



Henkel Smile

Henkel

10

YEARS OF MIT

HENKEL HAS BEEN SUPPORTING THE VOLUNTEER WORK OF ITS EMPLOYEES AND RETIREES SINCE 1998

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2008

FIVE YEARS AGO, HENKEL FRIENDSHIP INITIATIVE E.V. BEGAN ITS WORK ON BEHALF OF PEOPLE IN NEED

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BRANDS FOR PEOPLE

HENKEL SUPPORTS SOCIAL PROJECTS WITH ITS CORPORATE AND PRODUCT BRANDS



MIT makes Henkel unique

Kasper Rorsted
Chairman of the Management Board

Long before concepts such as ‘corporate citizenship’ and ‘corporate volunteering’ appeared in business magazines, social engagement was an integral part of Henkel’s corporate culture. The company helped those in need – not only its employees but also people in the community – and provided funds and other assistance for cultural and social initiatives. This voluntary involvement was simply a matter of course, so much so that it didn’t have a name. Or did it?

Since I joined Henkel, I’ve often heard colleagues talking about the ‘Henkel spirit’: the feeling of belonging that exists between the workforce, the Management Board and the proprietor family. It refers to a willingness to work together for the success of the company, to help one another, and to assist those who need support – beyond the factory gates.

Ten years ago, the ‘Henkel spirit’ was much in evidence at the launch of the MIT Initiative (MIT).

It provides specific support to employees who are voluntarily involved in projects for children, the aged, underage mothers, the disabled, and people who find themselves in difficult circumstances. MIT also supports voluntary work in ecological programs, popular sport, and cultural projects.

Since 1998, MIT has invested around 11.3 million euros in a total of 5,875 projects. Together, the Henkel Friendship Initiative e.V., our Social Partnerships unit and MIT constitute a triad of social responsibility and support for others. This triad operates under the ‘Henkel Smile’ umbrella. Henkel Smile serves to channel tangible support, encouragement and inspiration to those who are less well-off.

Henkel Smile also shows recognition and appreciation for the helpers, particularly those Henkel employees and retirees who work voluntarily, giving them the courage to continue with their projects.

Tonnages, sales, profits – these are one side of Henkel’s success story, and I’m extremely proud that the company has evolved so well.

But I’m overjoyed too that there are so many people involved in MIT and doing so much for their fellow citizens.

Yours

OUR VALUES

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



The force driving our worldwide engagement



Social engagement is anchored as firmly in our corporate history as it is in our corporate vision and values. We are committed to conducting all Henkel-related business activities in a sustainable and socially responsible manner.

For us, this means the pursuit of economic, ecological and social goals in equal balance. This approach underlies all the company's operations along the entire value chain – from raw materials through production and logistics to the use and disposal of our products. We are also committed to a policy of social responsibility beyond our factory gates. We pursue such 'CSR' undertakings under the Henkel Smile umbrella. Henkel sponsors and supports projects in the areas of social welfare, education and science, movement and health, art and culture, and environmental protection.

Last year we restructured our activities in order to align Henkel Smile more closely to our strategy and objectives and to enhance the transparency and clarity of the associated communication measures. There are three channels through which we support social projects:

1. Via the MIT Initiative (MIT = Make an Impact on Tomorrow), Henkel supports the voluntary social engagement of employees and retirees in projects that they themselves propose and oversee. The employee or retiree acts as the team leader for a community-related or children's project designed to serve the common good. Henkel's support for the project comes in the form of material aid, product or monetary donations, or paid leave.

2. Through the independent, charitable association Henkel Friendship Initiative e.V. (HFI), we provide emergency aid worldwide for people in need, and specifically those who have been afflicted by crisis or catastrophe. In the event of natural disasters or personal hardship, the association sends financial and in-kind assistance quickly and with the least possible bureaucratic delay. Besides emergency aid, the charity also supports longer-term reconstruction measures in cooperation with our companies located in the countries affected. Since 2003, HFI's independent board has been made up of employees and retirees who volunteer their time.

3. Our corporate and product brand alliances operating under the **Social Partnerships** umbrella provide donations in support of local communities and social development work. We also cooperate with partners in the implementation of a wealth of joint projects and initiatives.

“Only solutions developed in genuine partnership can benefit everyone concerned.”

The emphasis of Henkel Smile is on helping others to help themselves, the intended outcome being a lasting improvement in the recipients' situation within their

social environment. Henkel employees and retirees play a key role throughout: as the driving force, they are at the very heart of all Henkel Smile projects – from selection, planning, and organization through to implementation. The particular focus of our engagement is on providing support for long-term partnerships between Henkel and our brands on the one hand, and social welfare organizations on the other with the objective of working together to combat hardship and overcome specific challenges. Henkel Smile is founded upon new forms of cooperation: between employees and the company, between social institutions and our strong brands and innovative technologies, and between industry or other sponsorship partners and the CSR activities of our Henkel locations throughout the world.

We are convinced that only solutions developed in genuine partnership can benefit everyone concerned. Across the planet, our Henkel Smile projects are making a tangible contribution to the achievement of universal social objectives such as the eight Millennium Development Goals of the United Nations.



These two children are also a strong team: “We’re real partners and together we can overcome all the challenges of the future”.

Donations for libraries, parish and community facilities, hospitals and youth clubs, assistance for families in need, and financial support for gifted children from low-income homes: social engagement is as much a part of Henkel's history as Persil or Pattex. Henkel has always been a port of call for people from the local neighborhood when they were at a loss.

As the company enjoyed success and became ever larger, so the number of requests for donations increased. In the 1980s, Corporate Donations recorded some 5,000 requests per year from throughout Germany. By the early 1990s, the figure had risen to more than 8,000 – with a significant increase in appeals for aid from refugee organizations – attributable to the far-reaching effects of events such as the Chernobyl disaster in April 1986, German reunification in 1989, the war in the Balkans in the early 1990s, and, not least, the collapse of the Soviet Union.

The question for Henkel was how to put its large but nevertheless finite aid budget to the best possible use for the common good. This led to the birth of the MIT Initiative in 1998. In terms of its social engagement, the company has since been committed first and foremost to its retirees and employees, many of whom carry out voluntary work alongside their regular jobs. The principle of the MIT Initiative is charmingly simple: Henkel and these volunteers are a team, whereby the volunteer assumes the role of team leader with responsibility for ensuring that the organization for which he or she volunteers makes efficient use of Henkel's donations to the project concerned.

The MIT Initiative was launched as a pilot venture at the Düsseldorf site in 1998, supporting 59 projects during its first year. In the years that followed, this figure doubled, tripled, and quadrupled: support was given to around 1,300 projects in 2007. The Initiative was rolled out to all Henkel locations in 1999, and went global in 2002.

“It is fantastic how the MIT Initiative has developed since 1998. Thanks to the selfless commitment shown by so many Henkel volunteers throughout the world, the MIT scheme has developed into a fascinating success story, and one that has benefited many children!”



ROLAND SCHULZ,
EXECUTIVE VICE PRESIDENT,
HUMAN RESOURCES
until December 31, 2001

The MIT Network, a skills pool of employees with experience in voluntary project work, was set up in 1999, again in Düsseldorf. 1999 also saw the first Round Table – an event organized by the MIT Initiative and designed to promote dialog between the volunteers. The Round Table has boasted an international membership make-up every year since 2006.



Always there to help the helpers (from left):
Nadine Hellhammer and Christa Büchler, the
two Coordinators of MIT.



“From its modest beginnings, the MIT Initiative has undergone the most amazing development. It is a wonderful network for our volunteering employees and retirees, who in turn have given it a great reputation. Not only does the

MIT Initiative provide the heart of Henkel's social engagement, it is also its most vivid expression. And it is one more reason for the high regard in which we and others hold our company.”

KNUT WEINKE,
EXECUTIVE VICE PRESIDENT, HUMAN RESOURCES
until March 31, 2005

10 YEARS

MIT



PROJECT WORK

THE MIT INITIATIVE'S WORLDWIDE ANNIVERSARY PROJECT

Which MIT project should receive once-off anniversary sponsorship worth 100,000 euros?

Project proposals are being sought – in all MIT focus areas: social welfare, education and science, art and culture, movement and health, and ecology. The deadline for applications is the end of August 2008.

5875 MIT projects since the inception of MIT in 1998 provides impressive evidence of the Initiative's success. The MIT team and all MIT volunteers at Henkel have every reason to celebrate the Initiative's tenth anniversary in style. But Christa Büchler, Coordinator of the MIT Initiative from day one, shakes her head: "A massive party? That doesn't fit with MIT. We've got a much better idea: we're asking all Henkel employees worldwide to help us find a project that is particularly deserving of support. This will be our MIT Anniversary Project and will receive special sponsorship to the tune of 100,000 euros."

The plans have been laid, but will only come to fruition if Henkel's employees and retirees do their bit. The appeal is aimed in the first instance to seasoned volunteers, i.e. people who already have extensive experience in helping those in impoverished circumstances find their feet. Such candidates should be able to assess the scope of a project and have the confidence to put it into action with the active assistance of MIT and MIT Network colleagues. "During your voluntary work, have you ever sighed and thought: 'If only we had more money and more helpers, we could...?'" asks Christa Büchler. She continues, "What could you do? Well, what you could do now is draw up a detailed project description including anticipated time schedules and costs. Ask your colleagues if they're willing to help out on your project; share out the work. The project should be based near your location so that your team can oversee its progress and keep pushing it forward. It's also important that the project aligns with the Millennium Goals of the United Nations. These emphasize the fight against hunger, poverty, disease and infant mortality as well as the need to promote education, sustainability and protection of the environment. They also highlight worldwide partnerships as a means toward the economic development of deprived regions."

"What would you do if you had 100,000 euros and a team of willing helpers?"



The MIT Anniversary Project Jury. Top row, left to right: Kasper Rorsted, Dr. Simone Bagel-Trah and Fridtjof Helemann. Bottom row from left to right: Ernst Primosch, Christa Büchler and Rüdiger Verheyen-Maassen.

Send your proposal for the Anniversary Project direct to Christa Büchler, HRC-CD, in Düsseldorf by **August 31, 2008**. The applications will be examined in September; the final decision will be made in October, i.e. that's when the MIT Anniversary jury will select the Anniversary Project from all the proposals. It is hoped that the result will be announced this year so that the winning project can kick off in early 2009. Wherever that may be, for Rüdiger Verheyen-Maassen, who coordinates the MIT networks at our German locations, one thing is already certain: "We're going to make a difference help!" Together with colleagues in MIT networks in other countries and on other continents, Verheyen-Maassen will be spending several days helping out. "Building walls, planting trees, laying pipes – no problem!" he says. "Working together we can make a huge contribution. And the personal contact will also mean closer ties within the global MIT Network."

>> BALANCING ACT

Erhan Eker, Area Manager for Packaging and Labeling in Düsseldorf, is committed to the nursery school on Dreisamweg in Cologne. Eker is a member of the nursery's development group and has plenty to do, for there is plenty of scope for parental initiative here. Since October 2007, the nursery has had its own balance path, funded almost exclusively by Henkel at Eker's suggestion. "The path is great for the children. It helps even the youngest kids to overcome their fears. And it's also a fun way for them to improve their sense of balance and motor skills. The balance path is designed to enhance the children's health and well-being and to counteract obesity and inactivity at an early age. I'm delighted to be involved with the nursery as I'm hugely appreciative of what the teachers do. For me, support from MIT means that I identify even more strongly with 'my' company and am proud to work for Henkel."



>> HEALTHY KIDS

Annette Kreisig, Laboratory Assistant in the Product Development department for Aok and Diadermine, is particularly concerned about children's health as they grow up. It was for this reason that, with the support of MIT, she set up the 'Klasse 2000' project for the pupils of Gut Kullen Primary School in Aachen. The aim of 'Klasse 2000' is to develop the children's personal capabilities. "The kids need life skills – such as the ability to resolve conflicts – to help them succeed in everyday life. One of the topics that's very important to us is healthy eating. Primary school teachers and experts from medicine, sport, and nutritional science have developed a holistic concept through which the pupils learn to listen to their bodies and deal with stress. The concept is also designed to prevent addiction and violence."



>> ADVENTURE ON THE HIGH SEAS

Cries of 'SHIP AHOY!' resound at the Abenteuerland municipal nursery school in Mönchengladbach-Bettrath. Since October 2007, the children here have been kept enthralled by their very own wooden playship.

Brigitte Nicasius, a Production Assistant in the Haut4 department at SHPE GmbH & Co. KG in Dülken, was the person responsible for putting the ship to anchor in the nursery school's outdoor area – with financial assistance from MIT. "The idea of doing something constructive for the Abenteuerland children actually came from my daughter Sabrina. She's a teacher at the nursery, where until now there wasn't much for the children to play with outside. Thanks to MIT, we received a donation to buy a beautiful wooden playship with a sail-cum-awning and a climbing frame. The young would-be sailors were immediately taken by the educationally beneficial playship. It is hugely beneficial in terms of developing their motor skills and encouraging them to let off steam. It also helps develop team spirit, because when the 'sail' has to be

unfurled, everyone has to get up on deck and lend a hand. All the children have got to pull together!

As a former pediatric nurse, it gives me great pleasure to see the kids enjoy climbing and creative play in the fresh air. It does them a power of good. I am both delighted and grateful to be working for a company like Henkel that is aware of its social responsibility and encourages and supports its workforce in this way. My advice to all those who also want to get involved as a volunteer is: view the world with open eyes and an open heart. Then you'll see who

The ship encourages everyone into the fresh air

needs your help. Don't despair if you can't implement

your project right away. With persistence and creativity you'll achieve far more than you ever thought possible."

Enjoying the stiff breeze in their faces, the young sailors of Abenteuerland nursery school love letting off steam on their wooden ship.



Children's artwork: photos and colorful, lovingly painted pictures with flowers and hearts decorate the tree diary, something that children have poured huge effort into creating at the 'Intergenerational Cultural Center'.



Junior amateur gardeners

Retiree Barbara Pflügge works at the 'Intergenerational Cultural Center' in Düsseldorf, helping children from the district of Rath.

The volunteers offer story-telling, art and culture projects such as the 'Sock Theater' with fun figures made from socks. The project is supported by MIT and Barbara Pflügge's eyes light up as she starts talking about her voluntary involvement at the 'Intergenerational Cultural Center'.

"The tree-planting campaign in March 2007 was fantastic. Together we all planted a walnut tree in front of the theater. We wanted to inspire the children to create something lasting, something for which they would have to take responsibility. And the idea paid off: the junior amateur gardeners have been enthusiastically looking after their tree ever since it was planted. We've also succeeded in captivating the children's attention in other areas. Whether they're visiting the Düsseldorf City Archives or getting involved in the new workshop club, the kids always give their all. To finance our projects we run the 'WunderBar' in the theater foyer. We were able to purchase the materials to

build the bar thanks to financial support from MIT. We also received MIT assistance for establishing the art and crafts workshop group. I'm lucky that life has always been good to me, so now I want to give those who are less fortunate a better outlook. Any way, I'd be so bored

sitting at home! When I became semi-retired in 2001, I missed having a real purpose in life. I missed the friendly 'Good morning!' that I got at Henkel every day in the corridor. I also loved the interaction between the generations. Now I've found it again."



Above: One of the little artists proudly shows her contributions to the tree diary.

Left: Henkel retiree Barbara Pflügge (second from right) and her charges are delighted by the walnut tree which the junior gardeners now look after.

Bread FOR DÜSSELDORF

Henkel retirees Manfred Welscheid and Wolfgang Hellhammer are actively involved in 'Düsseldorfer Tafel', a organization founded in 1994 that coordinates the distribution of unsold food for the benefit of people in need.

The two pensioners drive a van around Düsseldorf, making deliveries to social welfare centers. "Almost every Saturday, I drive to various bakeries just before they close to collect bread, pastries and cakes, which I then deliver direct to welfare organizations such as the Burgplatz soup kitchen, the Trebe Café, the Knackpunkt homeless shelter and Brother Firminus Hermitage at the Franciscan Friary in Düsseldorf city center," explains Manfred Welscheid, who was formerly employed as a mathematician with Information Systems at Henkel.

"I do the 'food round' every Tuesday," says Wolfgang Hellhammer. "I collect the food from the shops early in the morning and bring it to the organizations. They then distribute it to the needy. My good local knowledge and my experience as a former truck driver at Henkel come in extremely handy. When I retired, I wanted to devote some of my free time to helping people in need. Being able to do something to help gives me great pleasure," he adds.

Welscheid agrees, "My wife and I live pleasant lives and enjoy good health. I'm very grateful for that and want to help those people who don't have it so easy. When I'm out and about in Düsseldorf, I always keep my eyes open to see where the need is greatest. That's why I contacted MIT about obtaining a hot-air oven." This was desperately needed for preparing and heating up food quickly at the Brother Firminus House center for the homeless. The oven was one way of coping with the ever increasing number of visitors: in 1996, 45 people visited the center each day; by 2007 the figure had risen to around 300. In addition to a clothes bank, the organization – founded in 1996 by Franciscan monk Brother Klaus-Dieter Diederhagen – also offers hygiene facilities.

"We also get all the necessary detergents and personal care products through the MIT Initiative," explains Manfred Welscheid. "For me, helping others is a way of life. But you do have to have a focus and find out everything you can about the work. It's important to select a project based on what you like and enjoy doing, as that makes the most impact – even if you can't change the entire world," he says.



Wolfgang Hellhammer (left) and Manfred Welscheid are men of action: they see which of Düsseldorf's citizens are in greatest need and work together to help them.



>> REVERTING TO CHILDHOOD

Arnaud van Daele is committed to helping former street children in the Dominican Republic. The Product Line Manager at AIA-Automotive in the French town of Cosne-sur-Loire supports ENED, an organization located near the capital city of Santo Domingo dedicated to providing the children with a new, loving home.

“It all started with a holiday in the Dominican Republic. During an excursion inland, around the capital Santo Domingo, I was struck by the sheer poverty of the people. Then I learned about ENED (‘Entre nous et demain’ = ‘Between us and tomorrow’), an organization that offers shelter to street children. I was inspired by the concept, the brainchild of Swiss-born Jacklyn Krieg in 2001. It seems that from a small acorn a mighty oak can indeed grow. The project began with two children. From year to year, the number of youngsters has increased to the current figure of 20. The house is now very well organized; everyone has to lend a hand. And that’s the best thing, as it’s the only way the kids can learn to take responsibility. It’s extremely interesting to watch how they adjust. When they arrive at the house, they only know the rules of life on the streets, and that means constantly fighting to survive. It’s a long process until they become ‘children’ again and are able to lead normal lives.

We aren’t satisfied with helping ‘only’ the children who live in the house, though; we also support very poor

The house run by the ENED organization offers a safe refuge to former street children in the Dominican Republic.

families who live in the same neighborhood. We supply them with food and clothing, and we provide the children with some basic education. That’s the only way of keeping them off the streets and away from a life of misery. My voluntary work, which is supported by Henkel, has changed me. I’ve learned to see lots of things through different eyes and to view our problems from a

Everyone has to help out in the ENED home

that if you can do something, no matter how small, that ‘something’ will help. Never think that you are wasting your time. Contributions in any shape or form are always welcome.”

more realistic perspective. My work has taught me

>> BASIC RIGHT

Hanane Incha-Allah, an accountant in Schwarzkopf’s Customer Accounting department in the Parisian suburb of Boulogne-Billancourt, is involved in providing schooling for Moroccan children from poor families. Together with the aid organization ‘Alliance des Safiots du Monde’, Incha-Allah does all she can for a school project in the Moroccan city of Safi – with Henkel’s support. “I coordinate what the volunteers do and also select the schools. To date, the ‘Right to Education’ project has made an extremely positive impact: 289 children from socially disadvantaged families are now able to attend school. That’s not a ‘given’ in Morocco, for there many children have to forego an education because their families are too poor.”



>> SCHOOL PROJECT

For **Patrick Joppé**, Supply Chain Manager Adhesives Technologies, schooling and education are a top priority. Joppé, of Châlons in France, has been involved in the Madagascan organization ‘Madao’ for more than three years now, and for good reason. “The objective of Madao is to give boys and girls from villages in Madagascar access to schooling,” explains Joppé. “With Henkel’s support, Madao has now succeeded in setting up its own school with three classrooms in Ambohipihaonana. For us volunteers, Henkel Smile provides valuable support and is also proof that, by working together, it is possible to do something good for the children of the world.”



Hydrotherapy treatments by campervan

Irena Grmaš, Key Account Technical Manager with Adhesives Technologies in the Slovenian town of Novo Mesto, devotes her leisure time to the Polžek Association. Its objective is to provide support and opportunities for integration to youngsters with disabilities.

Hydrotherapy enhances the children's motor skills and is excellent for providing physical relief. However, because the medical treatment is only available in far-off resorts on the coast, it generally presents a huge financial burden for the youngsters' families. Keen to help, Irena Grmaš had a great idea: she requested MIT to support the Association in purchasing a campervan. Families could then drive the vehicle to the health resorts, saving them the cost of expensive hotel accommodation.

"The biggest challenge as far as the project was concerned was deciding where help was needed most. As soon as I set the ball rolling, everything quickly fell into place. What was especially touching was the gratitude of the Association's members. I was deeply moved by the courage and optimism of the parents and their children," recounts Irena Grmaš.

Camping
as if on holiday

An extremely positive follow-on effect from the purchase of the vehicle is its benefit to the entire family. If a child is ill, everything automatically revolves around the young patient. The campervan allows the whole family to travel to the therapy resort and enjoy a holiday of some kind, even if to a limited extent.

"Each MIT project is coupled with huge responsibility – for both the employee and the company. Hence, my advice is that anyone who wants to work as a volunteer needs to be committed heart and soul to their project. Every child is unique and must be treated as such. The greatest reward for all the work is the joy and delight in the children's eyes. It's like a ray of sunshine! No one should hesitate about starting projects that make children's lives easier, better and more beautiful."



Hope on four wheels: the new campervan allows the entire family to accompany their sick child to the coast for a hydrotherapy treatment program.

Hello, new life!

‘Hello, new life! You’re not alone’ is the name of the project launched by Esref Mert, East Anatolia Region Sales Manager, Adhesives Technologies.

The goal of the initiative is to improve premature babies’ chances of survival. Henkel duly assisted with the purchase of various items of medical equipment – supplied to Gaziantep Children’s Hospital in 2006 and Adana Children’s Hospital last year – for providing the babies with oxygen and nourishment.

“This apparatus helps babies when they open their eyes for the very first time. The project is incredibly important and I’m proud to be part of it,” says Esref Mert. “The project’s success and the support of Henkel, hospital staff, the media, government organizations and many others inspired me to go one step further: I turned my attention to the Children’s Hospital in Adana.

I received huge support from all sides because people knew how important my projects are. Special praise is due to MIT, which for me epitomizes our company’s social responsibility. MIT strengthens the feeling of belonging and improves teamwork. I can only advise all other colleagues to also get involved as volunteers and I hope that MIT will continue to exist for the generations of the future.”



Welcome to life: the purchase of state-of-the-art medical equipment gives premature babies a better chance of survival, with the assistance they require being administered quickly and efficiently.

Banu Uzkuť, Factory Production Cost Controller for Laundry Care in the Turkish city of Izmir, helps young Turkish girls realize their dreams. She is committed to the 'Modern Girls Boarding School Project'.

Modern-day girls with a bold dream

The goal of the project is to support village girls both academically and financially. "We want to improve their chances of an education so that they can go on to attend high school," explains Banu Uzkuť.

"It's only with a solid education that girls have a realistic chance of qualifying for careers such as nursing, medicine or law and of broadening their horizons. Through our project, we are endeavoring to help girls realize their dreams. In concrete terms that means giving them the opportunity to attend the boarding school in Izmir – provided they prove themselves during the selection procedure," she emphasizes. "In 2005, Henkel enabled 17 girls to attend the school. We offer them help and advice, should they need it. My colleagues and I have already built up a good relationship with many of them – and that's what's great about the project. It offers the girls huge opportunities, and they also become role models for modern women in rural regions."

The 'Modern Girls Boarding School Project' offers young women in Izmir, Turkey, new perspectives for their future careers.



>> AUTHOR! AUTHOR!

For **Ahmet Cevik**, General Accounting Officer at Henkel, educating children in Istanbul is a matter of primary importance, and the reason why he launched a cultural project at Korkut Evirgen Primary School. With Henkel's support, Cevik has succeeded in providing the school with a theater stage, a conference room, and a library, among other facilities. And he also got stuck into the work himself, setting up lighting systems, getting the rooms right, moving furniture and carrying out other tasks. "First and foremost, I'm grateful that MIT exists. It gives people the opportunity to help others and to accomplish things that someone on their own could never achieve. Quite simply, voluntary work does good, but needs to be promoted enormous good!"



Above > Learning opens doors to self-fulfillment: the school enhances the children's confidence.

Right > Pens, exercise books, rulers: the Kuria children were overjoyed to receive the donated stationery and equipment.



Woman with a mission

Asli Cobbers, a successful manager, lives with her family in Düsseldorf. So what motivates this young woman to pledge her support for vocational training for girls from the Kuria tribe in Africa?

For many years, my husband's family has supported building projects in Africa aimed at helping others to help themselves," explains Asli Cobbers, Brand Manager in the international Body Care Sector of Henkel Cosmetics. "My husband and I visited some of these projects in 2003. During the trip, we met Father Tarimo from the parish of Rogoro in northeastern Tanzania, which for many years has been partnered with the Catholic Parish of St. Peter and Paul Aldekerk. That's my husband's home parish in Germany. Father Tarimo told us about a new project: vocational training for girls from the Kuria tribe." By

tradition, Kuria girls are married by the age of eleven or twelve, and are circumcised before marriage.

However, since more and more girls have been attending school – not least due to the support provided by MIT – the young Kuria women have grown in self-confidence and in their desire to determine their own lives. "But this dream can only come true if the girls are able to earn their own living," Asli Cobbers points out. "That's why, together with Father Tarimo, I'm developing concepts to give the girls an easier start in their working lives after they finish school. We're setting up training studios and

sewing shops, and providing modest loans to women setting up small businesses. MIT made a significant contribution to the capital we needed to do this."

Asked about why she works voluntarily, Asli Cobbers replies: "This project is all about the young women's human dignity. And it's also about the future of the region – something that depends very substantially on education and the people's vocational opportunities."

Emmanuel Nweke ensures that girls and boys can attend school together in Nigeria.





power

During his schooldays and as a Boy Scout in Nigeria, Emmanuel Nweke helped to build houses for his country's poorest people. That was long ago.

In recent years, Nweke has been working at Henkel in Düsseldorf as a production IT expert in the Adhesives Technologies business sector. He now devotes a large share of his free time and annual leave to giving the children of his native country access to better nutrition, healthcare and education.

"When I learned about MIT, I immediately had the idea of helping children in my home country," says Nweke. "I also knew where help was urgently needed: in Awkuzu, a small town in the southeast of Nigeria. I know this area well because my father comes from there.

Most people in Awkuzu live in extreme poverty; many children are malnourished. They live in huts without clean water, without any sanitation. The prevalence of HIV in the region is alarmingly high, and there are always cases of polio, cholera, malaria and sleeping sickness. The situation for young girls is particularly bad, as in many families they're at a disadvantage compared to their brothers."

Last year, after analyzing the living conditions of the children in Awkuzu, Nweke and other helpers launched the 'Awkuzu Children' project at a large school in the town. "The first thing we did was to obtain books for a school

library and workbooks for the pupils, as well as sports equipment for PE lessons," he explains. "Transporting these donations was a difficult undertaking: the roads are in a very poor condition, and the haulage company also caused us problems. But the children's delight on receiving our gifts made it all worth-

while." The team is already thinking about what to do next: "We're going to get desks and benches," Nweke has decided. "And the school has to have proper toilets as soon as possible."

"We're particularly concerned about the girls. We want to provide them with better access to education and give the most talented girls grants and scholarships. And while education is very important to us, we also want to help the children in Awkuzu by providing better nutrition and medical care. It all costs a lot of money, which is why we're working hard here in Germany to drum up donations for our project. I'm very happy that my employer, Henkel, is willing to provide financial assistance for my work for the children in my home country."

"The children's delight makes up for all the sweat and toil."

>> STRONG KIDS

Bill Tyree, Vice President Global Sales Team, in Scottsdale, Arizona, USA, is a Committee Director within his local Young Men's Christian Association (YMCA). Its 'Strong Kids' program is particularly close to Tyree's heart. It offers all children, regardless of their social background, a broad range of recreational activities – after school, at weekends, and also during the vacations. The program is aimed at teaching life skills to the kids, who often come from socially deprived families. Educational activities also feature on the schedule: for instance, reading, writing, math and computer skills. "I'm delighted that we can offer the youngsters this program. It makes such a difference to their lives, which in many cases are far from perfect. I've been a member of the YMCA for more than 25 years and the work brings amazing results. I've met some very interesting people and am constantly inspired by what I see and experience."



>> NEW COURAGE

Andy Newton, Field Sales, Adhesives and Sealants, is committed to helping children and adolescents who have lost a close member of their family. It was to this end that this Henkel employee from Manlius in New York State set up the 'Parent Plus Life Link' organization. Parent Plus offers support in the form of advice and information, as well as an extensive leisure-time program with sport and cultural activities. The youngsters often lose their way, and Parent Plus helps them back on track so that they are able to face life again. Andy Newton has played a critical role in developing the organization's broad-based concept. "For me personally, everything I've gained from my voluntary involvement has been extremely positive. I've become much more sensitive, but I've also learned to keep my feelings in check."



>> ANGEL ON EARTH

She may not have wings, but Alison Shore, Senior Account Business Manager, is still a kind of 'angel on earth'.

Alison Shore, who has been with Dial Corporation, Charlotte, North Carolina, for more than two years now, is a youth leader at the Assurance United Methodist Church. Together with the youngsters in her parish, Shore spends a lot of time helping the 'Holy Angels' institution, a private organization that supports people with mental development disorders. Many of the 70 children and adults who live in the local Holy Angels home are also physically handicapped.

"One of our objectives within the parish is to teach our young people the virtues of helping other children. That's why we, in conjunction with MIT, set up the 'Kids 4 Kids' youth project to support those in the care of the Holy Angels

organization. I coordinate what our young parishioners do at the Holy Angels home.

We offer story-telling, art projects and other activities, all designed to make life more enjoyable for the home's residents. Our kids also help out doing things like office chores and gardening. But there are limits to what we can do: the residents have very specific needs and we have to be both sensitive and flexible. Close cooperation with the staff at Holy Angels is essential. I've learned to concentrate on what's important and, at the same time, to be more adaptable. One thing's for sure: the ironing can wait – this kind of help can't!"



>> RETIRED BUT RESTLESS

Legal expert **Frank Barber** rarely takes things easy – despite his pensioner status. Barber is on the Board of Directors of Toby House. Behind this unprepossessing name is a residential complex comprising 19 units for the mentally ill in Phoenix, Arizona. The residents live in apartments where they are encouraged to relearn how to be more independent – with the support of trained staff. "I assist Toby House in all legal matters. I feel it's important in this society of ours to help people who are facing big problems in their life. I have it good and I'm delighted to be able to work as a volunteer," Barber explains.



Greg Tipsord, General Manager Laundry & Home Care, from Scottsdale in the American state of Arizona, has a mission to help the 'Fresh Start Women's Resource Center'. This organization helps women to help themselves at times of crisis. The Center has much to offer such victims, not least a safe place to stay.

Help for self-help

There is an information service for addicts where we try to help women with such problems out of their plight," explains Tipsord. "But we also offer support as regards their day-to-day life. The women have to learn how to retake control of their own destinies. Most importantly, that includes looking for a job. We give them hands-on help, showing them how to write an application, and practicing job interviews. The Center also makes sure that the women are dressed appropriately when they attend an interview. We show women in tough circumstances ways of liberating themselves from their situation so that they can get themselves back on their feet and rejoin society. They are treated as individuals; we look at their particular needs, circumstances and personalities.

I'm also actively involved in 'Teach for America', an organization that stands by the belief that, regardless of social class, every child has a right to proper education and training. To help us achieve our goal, we take on college graduates from the best institutions for a set period and send them to the country's poorest and most

deprived communities. The mission of these graduates is simply to help the children achieve better grades.

I'm a director on the boards of both organizations because I want to make a contribution that will fire a change in our society. I wanted to get involved in causes that offer help aimed at self-help. Thanks to the support of Henkel, the work that my colleagues and I can do is extremely worthwhile; we can see what impact we make on people's lives. Nothing beats seeing the smiles of children who have learned something that they previously thought they never could.

Getting involved is a tremendously valuable experience. What's important is that you opt for a project in which you really believe. Then you're 100 percent committed to the cause and can sometimes even achieve the impossible," says Tipsord, no doubt speaking from his own experience.



Julie Davies, Marketing Coordinator at Professional & Consumer Adhesives in Avon, Ohio, USA, is a member of the 'Helping Hands' team.



House with a heart

Julie Davies is utterly committed to children's welfare. Working hand in hand with Henkel employees to support Providence House, she helps create a place and an atmosphere in which the little ones can experience caring love.

Helping Hands are a group of dedicated Henkel employees committed to supporting various social projects. Such of them is Providence House in Cleveland. The center is a home for babies and children of up to five years of age, who either live in the threat or are already victims of violence, abuse or neglect. The 26-bed home provides the little ones with a safe and secure roof over their heads plus the kind of care they need.

"Each year our team picks a particular project which we concentrate on supporting. Our emphasis is definitely on children in need. We have been in contact with Providence House for a long time and have been asked whether we would like to work on refurbishing their playground. Since the start of the project we have received an enthusias-

tic welcome from staff and children whenever we have come to visit Providence House," Julie Davis recounts.

Organizing fundraising events is a particularly challenging part of our voluntary work. The coordination of volunteers for such events also requires very specific planning. The rewards, however, always make up for the hard work we put in. We also financially supported Ronald McDonald House, an organization that offers temporary shelter for families in crisis situations.

What I have learned from the projects is that employees from companies like Henkel are very enthusiastic about volunteering. This really strengthens people's

sense of community. Both the team and the project benefit from each hour that we as individuals are able to dedicate to doing voluntary work. The more helping hands there are, the easier the work becomes.

I very much appreciate Henkel's support of us volunteers. Our personal commitment and the sponsorship by MIT are highly valued among the people with whom we work."

Having a common goal strengthens people's sense of community

Since early 2006, **Gary M. James** has been helping to build a better home for 240 orphans on Haiti.

God's children

Gary M. James divides his time between two worlds: he and his family live in a typical middle-class neighborhood near Henkel's plant in Woodbury, Minneapolis, where he works as Senior Region Business Manager for Dial. At the same time he – together with other committed volunteers from his community – has over the last two years been helping toward the construction of a residential and school building for the children and teenagers of the 'All God's Children' orphanage on Haiti. The MIT Initiative supports his work both financially and by giving him a number of extra days of leave per year which he can use for volunteering.

"For the last couple of years we and a few other families from our parish have been donating money to this orphanage on a regular basis," explains James. "In 2005 a small delegation from our parish decided to go and visit the orphanage. We brought presents for the children as well as medical and school supplies. This was our first visit and we were shocked at how absolutely inadequate and dirty the center's buildings appeared. We knew we had to do something." So it was during their very first stay at 'All God's Children' that the delegation decided to build a new home for the children. With donations from their parish back home they managed to secure a large piece of land.

"The architect we commissioned for the project managed to convince the United Nations to provide the heavy construction equipment. This helped us build a road and prepare the site for the new development," James goes on.

"Our parish collected more than \$100,000 for the building project. We have even acquired a machine for making concrete blocks so that we can have our building materials manufactured on site by local laborers. Since 2006 more than 30 of our volunteers have been going on trips to Haiti each January and March for about one to three weeks – all at their own expense. We sleep in tents and work on the building site. Of course we always bring presents for the children. On our last trip it was over 300 pairs of shoes."

"These children have absolutely nothing and are genuinely grateful for everything we do for them."



Above: Happy faces when Gary M. James and the other volunteers bring presents for the orphans. **Left:** Hardworking volunteers from Minneapolis on the building site for the new orphanage in Mirebalais on Haiti. **Top left:** The new bed frames serve as a temporary outdoor seating arrangement.

>> LABORATORY IN THE PARK

Bill Kozak, Senior Research Scientist at the Product Development Group of the Automotive/Metal Pretreatment business unit, Adhesives Technologies, in Madison Heights, Michigan, USA, is a member of the Boy Scouts of America.

'Learning for Life' is a program that the scouts take very seriously. They strive to foster a greater interest in science subjects in schools and kindle the students' interest in mathematics, technology and chemistry. "Once we had learned that Henkel is supporting our project, we started out with 450 sixth-graders from the school district of Pontiac, Michigan. We initially ran classroom-based lessons. We covered topics such like the exploitation of alternatives to conventional fuels for vehicles, such as solar power. Fascinating laboratory experiments were also part of the curriculum delivered by engineers from local businesses. The students were particularly excited about our technology camp, which Vice President of Technology Bob Hart and I ran alongside the classroom-based content. We wanted to spark the children's interest in science subjects. The project was financed by Henkel and the Convergence Education Foundation as well as the Boy Scouts of America. Thanks to the donations from Henkel, we were able to get the right teaching resources for our lab experiments. What has always motivated me most is seeing the students' joy and enthusiasm. They were so amazed and excited when we squashed aluminum cans simply by using air pressure or managed to burst the cans with the help of CO₂ balloons. And I learned something as well: anything is possible – you just have to believe in it."



Bill Kozak (center) is in his element as he passes on his technical expertise to the young students.

Children of the south

The high Andean plateaus with the ancient temples of the Indian high cultures, the Amazon winding its way through the wild, vast jungle, the exuberant joy for life of the people at the Copacabana and other holiday regions along the coastal areas – these are the beautiful images of Central and South America we are all familiar with.

Olà!

In Mexico, Brazil, Peru and other Latin American countries, however, life is not quite as idyllic and indigenous as most of us imagine it to be. The extreme poverty in the slums and the brutality of the gangs are resulting in many deaths – particularly among young people and children. Many current and retired Henkel employees are actively working toward making sure that Central and South American children can grow up without having to live in fear and poverty – and MIT supports them in this work. One of these people is Kirsten Sanchez. A project in which she has been involved for many years as a skilled volunteer is the reforestation and cultivation of the large gardens surrounding the Casa Hogar in Tizayuca. “Casa Hogar is an orphanage near Mexico City,” explains the human resources manager, who after many years spent in Mexico, is now the Managing Director of Henkel La Luz in Guatemala. “Thankfully, after I moved to Guatemala, Patricia Bellm, the wife of a col-

league at Henkel in Mexico, took over the project. I am glad that the garden continues to flourish.”

In spring 2007 Peter Leonhardt, a Henkel retiree, and his wife Waldtraud traveled to El Salvador for the fifth anniversary celebration of the Girasol orphanage. The Leonhardts had been contributing needed supplies to the children’s home since its inception and have been back to visit many times. MIT has also supported the orphanage financially on many occasions. Being able to follow the progress of the children as well as the overall project was a gratifying experience for the Leonhardts.

Lizette Becker has been part of the Henkel Cosmetics export team in Düsseldorf since the summer of 2007, yet she continues to keep in touch with her colleagues in Peru where she worked before. She keeps up a lively email exchange in particular with Fabio Niño who co-manages the MIT children’s project locally.

Lizette Becker and her family volunteered for many years at the children’s daycare center Guarderia Infantil Matilde Tellez, where staff lovingly look after 80 children in the midst of Lima’s poor quarter. “We did our utmost in order to help the center, which constantly lacks funding. We would not have been able to make it though without the support of MIT,” Lizette Becker admits.





Susanne Lücker (standing) visits Nepalese village hospitals, schools, orphanages, monasteries and refugee camps every year with a voluntary team of medical professionals and helpers in order to treat the children there. Many of their young patients suffer from vitamin and iron deficiencies and are prone to colds and pneumonia.

>> NEPAL – YEAR AFTER YEAR

When Henkel employee Susanne Lücker visited the only children's hospital in Nepal for the first time in 2001, she already knew that it would not just be a one-off project. With the help of MIT she brought with her 870 kilograms of hygiene products, medical supplies and equipment.

She made that first trip to Katmandu with just one companion. This year sees it is Susanne Lücker's ninth volunteering visit to Nepal. And her friend, the pediatrician Dr. Ines von Rosenstiel from Amsterdam, is again joining her in the Himalayas. This time, however, the two women are accompanied by three to four dozen volunteers from Germany, the UK and the Netherlands. "Our eighth trip with donated supplies in November 2007 involved four teams with a total of 40 people," remembers Lücker, who is a medically trained technical assistant in the dermatological department of the Henkel Research and Development division.

"34 team members were doctors who used part of their annual leave in order to examine and treat the Nepalese children."

While Susanne Lücker oversaw the project team in Katmandu, the other three teams traveled to Dharan in the very east of the country, the highland region of Pokhara northwest of Katmandu as well as the Chitwan National Park, one of the jungle regions on the border with India. "We examined and treated more than 3,400 children," says Lücker in summing up the primary purpose and biggest success of their busy ten days in Nepal. "We hand out multivitamin and iron tablets for several months' consumption, as well as cold treatments, antibiotics and ointments for skin diseases, depending on what the people's needs are. As we have examined about 70 per cent of the children numerous times, we can say that their overall health has improved."

Sight for sore eyes

Stefano Levi, Andrea Ferrari and Francesca Corbellini are involved in a campaign promoting free eye examinations and operations in the poorest regions of Asia's south east. Recently, Stefano Levi accompanied and documented the work of the mobile team of doctors in the Himalayas region. In the remote villages of this area, which is without electricity and other forms of modern infrastructure, blindness is jeopardizing not only just development but also the survival of the local people. Consequently, the doctors specifically target their care toward children who, from birth, have suffered from cataracts. Most of them regain their sight. Francesca Corbellini supported the doctors and their assistants during the operations, while Andrea Ferrari together with his wife, the pediatrician Dr. Anja Ferrari, looked after emergencies in the next-door villages. MIT provided the funds for the purchase of a modern Zeiss operating microscope as a means of helping the project. Stefano Levi, Francesca Corbellini and the Ferraris are keen to attract further sponsors so that the campaign can continue in 2008 and perhaps be extended to cover other countries.

>> GOOD VIBES

Michelle Kim helps visually impaired children in Korea. At Henkel's invitation, they recently discovered the world of music in a workshop with German orchestral players. Composer Yoon Isang is known to music aficionados everywhere and is a celebrity in his home country of Korea. To celebrate his 90th birthday toward the end of 2007, musicians from around the world gathered for a large concert showcasing works by the man himself. For some of them the concert was not the only reason they were there. At the invitation of Henkel Korea, organist Zsigmond Szathmary, who lives in Germany, and percussionist Olaf Tzschoppe also conducted an instrumental workshop for blind and visually impaired children at the Music College of Seoul National University.



>> ENCOURAGED

Nobu Itamiya, Sales Representative/ALL, Adhesives Technologies, and his wife Mayumi from Yokohama volunteer their services to one of the powerchair football teams in Yokohama. In this still relatively unknown sport, the handicapped children sit in electric wheelchairs and propel the ball with their tires. Henkel supports three powerchair football teams that took part in the FIPFA (Fédération Internationale de Powerchair Football) World Cup in Tokyo, held over eight days in October 2007. "It is really encouraging to see how this sport helps depressed children develop self-esteem, become better team players and forge friendships," enthuses Nobu Itamiya.



School opens its doors

About 10,000 kilometers separate Lutz Mehlhorn, the Director of the Strategic Sales Unit, Henkel Laundry & Home Care in Düsseldorf, and Frank Willemars, Managing Director of Henkel Vietnam in Ho Chi Minh City. Despite the distance, they make a perfect team.

The two share not only several years of their professional life together at Henkel Benelux, but also their current volunteering commitment on behalf of children in Vietnam. Lutz Mehlhorn's adoptive daughter comes from Vietnam and he therefore has first-hand knowledge of the trials and tribulations of the people there. The same goes for Frank Willemars who has been living in this southeast Asian land for many years now. With the support of the MIT Initiative, they helped to manage the construction of two classrooms for 67 children aged six to nine at Boi Loi 3 primary school in Trang Bang district in the southern province of Tay Ninh.

Working in Düsseldorf, Mehlhorn took on the administrative duties, which included the preparation of regular project progress reports. The local coordination and expediting work was Frank Willemars' responsibility. In December 2007, they were able together to inaugurate the new classrooms and hand them over to the school's students. To mark the occasion, the two of them also donated a new computer and printer.

"We ran this project in cooperation with the SCC – the Saigon Children's Charity," explains Willemars. "The SCC has been supporting the children of impoverished families in South Vietnam with educational and training assistance since 1992. This includes the building of

schools and the refurbishment of existing school buildings. The region from the west of Ho Chi Minh City in the Mekong delta up to the border with Cambodia has yet to feel the benefits of Asia's economic boom. For the children there, education is the only way out of poverty. But all sorts of resources are lacking. There is often no transport and the children have to make their own way to school over distances of up to eight kilometers." Consequently, Lutz Mehlhorn and Frank Willemars are looking for sponsors among their friends and work colleagues for a school-related Bicycle Project aimed at providing the children with bikes so that they can get to their lessons more easily.

They have also launched another project with the SCC with the emphasis this time on vocational training. "Here at the Henkel plant in Ho Chi Minh City we run a training center for hairdressers," explains Frank Willemars. "Our trainer uses the periods when there are no professional training courses taking place in order to help disadvantaged youngsters who are interested in becoming hairdressers. Giving them some hands-on experience is definitely going to improve their chances of success in finding an apprenticeship, particularly as their educational background is often sadly lacking."

**Education as a way
out of poverty**



Lutz Mehlhorn and Frank Willemars join voluntary forces in order to help these Vietnamese children gain access to education which enables them to learn a profession.



5,875 projects in 10 years

Nutrition, education, health, equal opportunities – the vast majority of the MIT projects contribute to achieving the eight Millennium Development Goals of the United Nations. Yet MIT was actually founded two years before the year 2000 when the United Nations defined these objectives.

The MIT statistics are divided into the following categories: ‘Education and Science’, ‘Fitness and Health’, ‘Social Needs’, ‘Arts and Culture’ and ‘Environment’. This breakdown was not preordained from the outset, but rather has developed almost organically from the large number and variety of projects in which current and retired Henkel employees are involved

worldwide. When the United Nations published its eight Millennium Development Goals – aimed at eliminating the world’s worst problems by 2015 through international collaboration – the MIT team noticed astonishing similarities in the key points of the agenda. “The vast majority of the projects we support have exactly the same goals referred to by the United Nations,” points out Christa

Büchler, who coordinates MIT. “Our employee and retiree volunteers do an enormous amount in order to ensure particularly that children are better looked after and cared for. To date we have worked in over 100 countries, helping more than 45,000 children.”

MIT IN NUMBERS					
Project/ Henkel Region	Social Needs	Education and Science	Fitness and Health	Arts and Culture	Environment
Europe	376	225	240	76	46
Asia	44	14	21	7	0
North America	27	22	13	7	2
Latin America	53	32	30	5	1
Middle East, Africa	24	17	13	3	3
Total number 2007 = 1,301 projects worldwide	524	310	317	98	52
Total number 1997–2007 = 5,875 projects worldwide	1,527	1,410	1,939	881	118



CRITERIA FOR MIT INITIATIVE SUPPORT

- 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 provided should serve as help to self-help.
- 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 may not necessarily equate to the maximum initially provided.
- 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 always provided directly to the institution for which the applicant is volunteering.
- The MIT Committee requests that applicants provide regular feedback in the form of photographs, brief written reports, newspaper cuttings or other documentary 'evidence'. For what purpose has the funding been used? Has the project made progress as a result? Generally, the pleasure and joy generated by the support provided is such that applicants/volunteers are both proud and delighted to report back on how their project has fared.

CONTACTS

Application forms can be obtained free of charge from your local MIT contact, from the Henkel intranet or from Christa Buechler
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Take a look!

From December 2007 until the end of February 2008, the MIT Initiative ran an international photo competition – the third of its kind – plus its very first painting competition for children.

638 photos from 17 countries and 653 children's paintings from 23 countries: no wonder the jury found it hard to select the best pictures from all the colorful, happy and touching images. Just as well, then, that for each competition there wasn't just one winner but 20. In the photo competition, employees and retirees who work as volunteers supported by MIT were invited to submit shots of their projects. The prizes on offer to the winning projects amounted to a total of 20 special grants worth 500 euros.

The painting competition, meanwhile, was aimed at children who had benefited from MIT support. Their 'remit' was to paint a picture of their favorite festival. The 20 nurseries, schools and other children's organizations that submitted the winning paintings were all awarded a grant from MIT. So the youngsters have a chance to really celebrate the next time their favorite festival – the one they painted with such imaginative talent – comes around!

MIT entrusted the selection of the best contributions to an independent jury composed of children and artists living in Düsseldorf. Hans-Peter Rams, one of the three artists involved and vice-chairman of the association "akki – Kunst und Kultur mit Kindern e.V." (art and culture with kids) made sure there was a broad spread of nationalities among the jurors. Only one of the children he invited to make up the jury is German; the others come from Asia, Southern and Eastern Europe, and Africa.

Three of the 20 winning photos:



Banu Uzkuat and Hande Ardane, employees of Henkel in Turkey, support a project for premature babies in the Adana Children's Hospital.

Henkel retiree Hermann Wernz of the Heidelberg site in Germany has been coaching 180 youth rugby players in the TSV Hand-schulsheim sports club for many years.



A WORD OF THANKS TO STEFANO LEVI

The front cover photo, the photo on the rear cover and other photos reproduced in this magazine (pages 3, 5, 25, 26/27) were taken in Asia by Stefano Levi, Business Development Manager in Global Marketing, Adhesives Technologies. The Henkel Smile editorial team wishes to express its heartfelt thanks to him for this tremendous contribution. You can find more pictures taken by Stefano Levi on the internet at www.stefanolevi.com.

Three of 20 prize-winning children's drawings:



Eight-year-old Diana Reiznik painted a birthday party with a cake and other good things to eat. She lives in Russia and participates in a project on environmental education. Henkel employee Olga Limonchenko is actively involved in this project.



Nattaporn Sunanta, 9 years, lives in Thailand and is looked after by the House of Hope in Chiang Mai, one of the projects run by the Kids' Future initiative, supported by Camilla Fagerberg, a Henkel employee in Sweden. Nattaporn painted a picture of the Loy Krathong festival.



To make sure these children have enough to eat, Kirsten Sanchez, a Henkel employee in Guatemala, is helping to build up a bakery in this slum area.



Chinese New Year's festival in Malaysia. Looi Wan Kan is eleven years old and attends the Parent Resource Centre for Early Education. Henkel employee Yoke-Khuan Wu is one of the volunteer helpers in this center.

S.O.S

The thousands of letters which the Henkel donations management team receives every year are all calls for help. Sports clubs, choirs, orchestras, hospitals, departments of universities, kindergartens, schools and cultural centers all have two things in common – insufficient funds and the hope that Henkel can help them to continue their work or get new projects under way.

Big deal for tiny tots

Henkel gives regular financial support to the 'KNIRPS' project for playground partnerships run by the BDKJ (German Catholic Youth Organization). So what is a 'KNIRPS'? The colloquial German word usually stands for 'tiny tot', but in this case it is a big yellow school bus which brings a huge smile to every child's face at the sight of it. This is because it is brimful of toys. The project staff's mission is to improve Düsseldorf's playgrounds. Ines Conrady, who is the KNIRPS project manager, does her round of the playgrounds in the regional capital four times a week and is enthusiastically welcomed by parents and children alike. The project, which was initiated by the local group of the BDKJ in Düsseldorf in 2005, relies largely on volunteers who each look after a particular playground in close collaboration with the BDKJ officers from the organization.



There is no end to the fun to be had when KNIRPS visits the playgrounds of Düsseldorf. The bus provided by the BDKJ is brimful of toys that bring a huge smile to every child's face.



Socially aware students

For the third year in a row, Henkel has been provided support to geography students from the University of Trier who in turn are helping to improve the lives of people in the slums of Nairobi.

A group of 21 geography students from the University of Trier are setting an outstanding example with their humanitarian work. Among other things, the students traveled to Kenya for two weeks in September 2007, together with their lecturer, the East Africa expert Dr. Johannes Michael Nebe, in order to carry out a study on the local water and sanitary facilities. About half of the Kenyan capital's population of 3.5 million people live in slums.

In pursuing their research, the students also worked closely with counterparts from the Kenyatta University of Nairobi. The purpose of the trip was to take a closer look at the catastrophic water supply in the slums and to develop solutions within the framework of a project study. "There is no running water in the huts. People have no choice but to drink the sewage water coming from the industrial plants. Once you have survived three years without becoming ill, you are immune to it," explains Dr. Nebe.

In the same year, the lecturer and his dedicated students also examined the situation of the schools in the slums of

Nairobi. These schools receive no state financial support whatsoever and are therefore entirely dependent on help from religious or international organizations. "They even lack the basic things to get by; the few exercise books have holes in them as the writing has repeatedly been erased in order to create space for new text," explains Nebe. In one of the 14 schools the group visited, 400 school children had to share three books.

Each of the associated projects was wrapped up with a workshop attended by local and national decision-makers, slum residents and representatives from non-governmental organizations. "This shared dialog, assisted by the Kenyan media, was essential in creating a public debate on the situation at a political, planning as well as an administrative and public authority level," confirms the lecturer. Henkel supported three of the studies, helped in the procurement of school books and also in the construction of sanitary facilities.

Each student receives a pencil of their own. For the children in the slums of Nairobi, learning materials such as exercise books, school books and pens are a precious commodity. Situations such as three books being shared by 400 students are no rarity.

People have to drink sewage water in order to survive.

Saving lives through sport

Henkel supports leukemia patients by organizing blood typing drives. So it was about more than just fair play when the two local ice hockey teams DEG METRO STARS of Düsseldorf, sponsored by Henkel, and the 'Cologne Sharks' met in the ISS Dome in Düsseldorf.

In collaboration with the 'DKMS' (German Bone Marrow Donor Database), Henkel and the DEG METRO STARS together instituted a campaign on behalf of patients suffering from leukemia. About 250 of the 13,500 fans participated, allowing a small blood sample to be taken from them by Henkel medical staff before the match. "Due to the excellent media coverage, we got a great response from the public. Everyone was pulling in the same direction," commented a delighted Nadine Rellecke of Henkel Corporate Communications. Henkel's trainees and the MIT Network also helped to make the event a success. The trainees were busy collecting donations while the volunteers helped people to fill out in the necessary forms and other formalities. The blood was typed after the event and the campaign participants were registered as potential stem

cell donors for leukemia patients. Henkel and the DEG METRO STARS each financed half of the costs involved in the blood typing campaign.

The collection proceeds totaled 16,500 euros. Following the activities inside the stadium, the blood typing program continued at Henkel HQ in Düsseldorf-Holthausen. Fifty Henkel employees spontaneously decided to also have themselves registered as potential stem cell donors. "We would particularly like to thank the DEG and Alexander Sulzer, one of the players, who also had his blood typed. This commitment shows how supportive the professional DEG METRO STARS players are of our campaign. And it helped to persuade many fans and Henkel employees to have their own blood typed as well," enthused Nadine Rellecke.



DEG METRO STARS player Alexander Sulzer does his bit to help. Together with his team, the ice hockey pro supports the blood donation campaign, manfully braving the prick in the finger for the blood sample.

Science with sparklers



Getting young people interested in the natural sciences is one of Henkel's main goals. Therefore, Henkel supports numerous educational projects, such as the 'Schülerinfotag' (student info day) at Heinrich Heine University in Düsseldorf.

Mixing, stirring and constantly being amazed – during the student info day at Heinrich Heine University, children and teenagers were invited to visit the laboratory of the Natural Sciences faculty and explore their own creativity by becoming chemists for a day. The 'curriculum' covered exciting color tests with filter paper and water as well as special experiments with polystyrene. Henkel supported the program both financially and by donating a substantial quantity of products.

Henkel is also involved in supporting highly talented students. For the twelfth year in a row, the Darmstadt charity Kinder- und Jugendakademie Südhessen e. V. (Children's and Youth Academy of South Hesse) was, with Henkel's help, able to invite primary and secondary school kids to a study day and related workshops covering subjects such as biology, chemistry/physics, Hebrew and information technology. Henkel also supports the Kinderuni Siegen (Children's University of Siegen) where youngsters can get an insight into an exciting world of science tailored to their own age level. Here, knowledge-thirsty children aged eight to twelve can find out, for example, why cats' eyes glow in the dark.

MADAME COURAGE – beating exam stress

Single-mother students often lose their nerve when it comes to preparing for their final exams. Enter Madame Courage, a project run by Münster's Catholic Women's Welfare Service and a charity financially assisted by Henkel. "The support we give extends far beyond helping the students with their basic subsistence needs. As they do not need to work during the period when they prepare for and sit the exams, these mothers can also dedicate more quality time to their children," explains Ingrid Henkenmeier, a Madame Courage team member. Beyond this financial aid, moreover, Madame Courage also offers workshops and information events so that the women can learn for themselves how to best juggle career and children.





Hands-on physics class

Henkel supports the innovative physics lessons of grade 7b at Felix Metzmacher Hauptschule in Langenfeld.

May 2007: The students of grade 7b at Felix Metzmacher Hauptschule (secondary school) in Langenfeld are busy cutting, pasting and experimenting. With the help of sheets of transparent table cloth, empty yogurt containers, Pattex Hot Stick glue guns and a syringe full of water, they learn how a convex liquid lens works. "I want the students to become curious about physical phenomena and develop ideas of their own," explains electrical engineer and part-time teacher Axel Holle in summing up his educational approach.

And he adds: "The students are bound to benefit from this hands-on experience – certainly when they start their first job, if not before."

In support of the project, Henkel donated lab coats for the innovative physics classes. The company's Adhesives Technologies business sector helped with the experiments by providing various Pattex and Pritt products, ideal tools for inspiring the students to creativity in their research.



'CleverLab' for curious kids

In the new hands-on 'CleverLab', in Duisburg's Atlantis Museum, children learn to become little scientists, with financial support from Henkel.

April 2007: Why have lemons got an acidic taste? And what does acid mean anyway? These are the kind of questions children from grades 3 and 4 at Theisselmann primary school in Duisburg get to ask. Working independently and also in small groups in workshops on fragrances, acids and magic, the kids "learn all about a totally different side of chemistry – that it can be practical and not abstract or dangerous at all," explains Philine Gerlach, Press Officer of the Children's Museum, understandably proud of the 'CleverLab' project. The great advantage is that the children are not missing any on their regular classes, the lessons are just being moved to the museum – much to the delight of the kids.

Academic exchange

Henkel regards dialog between nations as of the utmost importance. It is for this reason that the company supports the PIM & CEMS Student und Alumni Club Cologne e.V., and specifically its program of international exchanges for academics. Behind the name is an independent association of students and graduates of the Faculty of Economics and Social Sciences of the University of Cologne.

"We are part of the large international PIM & CEMS network," explains Wolfram Steinbeck, one of the members on the executive of the Cologne-based 'club'. "PIM stands for Program of International Management and CEMS is short for Community of European Management Schools. Seventeen of the world's leading business schools are part of the network," he adds. Once every year, the association invites international economics students to visit the cathedral city. They not only get to know Cologne as a metropolis but also gain an insight into Germany's culture and the mentality of its people.



International dialog: the academic exchange program brings together students from around the world.

Welcome Santas

Henkel employee Dorota Strosznajder of Poland has found a way to motivate teenagers to study. Together with the Przyjaciolka Foundation, the Corporate Communications manager initiated the 'I know that studying pays off' project in 2005.

The program is aimed at all Polish school children aged between 13 and 16 years who have been brought up in children's homes. Forty of these young people were given a cash prize by Henkel in recognition of their excellent grades. The goal of the project is to get the students to enjoy learning. Dorota Strosznajder and Przyjaciolka are also working on another program: every year at Christmas time, Henkel employees take part in the 'Santas Are Welcome' initiative, which Dorota Strosznajder launched over three years ago. "The key to success is to motivate the business you work for to support you with your planned project," explains Strosznajder.



Forty students received a cash prize from Henkel for achieving excellent grades.



RAY OF HOPE

Henkel helps blind children in Austria

In Austria, blind and heavily sight-impaired children reliant on special therapies receive expert help.

For over 20 years now, the CONTRAST association at the Wiener Blindeninstitut (Vienna Institute for the Blind) has been concentrating much of its effort on early intervention programs for children of up to the age of six. More than 200 children are undergoing therapy in Vienna, Lower Austria and the Northern Burgenland region. Henkel provides financial support for the advanced training of the association's professional therapy staff. In 2007, Henkel not only sponsored various matches of the Austrian national ice hockey team and the Beach Volley Ball Grand Slam in Klagenfurt, but was again involved in supporting CONTRAST as part of Henkel Smile. "The support provided by the association receives for our early intervention center is phenomenal and incredibly important for the affected children and their families," says Günter Thumser, President of Henkel Central Eastern Europe in Vienna. Henkel employee Karin Frühwirth's son Nick has been looked after by the center since he was three months old. "My son made great progress while we were working with CONTRAST," says Karin. "I also got to know their team and have the utmost admiration for everything that they do. For some time now, I have been helping CONTRAST out with administrative support for their fund-raising events. And through my own involvement, I have also managed to persuade other Henkel employees to support this great cause."

BRANDS FOR People

Making people's lives easier, better and more beautiful

Henkel pursues this goal with all its brands. Products which bear the Henkel logo persuade and impress through their quality, reliability and performance. Truly great brands are more than just products, however. They have their own unique personality and consumers grow fond of them over the years. Sometimes brands are assigned almost human qualities. For instance, where they are successful not only in terms of sales volume and profit, but also in helping people in need. After all, brands are for people.

Safe with Schauma

Since 2006, the Schauma brand has been involved in a humanitarian aid project for children in Africa together with the UNESCO Foundation. The first project was in Namibia, a second project, in Kenya, followed in 2007.

What do the Schauma brand, the boxing champions Vitali and Wladimir Klitschko and the UNESCO Foundation have in common? They are all united in their desire to help. In August 2006 they joined forces by starting a humanitarian aid project for the children of the San, one of the poorest and most isolated nomadic tribes in Namibia. Within four months, they managed to collect donations worth 400,000 euros. Half of the money raised came from selling special double packs of Schauma products which Henkel produced especially for the project. The monies were sufficient to build an integrated school system and polytechnic colleges with adjoining hostels for the San children. Now they are getting an education based on their own cultural traditions, together with an insight into the modern world. Part of the money was used to support further school projects in Namibia which are run by the UNESCO Foundation.

'Education & Life' for children in Kenya

The second part of the 'Gemeinsam Kindern Zukunft schenken' ('Giving Children a Future Together') donation drive by Schauma and the UNESCO Foundation took place in May 2007. This time they focused on the 'Bildung & Leben' (Education & Life) project in Kenya. Back in 2003, Henkel employees, supported by MIT, founded the Bethsatha Children's Home near the town of Kisumu for orphans affected by HIV. The orphanage is managed by experienced social workers and volunteers from Henkel Kenya. "We are planning to use the proceeds from the campaign in order to further increase this essential support for the orphans," explains Katharina Jahrling, Marketing Director for Schwarzkopf & Henkel

Cosmetics Germany. It is she and Julie Wagana of Henkel Kenya who are coordinating the donation drive at Henkel. "Specifically, this money means we will be able to make sure that the children receive enough food and medical care. We are planning to build sanitary facilities and new buildings that will house a kitchen, nursery and dining area, as well as provide electricity. We also purchased a vehicle in order to be able to transport seriously ill children to the nearest hospital, which is many miles away."

Vocational training is a vitally important part of the program. Thanks to the donation, the children can take practical classes in crafts and sewing after they finish their primary education.

Katharina Jahrling (second on the right at the back) visited orphans affected by HIV and their carers at the Bethsatha Children's Home, where she was able to promise aid from the Schauma donation drive.



BUCKETS OF AID

In April 2007, the Metylan team ran a donation drive during the 'Farbe – Ausbau & Fassade' paint and building trade fair in Cologne. The total proceeds amounted to more than 5,000 euros. The donations are to be used for the construction of a parents' housing block next to a children's hospital.

Buckets for mixing Metylan wall-paper pastes are always highly sought after at all construction industry trade fairs. This gave the team working at the Metylan booth at the 'Farbe – Ausbau und Fassade' ('Paint – Finishing and Façade') show in Cologne an idea. "We didn't give the buckets away for free as we used to, but asked for a donation for a truly local Cologne charity project," explains Axel Bornefeld, Sales Manager responsible for the German painting and decorating trade. "The McDonalds Kinderhilfe children's charity is building a block with 14 apartments right beside the children's hospital in Cologne-Riehl. The building is to be used as a 'home from home' for parents and siblings of seriously ill children who are being treated in the hospital. The donations we collected at the trade fair will support this worthy cause." Everyone who wanted to take home one of the sought-after buckets was free to donate as little or as much as they wanted. "We managed to collect a whopping 5,200 euros, way more than we had expected," Bornefeld happily adds. Henkel rounded up the figure to 10,000 euros as part of Henkel Smile. The 'Ronald McDonald House' project in Cologne-Riehl officially got under way in October 2007. The opening is planned for 2008.

Project Futurino

Children need space to play, dream and discover the world. Green classrooms and 'gardens of the senses' are high up on the priority list of Persil's "Futurino projects".

For head, heart and hand

To celebrate its centennial in 2007, Persil launched an initiative aimed at promoting educational, cultural and leisure activities for children and teenagers. And now there is a repeat 'Project Futurino' for 2008.

As a family brand, Persil thanked its consumers for their trust with a remarkable initiative, launched in its centennial year, aligned to improving the future of children and teenagers in Germany. From around 2,500 applications sent to the Persil team, 197 projects were selected to receive grants totaling 1 million euros in all. More than 40,000 children throughout the country benefited from this targeted support from Persil. Because there is a lack of outdoor play facilities for these adults of tomorrow, 40 of the grants enabled the establishment of green classrooms, gardens of the senses and adventure playgrounds. In addition 'Project Futurino' supported 21 music-related schemes so that new instruments could

be purchased or children could rehearse a musical. Art, culture and book activities, including those aimed at promoting reading and speech skills (36 projects), the equipping of woodworking and bicycle repair shops (19) and the promotion of the natural sciences in kindergartens (12) were all facilitated by Persil in its centennial year.

And the initiative is continuing through 2008 – this time with a total grant of 500,000 euros. "Now we are looking in particular for projects enabling children to develop an awareness for nature, experience that feeling of fascination and understand, through play, why it is important to protect the environment," explains Thomas Toennesmann, Head of Marketing Laundry & Home Care. "An independent jury working hand in hand with the Henkel Friendship Initiative will decide which projects are to receive Persil's support."

Consumers are being invited to propose worthy projects related to the topic of nature for children up to the age of 14. The application closing date is July 31, 2008.

A project will only qualify for a grant if it has an official sponsor. More information and an application form are available on the internet at www.persil.de/projekt-futurino. There is also a hotline for specific questions – call 0800 997 89 97 (no charge from within Germany, Monday to Friday from 8 a.m. to 5 p.m.).

**197 Futurino projects
all over Germany**



Top > After a serious earthquake in Peru, the HFI emergency aid program helped people who had become homeless.

Left > With the help of the HFI, the employees of the Thomas Morus House youth club in Genthin organized a vacation cycling trip for children from socially disadvantaged families.

All systems go – with HFI

“MIT and the Henkel Friendship Initiative are unique and integral parts of the Henkel culture. Together we make a lot of good things happen, alleviate poverty and offer people new opportunities.” – The resounding words of Simone Siebeke.

The woman, visibly moved when making this statement in the summer of 2007 at the General Membership Meeting, knew very well what she was talking about. As Vice President Human Resources, managing the MIT Initiative and being an Executive Committee member of the Henkel Friendship Initiative were part of Simone Siebeke’s responsibilities for years. Moreover, it was Simone Siebeke more than anyone else who, in 2003, transformed the charitable Henkel Förderwerk Genthin, founded back in 1991, into an international organization with a reputation of acting fast when the need arises. It very much lives up to its new name Henkel Friendship Initiative e.V. (HFI).

The HFI helps people throughout the world who lose their livelihood when disaster strikes. Two examples from last year: When a monsoon caused catastrophic floods in 75 per cent of the Indonesian capital of Jakarta and around 350,000 people in the 12 million metropolis became homeless, the HFI provided immediate emergency aid. It also helped when the most powerful earthquake to hit Peru in 25 years destroyed towns and villages in August 2007. The HFI Execu-

tive Committee often use Henkel’s international presence to their good advantage. Whenever possible, a Henkel employee from a site nearest to the disaster area takes a look at the situation. This is often done by the managing director of a particular plant and ensures that the HFI Executive Committee gets a first-hand account of what happened and what help is needed most.

In addition, the HFI has for some years supported a large number of longer-term projects concentrating on social issues, education and, in particular, youth work. Thanks to the donation

**Targeted help
for people in need**

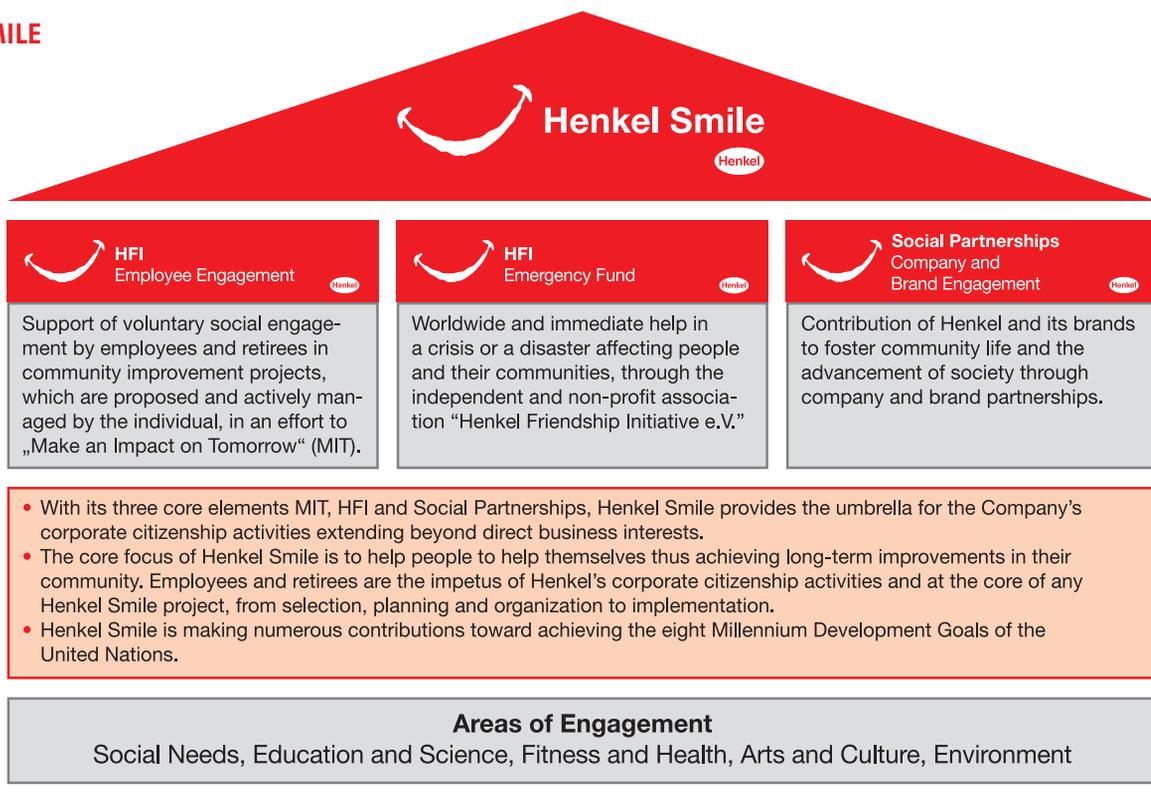
from HFI, Thomas Morus House in Genthin was able to organize a fifth annual vacation trip in the summer of 2007 for children from socially disadvantaged families living in the region. Besides providing emergency aid in the aftermath of disasters, the HFI also supported more than 60 projects, most of them with repeat funding, last year. The money required for the projects comes from donations. Everywhere in the world employees organize donation drives in aid of the HFI at departmental and birthday parties as well as anniversary celebrations. The Henkel family members and executives and even some business partners and shareholders contribute personally to the donations from time to time.

After Simone Siebeke had been appointed as head of HR Henkel Cosmetics Worldwide, the HFI Executive Committee followed her recommendation and invited Fridtjof Helemann to join them. He has been the Head of Corporate Policies and Corporate Donations since 2006.

Always ready to act at a moment’s notice – the HFI Executive Committee.

From the left: Winfried Zander, Christel Fehlberg, Fridtjof Helemann, Hans Dietrichs and Rolf Maassen.





A roof on three pillars

Henkel Smile is composed of three pillars: the MIT Initiative, the Henkel Friendship Initiative e.V. and the Social Partnerships program involving various business and brand partners. It is under this roof that all the company's corporate citizenship activities come together. Corporate citizenship is the international term for the willingness of businesses to act for the common good and hence behave as would a properly responsible member of society.

In order to improve people's living situation on a long-term basis, Henkel Smile focuses on helping people to help themselves. Current and retired employees are the driving force behind Henkel's corporate citizenship activities. They are at the center of all Henkel Smile projects; they are involved in their

selection, organization and management; and they actively participate in them. Having signed up to the Global Compact in 2003, Henkel has faced the challenge of meeting the requirements embodied in the Millennium Development Goals of the United Nations and adopting an active role in the establishment of practical solutions. Through Henkel Smile, the company undertakes various activities aligned to these very objectives. While the company chooses to focus its business and brand partnerships on said Millennium Development Goals, it does not influence the decisions of the employees and retirees who are involved in the MIT Initiative nor the members of the Henkel Friendship Initiative's Executive Committee. However, when looking at all the projects and activities under the roof of Henkel Smile, it is apparent that – with few exceptions – they all contribute in their own way in to the achievement of the Millennium Development Goals. So it is quite obvious that Henkel's employees and pensioners are thinking along the same lines as the development strategists of the United Nations. They are united in their fight against poverty and hunger and in their commitment to provide better education and medical assistance.

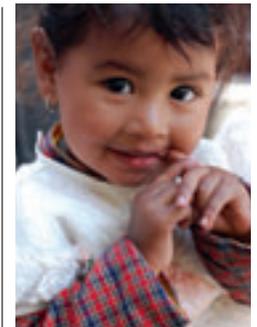
EIGHT GOALS FOR ALL

Most of the world's industrial and developing countries have agreed to do everything in their power in order to achieve the Millennium Development Goals of the United Nations by the year 2015:

- Goal 1:** Eradicate Hunger and Extreme Poverty
- Goal 2:** Achieve Universal Primary Education
- Goal 3:** Promote Gender Equality and Empower Women
- Goal 4:** Reduce Child Mortality
- Goal 5:** Improve Maternal Health
- Goal 6:** Combat HIV/AIDS, Malaria and Other Diseases
- Goal 7:** Ensure Environmental Sustainability
- Goal 8:** Develop a Global Partnership for Development

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The editorial team would like to thank all Henkel employees and retirees who have provided photos and information for this edition of Henkel Smile.

Namasté

Namasté is a Hindi term and is derived from Sanskrit,
nam = 'bow'; Namasté = 'I bow to you'
Namaste is the most common greeting in India.
It translates roughly as:
'I greet the divine light in your heart'.

Thank you.

A big thank you to all the employees and retirees who have been involved in Henkel's MIT initiative over the past 10 years. Their experience and voluntary work are and will remain vital to MIT as it embarks on new projects for the future.

