



Henkel Smile



2009/2010

henkel.com/smile



Valuing water

Dixan's promotion of environmental awareness among school children
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New courage to carry on

Earthquakes, typhoons, bush fires: emergency aid from Henkel
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Village a winner

The MIT anniversary project in Guatemala – helping 120 families in Santa Clara La Laguna
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MIT Argentina

Fresh from the oven

The children from La Matanza get really excited when they hear that their mothers are meeting to do some baking – because they know that there will be something delicious to eat at the end of it! Henkel employee Kirsten Sánchez Marín is involved in this project, which is actually being run in one of the most violent districts of Greater Buenos Aires. The bakery in which the young women and teenagers are being given vocational training is one of many institutions put in place by AYUDA e.V., a German association chaired by Markus Blöser (second from the right). You can read a detailed report on the project on the Henkel Smile microsite at: www.henkel.com/smile

Helping to change the world

Dear Readers,

For more than 130 years now, social engagement has been an integral part of Henkel's corporate culture. The many and varied volunteering commitments of our employees and retirees, and also our corporate and brand engagement activities are all pursued under the Henkel Smile banner. And this also serves as the umbrella for the emergency aid that we provide in response to natural catastrophes.

The anniversary project in Guatemala to mark the tenth birthday in 2009 of our MIT initiative (MIT = Make an Impact on Tomorrow) provides an impressive example of the commitment that our people are willing to give to a worthy cause. In the village of Santa Clara La Laguna, Henkel volunteers are working together with the local population to improve their quality of life, decorating and renovating 120 of their homes, installing stoves with proper flues and ensuring access to clean water through the provision of treatment and filtering equipment. The volunteers are also helping with the education of the children and striving to improve the agricultural productivity of the families involved.

This anniversary project is just one of 1,253 MIT projects actively supported by our employees and retirees in 2009.

Speaking for my colleagues on the Management Board and myself, we are proud and grateful that there are so many Henkel people willing to give their time so freely and for so many projects around the world. And we are very pleased to support their volunteering activities, providing specific aid where it is urgently needed.

In the year 2000, the United Nations formulated their eight development goals for the new millennium. And when I look at our projects, it is immediately apparent that every MIT undertaking, every charitable or socially aligned activity supported by the company and our brands, and also the emergency aid that we provide, all contribute directly to achieving these Eight Millennium Development Goals. Acting in this way, we are able to give people real hope for a better life and a better world.

Our society needs people who, with their hearts and vision, are committed to helping people in need; people who strive, through their volunteering activities, to change the world for the better. If you yourself already participate in such activities, I congratulate and thank you! And if you have not yet taken that step, please consider becoming engaged – with us – for a better world.

Sincerely yours,



Kasper Rorsted
Chairman of the Management Board



Kasper Rorsted
Chairman
of the Management Board



Henkel Smile

Expressions of joy

MIT Haiti:
James Rispoli from
the USA – there
for the construction
of an orphanage
and school.

Social engagement is part of our corporate culture and as such is firmly anchored in our company's history. We are committed to social progress and corporate social responsibility.

Henkel Smile provides the umbrella under which we engage with society outside of and beyond our business activities. Our international corporate citizenship program focuses on promoting long-term partnerships between Henkel the entity, its brands and social institutions.

The objective is to present a joint approach to social challenges. We are convinced that only solutions developed in partnership with those on the ground can be relied upon to benefit all participants. And we are particularly keen to help people help themselves in order to achieve solid progress toward fulfilling the 'Eight Millennium Development Goals' of the United Nations.

Make an Impact on Tomorrow (MIT)

We support the voluntary social engagement of our employees and retirees around the world. Indeed, it was with this specific purpose in mind that we founded the MIT initiative in 1998.

We support the MIT projects of our employees and retirees through donations in kind, product donations and financial aid, granting special paid leave and also the provision of technical advice. The greater the volunteering commitment, the higher is the level of support available from Henkel. In this way, we ensure that our funds are used where they are most urgently needed – in their entirety, with responsibility and with appropriate transparency.

Emergency aid worldwide

Through the Henkel Friendship Initiative e.V. (HFI), we provide immediate aid around the world to people placed in urgent need by natural catastrophe.

Since its establishment in 1991, the HFI has also supported a number of longer-term projects with the focus on social progress, education and youth welfare. Such undertakings may be proposed by Henkel employees and retirees or, indeed, others with an interest in the issue concerned. It is not necessary for the applicants themselves to be actively involved in the project.

The funds provided for emergency aid and project support come from donations. Aside from the financial resources provided by Henkel, monies are also collected and donated by Henkel employees, our business partners and our shareholders in support of the work of the HFI. All donations are passed on in their entirety to the victims for whom they are intended.

Engagement for the common good

Henkel and its brands provide support for social development by assisting sports clubs, choirs and orchestras, hospitals and university faculties, kindergartens, schools and cultural establishments. Often, a body's own financial resources are not sufficient in order to meet the social challenges with which it is confronted or to embark upon new endeavors. As a company engaged in promoting the common good, we are keen to contribute to further development in the social sphere.

Our brands are right at the core of our business. Through our brands, we engage particularly in the promotion of educational projects, often in association with partners offering specific expertise in the area concerned.

HENKEL SMILE DONATIONS in thousand euros	2008	2009*
MIT children's projects	1,000	1,000
MIT community projects	460	660
Corporate engagement	2,006	2,053
Brand engagement	589	160
Emergency aid	175	152
Product and in-kind donations	3,299	3,658
Total donations (excluding paid leave for employees)	7,529	7,684

PAID LEAVE FOR HENKEL SMILE PROJECTS in days	2008	2009*
Total paid leave for employees	285	318

SUPPORTED HENKEL SMILE PROJECTS number per year	2008	2009*
MIT children's projects	336	349
MIT community projects	950	882
MIT photo competition awards	20	22
Total number MIT projects	1,306	1,253
Total number of emergency aid activities	3	7
Corporate engagement	310	355
Brand engagement	148	115
Product and in-kind donations	625	448
IT donations	84	87
Total number of corporate and brand engagement projects	1,167	1,005
Total projects supported	2,476	2,265

*Status October 31, 2009

Our employees and retirees are involved in volunteering projects around the world. As a company, Henkel and its brands provide funds for people in need. In 2009, Henkel supported a total of 2,265 projects worldwide. Our employees and retirees accounted for the greater share with 1,253 MIT projects. On seven occasions, Henkel provided financial aid and in-kind donations in response to natural catastrophes. The company and its brands are also involved in 1,005 projects of their own. In sum, this social engagement has served to improve the lives of over 500,000 people, and taking all the support activities of 2009 together, Henkel Smile has provided more than 7.6 million euros for the common good.



(from left):
Christa Büchler,
Rolf Schlue and
Sandra Lorch

Donations management gets a new 'boss'

December 2009 saw Sandra Lorch take the helm as the new Head of Donations Management at Henkel. She is supported by Alissa Caus, Dorothea Dobrodt and Nadine Hellhammer. Sandra Lorch succeeds Christa Büchler, now retired from Henkel after 35 years with the company.

"Christa Büchler built up the MIT initiative from its early beginnings in 1998 and, with her big heart and keen mind, provided it with great leadership and guidance," comments Rolf Schlue, Corporate Vice President and, among other things, the man responsible for Global Donations Management at Henkel. "Indeed, Christa contributed greatly to the fact that Henkel today is widely regarded as epitomizing corporate social engagement in Germany."

Our engagement



USA Corporate Engagement:
Donation for the re-establishment of a school destroyed by a tornado
Goal: 2

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The areas marked in red denote the 78 countries in which, in 2009, there were MIT projects being run and/or supported by Henkel employees and retirees, emergency aid was provided by Henkel, and specific projects were sponsored by the company and its brands. The red figures indicate the individual Millennium Development Goals served by the various activities.



Guatemala Employee Engagement:
Ensuring access to clean water and school education, improving child health and providing efficient cooking facilities for a mountain village
Goals: 1, 2, 3, 4, 5, 7

Pages 8 to 11



Brazil Emergency Aid:
Construction of an additional building for the Blumenau Minor Support Association children's home
Goals: 1, 2, 3

www.henkel.com/smile

The Eight Millennium Development Goals of the United Nations

In the year 2000, heads of state and government from 189 countries agreed eight joint social progress objectives for the coming years, dubbed the 'Millennium Development Goals' of the United Nations.

In 2009, Henkel's employees and retirees with their 1,253 voluntary MIT projects also again contributed to the attainment of these goals. More than half of these MIT undertakings serve to improve the lives and circumstances of people in developing and emerging countries.

Local partner organizations play an important role in managing and carrying through much-needed measures.

In many cases, one and the same MIT project satisfies the requirements implicit in several Millennium Development Goals. Indeed, the focus of the MIT projects is very much on the eradication of extreme poverty, provision of a basic general education, reducing infant mortality and combating HIV/Aids and other diseases.

www.un.org/millenniumgoals

worldwide in 2009



Italy/India Brand Engagement: Assistance for schools through the provision of teaching materials in Italy and support of a school in India
Goal: 2
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Romania Employee and Corporate Engagement: Support for a children's day center
Goals: 1, 2, 3, 4
www.henkel.com/smile



China Emergency Aid and Employee Engagement: Provision of support by Henkel and its employees for the reconstruction of a school after a serious earthquake in Sichuan in May 2008
Goals: 2, 5
www.henkel.com/smile



Turkey Employee Engagement: Reforestation of a desertified region to ameliorate soil erosion
Goal: 7
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Thailand Employee Engagement: Musical therapy for HIV-infected orphans in Baan Gerda children's village
Goals: 2, 6
www.henkel.com/smile



Benin Employee Engagement: Support for schools and hospitals through the provision of in-kind donations
Goals: 1, 2, 3, 4, 5, 6
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MIT projects divided according to the Millennium Development Goals

GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5	GOAL 6	GOAL 7	GOAL 8
Eradicate Hunger and Extreme Poverty	Achieve Universal Primary Education	Promote Gender Equality and Empower Women	Reduce Child Mortality	Improve Maternal Health	Combat HIV/AIDS, Malaria and Other Diseases	Ensure Environmental Sustainability	Develop a Global Partnership for Development
21%	31%	10%	6%	3%	22%	6%	1%



Fresh paint for the walls: using a spray technique, Heidi von Halle, a Henkel employee from Colombia, and Fabiola Samayoa of Henkel in Guatemala were able to make rapid progress from one house to the next.

MIT anniversary project in Guatemala

Ready and willing: the helpers from Henkel brought with them the tools and materials needed for the work in hand.



Village a winner

In the mountains of Guatemala at a height of some 2,500 meters above sea level, Henkel employees set to work helping people to refurbish their village homes.

Teamwork in Santa Clara La Laguna



included in the 2008 edition of the Henkel Smile magazine was an appeal to Henkel's employee and retiree volunteers to submit proposals for a project to mark the tenth anniversary of the MIT Initiative. From the 86 entries received from 22 different countries, the MIT jury decided on a project in Guatemala. In the summer of 2009, the MIT Network Team met in the small mountain village of Santa Clara La Laguna. There they helped the inhabitants decorate and renovate their rather simple huts into homes worthy of the name, improved and adapted to the climatic conditions prevailing in the region.

The village of Santa Clara La Laguna is located in a remote mountainous region five hours' drive from Guatemala City. Most of its people live in abject poverty, having to work long and hard just to survive. Kirsten Sánchez Marín, Henkel's Director of Administration in Central America, drew the plight of the village to the attention of the MIT jury. Her idea was that Henkel's volunteers should work together with the independent aid organization 'Helps International' in order to provide much-needed assistance to the people of Santa Clara La Laguna. The objectives of the MIT project read as follows:

- Provide families with access to clean water
- Improve the education and standard of health of the children
- Provide participating families with a grounding in hygiene and healthcare
- Reduce timber fuel consumption
- Improve agricultural productivity

The first week of July 2009 saw 21 Henkel volunteers from six countries meet in Santa Clara La Laguna. From the very first day, this international MIT team worked hand-in-hand with the village families. In the Henkel

Fabiola Samayoa, who works in Purchasing at Henkel in Guatemala, was accompanied in her chores by three little helpers.



Left: Most of the people from Santa Clara La Laguna live in very small huts with virtually no 'mod cons'.

Centre: Henkel employee Heidi von Halle (second from the right) and 'Helps' intern Malena Bendinger from Germany could not help but take these four children and their mother to their hearts.

Right: Of course, Henkel products – in this case, Pattex – were used extensively in the decorating and renovation project. The adhesive was mixed with the wall paint to give added strength and abrasion resistance.

Smile blog established on the internet just shortly before, the team members submitted daily posts detailing their activities and the moving experiences that they had with the people on the ground. One such blogger was Silvia Joaquín, a Henkel employee stationed in Guatemala: "I was so tired from the physically very demanding work, yet I was also really happy because we as a team were able to make such a difference."

Within three days, nine houses had been provided with whitewashed walls, sturdy concrete floors, stable stoves with a proper flue leading through the roof, and >>

"Through the blog, I am able to witness the all the enthusiasm shown and the progress made by our international team in Guatemala – and it makes me proud to think that so many Henkel people are involved with the MIT initiative. They really do make a difference."

KASPER RORSTED





How to make school fun! Renata Peroni, a Henkel employee from Brazil, 'invigilates' over a tooth-brushing quiz for the children.



Left top: Easier than they thought – 'Helps' intern Malena Bendinger and Fabiola Samayoa (right) had no trouble in laying the new screed over the floor.

Left centre: Official hand-over – Heidi von Halle (left) and Rainer Dahm (right) from Henkel in Düsseldorf, working with 'Helps' project leader Werner Lec, helped provide the school with a system of mobile water filters.

Left bottom: At first, Doña Manuela, her husband Don Francisco and their family felt a little strange in their freshly decorated home. No doubting their pleasure, however, at the new stove, for it provides better heat and requires significantly less timber fuel than the fireplace that was there before.

>> water filters for the provision of drinking water. Now, a total of 40 houses have already been improved as a result of the MIT initiative.

In all, the funds provided by the MIT will enable 120 houses to be refurbished. Among the spin-off advantages is the fact that, over the next year, the number of trees that require felling for stove fuel will be reduced by 1,500. This in turn will lead to a gradual improvement in topsoil retention in this mountainous region, thus reducing the danger of landslides.

The classrooms of the village school also now have enclosed cooking areas and water

Exhausted but happy

filters. And the children will long remember the visit of the MIT team: "We practiced cleaning our teeth with the kids of the village," recounts Renata Peroni from the Henkel Brazil sales team. "We all had great fun, as we turned this 'lesson' into a quiz with all sorts of jokey questions, enabling the children to win toothbrushes and balloons."

All the members of the MIT team are proud and delighted at the success of their first joint effort. "Being part of this international team and helping these people was just a great experience," remembers Lynn Fair of Personnel Management at Henkel in the USA.

www.henkel.com/smile
www.henkel-smile-blog.com



Kirsten Sánchez Marín, born in Bonn, Germany, initiated the MIT anniversary project in Guatemala. She has been living in Latin America for many years but initially worked in personnel management at Henkel. Now, from her Guatemala office, she is in charge of all the administrative processes of Henkel in Central America.

Interview: Kirsten Sánchez Marín

Trust is everything

“How did you get to know about the conditions prevailing in the mountain village of Santa Clara La Laguna in Guatemala?”

Kirsten Sánchez Marín: “I visited several villages together with the aid organization ‘Helps’. We wanted to find out how important improving the living conditions was to the village community and how great was their own willingness to be involved and to collaborate – because those were the basic prerequisites for ensuring the success of what we conceived as a joint project. In Santa Clara La Laguna I met a very courageous woman, Doña Manuela. She convinced me that we should propose her village for the project.”

“What were the project fundamentals?”

Kirsten Sánchez Marín: “There are around 8,000 people living in Santa Clara La Laguna – most of whom make a living from

agriculture, although there are some who earn income from their widely renowned skills in embroidery and basket weaving. This ensured that the people there would be able not only to participate themselves in the work but also – to a small degree – to pay some of the costs of the refurbishment measures carried out on their homes. This ability to participate and share the responsibility is a decisive factor for achieving long-term change.”

“How did you find the level of cooperation between the helpers from Henkel and the villagers themselves?”

Kirsten Sánchez Marín: “They all worked hand-in-hand with us right from the start. The children often acted as our translators. We were also very moved by the generous hospitality and the trust shown in us by the villagers. Their only thought appeared to be that these new people in their midst had traveled a long way to help.”

MIT

Networking around the world

The international project work jointly carried out by Henkel employees from six different countries and the people of Santa Clara La Laguna did more than just enable the village community to move forward – it also helped the MIT to take a step closer to one of its own objectives: the development of MIT networks in all Henkel regions by the end of 2010. The first such network was formed in Düsseldorf in 1999 and there are now particularly successful MIT networks operating at almost all of our German sites.

There are also MIT networks in Mexico and Guatemala. Adopting the ‘all for one, one for all’ approach, their members make the most of experience gained in their own volunteering work, advising and supporting



The MIT network at our Düsseldorf site has been in existence for ten years now. From the left: Rainer Dahm, Holger Mühlen-von Bardeleben, Annegret Wesselmann, Armin Friesendorf, Klaus-Dieter Bussmann, Rüdiger Verheyen-Maassen and Wolfgang Schlechtriem. Missing from the photo: Marion Lauterbach.

their Henkel colleagues in other MIT projects as the need arises. In addition, each MIT network delegates one of its members to sit on the local MIT committee to help decide on how to respond to incoming applications for support. As a team, the MIT network is able to plan larger activities for charitable purposes – subject to the agreement of the local MIT committee – and to appeal more effectively to their colleagues at their local site or within the region to get involved.

How is an MIT network established?

The local MIT committee should arrange a Round Table meeting for all employees and retirees whose volunteering projects are currently being supported by the MIT. This an-

nual get-together serves primarily as a forum for experience interchange. It also enables the MIT committee to explain the duties and objectives of the MIT network, encouraging everyone to get involved as much as they can. Once the national or regional MIT networks have started to function, the next step is to join the global network. Through this process, effective assistance can be given to MIT projects all around the world, including at the application stage, because there too, advice from an MIT network can be helpful.

MIT networks may also be involved in joint, cross-border projects, implementing these with the assistance of the employees of the sites and regions concerned.



Lionel Saint-Martin (at the front) and his energetic colleagues of the 'Amis du Vieux-Castéra' association.

MIT France

Friends of the church

Lionel Saint-Martin works for Henkel France and is an active member of the association 'Amis du Vieux-Castéra' (Friends of Vieux-Castéra), volunteering for the reconstruction of the 'Vieux-Castéra' church, a 13th century ruin.

The dilapidated building is located in Gers in the Pyrenees. Given its extremely poor condition, there is a great deal to do: rubble has to be removed from the site, cracks in the walls need to be repaired and plastered, and an array of pillars, supports and buttresses are required to reinforce the fabric of the old edifice. Of particular importance is the provision of a support structure for the vaulted ceiling, which is one of the most beautiful architectural elements of the church. Saint-Martin is therefore particularly delighted that Henkel is supporting his MIT project. "I am deeply thankful to Henkel for the financial aid that it has donated. The church forms part of our local cultural heritage, which is why I spend much of my free time helping to get it repaired."

It is hoped that this work will be completed in 2012, with the church having by then been returned to its last known condition. The restored building will then be used for cultural events such as theatre performances, exhibitions and concerts.



Under expert guidance, the volunteer helpers set about restoring the church's old masonry.

MIT Germany/Turkey

Gömürgen to be re-greened

Once upon a time, Gömürgen lay amongst wooded hills. However, the trees have long been felled.

Today, this region in Turkey's interior looks more like a desert. Life is tough on land where hardly anything grows – and survival is made even more difficult by erosion and floods. Many abandon this inhospitable terrain, as did the parents of Ömer Adigüzel many years ago. However, this employee at Henkel in Düsseldorf still feels a close affinity with the people living in the village that was once his family's home. Consequently, together with friends he founded an aid association in Germany – Hilfswerk Gömürgen e.V. – dedicated to halting the desertification process and reforesting the landscape. And for this purpose the association has for years been collecting donations.

Saplings to be planted in 2010

Soon to be the site of a new woodland. But first the area had to be fenced off, for which purpose Ömer Adigüzel (standing on the trailer) and his fellow volunteers put 1,000 fence posts in place.

As a first step in this re-greening process, the association members assisted by helpers from the community, the police, the local school and the cultural association in Gömürgen fenced off two small hills in autumn 2009. For this, 1,000 fence posts were hammered into the ground and wire meshing was erected over a length of 2 kilometers. Within the 180,000 square meters thus enclosed, several hundred young trees are to be planted by volunteers starting in April 2010. The purpose of the fence is to protect the saplings from the ravenous appetites of the large sheep, cattle and goat herds that populate the village and its environs. These are an important source of income for the village inhabitants, but are also one of the main causes for the desertification process: the animals have completely stripped the hills and dales of their vegetation.

Ömer Adigüzel: "I am delighted to say that our project is being supported by the MIT – and that our team, which includes several Henkel employees, has finally been able to set about the reforestation project in Turkey."

www.goemuergen.de



MIT Belgium/Sri Lanka

Cash COWS

Invaluable aid: 150 milking cows provide 75 families with a small regular income.

Mark Vanden Bremt, an employee of Henkel in Belgium, works as a volunteer for the charitable association 'Sri Lanka in Our Heart' which has set up a school project in Pallepola, Matale in Sri Lanka. "As part of the subproject entitled 'A Cow for Sri Lanka', we also want to provide two milking cows to each of the 75 poorest families with children attending our school," he explains. The production of milk and sale of the calves will provide an urgently needed additional source of revenue for these families.

Henkel in Belgium has been supporting the school in Matale since 2006. The Belgian aid organization, real name 'Sri Lanka in ons Hart', has already built a library, classrooms and toilets, and has also set up an internet link. In 2008, working in collaboration with the Ministry of Agriculture of Sri Lanka, they began the project 'A Cow for Sri Lanka' with the task of building sheds for the cattle. In 2009 they bought the first 75 cows for the families. And the families will receive their second cow at the beginning of 2010.

Some of the milk will be consumed by the families, while any surplus will be

Income boost



sold on to the major dairy producers. Naturally, everything is strictly controlled, and the families receive their income boost at the end of each week. The project should end up running itself in the course of 2010. Vanden Bremt explains: "We provide the motivation – but then the families need to learn how to stand on their own two feet."

Milk for the table and for sale: the cows provide the recipient families with a regular source of income.

www.sri-lanka-in-ons-hart.be



With so many helping hands, the building work carried out under the management of 'Habitat for Humanity' makes rapid progress.

MIT South Korea

Constructive passion

Henkel in Korea provides regular product donations in support of the not-for-profit house construction campaign being run by the organization 'Habitat for Humanity'. "Habitat for Humanity helps people help themselves," explains Michelle Kim, head of Corporate Communications at Henkel in Korea. "The organization provides its 'clients' with building materials, requiring the families concerned to make just a small contribution to the cost. They may also be provided with a mini loan. What is far more important is that all the family help with the construction work – not only on their own house but also those of their neighbors."

This scheme has resulted in more than 300,000 houses being constructed in some 100 countries. Thanks to the many volunteers, the organization in Korea alone manages each year to complete around 60 construction projects plus some 150 general building and apartment refurbishments.

Henkel employees have also been involved in the initiative. "In spring 2010, there will again be a number of us working on the sites of Habitat for Humanity," says Kim. "This work not only helps the families concerned by providing them with a new home but also ourselves, because working together like this strengthens our team spirit!"

www.habitat.org

MIT Germany/Benin and Togo

From Viersen to Africa

Whenever an opportunity arises to earn a bit of money at the Christmas or flea markets that spring up in Viersen and its environs during the holiday season, there is a good chance that Henkel retiree Gisela Kolaczinski will be there, setting out her stall. She uses her talent as a well-versed saleswoman for a good cause: "I am a member of the AWA – the Viersen-West Africa aid organization," she explains. Not only an income-earner, she also carries out a number of other voluntary tasks on behalf of the AWA. "One of the main areas of our work involves finding sponsors here in Germany for children in Benin and Togo," Kolaczinski reports.

Every year, a delegation from the association travels to West Africa in order to ensure that everything in the sponsored institutions is as it should be, and to bring donations in kind that have been provided by the various sponsors: medicines, cleaning and disinfecting products, hospital beds, walking aids, bed linen, not to mention soap, toothbrushes, powdered milk and non-perishable basic foodstuffs. School children are provided with knapsacks and school materials (picture below), while student seamstresses receive fabrics, sewing machines and accessories. And from the sewing school, the AWA team always brings back to Germany an array of attractive textile goods to replenish Gisela Kolaczinski's market stall.

www.awa-viersen.de



How it is going to look: former Henkel Board member Dr. Jochen Krautter (center) with lecturer Bernadette Heiermann and architecture students of Aachen's University of Science and Technology scrutinize a model of the kindergarten.

MIT South Africa

Kid accommodation

Architecture students at Aachen's 'RWTH' University to build kindergarten in South Africa in 2010.

Henkel retiree Dr. Jochen Krautter is not only providing financial support for the MIT project, he is also personally involved. This former Henkel Executive Vice President is personally assisting Michael Zipp, President of Henkel South Africa. And he was also involved in the construction of the first 'Tamaho' kindergarten at Henkel's Johannesburg site.

"We have chosen the city of Ceres as the location for the new kindergarten," Zipp explains. Ceres is located in Witzenberg province some two hours north-west of Cape Town. "Until now, the children have not had any facility of this kind available to them."

Bernadette Heiermann, lecturer in architecture at the Aachen university, is leading

the project together with her colleagues Judith Reitz, Arne Künstler and Christoph Kai. She comments: "Of course it is all about the children, but everyone is benefiting from this undertaking. It's a great teaching project for the students, and it opens up to the lecturers a quite unique means of providing practical training."

Around 30 students from Aachen will travel to South Africa during their lecture-free time in spring 2010 in order to build the kindergarten in Ceres. Its official opening is scheduled for April 10.

Until then, the architecture students will be spending much of their time planning

Inauguration in April 2010

the build together with their lecturers. "There are still many

aspects to clarify," Heiermann insists. "The authorities still need to give planning consent, then the site has to be fenced, the materials ordered, local laborers hired and accommodation arranged for the students. But we are very optimistic and full of enthusiasm."

Jochen Krautter is also confident: "I am already looking forward to seeing the completed kindergarten; and it will be particularly interesting to witness how the architecture students go about constructing a child-friendly facility using local materials."

MIT United Kingdom

At last a new playground

A generous donation from the MIT for a new playground has helped make the dreams of the kids of the Tewin Cowper elementary school near Welwyn Garden City finally come true.

Nicky Hastings of Henkel in Great Britain and mother of two children at the school recounts: "We've been working hard raising money for a few years with events such as

cake sales, quiz nights, Easter egg hunts and an annual summer fete at the school."

Once the Parent/Teacher Association had received the donation from Henkel, the whole school was involved in deciding which equipment should be installed in the new playground. And the children were literally jumping with joy when the builders arrived with their excavators and began work on constructing the new facility.

www.tewincowper.herts.sch.uk



MIT Germany

Protecting our furry and feathered friends

The Solingen Bird and Animal Sanctuary is an attractive destination for families, school classes and youth groups from the surrounding area.

It is home to a wide range of different animals – from monkeys and llamas to goats and kangaroos, and from pot-bellied pigs to emus. These are looked after by a small team under the leadership of Janett Heinrich who also serves as an expert guide for visitors to the park. As a 'sideline', she nurses and nurtures orphaned and injured animals from the wild, always with the aim of returning them to their natural habitat as quickly as possible. For the last two years, Henkel employee Petra Burnett and her nine year old daughter Sarah have been among the volunteer helpers active within the Solingen Bird and Animal Sanctuary Support Association.

"An enormous amount of work is necessary, not only to maintain the permanent animal population but also to properly cater for the numerous migrating species," says the Henkel training administrator.

Petra and Sarah Burnett regularly help by feeding the infant animals from the bottle, mucking out stalls and stables, and assisting with those projects to re-introduce the animals into the wild. "We are both true animal lovers," says Petra as an explanation of their involvement. "It is

very fulfilling to spend part of our free time together caring for the animals."

The volunteering activities of the two have also found great favor with the MIT, with the result that Petra Burnett's wish for a commercial catering machine to prepare the feed for the birds and animals in the park was quickly fulfilled through its intervention. An urgently needed washing machine was also provided by Henkel – and the MIT also chipped in with a large stock of laundry detergents and household cleaners.

"Now we spend a lot less time in preparing the feeds," says a smiling Petra Burnett, "which means that we can dedicate even more of our effort to ensuring the welfare of the animals."

www.solinger-vogelpark.de



Above: Petra Burnett feeds a frisky coati (aka snookum bear).

Background photo: An orphaned chick finds new happiness with nine year old Sarah Burnett as its new foster mother.



Denilson Souza, Henkel Brazil, is delighted at the new playground for the children of Cotia in São Paulo.

MIT Brazil

From playground to keyboard

At his desk in Brazil, Henkel's Denilson Souza takes care of the company's information technology (IT). However, he dedicates much of this free time to the children of Cotia in São Paulo, working as a volunteer for a school program, which provides support to more than 100 school children.

"ADRA stands for 'Adventist Development and Relief Agency' and is a major Christian aid organization dedicated to improving the living conditions and educational opportunities of the poor in 120 countries around the world," Souza explains.

As a member of the local ADRA management team, Denilson Souza is involved in the support program at all levels. The most important objective is to provide the children with a feeling of security. "For example, we aim to ensure that the kids get regular meals. It is also important that they can properly let off steam on a real playground. And the MIT grant has helped us very much in achieving this."

Children develop into young people, and for these the ADRA offers computer and IT courses. And here too, Souza's assistance is highly valued, this time in the role of teacher in his chosen field.

www.adra.de



Kenya (left): Henkel retiree Christa Richardt from Germany looks after 75 pre-school children in Nakuru.

“A picture is worth more than a thousand words”

Guatemala (below): Marc Quarantiello from the USA worked on an aid project helping poor families.



Peru (left): Phillip Hülsbusch from Germany supports patients in a clinic located in San Martín.



Twenty photos and two videos from Henkel employees and retirees were chosen for awards by the jury judging the fourth international MIT Photo and Video Competition.

During the period April through July 2009, Henkel’s volunteers were asked to submit photos in two categories: ‘Volunteers at work’ and ‘Emotions’, and also entries for the new category ‘Video reports’ documenting their MIT projects. A total of 618 photos and, for the first time, seven filmed ‘documentaries’ were sent in by 81 volunteer employees and retirees relating to MIT projects around the world.

The seven-member jury found it no easy task to select the winners. A good thing, then, that the two competitions allowed not one but 22 victors. Each won a special grant of 500 euros for the projects portrayed, enabling further good works to be carried out that may previously have been out of reach for the existing budget. These images provide a taster of the other 1,253 MIT national and international projects in existence during 2009, once more bearing witness to the enormous and wide-ranging engagement of our volunteering employees and retirees around the world. All the winning photos have been reprinted in this edition of Henkel Smile. They are also available on the internet, as are the winning videos.

www.henkel.com/smile



Thailand (left): Henkel retiree Karl Morsbach from Germany supports the musical development of HIV-infected orphans in the ‘Baan Gerda’ children’s village in Lopburi.

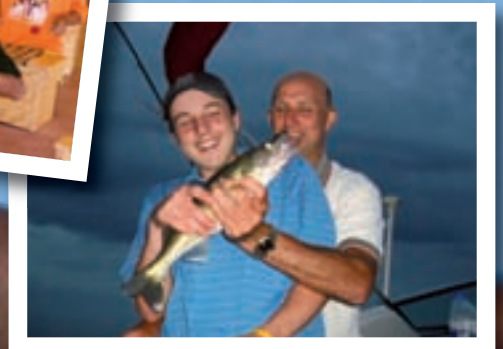
The 2010 MIT photo competition!

Calling all volunteer Henkel employees and retirees: The next international MIT photo and video competition is due to take place in May 2010, giving you another chance to secure an extra grant for your project. All you have to do is take a picture or video of your project work and send it in by the closing date for the upcoming competition!

Whether of a fantastic scene, a moving moment or a snapshot of happy or turbulent times, the 20 best photos and the three best videos will all win a prize.

The 2010 MIT photo competition – be a part of it!

USA (right): Part of a project called “The Little Heroes”, Ray Cull encourages children ill with cancer to re-find joy in life.





Brazil (above): Marco Lunardi is heavily involved in the therapeutic treatment of people with disability in São Paulo.



Tanzania (above): Hartmut Schanz, a Henkel retiree from Germany, was part of a team of volunteers assigned to building a well.

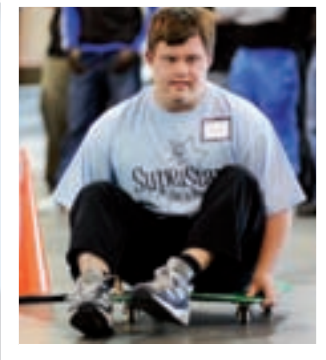


Germany (left): Henkel retiree Franz-Josef Walber volunteers in the Düsseldorf area as a teller of German fairy tales.

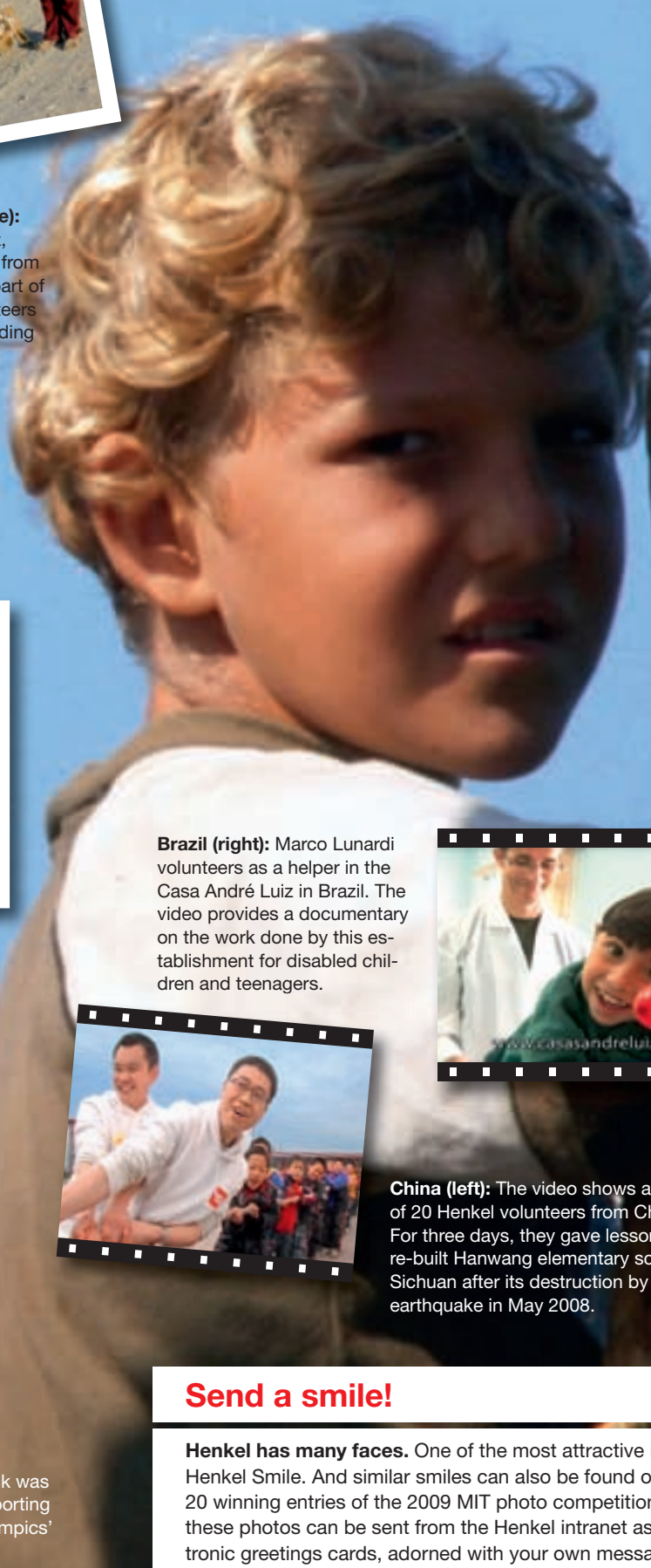


Germany (right): Dietrich Frauke helped with the expansion of a garden for an open-access day school in Hilden.

Puerto Rico (below): Esther Burgos from the USA reads aloud fairy tales from the newly stocked children's library in Mayaguez.



USA (left): Dave McCormick was involved in supporting the 'Special Olympics' in Michigan.



Kenya (background picture): Christine Christ of Germany has, on her own initiative, provided a new home for 30 street children and orphans in the 'Nice View Children's Village'.

Brazil (right): Marco Lunardi volunteers as a helper in the Casa André Luiz in Brazil. The video provides a documentary on the work done by this establishment for disabled children and teenagers.



China (left): The video shows a team of 20 Henkel volunteers from China. For three days, they gave lessons to the re-built Hanwang elementary school in Sichuan after its destruction by an earthquake in May 2008.

Send a smile!

Henkel has many faces. One of the most attractive is the Henkel Smile. And similar smiles can also be found on the 20 winning entries of the 2009 MIT photo competition. Now these photos can be sent from the Henkel intranet as electronic greetings cards, adorned with your own message. Just go to <http://mit-ecards> to send your personal best wishes with a smile to friends, relatives or business associates. Or you can choose the video greetings card option.

Responding to natural catastrophes around the world



Bush fires in Australia

Donations flood in for blaze victims

In Australia, Henkel and its employees provide financial aid to the Victoria Bush Fire Emergency Fund. Product donations also sent to local helpers and rescue workers.

For five weeks, the bush fires continued to blaze in the south-eastern Australian state of Victoria.

One of the worst ever bush fires blazed across the state of Victoria in the south-eastern corner of Australia from February 7 to March 14 2009, devastating an area of 450,000 hectares (approx. 1,740 square miles). The fires claimed 173 lives and destroyed more than 2,000 homes.

The pictures of the blazing landscape touched people's hearts throughout the country; employees from Henkel in Australia and New Zealand, and also the company itself, were quick to provide support to the victims with financial donations sent to the Victoria Bush Fire Emergency

Fund set up by the Australian Red Cross. Henkel Australia and New Zealand also supported the fire and rescue services as well as the many volunteers with product donations from Loctite, Clingtape and Schwarzkopf.

Product donations for the fire department

Jeremy Hunter, President of Henkel in Australia and New Zealand explains: "We were shocked at the extent of the destruction wreaked by the bush fire, and our thoughts and our support effort are still being directed toward the inhabitants of Victoria."

www.redcross.org.au

Typhoon in the Philippines

Aid follows rains

On September 26, 2009, Typhoon Ondoy swept over the capital of the Philippines.

Around 40 centimeters of rain fell in Manila within a 6-hour period, an amount normal for the whole month of September. As of October 9, 2009, at least 337 deaths were officially reported in the Philippines due to this natural catastrophe.

Elaine Kunkle, General Manager Henkel Asia Pacific Service Center (HAPSC) and General Manager, Henkel Philippines comments: "Thanks to the Henkel Friendship Initiative, we were able to provide a special short-term hardship loan and donations to those Henkel people affected by Typhoon Ondoy. This has helped our colleagues to get back to normal life."

While Henkel was helping its employees, the workforces of both Henkel Philippines and HAPSC have since been helping others who are still suffering the effects of the typhoon through a variety of outreach programs. On October 4, the HAPSC Asia-Pacific team traveled to San Mateo in the

Immediate provision of aid



A team of Henkel Philippines employees hand out bags of food to victims of Typhoon Ondoy.

province of Rizal, an area that was severely affected by both the floods and landslides, to deliver food to the victims. Most recently, the HAPSC North America team handed over school supplies to 644 elementary students who had likewise been affected by the typhoon. And Henkel Philippines employees additionally donated around 200 packages of relief goods to local organizations.

Earthquake in Italy

Art therapy to combat earthquake trauma

On April 6, 2009, in Italy's Abruzzo region, an earthquake measuring 5.8 on the Richter scale claimed 299 lives, left 28,000 people homeless and damaged 15,000 buildings. In the town of L'Aquila – some 5 kilometers from the epicenter of the quake – the extent of destruction suffered was immense.

The employees of Henkel in Italy immediately set up an appeal for donations to help the victims of the earthquake. Under the auspices of President of Henkel Italy, Vincenzo Vitelli, the employees at the company's Italian sites collected a total of 6,000 euros. The Henkel Friendship Initiative provided a further 31,000 euros in direct emergency aid.

The relief operation is being coordinated by Cecilia de' Guarinoni, Head of Corporate Communications of Henkel in Italy, and Francesca Stefanini, Paola Sartirana and Davide Crola of the local HR department. Since the earthquake, there has been a particular need to help the children affected. Gregorio De Nardi, also an employee of Henkel in Italy, is an enthusiastic supporter of the project organized by the MUBAQ association (the Children's Museum of L'Aquila). The objective is to provide the children with an opportunity through various art projects to come to terms with the trauma of this catastrophe.

www.mubaq.org



The five members of the HFI Executive Committee (from the left): Winfried Zander, Rolf Schlue, Christel Fehlberg, Hans Dietrichs and Rolf Maassen.

Global aid: Henkel Friendship Initiative e.V.

The Henkel Friendship Initiative e.V. (HFI) helps people in need around the world – particularly after natural catastrophes. The HFI also supports longer-term projects, from children's day centers and youth clubs to facilities for the disabled and other community facilities.

In Genthin, for example, the HFI supports the Thomas Morus Youth Center and also a forum project allowing youngsters from the area to exchange views with people of the same age from Poland and the Czech Republic.

"We support these activities in order to enable children from socially disadvantaged families to participate more fully in our society," explains Hans Dietrichs of the HFI Executive Committee. "Not to mention the fact that such projects also further the cause of European exchange and understanding."

Our corporate social involvement



Brand Engagement: Persil

Why is it important to protect nature?

A Futurino winner from 2008: the 'Moor Watch' project for children from 2 to 14 involving the town of Stade and its surrounding area.

In 2009, the underlying aim of the third 'Futurino Project' sponsored by Persil was to bring children closer to nature and the environment. The fourth Futurino Project starts on March 1, 2010.

Persil has been sponsoring the 'Futurino Project' since 2007. And for the third time, an appeal went out to consumers to suggest children's projects for Futurino sponsorship related to the topics of nature and the environment. "We were especially interested in projects in which children might learn more about their surroundings, develop an awareness for nature and experience the fascination of these two areas so that – through play – they might understand why it is important to protect the environment," explains Thomas Tönnesmann, Head of Marketing for Laundry & Home Care at Henkel. "Overall, we will be investing another 150,000 euros in the future of children in Germany. The maximum grant for one project is 10,000 euros –

Persil brings nature closer

always with the proviso that the project is being carried out by an officially recognized charity or organization dedicated to the common good – such as a kindergarten, a school, club or association, or a social institution or trust."

The first Futurino Project initiative was launched in 2007 to mark the Persil centennial. Through it, more than 300 development and educational projects involving over 100,000 children have been sponsored over the last two years.

By mid November, the closing date for applications for 2009, more than 600 project proposals had been received by the Futurino team from throughout Germany. The independent jury has already been meeting regularly since September in order to decide on the projects to which funds are to be awarded.

www.persil.com/projekt-futurino

Brand Engagement: Pritt

Pritt hits 40

On September 20, 2009, the Youth Welfare Office of Düsseldorf and Unicef organized a large family festival on the Rhine Bank Promenade to mark the 55th Unicef Universal Children's Day. And the Pritt brand from Henkel was very much in evidence.

On top of the inflatable red activity marquee could be seen a giant, smiling Mr. Pritt extending a friendly welcome to his visitors. Inside, the children were encouraged to create wonderful pictures with the innovative Print PaintBall, and also to make brightly colored crowns. Crowns for the children to wear? "Yes, of course," nods Verena Brokamp from Pritt's International Brand Management team. "After all, the party was being held on the occasion of Unicef's Universal Children's Day – and on this day at least, every child should be made to feel like a little prince or princess."

Several hundred associations and institutions for children and youth welfare were there to offer the 100,000 visitors or so with an array of information and activities. "We are delighted that we were able to celebrate the day in this way and do so much craft work with the children, because it was a special occasion for us as well," explains Stefan Grasmugg, Pritt's Head of International Marketing. "For on September 17, just a few days before the festival, the Pritt Stick celebrated its 40th anniversary."

And what birthday celebration is complete without games and prizes? Of course, the Pritt team had thought up a surprise or two for just such an occasion, offering two trips with the Pritt hot-air balloon – each for a child with one adult. However, the biggest winner of the day was

Children's party marks Pritt's birthday



the Aquazoo in Düsseldorf: to mark Universal Children's Day, Pritt and Henkel Smile donated 5,000 euros to this child-friendly leisure attraction. At the start of the day's

celebrations, Klaus Marten, Head of Consumer Adhesives in Western Europe, and Stefan Grasmugg handed over the

check to Düsseldorf's mayor Dirk Elbers. He expressed his gratitude both for the donation and for an extra gift of Pritt Sticks – enough for all 89 of Düsseldorf's elementary schools.

Hallo Mr. Pritt! Many children greeted the Pritt mascot like an old and trusted friend.

www.pritt.de

Henkel in China

A year free of worry

To mark the 133rd anniversary of the founding of the company on September 26, 1876, Henkel in China decided to sponsor 133 orphans for one year. The children live in the rural district of Donghai County, Jiangsu Province, eastern China.

By covering their living and educational expenses, this financial aid will ensure that the children have a more care-free life. All 133 orphans, who are aged between 7 and 13, live with grandparents or other relatives

struggling on low incomes and eking out a living as best they possibly can.

Faruk Arig, President of Henkel China, explains: "Our wish is that, with Henkel's donation, these children living without their parents will experience the kind of love and support that a caring society can provide, and be able for once to partake of the brighter side of life in the same way that we do."

One of the 133 orphans: seven year old Xiaoci with her grandma.





Brand Engagement: Dixan

Source of creativity

Since 1999, Italy's leading laundry detergent brand Dixan has provided support to around 25,000 schools as part of the 'Dixan for Schools' initiative. In 2009, the brand hosted its 9th Water Awareness competition, with entrants this time being asked to provide ideas for a film that would encourage people to save water. 18,000 school children participated, submitting a total of 441 suggestions from which the jury selected 30 for prizes. The three film ideas with the highest score were then produced.

The objective of this long-term brand engagement activity sponsored by Dixan is to promote creativity among school children while also making them aware of the problems of poorer children in developing countries. Since 2004, Dixan has also been cooperating with a foundation known as L'Albero della Vita Onlus. This charitable organization is responsible for running a project known as "A Better School for Dhuppuri". The city of Dhuppuri is located in the state of West Bengal in north-eastern India close to the border with Bangladesh. The biggest success of this initiative to date has been the expansion of St. Paul School through the addition of a new building for 400 students (see photo above), increasing the number of children able to attend lessons to some 1,000. The Dixan donation is also used to finance daily school meals.

www.dixanperlascuola.it



Make-up tips from cosmetics experts help women to once again feel good about themselves.

Brand Engagement: Schwarzkopf

More quality of life

'Cancer' is a devastating diagnosis. For women particularly, the psychological strain can be almost unbearable – especially when the chemical and radiographic treatments that they have to endure cause such enormous changes to their external appearance.

This problem is being tackled by DKMS LIFE, a sister organization of Germany's DKMS (Bone Marrow Donor Center). Since 1995, it has been providing women undergoing oncological therapy free cosmetics seminars, the purpose of which is to boost their perception of their own body and so enhance their self-esteem.

Cosmetics seminars for cancer patients

The participants learn easy-to-apply tricks that will enable them to better cope with the visible consequences of their illness and its treatment, giving them a new sense of joy and improving their quality of life.

The idea is that, despite their illness, people should still be encouraged to feel good in their own skin. This promotes self-confidence and hence enhances health and aids the healing process. More than 70,000 pa-

tients have already taken part in these cosmetics seminars, which are financed by donations, primarily collected during 'Ladies' Lunch Events'.

These dinner dates for wealthy benefactors are well established in Berlin, Munich and Hamburg. And in 2009, a Ladies' Lunch took place for the first time in Düsseldorf. Schwarzkopf assumed the role of main brand sponsor of this event on the initiative of Tina Müller, the officer responsible for Henkel's global hair cosmetics, facial and oral care businesses. In fact, Henkel has been supporting these activities since 2006, providing the organizers of the DKMS LIFE seminars with Diadermine skin care products.

www.dkms-life.de



Brand Engagement: South Korea

Mosquitoes at bay

Mosquito stings can be particularly harmful to children's health. Henkel in Korea was involved in several campaigns directed against malaria in 2009, with insecticide products of the brands Home Keeper, Home Mat and Combat placed at the disposal of independent aid organizations and state agencies.

Together with the non-governmental organization 'Korea Food for the Hungry International', Henkel in Korea was able to support malaria protection programs in several

African countries by providing products to the value of some 20,000 euros.

These brandname insecticides have also been donated in support of a campaign organized by the Korean embassy in East Timor. The materials are distributed by local aid organizations to families with children living in regions where there is a heightened danger of mosquito-borne disease.

In all these undertakings, the objective has been to combat the mosquito problem and to protect children against malaria.

www.kfhi.or.kr

Henkel in Germany

Landmark a tribute to children's art

What happens when you get a Henkel-sponsored project involving an artist, a structural engineer, a steel fabricator and a bunch of enthusiastic kids? Right. A huge monument to artistic creativity! In fact, Henkel did more than just provide financial assistance – the welding work was also carried out by employees at the company's Düsseldorf-Holthausen site.

The ensuing sculpture is a combination of metal components reminiscent of birds, masks and plants. The good six meter high construction is the new emblem marking the children's house of culture known as Akki – Aktion & Kultur mit Kindern e.V. in Düsseldorf's Oberbilk district. It has been standing in front of the Akki building in the South Park area since 2009, attracting the admiration of all who pass. It can also be viewed via the internet.

www.henkel.com/smile



Above: The children gave their imagination free reign as they painted and cut out the components of the sculpture.

Left: Roland Fichtner of Henkel gets to work at our Düsseldorf-Holthausen site, welding the figures onto a six-and-a-half meter long square section tube.



The check for 25,000 dollars has enabled the tornado-hit high school to replace much of its destroyed educational materials.

Henkel in the USA

Check cushions shock

A donation of 25,000 US dollars has helped to ensure the quick recovery of Aplington Parkersburg High School in Iowa, USA, following the devastation caused by a tornado.

In 2008, the school won the 'Henkel Helps Schools' competition following the destruction caused to its premises by a tornado. And by August 2009 – just one year after the catastrophe – the children were able to return to their reconstructed classrooms. Thanks to the 'Henkel Helps'

initiative, the school now boasts a gleaming array of equipment and materials. The money donated has enabled items such as books, classroom desks and computers that were lost or destroyed as a result of the tornado to be replaced.

'Henkel Helps' is an annual initiative of Henkel in the USA in which the focus and slogan periodically change.

www.henkelhelps.com



MIT Brazil

Brazilian Julio Munoz is committed to ensuring that Sao Paulo's children get an education.

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MIT sponsorship application forms

can be obtained by any Henkel employee or retiree from their local MIT representative, by downloading from the Henkel intranet at <http://mit> or from:
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Henkel

A Brand Like a Friend