

# Communities

## Social Contribution Activities

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### Our Basic Approach and Strategy

Unicharm promotes a management approach that contributes to the betterment of society through its business activities. Specifically, we address various social issues by providing products and services that are tailored to the characteristics of the countries and regions in which we operate. We also strive to be a corporate citizen that is deemed essential to the lives of the people in these communities.

#### Policy on Social Contribution Activities

At Unicharm, we recognize the importance of coexisting with local communities through our business activities. Therefore, particularly in fields, countries, and regions where we have fostered deep connections through our business activities, we will help resolve regional issues and achieve sustainability by earnestly confronting the issues in each region and promoting various social contribution activities that benefit these communities.

#### Key Areas of Social Contribution Activities

- Health
- Regional contributions
- Support for disaster-affected areas

### Management Structure

In Japan, each division and Group company develops business activities on its own initiative. In countries and regions outside of Japan, local subsidiaries take the lead in developing business operations and social contribution activities that are specifically catered to each community. Policy decisions for the Group as a whole are discussed and made by the ESG Committee, which is chaired by the president & CEO.

P.009 Sustainability Promotion System

### Spending on Social Contribution Activities

In fiscal 2023, Unicharm spent a total of ¥159.7 million on social contribution activities, of which ¥38.0 million was in the form of donations.

Aiming to further revitalize local communities through achievement of the Sustainable Development Goals (SDGs), Unicharm endorses the SDGs for Regional Revitalization Public-Private Partnership Platform, which was established as a forum for public-private partnerships that work to strengthen ties with a wide range of stakeholders.

地方創生SDGs  
官民連携  
プラットフォーム

### Initiatives and Results

#### #NoBagForMe Project (Health)

The #NoBagForMe Project was introduced in June 2019 with the aim of realizing a society that enables as many women as possible to understand and make the right choices when it comes to menstruation care and to live their lives in the way they so wish. In fiscal 2020, a corporate training program called “Education on menstruation for everyone”<sup>\*</sup> was developed to promote mutual understanding between varying perspectives within the Company stemming from differences in gender and physical characteristics and conditions, by instilling proper awareness of the mechanisms of menstruation and women’s health. According to a survey conducted in February 2023 among 30 companies and organizations that participated in “Education on menstruation for everyone,” 73.3% responded that their view of men-

struation had changed after attending the training program.

In April 2023, “Education on menstruation for everyone” was held at Shinagawa Shouei Junior High School & Senior High School, a coeducational school, through cooperation with CLAIR., a volunteer group at Shinagawa Joshi Gakuin that promotes activities to ensure proper knowledge and awareness of menstruation from a student’s perspective. As of December 31, 2023, we have provided training and video content to approximately 430 companies and organizations, and will continue to provide educational activities on menstruation, regardless of age or gender, while expanding the content of our training programs.



<sup>\*</sup> A training program for external companies and organizations to enhance knowledge and promote mutual understanding of menstruation

Unicharm is a member of the Japan National Chapter of the Unstereotype Alliance, a global initiative led by UN Women to promote gender equality and eliminate harmful gender stereotypes through the use of media and advertising.



## Education on Menarche and Menstruation (Health)

Unicharm conducts lectures on menarche and menstruation, primarily in Asia, for young women experiencing puberty so that they can gain a proper understanding of menstruation and the ways in which their bodies function. By extension, we aim to provide reassurance and peace of mind to these young women, even during menstruation, and help them lead healthy lives in the way they so wish.

In fiscal 2013, our local subsidiary in India launched an educational project in cooperation with local non-government agencies (NGOs) to educate students on the mechanisms of and proper care in managing menstruation. Approximately 580,000 students have taken part in this project over the 11 years that have followed. In fiscal 2023, lectures on menstruation were provided to students at more than 1,000 schools and universities in the National Capital Region of Delhi including Maharashtra and Rajasthan, and other areas.

We also continue to provide such educational programs in Japan, China, Taiwan–Greater China, Indonesia, Myanmar, Vietnam, Thailand, and Saudi Arabia, and promote efforts to raise menstruation awareness through information on our corporate website and the supply of educational materials and sanitary pads.

## ► Initiatives to Raise Awareness of Menarche and Menstruation Worldwide (Fiscal 2023 Results)

	Fiscal 2023 Results and Details
India	<ul style="list-style-type: none"> <li>Conducted educational programs on menarche and menstruation (including online lectures) for approximately 97,000 students (1,186 schools)</li> <li>Held educational sessions for approximately 450 mother–daughter pairs (24 times)</li> </ul>
Japan	<ul style="list-style-type: none"> <li>Provided information on menarche via Sofy First Body Navi website (in Japanese only)                             <ul style="list-style-type: none"> <li><a href="https://jp.sofygirls.com/ja/home.html">web https://jp.sofygirls.com/ja/home.html</a></li> </ul> </li> <li>Provided approximately 256,000 menarche education sets in cooperation with Nippon Calmic Ltd.</li> </ul>
China	<ul style="list-style-type: none"> <li>Presented sanitary pads and printouts for First Body Navi to around 370 female students at four junior high schools in Ningxia</li> <li>Provided sanitary pads and printouts for First Body Navi to around 350 young girls without guardianship in Shanghai</li> </ul>
Taiwan–Greater China	<ul style="list-style-type: none"> <li>Provided information via corporate website of local subsidiary</li> <li>Provided 15,000 sets of sanitary pads (in cooperation with lingerie brand Been Teen to accommodate requests from healthcare teachers at elementary schools)</li> </ul>
Indonesia	<ul style="list-style-type: none"> <li>82,000 users registered on Charm Girl's Talk menarche education website (as of December 31, 2023)                             <ul style="list-style-type: none"> <li><a href="https://www.charmgirlstalk.com/">web https://www.charmgirlstalk.com/</a></li> </ul> </li> <li>Provided information on menstruation, ways to live more comfortably during menstruation, and women's health on the <i>Charm</i> official website, Instagram, and other social media</li> </ul>
Myanmar	<ul style="list-style-type: none"> <li>Conducted menarche education program for 110,000 students (241 schools)</li> </ul>
Vietnam	<ul style="list-style-type: none"> <li>Provided information through various social media</li> </ul>
Thailand	<ul style="list-style-type: none"> <li>Provided educational content on menstruation through Sofy brand website                             <ul style="list-style-type: none"> <li><a href="https://th.sofyclub.com/th/advice/howtocare/Sofygirlguidebook.html">web https://th.sofyclub.com/th/advice/howtocare/Sofygirlguidebook.html</a></li> </ul> </li> </ul>
Saudi Arabia	<ul style="list-style-type: none"> <li>Conducted lectures at high schools in Saudi Arabia, Yemen, and Iraq to teach female students about menstruation and approaches to menstruation care</li> </ul>
Egypt	<ul style="list-style-type: none"> <li>Held lectures for approximately 3,000 students (8 schools) in Cairo to teach them about menstruation, offered advice on how to select the right product, and provided free sanitary pads</li> </ul>



Menstruation education set (Japan)



Presented sanitary pads and printouts to junior high school students in Ningxia (China)



Charm Girl's Talk (Indonesia)



Sofy Girl Guide (Thailand)

## Pink Ribbon Activities (Health)

Pink Ribbon activities are a global awareness campaign aimed at promoting proper knowledge of breast cancer and awareness about the importance of early detection and appropriate treatment. Unicharm is a strong supporter of this campaign in the countries and regions in which it operates.

In Japan, where the Company has supported Pink Ribbon activities for the past 16 years, the dedicated website Sofy Pink Ribbon was established in fiscal 2023 to provide information and enable visitors to acquire basic knowledge on breast cancer and conduct self-checks for early detection. At the same time, Unicharm released limited edition versions of the product *Sofy Body Fit* in specially designed Pink Ribbon packaging and donated a portion of the proceeds.

In addition, as an early prevention measure for breast cancer, Unicharm covers the cost of breast cancer screenings for all female employees. Also, we designate October of each year “Pink Ribbon Month,” during which employees wear Pink Ribbon badges and may raise awareness of breast cancer among their families and those close to them.



Following the announcement of its slogan “Ayo SADARI Setelah Menstruasi (Let’s conduct self-checks regularly after menstruation)” in fiscal 2022, Unicharm’s local subsidiary in Indonesia held a fun walk on Car Free Day on October 1, 2023 in Jakarta in cooperation with a local breast cancer foundation. The event was attended by more than 200 people, including 100 breast cancer survivors, as well as members of the local breast cancer foundation, employees of our subsidiary, and those taking part in Car Free Day who walked for approximately three kilometers. This was our third Pink Ribbon activity for the *Charm* brand of sanitary pads, and we hope to raise health awareness among women in Indonesia through our contributions to the early detection of breast cancer.



Meanwhile, our local subsidiary in Taiwan–Greater China sponsored the Pink Ribbon Walk, held for the first time in three years. Free sanitary pads were given to those who finished the walk, in which a total of 53 employees and their families participated. Our local subsidiary in Thailand is also active in Pink Ribbon activities, raising awareness of breast cancer screening in cooperation with universities, research institutes, and other companies.

## Educational Activities Regarding Dengue Fever (Health)

Unicharm’s local subsidiary in Malaysia held the #MamyPokoAgainstDengue campaign with the Malaysian Department of Social Welfare to promote awareness of dengue fever. Due to the rapidly increasing number of dengue cases in fiscal 2023, we have distributed 1,500 packs of *MamyPoko ANTIMOS™ Pants*—disposable baby diapers released in June 2023—in five areas at high risk of dengue fever infection. In addition, community cleanup activities and other efforts are being made to prevent the outbreak of mosquitoes that transmit dengue fever.



Our Thailand subsidiary has also introduced a project to educate people residing in the nearby communities of its factories on the use of citronella—an herb that repels mosquitoes and other insects—as a means to prevent dengue fever.

## Supporting the Financial Independence of Women (Regional Contributions)

In fiscal 2021, our subsidiary in India collaborated with PURE India Trust, a local NGO, to launch Project Jagriti\* in support of women living in rural areas of the country. Along with raising awareness about the use of sanitary pads, the project aims to provide women in India’s rural areas with opportunities to obtain jobs, thereby promoting the financial independence of women by creating employment opportunities through Unicharm’s products. In fiscal 2023, the project selected and supported an additional 100 female entrepreneurs in the Bulandshahr district in Uttar Pradesh and the Sikar district in Rajasthan, and these women have secured steady incomes through this project.

Moreover, as part of the project, these selected female entrepreneurs lead awareness-raising activities to spread accurate knowledge about menstruation to women in rural areas. In fiscal 2023, they conducted approximately 300 sessions for more than 12,000 women and girls. By providing knowledge about menstrual cycles and educating participants on proper use of sanitary pads, these sessions contribute to improved menstrual hygiene practices in the local community.

\* Jagriti means “awakening”



Shops established by female entrepreneurs



Menstruation awareness session

## GO WITH YOUR DOG Project (Regional Contributions)

Since fiscal 2022, Unicharm has promoted the GO WITH YOUR DOG Project to provide more opportunities for people to enjoy outings with their dogs.

In November 2022, we concluded a partnership agreement with Fighters Sports & Entertainment Co., Ltd. for the development in March 2023 of “Unicharm Manner Wear DOG SUITE” special seats at the new ES CON FIELD HOKKAIDO baseball stadium in HOKKAIDO BALLPARK F VILLAGE, established in Kita-Hiroshima City, Hokkaido, where people can enjoy watching baseball games with their beloved canine companions. Meanwhile, Unicharm DOG PARK, which features three types of dog runs for dogs of various sizes as well as a washing station, was also established near the stadium in June 2023.

In October 2023, “Wan Wan Skybus supported by GO WITH YOUR DOG” was introduced in cooperation with Hinomaru Jidosha Kogyo Co., Ltd., enabling people to enjoy bus tours with their dogs wearing *Manner Wear* diapers.



## Matching Fund (Support for Disaster-Affected Areas)

We have continued to hold our Matching Fund\* and Super Cool Biz and Warm Biz employee dress code activities since the 2011 Great East Japan Earthquake to provide ongoing support for disaster relief and to reduce environmental impacts through electricity conservation and eco-friendly activities. Over the past 13 years, a total of 28,488 employees have participated in these activities.

To date, the Matching Fund donations have been used for relief supplies and donations to areas affected by the Great East Japan Earthquake and various other disaster-stricken areas, as well as aid to war-torn areas in Ukraine and other parts of the world. To support those affected by the earthquakes that hit Turkey and Syria in February 2023, we used the Matching Fund to donate ¥3,386,000 through UNHCR, the UN Refugee Agency.

\* An employee participation initiative that provides donation equivalent to the amount paid by employees to purchase original Unicharm-branded items of clothing, including polo shirts and jumpers that can be worn at work

## Support for Victims of the Noto Peninsula Earthquake (Support for Disaster-Affected Areas)

To support those affected by the Noto Peninsula Earthquake that occurred on January 1, 2024, Unicharm delivered emergency relief supplies, including sanitary pads, disposable adult diapers, and disposable baby diapers, through the Japan Hygiene

Products Industry Association at the request of the Japanese government. Moreover, as part of relief efforts and recovery support, we donated ¥10 million through the Japanese Red Cross Society in addition to providing ¥5,013,000 in donations collected from employees through the Matching Fund.

### ► Key Social Contribution Activities in Fiscal 2023

#### Health Support for Medical Institutions, Welfare Facilities, etc.

- South Korea: Provided 27,104 disposable diapers for infants in incubators in neonatal intensive care units
- South Korea: Provided 9,000 sanitary pads to a bazaar held by a charitable organization and donated proceeds to various social welfare organizations
- Vietnam: Held a blood donation day in cooperation with Vietnam–Germany Friendship Hospital (135 participants)
- Vietnam: Held healthcare consultations for over 1,600 elderly patients at a hospital and provided disposable diapers
- Taiwan–Greater China: Held fundraising activities through the efforts of employee volunteers (NT\$518,000 donated to United Way, a social welfare organization)
- Taiwan–Greater China: Donated goods to a social welfare organization
- India: Held a joint donation drive with NGO The Earth Saviours Foundation, and employees visited healthcare facilities and interacted with people in unhused circumstances
- Australia: Raised funds through “Australia’s Biggest Morning Tea,” a community event to support the Cancer Council, donating the AU\$141 raised
- Indonesia: Held blood donation event at a factory in cooperation with the Indonesian Red Cross in Mojokerto (approximately 80 participants)
- Brazil: Held an in-house blood donation campaign (33 participants)
- Japan: Donated 20 wheelchairs and 10,000 face masks to the Sapporo Social Welfare Council in cooperation with Tsuruha Holdings Inc.

#### Support for Pink Ribbon Activities

- Japan: Promoted awareness of our activities via our corporate website and product packaging and donated a portion of the proceeds in our 16th consecutive year as sponsor
- Indonesia: Held a fun walk in cooperation with the Breast Cancer Foundation
- Taiwan–Greater China: Sponsored the Pink Ribbon Walk and provided free sanitary pads
- Thailand: Promoted activities to raise awareness of breast cancer screening

P.110 Pink Ribbon Activities (Health)

#### Menarche and Menstruation Education

- All countries and regions of operation: Held classes on menarche and menstruation

P.108 #NoBagForMe Project (Health)

P.109 Education on Menarche and Menstruation (Health)

## ▶ Key Social Contribution Activities in Fiscal 2023

### Maternity and Parenting Classes

- Myanmar: Held a seminar for pregnant women to learn about proper nutrition during pregnancy and the proper use of disposable diapers in accordance with their baby's development stage (6,180 participants)
- Japan: Held Childcare Leave for All, a parenting class for companies, in cooperation with Ezaki Glico Co., Ltd.

### Continence Care Education

- Japan: Held seminars on incontinence and continence care in cooperation with local communities and education institutions (39 times, 1,978 participants)
- Indonesia: Conducted joint research with the Faculty of Medicine, University of Indonesia on the subject of elderly pressure ulceration
- Thailand: Signed a Memorandum of Understanding with the Department of Older Persons of the Ministry of Social Development and Human Security on comprehensive health and hygiene care for the elderly
- Thailand: Organized educational activities for health volunteers assisting in home care in the nearby communities of our factories

### Support for Pets

- United States: Donated products to animal shelters
- United States: Organized Hartz Loving Paws™ activities to help develop facilities for shelter dogs (18 participants, US\$30,000 donated)
- China: Donated pet-related products to an NGO that conducts rescue activities for dogs and cats (RMB50,000 value donated)
- China: Provided support to the Companion Animal Partnership Program of the Japanese Animal Hospital Association

### Regional Contributions

#### Sponsorship of Childcare Support

- Japan: Provided diapers to parents of newborn babies in Kakegawa City (Shizuoka Prefecture) and Shibushi City and Osaki Town (Kagoshima Prefecture)
- Japan: Sponsored the Smiles Child-Rearing Support Project in Ehime Prefecture and a program to provide disposable baby diapers in Shikokuchuo City
- Thailand: Supported Children's Day (second Saturday of January) activities at five schools (870 student participants)
- India: Held Namaste Poko-chan PR Event in Kolkata, West Bengal to promote awareness of disposable diapers
- South Korea: Donated approximately 600,000 sanitary pads and

- disposable baby diapers to single-parent families living in 107 facilities
- Australia: Organized volunteer activities sponsored by St Kilda Mums, a charitable organization that donates strollers, clothes, and car seats to children in local communities (11 participants)
- Brazil: Donated disposable baby diapers to low-income mothers in partnership with a local maternity hospital (approximately 60 recipients)

### Support for Supply Shortage

- Taiwan--Greater China: Donated sanitary pads and disposable diapers to New Taipei City, where our local subsidiary is based, to help address period poverty
- China: Donated sanitary pads to minors from impoverished households in Changning District, where our local subsidiaries are based (50 recipients)
- China: Donated 571 cases of disposable adult and baby diapers to people with severe disabilities through the Suzhou Disabled Persons' Federation
- South Korea: Signed an agreement with the city of Gumi for the "Share Pad Campaign" to donate approximately 600,000 sanitary pads and disposable baby diapers
- South Korea: Donated 6,000 disposable diapers to children with disabilities that limit their mobility to bed

### Support for Female Entrepreneurs

- India: Provided support to female entrepreneurs through Project Jagriti, a program that supports women in rural regions of the country  
**P.110** Supporting the Financial Independence of Women (Regional Contributions)
- India: Held an event on National Girl Child Day at the vocational training center run by local NGO VIHAAN
- India: Held an event to promote menstrual hygiene education on World Health Day in cooperation with DLF Foundation (over 150 young girl and 50 DLF volunteer participants)

### Cleanup Activities

- Vietnam: Participated in SPOGOMI World Cup 2023 and collected around 1.5 kg of garbage
- Malaysia: Organized a cleanup activity with employees and their families aimed at protecting the marine environment and ecosystem (74 participants)  
**P.031** Raising Awareness on Proper Disposal of Used Products

- Australia: Participated in volunteer activities and collected garbage at a local park on Clean Up Australia Day in accordance with the newly established Corporate Volunteer Policy

### Regional Contributions Through Sports

- Japan: Continued to support J3 League professional soccer team FC Imabari as a top partner and cohesive society partner since 2020, and held Unicharm Match Day at Imabari Satoyama Stadium
- Japan: Sponsored the 2023 Unicharm Trophy Ehime International Open Tennis Tournament, an Association of Tennis Professionals (ATP) certified event
- Japan: Continued to support and sponsor the Fukushima Red Hopes, a professional baseball team based in Fukushima Prefecture that plays in the Route Inn Baseball Challenge League of the Japan Independent Baseball League

### Regional Revitalization

- Japan: Unicharm products selected as thank-you gifts for the Furusato Nozei (hometown tax return) program in Tanagura Town (Fukushima Prefecture), Kakegawa City (Shizuoka Prefecture), Nabari City (Mie Prefecture), Itami City (Hyogo Prefecture), Kanonji City (Kagawa Prefecture), Kanda Town (Fukuoka Prefecture), and Kamisato Town (Saitama Prefecture), where our production facilities are based
- Japan: Promoted activities in support of children who will shape the future of Ehime Prefecture through the corporate version of Furusato Nozei (Next Generation Baseball Player Development Project and purchase of children's books for Shikokuchuo City Digital Library)

### Support for Disaster-Affected Areas

#### Disaster Relief and Ongoing Support of Disaster-Affected Areas

- Japan: Continued to promote our Matching Fund employee participation initiative since fiscal 2011  
**P.111** Matching Fund (Support for Disaster-Affected Areas)
- Brazil: Established the Sao Paulo Disaster Fund Project to support victims of the major disaster resulting from heavy rainfall in the north coast of Sao Paulo in February 2023, and donated 1,300 packages of disposable baby diapers
- China: Donated 560 cases of sanitary pads, 50 cases of disposable baby diapers, and 250 cases of disposable adult diapers as emergency relief supplies to those affected by the earthquake in Gansu Province in December 2023