawyer at Henkel company Dial in Scottsdale not far from Phoenix. "Since the middle of the 1980s, this country in north-east Africa has been ravaged by a civil war in which more than 30,000 boys have lost their parents. Thousands of them fled on foot to Ethiopia – and more than half died making their escape. The survivors spent years under terrible conditions in refugee camps close to the border."

A new start in Arizona

Following the change of government in Ethiopia, the orphans were also driven out of that country at gun point. That happened at the beginning of the 1990s. In the southern neighboring state of Kenya, these by then adolescents once again landed in

UN camps in which they lived under almost inhuman conditions. Finally, in 2001, the United Nations organized the emigration of the now grown-up refugees to other countries. "The USA took more than 4,000 lost boys, and around 500 found

a new home here with us in Phoenix," explains Huffmann, describing the odyssey of the Africans. "Life in a large, modern city is still very much foreign to them. In the Arizona Lost Boys' Center, we help them to graduate from school and to find jobs. They are also provided with free medical care and can enjoy the various sport and leisure activities organized by the center." Kate Huffmann is part of a team of volunteer helpers working there. She advises the Lost Boys

in legal matters and helps them in their search for accommodation. In recognition of her extensive personal involvement, the MIT Initiative has decided to support the Arizona Lost Boys' Center with a series of donations. "My next step with these young men will take us to the schools and community centers," reports Huffmann. "It is important that the established citizens of Arizona get to know these young men and their unusual fate." There is an opportunity for this in the joint rehearsals being undertaken for the 'Rock 'n' Roll Arizona Marathon' scheduled for January 14. Here, the Arizona Lost Boys are working as coaches in an effort to get the citizens of their new homeland fit for the task ahead. For more information go to: www.azlostboyscenter.org

Working together with other volunteer helpers, Kate Huffmann (fifth from left) advises the Lost Boys in Arizona.

Children in flight

Shells, sand and the sea

GERMANY // Hamburg is not far from the water's edge, but many of the 13 girls and boys from the Lohbrügge refuge for the homeless had never before seen the North Sea or felt the sand of a beach under their feet. With the support of the MIT Initiative, the care and shelter association 'pflegen & wohnen', sponsor of the Lohbrügge home, gave them the opportunity of spending a week's holiday in the youth hostel of the coastal resort of Büsum during the 2006 Easter recess.

"The 'pflegen & wohnen' association is a public-law institution of the free Hanseatic city of Hamburg," explains Ute Sakewitz, who works with the Henkel company Schwarzkopf Professional in Hamburg. During her free time, Sakewitz collects clothing, toys and household effects for the families taking refuge in the home.

She is also involved in the establishment of a range of professional support and

appropriate leisure services for the approximately 70 children and youngsters who live there. "The people in the home are on the margins of society – virtually no money and many social problems," she explains in an effort to detail the difficult conditions that prevail in the refuge. "These families really cannot afford to go on holiday. So the trip to Büsum was an unforgettable experience for the children. The carers and their protégées made excursions around the area, splashed around in an adventure swimming pool and kneaded bread dough that was then baked in a farmhouse bakery. The children also enjoyed walking in and around the mud flats as they collected shells and looked for mussels, beach crabs, jellyfish and other creatures," recounts Sakewitz.

Back at the youth hostel, the children used their best shells to decorate little boxes to take home as souvenirs.





MIT Projects:

Culture, Leisure and Ecology

Art and culture engender enthusiasm and an enjoyment of life; science is driven by curiosity; sport promotes movement and improves both general and precision motor skills.

With trumpet, flute and drum

Mozart would have approved: in 2006, 250 years after his birth, orchestras all around the world have been playing his works. In this Year of Mozart, even the youngest musicians have attempted to play the melodies of the Salzburg-born composer.

GERMANY/BRAZIL // No doubt stimulated by numerous spectacular Mozart concerts of late, schools and kindergartens are rediscovering music as an important element in child education. And in many a school room and children's day center where they are now singing and playing their hearts out, Henkel employees or retirees are helping to nurture the children's love for music. Their involvement is supported by the MIT Initiative with the latter helping to finance the music lessons, the instruments and even the sheet music itself.

In this Mozart anniversary year, the Uecker-Randow district music school held a competition headlined 'Uecker-Randow Seeks Mozart Star'. The MIT Initiative bore the costs of the competition. "More than 60 school children from our locality participated, and 30 were short-listed for the final," reports Henkel retiree Dieter Muth who chairs the association supporting the music school. "The young musicians each presented their favorite Mozart piece in their own highly individual way." The jury found it very difficult to select the three best 'Mozart stars', their choice finally falling on a violinist, a singer and a pianist. Each participant was awarded either a silver or a golden lyre as a memento of the competition.

The children's day center Flügelstrasse 21 in Düsseldorf's Oberbilk district has been a regular recipient of donations from the MIT Initiative. In the early summer of 2006, it invited children and parents to an 'Ice Concert' in which seven musicians

aged between 7 and 14 played piano, saxophone and violin. In between, the center's kids performed songs that they had rehearsed for the concert. "In the end," reports Hans-Peter Niggemann, Henkel employee and honorary chairman of the association of friends of the center, "it finally became clear why the event had been called an 'Ice Concert': everyone in the audience was given an ice cream."

Those visiting the Richardstrasse community school in the Düsseldorf district of Eller are left in no doubts as to how important music is to the children there. "Each child attending our elementary school is given the chance to learn an instrument from the second grade," explains Rolf Kessler, the school's head teacher.

"The choice is between string instruments, the guitars or the recorder. Eight teachers of the Clara Schumann music school provide a total of 30 hours of instruction every week at our school."

This successful collaboration between the community school and the Clara Schumann institute was recognized in the 2006 competition of the Sparda Music Network with first prize in the category 'School Innovation'. "Without the support of the MIT Initiative, we would never have been able to run the project," assures Wulf-Rüdiger Hammel, a staff member of Henkel Information Systems. He is involved in the project as a volunteer tutor. Providing numerous donations, the MIT Initiative financed a large proportion of the more than 100 guitars, 50 string instruments and 50 recorders that were

Music instruments from MIT



On Sundays they make beautiful music together: three of about 60 girls and boys who attend the Assembléia de Deus Nipo Brasileira.

gradually purchased by the school. These are now available to the children as loan instruments.

The MIT Initiative has also been supporting a similar project in Brazil for the last four years. There, Henkel employee Magda Morales works as a volunteer assistant in the ecclesiastic association Assembléia de Deus Nipo Brasileira. This institution looks after children from poor families, providing them with meals, clothing and other necessities. "Every Sunday, around 60 of these children take part in the music lessons that we offer in the Assembléia," reports Magda Morales. "The children are able to learn the flute, violin or other instruments and are extremely enthusiastic about the whole thing. Some of them come from quite remote areas, so we organize their transport to and from the venue. During the two and a half hours of their music-learning session, we also give them a snack – because children are always hungry."



Far left // In celebration of having won the first prize in the 2006 competition organized by the Sparda Music Network, the orchestra of the Richardstrasse community school says 'thank you' with a concert in the 'Düsseldorfer Stadttor'.

Left // In the competition entitled 'Uecker-Randow Seeks Mozart Star', 8-year-old Iwan Bogdan Reincke took third place for his violin piece.



Young people learn a great many useful things when they join the scouts, including how to conserve nature and how to have a great time in a group – without a TV or Game Boy in sight.



Left // Mike Hammack (rear) is proud of his sea scouts.

Above // The scouts from Neuss-Weckhoven in the St. Paul sports stadium.

Scouts on tour

GERMANY/USA // Many adults think back with pleasure at their years spent with the scouts – and some even remain scouts for their entire life. Scouts with grey hair, who themselves may already have grandchildren, were introduced to the altogether younger members of the Alfred Delp troop from Weckhoven in Neuss (Germany) in the summer of 2006. The Neuss group celebrated its 20th anniversary this year and, as a birthday gift, the MIT Initiative provided a sizable donation to replenish its coffers. This enabled 24 children and young people, plus eight adults to look after them, to spend three weeks in St. Paul, Minnesota, the twin town of Neuss. “There we met up with the local scouts,” explains Manfred Kiener, honorary chair of the Alfred Delp scout troop in Weckhoven. His main job is that of technical instructor at Henkel in

Scouts
on land
and water

Düsseldorf. “Some of the St. Paul’s scouts are already of pensionable age. However, they still wear their traditional uniform with the shorts and neckerchief. Unlike at home, their motto reads ‘Once a scout, always a scout!’”

The scouts of St. Paul, an idyllic southern-state town, are classic pathfinders who like nothing better than to walk through the forests and make camp in the open air. Meanwhile, things are rather different with the Californian sea scouts – these can be found in San Francisco bay, a few hours’ flight westward. As their name might suggest, they spend most of their time on the water – learning navigation and seamanship, and practicing sea rescue scenarios.

“My girls and boys are between 14 and 21 years old,” explains Mike Hammack who looks after the sea scouts at weekends as a volunteer trainer. His main job is with the Aerospace Group of Henkel Technologies at the Bay Point site. Mike Hammack himself joined the scouts as a child – more than 40 years ago. Today he tries to drum up financial aid for the upkeep of the training craft. “Our boat was built in 1982 and spent a long time in the service of the Coast Guard,” he explains. “The cost of fuel and insurance is pretty high. We also have to maintain our equipment, which

means constantly replacing old for new.” Despite the high level of expense, Mike Hammack needs to keep the membership subscriptions for the sea scouts as low as possible, “because many of the young people who join us come from families that cannot afford high fees,” he reports. So Hammack is thankful that the MIT Initiative has been supporting the sea scouts for these last three years.

A sea scout troop in which both girls and boys are able to train together is a bit of an exception in the USA. In most scout troops there is a strict separation of the sexes. In Germany, on the other hand, there are only a few groups that exist entirely of girls or boys. “In the mixed groups, however, it is often the case that the boys get the exciting tasks such as wood chopping and making fires, while the girls are expected to do the cooking and washing up,” recounts Wiebke Liebelt, an employee at Schwarzkopf Professional and herself a scout of many years. “In order to combat this typical division of roles, and to strengthen the self-confidence of the young female scouts, we spent a long weekend in the spring of 2006 camping with just the girls on lake Lütjensee.”

Below // Girls camp on lake Lütjensee near Hamburg.





Learning the ropes

What some soccer trainers will do in order to promote team spirit!

GERMANY // Jens Grote, coach of SuS Dinslaken 09, decided to adopt a completely new training method. He sent his young soccer players to the 'Tree2Tree' high-rope park in Oberhausen's Centro leisure complex.

One of the officials accompanying them was Henkel employee Sabine Friedrich who works on the development of organic coating products. She is one of the volunteer officials supporting the first team of SuS Dinslaken 09. Sabine Friedrich also

takes care of the PR work of the team, which plays in the 'Lower Rhine League'. The MIT Initiative was glad to accede to her request for a grant in order to finance the excursion to the 'Tree2Tree' rope park. What with all that climbing, swinging and balancing, the team had great fun while also expending a lot of energy. The desired effect – more fitness and more team spirit – became apparent during the next training session on the pitch at SuS Dinslaken.

Going for adventure and physical endurance: the soccer players of SuS Dinslaken grappling their way through the high-rope park.



Cool team shirts for inline hockey minnows

GERMANY // Kids between 7 and 10 years old who like to play fast and loose as they whiz around on their inline skates are just the people that the DEG Rhine Rollers are looking for. Established in mid 2005 and with a current average age of just 10 years, this is a young skate hockey team in every respect.

The kids are keen and are proud to wear their red and yellow team shirts. These were donated to the Rollers by Henkel in recognition of the voluntary work carried out by Heike Steinhaus, who works in the logistics section of Packaging Materials Purchasing. She looks after the children and also the youngsters in the older teams during their trips to their away games. She also hosts the players of visiting teams as their 'mum for the day'. "The appetites of such a bunch of kids are almost insatiable," she says with a smile.

Steinhaus is particularly proud of the teams of minnows that she helped to establish: "Slowly but surely the club is growing in every respect – the children are getting bigger, and our ranks are gradually swelling. And I also have to take my hat off to our youngest team for the performances that they have been putting together recently!"

Cast off!

GERMANY // Around 3,000 spectators from Heidelberg and the surrounding area cheered on the 40 teams who entered the first Heidelberg Dragon Boat Regatta, held in June 2006. "Our regatta was the third largest Heidelberg sport event this year," reports Christian Döpke who works as a machine operator at the local Henkel site. He has been a member of water sports club WSC Heidelberg 1932 e.V. since 2002, where he now trains the youngsters in canoeing. His club organized the Dragon Boat Regatta and Christian Döpke was part of the organizing committee. The MIT Initiative supported his engagement with a significant financial contribution that helped cover the costs of the regatta. "There was a lot to do during the run-up period," explains Döpke, "but the regatta itself was fantastic fun." And it has already been decided that, on June 30, 2007, the dragons will once again be charging down the river Neckar.



Taking the stage

ITALY // Scampia is a district of Naples notorious for an unusually high number of crimes perpetrated by young delinquents. But this has not stopped Henkel retiree Vittorio Di Nocera from trying to help the kids in his area. He is involved in the charitable church initiative 'La Locomotiva' and helps to organize regular workshops for the children and young people of Scampia. "We offer three different workshops – musical, theatre and art – and around 100 children take part every week. The kids are really enthusiastic about it all," says the retiree with delight. "They discover talents that they didn't know they had."



Through the MIT Initiative, employees and retirees involved in volunteer work are provided with encouragement, support and networking assistance. This is particularly apparent in the **round table meeting of the MIT Initiative** and in the work of the **MIT Network**.

Every year during the early spring, the MIT Committee invites Henkel employees and retirees who do volunteer work, together with representatives of the social and educational authorities, to an MIT Initiative round table discussion. In 2006, Kasper Rorsted – Executive Vice President Human Resources, Purchasing, Information Technologies and Infrastructure Services – took part in this meeting for the first time. “It’s a long time since I’ve had such a wonderful day,” he subsequently said. “The selfless engagement of these volunteers is inspiring for other employees and also for the company itself.” The two honorary guests, Armin Laschet (NRW State Minister for Generation Affairs, Family, Women and Integration) and Professor Alejandro Sosa (Managing Director of Iniciativa GEMI AC in Mexico) were also highly impressed by the commitment of the participants.

A total of 20 employees and eight retirees invited to the round table told of beautiful and sad experiences, funny occurrences and scurrilous encounters which had ensued from their volunteer activities. Several expressed their thanks not only for the financial backing of the MIT Initiative but also for the manifold support provided by their numerous colleagues. “I think it’s great that so many employees are willing to drop everything in order to help a MIT project with their expertise, even where they have nothing personal or professionally to do with it,” said Holger Mühlen-von Bardeleben, one of the true stalwarts of the MIT Initiative. And his sentiments were echoed by others. The work of the MIT Network was explained by its chairman Rüdiger Verheyen-Maassen. The members of the Network maintain the database of the MIT Initiative, organize aid activities under their own steam and support other volunteer employees and retirees in their projects.

Help from the **HEART**



Seven PC systems were supplied to the Karl Tietenberg school for children who are blind and visually impaired.



In 2006, the MIT Network was once again heavily involved in the preparations for the ‘DüsseldORFfest’ festival of charitable association A.I.D.S. e.V. The chairman of the association (the abbreviation stands for ‘Solidarity in Serving Others’), Henkel retiree Elisabeth Nellen, thanked Rüdiger Verheyen-Maassen and his team colleagues, saying: “I know I can always rely on you!” To which the chairman of the MIT Network responded: “We are there whenever you need us,” then turning to all the people around the table: “All you have to do is let us know.” A further focal point for the Düsseldorf MIT Network in 2006 was on supporting the team-building activities of the networks at the Genthin, Wassertrüdingen, Hamburg and Munich sites. In addition, the MIT Network took part for the first time in the ‘Christmas in a Shoe Box’ campaign of the Berlin association ‘Gifts of Hope’.

The appeal, in which Henkel employees were asked to convert shoe boxes into Christmas packages filled with gifts for needy children, was a great success. Appren-

tices, junior managers and even entire departments at Henkel in Düsseldorf and at other sites met in the early evenings for a social round of art and craft. By the deadline of November 15, 2006, these Henkel employees were able to deliver several hundred lovingly wrapped packages in support of the ‘Christmas in a Shoe Box’ campaign.

Closely associated with the MIT Network is the MIT computer workshop in which Holger Mühlen-von Bardeleben, retiree Armin Friesendorf and a trainee keep themselves hard at work. The workshop has supplied more than 200 PCs and laptops to schools and technical colleges. The computers had been in service with Henkel a few years ago and were then replaced as part of the PC lifecycle management activities of the Information Systems department. “But that does not mean that you can just throw them away,” explains Mühlen-von Bardeleben, who also supports the MIT Initiative as an IT coordinator. The small team in the MIT computer workshop checks the equipment, replaces defective components and erases all the stored data so that the devices are ready for their new applications in kindergartens, schools or similar institutions. Individual consignments have gone as far as Lithuania, Russia, Belarus and Ukraine.



Christmas in a Shoe Box:
The members of the MIT Network prepare their packages for needy children.



Above // The schools were built using traditional techniques. **Top right //** During the inauguration, Reimar Heucher (center) also visited the sewing shop. **Bottom right //** On a trip around Europe, Archbishop Dr. Anthony Anandarayar (center) paid a visit to the Henkel Smile team to thank them for their assistance.

“Henkel Smile came to the rescue!”

With the help of the Henkel Friendship Initiative, the Henkel company and professional ice hockey team DEG Metro Stars, the Indian diocese of Pondicherry was able to construct a vocational school.

When Dr. Anthony Anandarayar heard the name ‘Henkel Smile’ for the first time in the spring of 2005, he presumed that it was some new charitable organization from Europe. The Archbishop of Pondicherry and Cuddalore on the south-eastern coast of India could hardly believe his luck: “Henkel Smile came to our rescue when it looked like our college project was going to fail due to lack of finance. A few months before, the tsunami had laid our coast to waste and left many children and young people orphaned. We had to build the college in order to provide these children with a new beginning. Our situation was desperate – and then suddenly, Henkel Smile came along. Only a while later,” he explains smiling, “did I realize that Henkel is primarily a commercial company. My diocese is located in a rather rural region, so products such as Persil, Pritt or Pril are still largely unknown to us.”

In the fall of 2006, the Archbishop visited the Henkel site in Düsseldorf in order to personally thank the team of Henkel Smile. The churchman was particularly warm in his embrace of Reimar Heucher, head of Product Development in the TIG strategic business unit of Henkel Technologies. The two met, and have remained good friends ever since, when Heucher traveled for the first time to India in spring 2005 in order to get an update on the college project and to channel further support via the Henkel Friendship Initiative.

Henkel and DEG Metro Stars had also shown great support for the construction of the vocational school. In two major ice hockey games in 2005 and 2006, the partners donated one euro for every spectator who came to the Brehmstrasse stadium. While the games were going on, Henkel trainees also went down the aisles rattling their collection boxes. The DEG fans dug deep into their pockets. As a result of the donations of Henkel individuals, the company, the Henkel family and the DEG and their fans, more than 45,000 euros were collected for the construction and equipment of the school.

The diocese was able to use the money to buy a plot in the region of India devastated by the tsunami, and to build the ‘Vocational Marine School’ on the site, a technical college for more than 100 needy young people from the hard-hit coastal region. On September 10, 2006, the college

was officially inaugurated. “The opening of the vocational school was an important and long awaited event,” according to Reimar Heucher, who traveled once again to India for the celebration. “It is really wonderful to see how the collected donations have been so effectively used for the good of the local youth.”

While the curriculum contains the usual subjects such as mathematics, language and geography, its emphasis is on vocational training. “Our region is coastal and is dominated by fishing,” explains Archbishop Anandarayar. “The young men therefore need to be trained as electricians and mechanics for boat construction and maintaining the marine engines, and as carpenters and catamaran builders. The young women, for example, will be trained as seamstresses. And all the college students will be expected to learn how to operate a computer.”

RIGHT AROUND THE INDIAN OCEAN

Like pearls on a necklace, aid projects sponsored by the Henkel Friendship Initiative (HFI) are springing up along the entire coastland devastated by the tsunami. **INDONESIA:** Aid for directly affected Henkel employees with further assistance coming from the German Committee. **THAILAND:** Renovation of schools, construction of new dwellings, support for orphanages. **MALAYSIA:** Help for directly affected Henkel employees, social organizations and the Red Cross. **INDIA:** Reconstruction of fish curing facilities and of a vocational school. **SRI LANKA:** Aid for directly affected families, reinstatement of water supply systems, repair and reconstruction of school rooms, aid for orphans and traumatized victims.



From kindergarten to doctoral cap

Environmental projects, schools and youth, education and science, sport, art and culture:

These are the areas in which Henkel is involved as a supporter and sponsor within the framework of our corporate citizenship programs. However, Henkel assigns special priority to projects and initiatives that are aligned to children and young adults. The educational, academic and vocational development of our young people is, in the view of the company, one of the most important tasks incumbent upon society.

✚ Healthy fun for children provided by the 'Tutmirgut' exhibition.



'Tutmirgut' exhibition
in the Atlantis children's museum

A journey of experiences

The gigantic blue balls for climbing over and rolling on are a major, magical attraction for all the little visitors to the Atlantis children's museum in Duisburg. The balls are part of the 'Unterwegs nach Tutmirgut' exhibition (= Ways of Doing Myself Good) that the children's museum has been presenting since the beginning of April 2006. Together with many other sponsors, Henkel helped to finance the special exhibition and also a comprehensive fringe program. 'Unterwegs nach Tutmirgut' is a journey of experiences for the children in which they learn and feel what they need in order to grow up healthily. The central themes of the exhibition are

For more info, go to:
www.kindermuseum.de

nutrition, movement, noise, relaxation and coming to terms with our sensibilities and conflicts. Attractive games and opportunities to take part in various activities excite the children but also invite adults to pay a little more attention to their own bodies. This great exposé of experiences, the concept and implementation of which also involved Germany's Federal Agency for Health Awareness, was previously held in Berlin and Siegburg, attracting more than 120,000 children through its doors.

The team of the Atlantis children's museum also succeeded in engaging prominent medical specialist Prof. Dietrich Grönemeyer for 'Unterwegs nach Tutmirgut'. He read from

his book 'Der kleine Medicus' (The Little Physician), an entertaining mix of fantasy and medical fact. After the reading, the children and adults making up the audience were able to examine themselves as medics would in the 'First Aid Zone'. And there was always plenty of grating, baking and sizzling going on during the exhibition in the 'Interactive Kitchen'. In October, for example, 'Making Vegetables Exciting' was on the menu. From 'boring' cucumbers and carrots, the children prepared 'cool' vegetable sticks and delicious dips to make a really crunchy, fresh snack that everyone was keen to try. 'Unterwegs nach Tutmirgut' will remain open until December 20, 2006.

How can you see air?

Henkel sponsors an experimental project in the kindergarten.

May 2006: the spring sun was shining outside but the children in the 'Kicherbohne' children's day center (CDC) in Düsseldorf-Gerresheim didn't want to go out to play. They were quite happy to stick around the experiment workbench. The first research and experimental project of the CDC extended over a month. A donation from Henkel enabled the CDC team to purchase the necessary materials such as test tubes and flasks. The focus of the exercise was on hands-on learning. The instructors carried out many small chemical experiments together with the four to six-year-old kindergarten kids. They found answers to conundrums such as: Air is not nothing – but how can you make it visible? Why is there pressure in the test tubes? and: What does a candle need to burn? But it was not just candles that were ignited during the experiments. As hoped, the children also received that spark of inspiration, awakening their curiosity and desire for further knowledge.



What stories from the old monastery walls?

The Burger Roland high school has been participating in a nationwide heritage campaign for schools called 'denkmalaktiv'. Henkel was among the financial supporters.

In the town of Burg in Sachsen-Anhalt – not far from Henkel's Genthin site – there once stood a monastery of the Discalced Carmelite Order. However, apart from a mention in a deed dating from 1524, the history of the monastery is largely unknown. Until now, that is. For in 2006, a team of students from the Burger Roland high school began to research and document the monastery's mysterious past. Henkel is sponsoring the undertaking with a major donation. By embarking on this monastery project, the high school is participating in the 'denkmalaktiv' national heritage campaign. The initiator is the German Heritage Association, whose purpose it is to acquaint school children with their cultural past. The Burger team of students has divided itself into small groups, each of which has assumed responsibility for specific research tasks. They plan to reveal their results in 2007 in an exhibition and also a series of publications entitled 'Burger Hefte'.

Seven winners

Schools from throughout Germany competed for the 2006 Hugo Henkel Prize.

Henkel introduced the Hugo Henkel Prize in 2005 as a means of awarding schools for making their scientific and technical lessons more interesting and for promoting school children's education in the associated subjects. In 2006, the competition attracted not only schools from Düsseldorf and its environs but also comprehensive schools, secondary schools, high schools and technical colleges from around other Henkel sites in Germany. Henkel invited representatives from seven schools to Düsseldorf for the prize-giving ceremony. Each school sent a small delegation of teachers and students. All received awards and prize money. First place went to the Franz Meyers high school from Mönchengladbach – a proud success that resulted in the school's budget for delivering scientific education receiving a further 10,000 euros. Dr. Simone Bagel-Trah, member of the Shareholders' Committee and representing the fifth generation of the Henkel family, congratulated all the prize-winners for their commitment to raising educational standards. Her appeal to the students and teachers: "Never stop starting, and never start stopping!"



Cash awards for top marks

Henkel is promoting excellence in the education of young scientific minds at three universities in Germany.

Since 2004, Henkel has been awarding an annual monetary prize for outstanding degree results in the subjects of biochemistry, chemistry, nutritional chemistry and pharmaceuticals studied at the Johann Wolfgang Goethe University in Frankfurt. In 2005, graduates of the University of Saarland were also rewarded, the annual prizes here being offered for the best results in the masters degree courses in chemistry and material sciences. 2006 saw the third Henkel award of this type come into being. Its purpose is to reward outstanding young researchers involved in the bachelor of water science course at the University of Duisburg-Essen. At the beginning of June, two Henkel representatives – Stefan Stumpe, VTB/Center of Competence Microbiology, and Paulo Gomes, TIL/Laboratory Process Water – handed over the first sponsorship awards to five students of the still young water science faculty. "Water is not only a vital resource, it is also an important raw material for industry. Consequently, water treatment is an issue of some relevance for Henkel," said Stumpe, explaining the interest of the company in this new course.

Study and get involved

Henkel supports student associations engaged in socially and culturally relevant activities.

In 2006, Henkel sponsored more than 30 universities and scientific institutions throughout Germany with more than 50 individual donations. One went to the 'PIM & CEMS Student and Alumni Club of Cologne'. This is an independent association of students and graduates of the economics and social sciences faculty of the university of Cologne. The club offers its members the possibility of making contact both with one another and with partners in business. It invites them to participate in joint activities and further training opportunities. The club has also made it its task to look after guest students in Cologne and facilitate their integration within the locality. Once a year, the club invites PIM & CEMS students from other countries to its 'International Week' in Cologne. "The donation from Henkel enables us to offer our guests a varied and interesting program so that, within that one week, they are able to get a good impression of economic life and culture in Germany," explains Andrea Schoeler, coordinator of the 2006 International Week.





Always there in an emergency: the Henkel Friendship Initiative

‘Förderwerk Genthin’ began its charitable work in its local region 15 years ago. Since 2003, the association has been known as the Henkel Friendship Initiative e.V., and its remit now is to help disaster victims around the world.

Henkel – A Brand like a Friend: this slogan also applies to the approach adopted by the Henkel Friendship Initiative as part of the Henkel Smile program. The notion of making people’s lives easier, better and more beautiful, whatever their situation, is an ideal pursued by Henkel people within the framework of our common corporate philosophy.

Answering an appeal for Henkel people to help Henkel people, our employees and retirees, supported by the company and the Henkel family, founded the ‘Henkel Förderwerk Genthin’ in Sachsen-Anhalt in 1991. Right from the beginning, one of the primary aims of the association was to channel donations of the company and the workforce – without any administrative deduction – straight to those in most need of aid and assistance. The association also served to coordinate the voluntary work of our people. One of its particular aims initially was to alleviate the social hardships encountered in Genthin and its environs that resulted from Germany’s reunification.

The type of aid provided was generous and varied: youth clubs such as the Thomas Morus House with its abundant offering of leisure and educational opportunities; and seminars for new-start businesses enabling courageous would-be entrepreneurs to exchange information and experiences. In the course of the years, the support provided by the Genthin association extended to all Henkel’s sites in Germany.

When the river Elbe flooded its banks in August 2002, inundating large areas of Germany, Austria, the Czech Republic and Poland, the desire of the Henkel employees

and retirees to help was overwhelming. The selfless commitment of the volunteers who drove to the areas affected – and performed extremely arduous work once they got there – led to the decision to implement a system enabling all the aid activities of Henkel’s sites around the world to be effectively coordinated in the future. Statutes governing the Genthin association’s activities were amended and extended. In April 2003, the ‘Henkel Förderwerk Genthin’ became the Henkel Friendship Initiative, still a charitable organization in the same way as its predecessor, but with greater scope for action.



Top // Enjoying their new home – the children of Myanmar who are being looked after with the help of the HFI.

Left // The executive committee of Henkel Friendship Initiative from left to right: Hans Dietrichs, Simone Siebecke, Winfried Zander, Christel Fehlberg (Chair) and Rolf Maassen.

We were there

Earthquakes and volcanic eruptions, major blazes, storm floods and tsunamis: the stream of disasters being reported live from the various corners of the world appears to be gathering momentum. And because there are so many, we tend to forget even the most catastrophic occurrences after a relatively short period. The survivors in the areas affected, on the other hand, often carry the fear and trauma of what has happened to them for many years after the event. Consequently, the Henkel Friendship Initiative not only helps to rescue people from their extreme emergencies, it also supports them through longer-term projects, assisting victims and providing them with opportunities to secure their existence.



May 2003: Just a few days after it was established, the Henkel Friendship Initiative met its first test in the form of an **earthquake in the north of Algeria**. The immediate victims included many Henkel employees and their dependants. Two families were buried in the rubble, and one child died. Factory facilities of Henkel ENAD Algeria were significantly damaged due to the epicenter being only 30 kilometers to the north. The concept governing the charity's work proved to be most effective: aid was sent to the families quickly and unbureaucratically. With great personal commitment, the members of the HFI organized the rapid supply of tents, blankets and mattresses for those left homeless.



December 2004: On Boxing Day, the **tsunami in the Indian ocean** claimed the lives of innumerable people and swept away the livelihoods of hundreds of thousands more. Henkel, its employees and its retirees, the Henkel family and third-party partners collected more

than 600,000 euros in order to give the people in the region some hope for the future. The Henkel sites in the countries affected dispatched employee teams to select effective and confidence-building aid projects at the places most affected. As the contact people liaising between the HFI and the heads of the projects selected, they ensured that every cent provided really did reach the victims for which the aid was intended.



August 2005: Hurricane Katrina swept across the southern states of the USA, causing enormous damage. New Orleans, jazz metropolis in the state of Louisiana, was doubly hit because the subsequent break-up of the system of dams and levees caused it to completely flood. Particularly hard hit were city districts in which the poorer, mostly black inhabitants lived. Henkel people everywhere responded immediately, collecting donations in support of the victims. Every cent donated privately was matched by the company.

October 2005: Two months later, **Hurricane Stan** laid waste to entire tracts of land in Guatemala. Massive earth slides and avalanches of sludge and mud buried thousands of inhabitants in their wake. Here again, Henkel employees were able to identify and support useful aid projects in the areas affected. One such was the reconstruction of the 'San Juan Bautista' school in Amatitlán.



October 2005: In the same month and on the other side of the world, around seven million people in India and Pakistan were hit by a serious **earthquake in the Kashmir region**. Henkel provided an immediate aid package amounting to 100,000 US dollars. Working together with our employees and the UN High Commissioner for Pakistan and India, the Managing Director at our Indian site – A. Satish Kumar – channeled valuable immediate aid to the victims in support of their efforts to reconstruct their destroyed towns and villages. Henkel employees are currently involved in preparations to initiate new aid projects for 2007.

Mai 2006: Earthquake on the island of Java. Ten Henkel employees and their families were heavily hit by this catastrophe. In order to help the people in most need, Henkel provided them via the HFI with financial aid for a new start. In addition, an elementary school is currently being built with HFI help in Yogyakarta, the capital of the island.



Where is your picture?



Appeal to all Henkel employees and retirees doing volunteer work around the world: please be part of the 2007 MIT photo competition! To do this, you will need to submit your entries by January 30, 2007.

What actually do you do with your free time? Perhaps you go once a week to the kindergarten in order to read or sing to the little rug rats? Do you run a craft or gardening club at a school? Do you regularly visit the sick or elderly to cheer them up or take them for a drive? Or perhaps you are actively involved in aid projects in countries of great poverty? Let MIT Initiative know – and make sure you take part in the 2007 international MIT photo competition. With a bit of luck, your photo could win a prize and generate more cash for your project.

It's easy to participate: have yourself photographed during your volunteer work and then send a maximum of three photos by January 30, 2007 to Henkel KGaA, Kai von Bargaen, VCR, Building

A5, 40191 Düsseldorf, Germany. You can send either prints or a CD containing high-resolution shots. Digital photos should be approx. 1MB each so that they can be used for printed publications. Please include with your photos your name, your Henkel company address, the date of the photo, the project name and also a brief description of what it is all about. We must stipulate that, by sending photographic material to us, you also automatically assign the image rights to Henkel KGaA.

“In 2005, year of the first international MIT photo competition, the jury found it difficult to select the ten best and most moving images from the 400

or so entries,” reports Kai von Bargaen. “We hope that this time we will again be able to attract many great images, photos of emotive scenes showing particularly happy or even turbulent moments,

or indeed pictures of great tranquility. Please remember in all cases that you must obtain permission for publication of the photos from everyone shown on

them. In the case of children, this permission must be given by a parent or guardian.” The ten best photos will be awarded with special grants of 750 euros each for the projects depicted. “The photos will also be presented at the next MIT Initiative round table,” announces Kai von Bargaen.

Additional grants for ten projects

Henkel retiree Werner Holtfoth and his young philately friends posing for the 2007 MIT photo competition.



We together – the 2007 MIT calendar

The two Cuban children depicted on the cover of the 2007 MIT calendar exude pure joy as they bestow their smiles upon the beholder. Compiled under the heading ‘We together’, this pocket calendar offers a selection of MIT children’s projects together with key facts and figures relating to the MIT Initiative. In the foreword, Henkel Chairman Ulrich Lehner offers his sincerest thanks to all Henkel people who have been or are still involved in MIT projects and other Henkel Smile activities. With their courage, their willingness to help, their patience and their skill, they impart additional credibility to our corporate claim ‘A Brand like a Friend’, making our offer of friendship both immediate and tangible. The numerous photos of children from throughout the world give an impression of what has been and is still being achieved by the 1,125 children’s projects that have benefited to date from financial assistance provided by the MIT Initiative. What their happy faces do not show is that most of them have spent the first few years of their lives in unimaginable misery. The efforts of Henkel’s employees and retirees have resulted in these children now enjoying the benefits of regular meals, proper clothing, a decent schooling and much care and compassion.