



Way of life

TOWARDS UNIVERSAL
HANDWASHING
WITH SOAP

**SOCIAL MISSION
REPORT**

2019



CELEBRATING LIFEBOUY'S
HANDWASHING
BEHAVIOUR CHANGE
PROGRAMMES

WORKING WITH
PARTNERS WHO SHARE
A COMMITMENT TO
THE CAUSE

GIVING EVERYONE THE
OPPORTUNITY TO BE PART
OF OUR SOCIAL MISSION



Unilever



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Ensuring clean water and sanitation for all

ALAN JOPE
UNILEVER CHIEF EXECUTIVE OFFICER

Unilever's history of doing well by doing good is intrinsically linked with Lifebuoy's. Over 100 years ago, as William Lever first started packaging, branding and selling soap, he also sought to 'make cleanliness commonplace' and to lessen the workload for women. He launched Lifebuoy soap to help combat cholera in Victorian England – and in doing so, he built a prosperous business.

Today, in recognition of our legacy, Unilever's purpose is to make sustainable living commonplace. This purpose has inspired innovation, new ways of doing business and, importantly, purpose-led brands. There is no better example of this than Lifebuoy's work to improve health and hygiene for people around the world.

More than a century after William Lever identified the need to promote 'cleanliness', promoting hygiene is enormously important in many communities, where life-threatening diseases may be prevented by the simple act of handwashing with soap. Progress towards Sustainable Development Goal 6 (SDG 6), 'clean water and sanitation for all' is being made. However, three in ten people still lack individual access to safe, readily available water in their homes, and millions of people do not wash their hands with soap despite its proven health benefits.

Access to safe water, adequate sanitation, and proper hygiene education – or WASH (Water, Sanitation and Hygiene) – can reduce illness and death, and have an impact on poverty reduction and socio-economic development. Lifebuoy is playing a critical role. It is reassuring and encouraging in equal measure to see the progress that we are making in reaching and educating people, especially children, on the importance of handwashing with soap – and the impact that this can have on their health and wellbeing.

To accelerate progress for the WASH agenda, and subsequently for the SDGs, we must continue to work in partnership with governments and NGOs who share our goal, to drive transformation. We have the interventions. We have the pilots that prove that these interventions work. We have the investment and the technology. We must continue to work with others to scale these interventions, making an impact on those who are the hardest to reach, to truly ensure clean water, sanitation and hygiene for all.



Launched in 2010, the Unilever Sustainable Living Plan (USLP) is the blueprint for achieving our Vision to grow the business, while decoupling our environmental footprint from growth and increasing positive social impact.

Driving hygiene behaviour change at scale

KARTIK CHANDRASEKHAR
GLOBAL BRAND VICE PRESIDENT, LIFEBUOY

ANILA GOPAL
DIRECTOR, LIFEBUOY SOCIAL MISSION

Lifebuoy has a simple mission: to help parents ensure their children fall ill less often. This is something reflected in all brand activities and communications. Lifebuoy was created to save lives and our social mission and business purpose have always been one and the same.

The Lifebuoy Help a Child Reach 5 campaign has given our consumers the opportunity to engage with our social mission, and we continue to advocate for handwashing with soap at the highest levels of government and society. We share germ protection and hygiene education messages in all our marketing initiatives - from product packaging to advertising. Thanks to constant innovation, Lifebuoy products are both accessible and appealing to the widest audience, and provide the strongest protection for families against evolving illness-causing germs.

We are proud to run one of the world's largest handwashing programmes. Since 2010, we have made strong progress, reaching more than 426 million people with our behaviour change initiatives, backed by strong partnerships.

The journey towards creating programmes for schools and mothers, and campaigns such as Global Handwashing Day, has been rich with learnings. One such example is our innovative partnership with Gavi, the Global Vaccine Alliance, in India, that will reach millions of people. Together, we're promoting the dual benefits of handwashing with soap and immunisation – two of the most cost-effective ways to help improve child survival. You will find many more examples in the following pages, as Lifebuoy accelerates the WASH agenda.

Our major challenge is to scale up our handwashing education programmes cost-effectively. We're already working with a wide range of partners, including NGOs, governments and other businesses, and exploring innovative approaches that drive progress towards helping achieve SDG 6. We are continuing to identify and evaluate how the use of new channels and technology can help to deliver behaviour change more efficiently, effectively and at greater scale, for instance by using television and mobile phones.

The challenge of reducing the number of child deaths is huge. But we remain confident that with the right focus on innovation, communication and partnerships, we will be able to make an impact at scale.



Our impact



Lifebuoy's purpose: to save lives and help parents ensure their children fall sick a little less often.

Our goal: by 2020, Lifebuoy aims to change the hygiene behaviour of 1 billion people across Asia, Africa and Latin America by promoting the benefits of handwashing with soap at key times.

458+ million people reached

in 29 countries across Asia, Africa and Latin America, through schools, health clinics and community outreach programmes, with proven results since 2010 (to end 2018)



Globally, there has been a 36% reduction in childhood deaths from diarrhoea from 2008-2016, equivalent to over 265,000 lives saved.

(UNICEF Estimates of child cause of death, Diarrhoea February 2018)

Lifebuoy promotes its lifesaving handwashing message through multiple partnerships and activities

458+ million
people reached through Lifebuoy handwashing programmes

30+
Lifebuoy Help a Child Reach 5 celebrity ambassadors

No.1
Lifebuoy is the world's number one selling germ protection soap¹ and the 4th most chosen brand²

65+
industry awards and accolades for the Help a Child Reach 5 campaign

30+
global partners

220+ million
people reached via social media on Global Handwashing Day (2014-2018)

120,000+
young Lifesaver volunteers

15
Guinness World Records for handwashing achieved

41,000+
Unilever employee Lifesaver volunteers

300+ million
people reached with the Lifebuoy School of 5 comic



Our approach

Every 23 seconds a child dies from either pneumonia or diarrhoea worldwide. The simple act of handwashing is the single most cost-effective way of stopping child deaths. It can reduce the number of incidences of pneumonia by 23% and diarrhoea by up to 45% and diarrhoea by up to 45%.³ Addressing social challenges like health and hygiene is not only good for society, it also makes business sense.

Our handwashing programmes drive handwashing behaviour change and also directly drive sales. When more people use soap regularly, and have access to sanitation, the impact on health is significant. In fact, if everyone followed ideal handwashing habits – washing with soap before eating and after using the toilet – each person would require approximately 20 bars of soap every year. However, consumption levels are far below this with 1.5 billion people using less than eight bars of soap per year.

A clear example of this combined positive social and business impact was demonstrated in the South Asia WASH (Water, Sanitation and Hygiene) Results programme we ran in Bangladesh from 2014-2016. We reached 17 million people with Lifebuoy’s School of 5 programme, and six months after the programme finished, reports showed a significant increase in handwashing behaviour as well as an increase in Lifebuoy consumption.⁴

All our activities focus on changing hygiene behaviour through partnership-led on-ground programmes, mobilising support for handwashing across society and innovative new approaches to reach consumers with hygiene messages, such as our Mobile Doctarni programme.

All Lifebuoy programmes include five non-negotiables. We call these our ‘levers of change’.

Lever 1: Make it understood

Many people believe their hands are clean if they look visibly clean. Unfortunately, that’s not true.

Our ‘glo germ’ demonstration helps people understand that washing hands with water alone is not enough to get rid of germs. Ultraviolet light demonstrates how the germs can be left behind on their hands when they wash with water alone. Hands are washed again with soap and shown as germ-free under the same ultraviolet light.

Lever 2: Make it easy

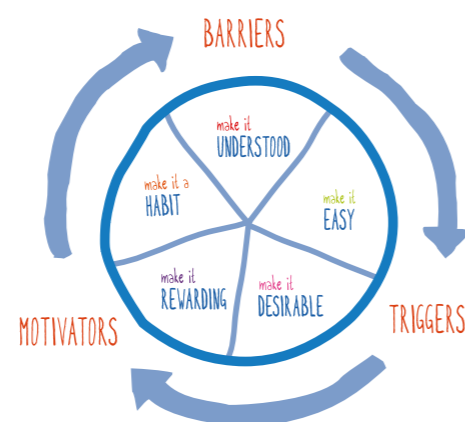
For a new behaviour to become a habit, it needs to be seen as easy to do and it must fit into daily routines.

We make it easy for people to remember when they need to wash their hands through songs, stories, diaries, rewards and daily sticker charts for children. All these and other little reminders at home and at school help make handwashing part of children’s – and adults’ – daily routines.

Changing behaviour

It’s not easy to change the habits of a lifetime. Our behaviour change methodology was developed using behavioural science and Unilever’s marketing expertise, and embeds Unilever’s Five Levers for Change within all Lifebuoy’s handwashing programmes.

These five principles are the bedrock of our approach to changing people’s behaviour, making good hygiene habits part of people’s daily routine.



School of 5: Superheroes to the rescue

Our flagship schools programme is a crucial part of Lifebuoy’s handwashing behaviour change programme. Children develop so much of their behaviour during their primary school years and are heavily influenced by their peers. In turn, children can also be powerful agents of change, using their pester power to take messages back to their parents and wider communities.

Through Lifebuoy’s School of 5 programme we encourage people to use soap at the five occasions that can have the biggest impact on their health:

1. After going to the toilet
2. Before breakfast
3. Before lunch
4. Before dinner
5. While having a bath

And what’s the best way to get children to do something? Make it fun! And what could be more fun than superheroes?

We teamed up with specialist children’s communication agency, Yoe, to create Lifebuoy’s School of 5 comic book, which aims to make handwashing cool for kids. The five superhero characters – Biff, Pow, Bam, Hairyback and Sparkle - come to life in animations, radio shows, music, games, and school visits. They each have an important message to get across – encouraging children to use soap at the five key moments in the day.

Available in 19 languages, the School of 5 comic book has reached more than 300 million people worldwide. The large scale of the programme and the numbers of people reached has caused a paradigm shift in the programme’s ability to attract external partners, thereby increasing scale as well as connecting with hard-to-reach populations.



Lever 3: Make it desirable

People don’t usually do something unless they want to. We want children to *want* to wash their hands. So we make it fun with our School of 5 comic books and stickers. By involving celebrities, we make handwashing even more aspirational for schoolchildren and their families.

Studies show that people who commit to a future action in public are more likely to stick to it. The Lifebuoy school programme uses the classroom soap pledge to foster commitment by asking children to stand up together in class and pledge to wash their hands.

Pledging is also an important part of our mothers’ programme as it brings the family together to pledge to protect the health of their baby.

Lever 4: Make it rewarding

We want to make people feel good for improving their hygiene habits, so we reward good behaviour. For example, children get a reward or recognition if they successfully complete their handwashing diary for a full three weeks.

Lever 5: Make it a habit

Habits are created over time through repetition. Practising a habit consistently for at least 21 days helps to make it a permanent habit.

That’s why we give children and mothers 21-day diaries with rewards on completion – and teachers 21 days of activities to repeat handwashing in their classrooms until it becomes a routine.

A NEW ERA OF COLLABORATION

We're working to create transformational change at scale, but we can't do this alone. That's why we're working in partnership with a number of organisations to create the change needed to address global health challenges.

Lifebuoy partnerships have grown in scale, innovation and thought leadership, and form the backbone of our handwashing behaviour change programmes. These partnerships, with governments and non-government organisations (NGOs) enable us to have a greater impact and reach those most in need, playing a key role in impacting the Sustainable Development Goals.

REACHING THE MOST VULNERABLE

The people who most need to understand the importance of adopting good hygiene habits are also often the hardest to reach. Here are three examples of partnerships we've established to help meet this need, and some results.

Reaching new mothers

Over 45% of deaths under five occur within the first 28 days of a child's life. Every year, 2.5 million babies die before turning one month old – a significant proportion from infections.⁵ Around 41%⁶ of these deaths could be prevented, just by helping new mothers and midwives change their handwashing behaviour.

Since 2011, we've reached more than 20 million mothers across Asia and Africa with hygiene education through community visits and neonatal clinics. Our largest programmes in Indonesia and Vietnam run in partnership with government, enabling health workers and women's groups to teach mothers about handwashing with soap.

In Kenya, we have partnered with Amref Health Africa, launching a programme in 2017 in Migori County, one of the areas with the highest level of neonatal mortality in the country. Through community health workers, mother support groups and health centres, the programme educated new mothers over a period of six months on the importance of handwashing with soap, raising awareness of the risks of transmitting diseases to their newborn via contaminated hands.

RESULTS: New mothers who took part in the programme were more likely to wash their hands with soap than the control group during three occasions: after changing nappies (26% vs 2%), before breastfeeding (42% vs 3%), and after visiting the toilet (39% vs 10%). In addition, 90% of the new mothers reached talked about the programme to their friends, family and neighbours, highlighting a positive ripple effect.

"The Sustainable Development Goals need transformational partnerships to drive the huge change needed to achieve them."

REBECCA MARMOT
GLOBAL VICE PRESIDENT ADVOCACY & PARTNERSHIPS, UNILEVER



Since 2011, we've reached more than 20 million mothers across Asia and Africa with hygiene education through home visits and clinics



By the end of 2017, our Super School of 5 programme with Sightsavers in Kenya reached more than 200,000 children.
Photo ©Karel Prinsloo.

Tackling blindness through hygiene

Hand and face washing can prevent the world's leading cause of preventable blindness: trachoma. Globally, 158 million people are at risk and the disease is endemic in some of the poorest areas of the world, including countries in Africa and Asia.

We have partnered with NGO Sightsavers, and have adapted our schools handwashing programme to include face washing in order to address this issue. By the end of 2017, our Super School of 5 programme with Sightsavers in Kenya reached more than 200,000 children and we've trained 580 teachers in 116 schools to champion the programme. The programme has also expanded to Ethiopia and Zambia.

Geordie Woods, Technical Advisor, Neglected Tropical Diseases for Sightsavers, said: *"It was exciting to see that the messages had also trickled down to children who were not in school during the time the original programme was piloted in 2014. They had created their own songs, based on the original programme, on hand and face washing with soap, and pledges were still taking place during assembly time."*

RESULTS: An evaluation of the Super School of 5 programme in Kenya showed a significant increase and sustained adoption of observed hand and face washing behaviours compared to control schools. Supported by other activities and county government, there has been an average 30% reduction in the prevalence of trachoma.

[➔ See more about the programme here](#)

"We've seen a steady decrease in the number of trachoma cases within our community since the introduction of the programme."

DR. DAVID MORO
SUB-COUNTY MEDICAL OFFICER OF HEALTH
TURKANA

Impacting lives in emergency settings through handwashing with soap

Refugee communities and people affected by floods, earthquakes or other natural or man-made disasters are among the most vulnerable to disease. In 2017, we teamed up with Oxfam to create a customised programme – the first of its kind in an emergency setting – to go beyond simple product donation, seeking to impact behaviours in settings where crowding and diarrhoeal disease are high.

Every situation is different, so we spoke to women who were affected by different emergencies – in Nepal, Pakistan and the Philippines – to help us understand the challenges they face in day-to-day life. We also identified the barriers and motivators to behaviour change in each of these settings. In response, we developed Mum's Magic Hands, a programme that reaches mothers based on universal insights that can work even in extremely difficult settings.

The programme was piloted among mothers across earthquake affected areas in Nepal and was successful in improving handwashing with soap knowledge and practice during critical moments during the day, such as before eating and after going to the toilet. The programme is being rolled out as a response to the 2018 floods in Kerala, India.

RESULTS: The Nepal programme showed significant increases in practice of handwashing with soap before eating and preparing food (18% and 17% respectively). The programme also proved to significantly impact handwashing with soap after going to the toilet with 45% more mothers observed washing their hands with soap.

We are now working with Oxfam to share our findings with the objective of offering the full suite of materials developed to humanitarian-based organisations that aim to improve the practice of handwashing with soap in emergency-affected areas.

[➔ See more about the programme here](#)



SCALING UP OUR PROGRAMMES

We are developing integrated programmes with partners so we can reach people through new networks to get the best health outcomes, with handwashing and other related messages.

Driving sustained hygiene behaviour change within WASH

The South Asia WASH Results Programme (SAWRP) was a consortium between Plan International, WaterAid, Unilever, Ipsos, Water and Sanitation for the Urban Poor (WSUP) and Loughborough University's Water, Engineering and Development Centre (WEDC). It was funded by the UK Government's Department for International Development (DFID) under a payment by results contract.

The four-year programme aimed to provide access to improved water facilities, sanitation and hygiene, promoting the sustained use of hygienic household toilets and the practice of handwashing with soap at critical times in rural communities in Pakistan and Bangladesh. The programme receives full payment from DFID only if the SAWRP consortium achieves agreed delivery and sustainability results.

In the first phase of the programme (2014-2015), the focus was on project delivery and behaviour change communications, engaging with schools and local government to make sure schools prioritised having good WASH facilities available and continued to emphasise the importance of handwashing facilities. In the second phase of the programme (2016-2018), the focus shifted to sustainability of the behaviour change, establishing ongoing handwashing promotion within communities and securing upgraded handwashing facilities through advocacy and engagement with key opinion formers.

RESULTS: We reached 17 million people with the Lifebuoy School of 5 programme. Six months after the programme finished, reports showed a 33% increase in knowledge of the importance of washing hands with soap at key occasions, and a reported 43% increase in people washing their hands with soap regularly.⁷

Promoting handwashing with soap and immunisation together

Gavi, the Vaccine Alliance, and Lifebuoy launched an innovative partnership in 2017 to protect children under five from illnesses and premature death. By promoting handwashing with soap and immunisation together - two of the most critical and cost-effective child survival interventions - the partnership aims to improve and save many young lives in India.

"Diarrhoea and pneumonia are two of the most devastating preventable illnesses which claim the lives of millions of children worldwide," said Dr Seth Berkley, CEO, Gavi. *"Integrated interventions that begin at birth, including clean water and vaccines, can protect against these diseases."*

The partnership leverages Unilever's expertise in behaviour change and marketing capability as well as its financial support. It also draws on Gavi's health system strengthening investments and Vaccine Alliance networks to deliver behaviour change interventions and promote the benefits of vaccination and handwashing with soap. The programme, Safal Shuruat ('Successful Beginning') aims to tap into parents' desire to raise successful children, keeping them infection-free for the best start in life. It uses a host of resources - such as a 21-day handwashing challenge and an immunisation calendar - to increase awareness of the importance of handwashing with soap and vaccines, improve handwashing practices and increase demand for immunisation. In its first year, the programme reached 41,000 households and their surrounding communities.

This will have a positive impact on multiple UN Sustainable Development Goals (SDGs) including good health and well-being (Goal 3) as well as clean water and sanitation (Goal 6). It will also help revitalise global partnerships for sustainable development (Goal 17).

At the 2018 Gavi Mid-Term Review, Unilever and the Government of Netherlands further expanded the Gavi-Lifebuoy partnership in India, contributing to government public health priorities around immunisation and sanitation.

"The Gavi and Unilever Lifebuoy partnership is a great example of the public and private sectors working together to help prevent millions of unnecessary deaths and save lives of the most vulnerable children."

DR. SETH BERKLEY
CEO, GAVI



Our ambition is to use Heroes for Change as a means of reaching 18 million Kenyans with health and hygiene education by 2020



EMPOWERING YOUNG PEOPLE TO DRIVE CHANGE

The Lifebuoy Lifesaver Volunteer Programme harnesses the energy and enthusiasm of teenagers and college students, helping them make a difference in their communities by teaching the importance of handwashing with soap. Through colleges and youth networks, we've mobilised more than 150,000 Lifesaver Volunteers to run Lifebuoy's School of 5 programme in schools.

Now running in five countries, the programme is being scaled up through youth organisations such as the World Association of Girl Guides and Girl Scouts (WAGGGS) and volunteer programmes, such as 'Heroes for Change' programme in Kenya.

#Just1hour

Our first 100 Lifesaver volunteers were students selected from top management and engineering colleges in India. Following training, the student volunteers visited schools to run Lifebuoy's School of 5 behaviour change programme, changing the behaviours of 10,000 people in one city alone.

Heroes for Change

In Kenya, students are being recruited as agents for social change in the 'Heroes for Change' volunteer programme. It's a social-mobilisation model, leveraging the power of young people, and engaging them through digital social platforms such as WhatsApp, Twitter and Facebook. Led by Unilever in partnership with Amref Health Africa, the UNFPA (UN Population Fund) and Sightsavers, the programme has identified university students as an untapped force for good, as they're known in their communities for being passionate about creating lasting social impact in these spaces.

In the first phase of the programme, student volunteers from five universities in Kenya were trained and then deployed the behaviour change programmes over a six-month period, to improve health and well-being in their home communities. The training covers health programmes from Unilever brands Lifebuoy, Royco and Pepsodent.

Following the success of Heroes for Change in 2017, the programme is being scaled up in Kenya through the Well Told Stories partnership with the aim to create a nationwide network of 100,000 young people. By digitising the programme, the ambition is to use Heroes for Change as a means of reaching 18 million Kenyans with health and hygiene education by 2020. The programme is also expanding into other markets including Nigeria, Ghana and Cote D'Ivoire.

Girl Guide Superheroes

Through our partnership with World Association of Girl Guides and Girl Scouts (WAGGGS), 100,000 girl guides and scouts in India became handwashing heroes by promoting this lifesaving habit within their local communities.

Each handwashing hero is trained in the importance of using soap while washing hands before eating and after using the toilet, with materials featuring School of 5 superhero Sparkle as a Girl Guide. They are also equipped with the necessary skills to share these learnings with others, encouraging the practice of using soap at critical occasions to spread across communities, protecting people from illnesses and infections.

In total, WAGGGS reached more than three million children and their families through an adapted version of Lifebuoy's School of Five.

Ana Maria Mideros, WAGGGS' World Board Chair, said: "At the World Association of Girl Guides and Girl Scouts, we know that every girl has the power and potential to learn, lead and make a positive change in her community and the wider world. We are hugely proud that our partnership with Lifebuoy is helping young people in India to take action and promote handwashing with soap – both at home and in their wider communities."

Working with Lifebuoy, Girl Guides and Scouts are driving change, improving hygiene and changing lives."

[➔ See more about the programme here](#)



INNOVATIONS: NEW WAYS TO CHANGE BEHAVIOUR

We are focussing on unleashing the power of new channels, product innovations and technology to drive handwashing with soap.

MASS MEDIA AND MOBILE HAS THE POTENTIAL TO REACH MILLIONS

A new paradigm

While our programmes have focused on reaching children and mothers on-ground, we have long believed that our total combined marketing efforts – including mass scale TV advertising – are contributing to changing handwashing behaviour. To test this, we ran a study in India – our biggest market – to assess the effectiveness of Lifebuoy TV adverts that were educational in nature. For this, we used the same methodology deployed to evaluate our on-ground programmes, sticker diaries. (See Evidence and Measurement, page 28, for more information).

The study, conducted by an independent agency, showed a significant increase in the frequency of handwashing with soap at a key occasion after people watched the adverts at high frequency. This result demonstrates that mass media can promote and impact positive health behaviours at scale, giving us the opportunity to reach millions more people through our Lifebuoy brand.

Using mobile

Governments worldwide are increasingly adopting mobile technologies to deliver public services in areas related to agriculture, education, health and livelihoods. Mobile technologies are widely adopted in developing countries, with 78% of mobile users globally from developing economies. In India, for example, where 50% of the population live in otherwise 'media dark' rural areas, the only way to reach these people cost-effectively is through mobile.

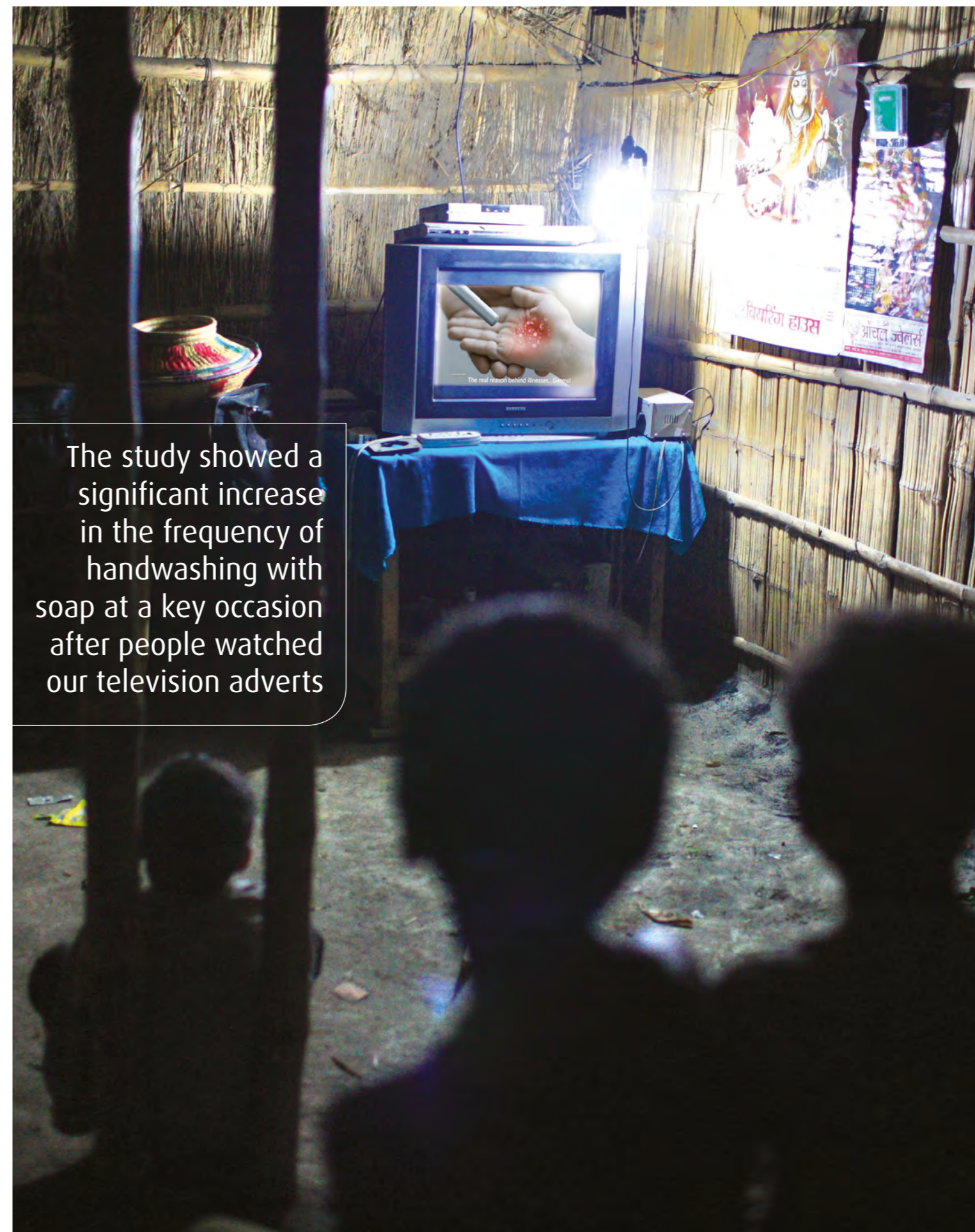
Lifebuoy has designed and piloted a programme using mobile technology that has been proven to change handwashing behaviour – the first time this had been done using mobiles. The Lifebuoy Mobile Doctarni service reached women in media-dark rural areas, providing mothers with free, easily accessible advice about their child's health.

The service is based on a missed call mechanism, whereby a mother makes a phonenumber but hangs up before she is connected. Mobile Doctarni then calls her back, sharing health information adapted according to her child or children's ages.

Pilot results were very strong, with high engagement and behaviour change recorded. The campaign increased handwashing with soap occasions at critical public health occasions by more than one per day, and frequency of handwashing improved among participants exposed to the campaign by 50%.



Our Mobile Doctarni service provides free health advice to mothers in rural areas through their mobile phone.



The study showed a significant increase in the frequency of handwashing with soap at a key occasion after people watched our television adverts

KEEPING HANDWASHING TOP OF MIND WITH CONSUMERS

Germ protection and hygiene education messages are not only part of Lifebuoy’s behaviour change programmes, but they’re also shared across all Lifebuoy marketing initiatives. They drive our product innovations and are reinforced at all consumer touchpoints. Here are some of our latest product and marketing innovations helping to build handwashing habits.

Product innovations



Mickey makes an impact in China

Launched in 2017, Lifebuoy’s Mickey No-Touch Foaming Hand Wash offers children – and their delighted parents – a completely new handwashing experience.

The Unilever patented device has been designed to inspire and teach children to adopt healthy handwashing habits, with a blinking light guiding them to rub their hands together for ten seconds. The self-foaming dispenser is water efficient too – delivering a perfectly sized amount of foam that requires 18% less water than ordinary soap.



The world’s first immunity-boosting sanitiser

Lifebuoy understands that curious and inquisitive kids will continuously collect germs on their hands through contact with a myriad of surfaces. And while super parents can keep their homes clean and hygienic, they can’t control what their little ones are up to in school or the outdoors.

That’s why Lifebuoy made the world’s first immunity-boosting hand sanitiser. Not only does it remove germs without water instantly, it also keeps kids’ hands protected for ten hours. When this brilliant product is paired with fun bag tags designed like characters from popular cartoons like Transformers, My Little Pony or Paw Patrol, what we get is a hygienic solution kids look forward to using and never leave home without.



A new soap made for Muslim consumers

Lifebuoy Kasturi Musk Oud Protect soap is enriched with oud, a revered fragrance in Islamic culture. It launched in Indonesia, Bangladesh and Pakistan, our biggest Muslim markets, in 2018.

Oud also has natural anti-bacterial properties, providing protection and fragrance that lasts all day. With the launch, Lifebuoy brought alive a relevant idea for Muslim consumers about the importance of hygiene and purity.

Making an impact in-store

#SellingWithPurpose: our retail partnership in South Africa

Lifebuoy, along with Unilever brands Domestos and Mentadent, partners with leading retailer Spar and the Department of Education in South Africa in the National Schools Hygiene Programme. The brands’ proven behaviour change programmes, including Lifebuoy’s School of 5, are implemented by teachers as part of the school curriculum.

The #sellingwithpurpose programme is amplified and supported in Spar stores, with donations from sales of promotional packs of the participating brands enabling more schools to complete the national Schools Hygiene Programme.

In 2018, the programme reached 15,000 schools and one million children.



Lifebuoy’s Infection Alert System

The brand’s always-on communication model – the Infection Alert System (IAS) – has developed to respond to trending topics and any emerging health infections at the exact time consumers are searching for solutions.

So, whether it’s local festivals, seasonal infections, pandemics

or children going back to school, through IAS, Lifebuoy reminds parents, through a variety of different media channels, that handwashing with soap is the most effective and easy protection for their families.

Examples include:



Don’t bring germs to the table during Ramadan

During Ramadan, people typically have more free time, spending more of it with their families, on the internet or watching sport. But it’s also one of the key moments in the year when mothers feel anxious about their children falling ill. Lifebuoy’s six-second animations remind everyone, whatever activity they are doing, about the importance of washing their hands with soap to prevent the spread of germs.



Celebrating a germ-free Lunar New Year

Over the Lunar New Year, Chinese people traditionally exchange gifts of money in red envelopes, with the colour symbolising good luck. As the red packets pass from hand to hand, so do germs. Lifebuoy created red money envelopes that are made with soap paper, which recipients simply rub between their hands under water.

In 2017 around 500,000 Lifebuoy red packets were distributed in China, Vietnam and Malaysia through in-store promotions, social media activations and e-commerce purchases, ushering in a happy germ-free new year.



Handle on Hygiene

Studies show that shopping trolley handles are home to over 1 million germs, with shoppers around the world every day coming into contact with harmful germs such as E. coli, salmonella, and faecal bacteria.

Lifebuoy developed a world-first innovative device to help address this concern: ‘Handle on Hygiene’. The device, when swiped, applies a thin layer of Lifebuoy sanitiser liquid to supermarket trolley handles, killing 99.9% of germs.

First piloted in Carrefour in the Middle East, the hygiene handles kept over 10,000 shoppers’ hands clean every day. Following this successful pilot, the hygiene handles have now been rolled out to other countries across Asia – alerting people to stay protected at germ hotspots.



Reaching consumers fast with handwashing reminders

To get handwashing talked about among consumers – and keep healthy handwashing habits front of mind – Lifebuoy has been giving a light-hearted hygiene perspective to trending topics on social media.

Lifebuoy brand teams keenly follow topical chatter across world events, entertainment and sport, looking for opportunities to share the Lifebuoy handwashing message in a creative

way – keeping people one step ahead of infection.

In the first few months of 2018, Lifebuoy shared topical posts relating to the historic talks between North and South Korea, a global conversation about South East Asian dish rendang (after a judge on UK MasterChef criticised a contestant’s dish), the Royal Wedding, and Mother’s Day.

ADVOCACY: GALVANISING SUPPORT FOR HANDWASHING

We want to mobilise support for handwashing from all parts of society. Our campaigns and activities are designed to encourage and enable everyone to become a handwashing champion in their local community, supporting initiatives that move from policy to action.

THOUGHT LEADERSHIP

Advocacy efforts allow us to extend our reach among influential audiences and decision makers to ensure investment in handwashing. This in turn will ensure that policies are implemented and funding is channelled towards handwashing behaviour change initiatives.

Lifebuoy makes the case for handwashing with soap using key moments where world leaders meet to influence the future of handwashing. During the United Nations General Assembly, for example, and at Global Citizen events, the World Economic Forum and the Regional Conference on Sanitation and Hygiene in Africa (AfricaSan). Lifebuoy also played a key part in advocating for the inclusion of a specific handwashing with soap indicator within Sustainable Development Goal 6. Securing this represented a huge milestone in the fight to help more children reach the age of five, ensuring governments around the world committed to universal handwashing with soap.

SDG 6 aims to ensure availability and sustainable management of water and sanitation for all. It also includes a handwashing indicator to measure the percentage of population using safely managed sanitation services including a handwashing facility with soap and water.

Now that the indicator is in place, we work with national governments to scale handwashing behaviour change programmes in order to reach their SDG targets, and advise how the private sector can help them achieve these.

We work with learning partners, such as the London School of Hygiene & Tropical Medicine and the Royal Society for Public Health, to generate evidence for handwashing, and we are a co-founding member of the Global Partnership for Handwashing, a coalition that brings together public and private sectors to promote handwashing with soap.



UN Sustainable Development Goal 6:
Ensure availability and sustainable management of water and sanitation for all

POWERFUL STORYTELLING

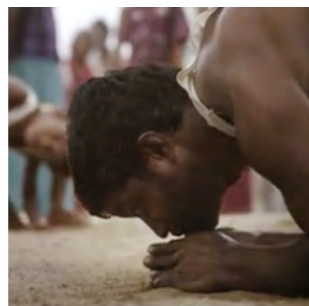
In 2013 Lifebuoy launched the Help a Child Reach 5 campaign. The campaign aims to raise awareness of the importance of handwashing with soap and encouraging people to join us and take an active role.

Our four Help a Child Reach 5 films share a personal, powerful and real perspective on the individual tragedy of losing a child to preventable infections like diarrhoea and pneumonia.

The third and fourth films in the series emphasise the importance of handwashing with soap in the month after birth. They bring to life the aspirations that two expectant mums, Sangrahi in India and Eunice in Kenya, have for their unborn children.

Thanks to this campaign, awareness of Lifebuoy's lifesaving handwashing message has spread to hundreds of millions of people around the world.

Lifebuoy Help A Child Reach 5 films



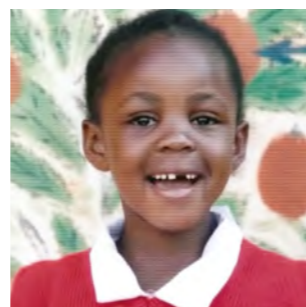
Gondappa



Tree of Life



Chamki



Sherry



CELEBRITY AMBASSADORS

In all Lifebuoy markets we work with carefully selected celebrities, influencers and key opinion formers to help raise the profile of hygiene in mainstream and social media.

Celebrities lend a trusted voice to our handwashing cause. They help to create personalised and authentic connections between our Help a Child Reach 5 campaign and our audiences, bringing credibility and reach. They also provide a strong media hook with journalists, due to their high reach and share-of-voice in the media.

Here we introduce three of our Lifebuoy Help a Child Reach 5 Ambassadors, and just some of the ways they have been helping to raise the profile of Lifebuoy's campaign.

Kajol Devgn – India

Actor Kajol has represented Lifebuoy on national and international stages to help raise the profile of the importance of handwashing with soap for the past six years. Joining the Lifebuoy team at the United Nations General Assembly in New York, Kajol met with world leaders and also spoke at the Global Citizen Festival at the launch of the Sustainable Development Goals. Kajol also joined HUL's CEO and Managing Director, Sanjiv Mehta, to meet with India's prime minister, Narendra Modi, to discuss making handwashing with soap a universal behaviour.



In 2017, Kajol joined the launch event for the Lifebuoy and the World Association of Girl Guides and Girl Scouts initiative to empower young girls to become handwashing heroes.

Janet Mbugua Ndichu – Kenya

Former news anchor and now media personality, Janet has been championing the handwashing cause across Kenya since 2016, both at live events and to her thousands of followers on social media. As a mother of two very young children, Janet is particularly passionate about advocating for the importance of handwashing for the health of newborn babies. Following the birth of her own second baby, she produced a vlog of her baby's first 28 days, including vital hygiene advice.

"According to the World Health Organisation and Unicef, children in Sub-Saharan Africa are 14 times more likely to die before the age of five than children in developed regions," says Janet. "That's why I am championing for people across Kenya to always wash their hands with soap and water before touching babies to help reduce infant mortality."



Janet supports Lifebuoy's #High5forHandwashing campaign in Kenya on Global Handwashing Day



Omawumi helps to promote Lifebuoy's Help a Child Reach 5 campaign in Nigeria, joining government dignitaries, Lifebuoy partners and school children.

Omawumi Megbele – Nigeria

Pop singer Omawumi became a Lifebuoy ambassador in 2018. As a mother of two young children, she was particularly motivated to join Lifebuoy's campaign to try to help reduce the high number of Nigerian children that die before their fifth birthday each year due to preventable infections.

"I simply cannot imagine losing my children to preventable infections," says Omawumi. As well as lending her voice to the campaign, she is making sure handwashing with soap is part of her household's routine.

Her message to other parents is clear: *"It is much better for you to teach your children to wash their hands with Lifebuoy than trekking to the hospital every day."*

CAMPAIGNS TO DRIVE AWARENESS

Global Handwashing Day (GHD) is the major event that provides scale and amplification for Lifebuoy's Help a Child Reach 5 campaign, raising awareness of the importance of handwashing with soap to prevent disease. GHD is now one of the largest brand activations in the world, impacting millions of people across five continents.

Each year on 15 October, over 200 million people take part in celebrating GHD across more than 100 countries. Lifebuoy is a founding partner of the Global Handwashing Partnership, which has supported GHD from its outset.

Lifebuoy's GHD activities include making an impact through our handwashing programmes, with our celebrity ambassadors playing a major role at events and on social media to attract support from government representatives, influencers and the media.

Since 2008, Lifebuoy teams around the world have achieved 15 Guinness World Records for handwashing. These have included achieving the record for the most people washing their hands at the same time, the most people involved in a handwashing dance and the 'largest human image of a hand' achieved by the Lifebuoy team in Bangladesh in 2017.

A High 5 for Handwashing

To mark the 10th anniversary of Global Handwashing Day in 2018, Lifebuoy embarked on its most high profile campaign yet, urging people across the world to share their High 5s on social media, using hashtag #high5forhandwashing.

Some highlights from Global Handwashing Day in 2017 and 2018 are shown here.



BANGLADESH: The Lifebuoy Bangladesh team achieved a Guinness World Record for the 'Largest Human Image of a Hand', with more than 11,000 students assembled. It reached more than 17 million people through social media.



ETHIOPIA: Lifebuoy partnered with the Ministry of Health and national television and telecom networks to spread the handwashing message on GHD, reaching over 38 million people with SMS messaging alone.



KENYA: On a single day 90 Unilever employees taught 68,000 school children from 44 schools how to wash their hands, with a further 2 million people reached through Lifebuoy's GHD Facebook campaign.



MYANMAR: Lifebuoy Ambassador and actor Chit Thu Wai invited influencers to change their profile photo to one of them sharing a #high5forhandwashing, and received over 20,000 handwashing pledges from followers.



SRI LANKA: The President of Sri Lanka attended GHD activities in Jaffna, where Lifebuoy teams ran handwashing workshops for over 16,000 children.



INDIA: More than 200 Hindustan Unilever Limited employees visited schools in their local communities, teaching more than 3,000 children about healthy handwashing habits.



INDONESIA: Over 600 Unilever Indonesia employees visited 19 schools, and received over 1.6 million handwashing pledges. A limited edition Lifebuoy pack supported local hygiene causes.

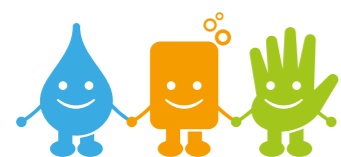


NIGERIA: Founder of Wellbeing Foundation Africa, Toyin Saraki, joined Lifebuoy Ambassador and singer Omawumi and 200 Unilever employees to celebrate GHD with over 12,000 schoolchildren.



SOUTH AFRICA: DJ Zinhle and vlogger Moshe Ndiki joined Unilever Africa President, Bruno Witvoet, to celebrate reaching 700,000 children in 2018 with handwashing for hygiene education.

A High 5 transcends all barriers of language and culture. It's a sign of celebration – and most importantly, a sign of clean, confident hands.



Evidence & measurement

TRACKING IMPACT

Monitoring, evaluating results and learning from our programmes is a key focus area.

Measuring a socially desirable, healthy behaviour like handwashing with soap is very difficult. Most people know they should wash hands regularly, so there is a significant risk that people overclaim how much they are washing their hands if you simply ask them directly. We have therefore had to find innovative ways to track what people *actually* do – not just what they *claim* to do.

Having run a series of evaluations of our programmes and partnerships over several years, we know the gold standard for measuring handwashing is using motion-sensor soap loggers. However, this method is expensive. Another strong method of evaluation, direct observation, may cause people to act differently when they're being watched, and often misses important handwashing occasions, such as when children are at school or outside of the limited time you are able to observe people in their homes. We have thus tested and validated an alternative method of measuring handwashing with soap, a method that is both unique and robust: sticker diaries.

This provides us with a series of methods that can be used for evaluation:

- sticker diaries, that prompt recall of a variety of behaviours and mask the true intention of the study
- trackers (or 'motion-sensor soap loggers') placed in bars of soap that capture behaviour at exact points in time, at any time of day
- weighing soap, to provide an objective measure of the amount of soap used by households.

IMPROVEMENTS IN HEALTH

A randomised control trial involving 2000 families in Mumbai (India) studied Lifebuoy's behaviour change programme's impact on health.⁹ The trial showed:

- 25%** REDUCTION IN INCIDENCE OF DIARRHOEA
- 15%** REDUCTION IN THE INCIDENCE OF ACUTE RESPIRATORY INFECTIONS
- 46%** REDUCTION IN EYE INFECTIONS



Sticker diaries ask respondents to track a whole range of daily activities in pictorial form, with respondents not knowing which daily behaviour we are specifically interested in. A recent academic study⁸ confirmed that this methodology was less biased than other conventional methods of self-reporting behaviour.

INCREASED HANDWASHING WITH SOAP AT KEY HEALTH OCCASIONS

New mothers

We partnered with AMREF Health Africa in Migori county in Kenya to reach new mothers with our handwashing programme. Evaluation of our pilot programme was done using sticker diaries. Results showed marked improvements, with new mothers who participated in the programme more likely to wash hands with soap during three public health occasions compared to the control group. In addition, 90% of new mothers talked about the programme to their friends, family and neighbours. Compared with the control group:

- 42%** (VS 3%) WASHED THEIR HANDS BEFORE BREASTFEEDING
- 26%** (VS 2%) WASHED THEIR HANDS AFTER CHANGING NAPPIES
- 39%** (VS 10%) WASHED THEIR HANDS AFTER GOING TO THE TOILET

Mothers

We partnered with Oxfam to create a customised handwashing programme to reach mothers in an emergency setting after the Nepal earthquake. Results from a structured observation study showed significant increases in handwashing with soap before eating and preparing food, and after using the toilet. The study showed:

- 18%** INCREASE IN HANDWASHING WITH SOAP BEFORE EATING
- 17%** INCREASE IN HANDWASHING WITH SOAP BEFORE PREPARING FOOD
- 45%** MORE MOTHERS OBSERVED WASHING HANDS WITH SOAP AFTER USING THE TOILET

Community

Results from our sticker diary study in Thesgora, India, showed that Lifebuoy's handwashing programmes had significant positive impacts on the handwashing behaviour of mothers and children. Compared to before the intervention:

- 26%** MORE CHILDREN WASHED HANDS WITH SOAP BEFORE MEALS
- 33%** MORE MOTHERS WASHED HANDS WITH SOAP BEFORE MEALS
- 42%** MORE MOTHERS WASHED HANDS WITH SOAP BEFORE FEEDING THEIR CHILD

School children

SUSTAINED BEHAVIOUR CHANGE IN INDONESIA

Using the sticker diary methodology, we saw a sustained increase in the frequency of handwashing with soap six months after Lifebuoy's intervention in Indonesia, demonstrating the ability of our programme delivered at scale, to drive sustained behaviour change. Awareness of 'five key occasions' messages doubled and soap use increased significantly, even six months after the programme was complete. At the key handwashing occasions:

- 75%** USE OF SOAP IMMEDIATELY AFTER THE INTERVENTION (VS 53% USE OF SOAP BEFORE)
- 78%** USE OF SOAP SIX MONTHS AFTER THE INTERVENTION

GOVERNMENT SCHOOLS IN INDIA

In partnership with PSI, Lifebuoy ran a programme in rural India with government school teachers. Evaluation using sticker diaries reported a positive impact on handwashing behaviour and soap usage:

- 16%** INCREASE IN INCIDENCE OF SOAP USAGE PRE- MEALS, (15% POST-DEFECATION)
- 15%** INCREASE IN INCIDENCE OF SOAP USE POST DEFECATION
- 1.42** MORE HANDWASHING OCCASIONS PER DAY

AT-SCALE PROGRAMME IN BANGLADESH

As part of the DFID-funded, four-year South Asia WASH Results Programme (SAWRP), the Lifebuoy School of 5 programme reached more than 17 million people. Six months after the programme ended, reports showed:

- 33%** INCREASE IN KNOWLEDGE OF FIVE CRITICAL HANDWASHING OCCASIONS
- 43%** INCREASE IN WASHING HANDS WITH SOAP BEFORE DINNER

GOVERNMENT SCHOOLS IN AFRICA

As part of the Millennium Villages Project Partnership with Unilever and the Earth Institute in Sub-Saharan Africa, handwashing behaviour change and the effectiveness of the School of 5 programme was measured in Kenya and Ghana.

Analysis from the study using electronic loggers in Ghana showed that there was a significant increase in handwashing with soap among children who experienced the School of 5 intervention compared to children in the control group. Sticker diaries corroborated these results.

Among children who experienced the School of 5 intervention we have seen:

- 22%** INCREASE IN HANDWASHING WITH SOAP
- 40%** LONGER TIME SPENT WASHING HANDS

BEHAVIOUR AND HEALTH IMPROVEMENT IN AFRICA

Lifebuoy and Sightsavers partnered to promote a hand and face hygiene behaviour change programme in schools to support the elimination of trachoma. The results from Turkana, Kenya showed a significant increase and sustained adoption of observed hand and face washing behaviours compared to the control schools, recorded 12 and 18 months after the programme finished. Compared to control schools, students in intervention schools recorded:

- 25%** IMPROVEMENT IN SIMULTANEOUS HAND AND FACE WASHING EVENTS IN PHASE 1 SCHOOLS
- 43%** IMPROVEMENT IN SIMULTANEOUS HAND AND FACE WASHING EVENTS IN PHASE 2 SCHOOLS

THE IMPACT OF MASS MEDIA CHANNELS

We assessed the effectiveness of TV advertising and mobile-based messaging using the same behaviour change methodology that we use to evaluate our on-ground programmes, the sticker diary. The results demonstrated that mass media can promote and impact positive health behaviours at scale. The study showed:

- 30%** AVERAGE INCREASE IN HANDWASHING WITH SOAP AT KEY OCCASIONS FOR THOSE EXPOSED TO TV ADVERTISING AT HIGH FREQUENCY
- 1.5** MORE HANDWASHING OCCASIONS FOR NEW MOTHERS EXPOSED TO MOBILE PROGRAMME
- 1.0** MORE HANDWASHING OCCASION FOR MOTHERS OF OLDER CHILDREN EXPOSED TO THE MOBILE PROGRAMME

The way forward

As we look ahead to the end of the current Unilever Sustainable Living Plan period in 2020, and beyond, we will focus on areas that will unleash the full potential of brands for public good, and address the challenges that we face to make handwashing with soap a universal behaviour.

Through Lifebuoy's programmes, we will continue to work with schoolchildren and schools, recognising the powerful impact they can have in sharing handwashing behaviours with their families at home. We'll work to find ways to improve our cost effectiveness, so we can bring the habit of handwashing to more people, particularly the most vulnerable. And working with partners will continue to be vital to help overcome the challenges of making practising handwashing with soap the norm in every environment, including areas of water scarcity and emergency settings.

Partnerships

Lifebuoy partnerships now represent a significant portion of our behaviour change programmes. This rapid increase in partnerships since 2010 represents a paradigm shift in our ability to reach the most vulnerable populations in rural areas, enabling us to achieve common objectives with our partners, and do so at scale. The approach uses co-investment and leverage-funding models, in which Unilever/Lifebuoy and partner resources are pooled together. Winning the fight against poor hygiene will happen when messages transform from projects into business-as-usual systems delivery - for example, when hygiene is an integral part of humanitarian response, built into outreach for pregnant and new mothers in clinics, and part of the school curriculum.

The ultimate win in 2019 and beyond will be partnerships that enable us to build a repeatable, sustainable model, integrated with government systems and infrastructure. Such partnerships would deliver our handwashing behaviour change models while also ensuring the right infrastructure is in place, with both soap and functioning handwashing facilities available in schools and households.

Integrated health approach

We cannot fully address child health through handwashing programmes alone. There is an increasing need to join hygiene with other critical areas of public health delivery. If we address only hygiene without addressing, for example, poor sanitation at the same time, the spread of disease will still happen. We also need to address the growing problem of water scarcity and the negative impact on handwashing with soap.

Our focus going forward will be to work with partners who address health systems, sanitation, water, immunisation and nutrition, to find solutions which will provide multiple benefits to health.

Digital technology

Lifebuoy's on-ground behaviour change programmes are the cornerstone of the Unilever Sustainable Living Plan, but technologies such as mobile are enabling us to reach remote populations that have little access to mass media or on-ground programmes. Digital platforms provide new tools to help us reach people in the right place at the right time with relevant hygiene messages about latest disease outbreaks. Our successful mobile behaviour change programme in India and our Infection Alert System across all our markets are just the start of this exciting opportunity for us to embrace technology to improve hygiene.

Communication

Even with the best efforts on partnerships and programmes we would not be unleashing the true power that brands have unless we leverage it towards communication and advocacy. People recognise and trust brands and therefore the messages that come from brands carry weight. The more we can harness this, the more we can shift the debate through the power of communication. Moreover, standing for an authentic purpose has become something that consumers, in particular millennials demand and expect of the brands they buy. Elevating the Help a Child Reach 5 campaign will be key to tap into the innate talkability of social media and create conversations that turn the statistic of preventable child deaths into a real, relatable stories. We will step up communicating our purpose on pack, through in-store communication, through celebrities, influencers and our customers to inspire people to wash their hands with soap. However, the largest reach channel we have at our disposal is mass media. Communicating our purpose through mass media will not only have huge impact, it will also make us distinctive in the minds and hearts of consumers.

Thought leadership

Lifebuoy has been on a 125-year journey of germ protection, with the last nine years part of the Unilever Sustainable Living Plan. It is critical that we use the rich learnings we have gathered along the way to build our thought leadership further. In the rapidly changing world that we live in, we will look to influence the development agenda through academic publications and key advocacy events, which will work alongside our purposeful partnerships and communication activities to help us win the fight for good hygiene.

"When we partner with others and combine our strengths, there are unlimited opportunities for us to build a better world."

JEFF SEABRIGHT
UNILEVER CHIEF SUSTAINABILITY OFFICER



About Lifebuoy

MAKING SOAP AND SAVING LIVES SINCE 1894

In 1885, William and James Lever created a soap-producing business – Lever Brothers – making it their purpose to ‘make cleanliness commonplace’. In 1894, the brothers launched Lifebuoy soap to combat cholera in Victorian England and make health and hygiene accessible to everyone.

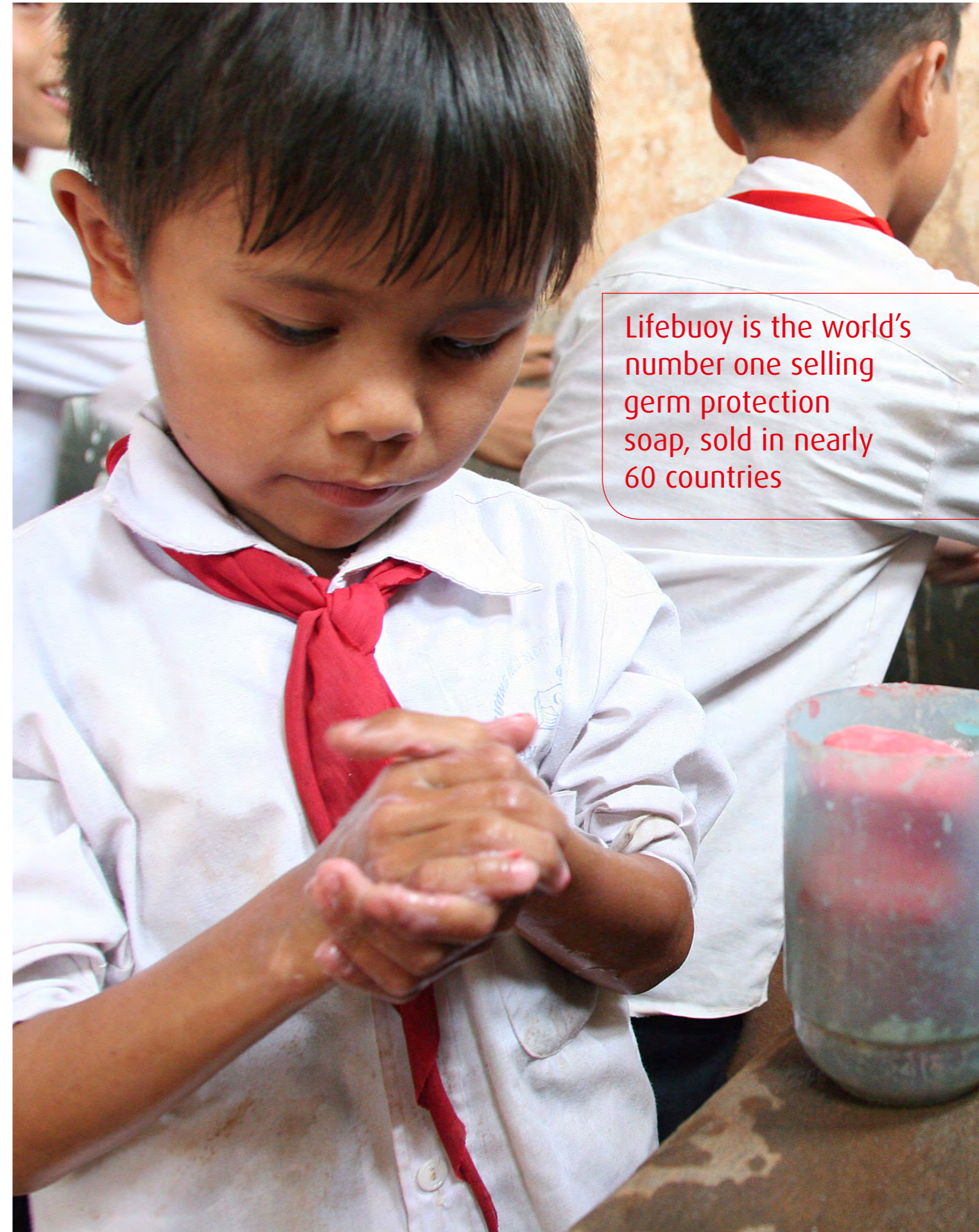
Lifebuoy is the world’s number one selling germ protection soap.¹⁰ It’s sold in nearly 60 countries and available across Asia, Africa, Latin America and the Middle East, and is the only soap to be accredited by the Royal Society of Public Health, London.

We democratise world class hygiene by making it available at the price of €0.12 for a bar of soap because we believe best-in-class hygiene should be a right for everyone, not just for the few who can afford it. Lifebuoy is one of Unilever’s largest Sustainable Living Brands, with a clear purpose of saving lives through handwashing with soap, supporting targets in Unilever’s Sustainable Living Plan – the company’s strategy for sustainable growth.

125 years of hygiene

Soap only works if it’s used effectively and people wash their hands at the critical moments of the day: before eating and after going to the toilet. That’s why we work to improve the handwashing habits of 1 billion people across Europe, North America, Africa, Asia, Latin America and the Middle East.

To do this, in the early twentieth century, Lever Brothers supplied people with charts to record daily whether they had washed their hands with soap before eating and after using the toilet. Today – as you’ve read earlier in this report – we run one of the largest handwashing behaviour change programmes in the world. It follows some similar principles, while we continue to innovate.



Lifebuoy is the world’s number one selling germ protection soap, sold in nearly 60 countries

OUR GLOBAL PARTNERSHIPS INCLUDE:



Amref Health Africa is the largest Africa-based international non-governmental organisation (NGO) currently running programmes in over 35 countries in Africa with lessons learnt over 60 years of engagement with governments, communities and partners to increase sustainable health access in Africa. Unilever, through Lifebuoy, is partnering with Amref Health Africa, providing training programmes for volunteers to enable them to help improve health and well-being in their communities, especially among new mothers and school children.



Department
for International
Development

DFID is a United Kingdom government department responsible for administering overseas aid. The goal of the department is to promote sustainable development and eliminate extreme poverty. Unilever, through Lifebuoy, is one of a consortium of partners in the DFID funded South Asia WASH Results programme.



Gavi is an international organisation – a global vaccine alliance – that brings together public and private sectors with the shared goal of creating equal access to new and underused vaccines for children living in the world's poorest countries. Unilever, through Lifebuoy, is partnering with Gavi, taking a holistic approach to children's health to have a positive impact across multiple Sustainable Development Goals, including Goals 3, 6 and 17.



The **Global Handwashing Partnership** (previously the Public Private Partnership for Handwashing with Soap) is a coalition that brings together the expertise, experience, ideas, resources, and reach of the public and private sectors around the world to promote handwashing soap. Its vision is for handwashing with soap to be universally promoted and practiced at all critical times.

Governments: Unilever, through Lifebuoy, partners with government Ministries of Health and Education in countries across the world to fulfil our vision of handwashing at scale. These countries include India, Indonesia, Kenya, Malaysia, Nepal, Pakistan, Sri Lanka and Vietnam.



The **GSMA** represents the interests of mobile operators worldwide, uniting more than 750 operators with almost 400 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA stimulates digital innovation to deliver both sustainable business and large-scale socio-economic impact for the underserved.



The **London School of Hygiene & Tropical Medicine (LSHTM)** is a world-leading centre for research and postgraduate education in public and global health, with the mission to improve health and health equity in the UK and worldwide. Lifebuoy works in partnership with the LSHTM to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.



OXFAM

Oxfam is a global aid and development charity, working and campaigning with partners in over 90 countries worldwide towards one goal – an end to poverty for everyone. Unilever, through Lifebuoy, teamed up with Oxfam to create a customised handwashing programme, Mum's Magic Hands, to be deployed in emergency settings.

Plan International is a development and humanitarian organisation that advances children's rights and equality for girls. Unilever, through Lifebuoy works in partnership with Plan International to implement the Lifebuoy School of 5 within WASH (water, sanitation and hygiene) school programmes in India.



PSI (Population Services International) is a global health organisation dedicated to improving the health of people in the developing world by focusing on the greatest threats to children under five, including malaria, diarrhoea, pneumonia and malnutrition. Unilever, through Lifebuoy, has worked with PSI in Kenya, Zimbabwe, Vietnam and India to implement our School of 5 programme, teaching children the importance of handwashing with soap.



The UK-based **Royal Society for Public Health (RSPH)** is an independent, multi-disciplinary charity dedicated to the improvement of the public's health and well-being. The RSPH helps inform policy and practice, working to educate, empower and support communities and individuals to live healthily. The Lifebuoy behaviour change programmes and associated products have been accredited by the RSPH.



Sightsavers is an international organisation that works in more than 30 countries to eliminate avoidable blindness and support people with visual impairments to live independently. Sightsavers is working in collaboration with Unilever, through Lifebuoy, to help eliminate trachoma, an eye disease that is the world's leading cause of infectious blindness.



Water & Sanitation for the Urban Poor (WSUP) is a not-for-profit organisation that helps transform cities to benefit the millions who lack access to water and sanitation. WSUP has worked with Unilever in various projects including the Lifebuoy School of 5 programme in Ghana and Unilever is supporting WSUP to scale up an innovative sanitation business model in Bangladesh, through the Transform partnership with DFID.



World Association of Girl Guides and Girl Scouts (WAGGGS) supports girls and young women to develop their full potential as leaders and active citizens of the world. WAGGGS has partnered with Lifebuoy to drive handwashing with soap in India.



World Vision is a global humanitarian organisation devoted to improving the lives of the most vulnerable children, by working together with the children, their communities and trusted partners, such as Lifebuoy.

Footnotes

- Nielsen through its Scantrack and Retail Index Services for the Skin Cleansing Category (Bar, Liquid Soap, Shower): Anti-Bacterial/Health Brands Volume Sales latest 12 months, updated in November 2018
- Kantar Worldpanel's Brand Footprint 2018 (<https://www.kantarworldpanel.com/global/News/Brand-footprint-2018-most-chosen-brands>)
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- DFID South Asia WASH Results Programme (SWARP) 2014-2016 <http://data.unicef.org>
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#helpachildreach5



Unilever