



Memo
July 2009

Innovative corporate social engagement abroad

Henkel supports international volunteering project in Guatemala with donation of 100,000 euros

Henkel's employees and retirees are involved in socially aligned volunteering and charitable projects throughout the world. Henkel promotes this commitment within the framework of its MIT program (Make an Impact on Tomorrow). Such projects are proposed and actively supported by Henkel volunteers in order to improve the lives of people the world over. Henkel supports these undertakings with cash donations, products and other donations in kind or by granting paid leave to the employees involved.

For the first time, 2009 will see an **international team project** carried out in Guatemala. For this, employee volunteers from various Henkel regions will travel to the country and, working together with the aid organization "HELPS International" and some 80 people from the local Henkel sites, will provide hands-on assistance to a village in a rural region. The international team is to be coordinated by a Henkel employee who has been working in Guatemala for two years; it was she who proposed the project for the MIT Anniversary Sponsorship. **Compared with the social engagement schemes of other German companies, this form of support for employee/retiree volunteering abroad is still something of a rarity, and coordinated team projects are even rarer.**

The objective of the project is to sustainably improve the lives of 120 families in the chosen village, and also to establish a global MIT network using the international employee project team as the core.

“HELPS Changing Lives” project

Great poverty, the inherent dangers of open fireplaces, a lack of clean water, minimal or no education at all, and inadequate agricultural productivity are the problems that blight everyday life in many rural regions of Guatemala.

To celebrate the tenth anniversary of MIT in 2008, Henkel selected from 86 submissions a MIT project in Guatemala, to which it allocated a grant of 100,000 euros. A total of 120 families in the chosen rural region are to receive this aid as a means of boosting their ability to help themselves. The sponsorship encompasses, among other things, a school education for the local children, access to clean water, the construction of a health center, and measures to improve agricultural productivity. An international employee team will be arriving at the location in July 2009 in order to give the project their active support. Since April, Henkel employees from within the region have been making local preparations so that the undertaking can be tackled with the utmost efficiency.

Further information will be provided on request, or you can go to:

www.henkel.com/smile

www.helpsintl.org

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros.

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