



We **CARE BEYOND SKIN** by

**STANDING
TOGETHER
IN TIMES OF CRISIS**

Beiersdorf

DEAR READER,

standing together in times of crisis – this is what we remember today when looking back at the largest humanitarian support program in the history of Beiersdorf. When the pandemic hit, there was no question in our minds that we wanted to take care of our people, our consumers, and communities. We knew we had a role to play and a responsibility to act: Leveraging our strengths as a leading skin care company with a global reach.

At the time, no one could predict the course of the pandemic. But we were certain that its impact would go far beyond our revenues and balance sheets, beyond our production centers, sales offices, and consumer products. The crisis has brought to the forefront the interconnectedness of the world's greatest challenges and the business

we have been deeply committed to for more than 140 years. We never can take for granted the health and safety of our people and their friends and families, the reliability of global supply chains, the uncompromised ability to communicate and move freely, continued access to education, job opportunities, much-needed social connections and the sense of togetherness.

The challenge was to help mitigate the pandemic's painful effects on this generation and for those to come. And time was of the essence.

Our initiative aimed to strike a balance between immediate relief measures, medium-term support, and the contribution to a systemic change.

We donated disinfectants, skin and hand care products. We mobilized our global employee community to raise funds for the most affected communities. We donated to more than 100 projects in 60+ countries. We supported partnership projects with international and local NGOs to empower the most vulnerable groups, including girls and women. And we improved the employment opportunities for women in the waste management sector.

While we are grateful for the tangible impact we have made, we also want to reflect on what has been an enlightening and rewarding journey for us as an organization.

This dossier aims to summarize and share our thinking on what we did and what we learned in a situation where there was no playbook. As such, it is also a testament to our resilience and the galvanizing power of a major crisis. But most importantly, it is a tribute to the outstanding commitment of our teams and partners. This initiative was a proofpoint of how we act on our purpose CARE BEYOND SKIN whilst building on our core strengths. We thank the many people who stood together in times of crisis.

They have gone above and beyond the call of duty to make this program a reality.

**Yours,
Beiersdorf Executive Committee**



COVID-19

Facts and figures from around the world



1. Over 771 million confirmed cases have been reported globally. (WHO, November 2023)
2. Over 13 billion vaccine doses have been administered globally. (WHO, November 2023)
3. Approximately 560 million people worldwide had to start remote work due to the COVID-19 pandemic in 2020. (ILO, 2020)
4. A massive 25% increase in the global prevalence of anxiety and depression due to COVID-19 was recorded in 2020. The research indicated that the pandemic disproportionately affected the mental health of young people and women. (WHO, 2022)
5. An equivalent of 255 million full-time jobs were lost in 2020 (relative to the fourth quarter of 2019). The effect of COVID-19 shock on global working hours was approximately four times greater than that of the global financial crisis in 2008. (ILO, 2021)

OUR COMMITMENT TO CARE BEYOND SKIN

PRESS RELEASE

Hamburg, March 29, 2020

Beiersdorf AG announced today an immediate 50 million Euro international funding program to support communities in their fight against COVID-19 pandemic.

Beiersdorf Executive Board: "Merely two months have passed since our first donation reached Wuhan. COVID-19 has since then turned into a global crisis. We are all in this together. As a company we want to focus our contribution on several especially vulnerable groups in our societies, to support them and to help to protect them."

Beiersdorf Group is, therefore, allocating 50 million Euro to aid crisis management especially in epicenters of the disease as well as for regions with weak public health systems. It will team up with international organizations as well as local authorities to bring the support to the people in need.

Among the immediate measures are:

- Donation of 1,000,000 liters of disinfectant. Beiersdorf has activated factories on five continents to produce disinfectants. As a result, we are doubling our pledge made two weeks ago.
- Donation of at least 5,000,000 NIVEA skin- and hand-care products to medical personnel around the world whose skin is currently particularly strained.
- Direct financial support for NGOs, both international organizations as well as local partners of the Beiersdorf Group that are currently facing severe challenges of their own.
- As Beiersdorf employees are coming together to support local communities, Beiersdorf commits to double any employees' personal donations.

Beiersdorf Executive Board: "This is a historical crisis of exceptional magnitude. We are convinced that combatting COVID-19 requires significantly more effort, togetherness and collaboration. We call our program 'Care Beyond Skin'. It expresses our commitment to reach beyond our core business - taking care of people's skin - to maximize our contribution."



FROM IMMEDIATE TO LONG-TERM SUPPORT



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Like a start-up

1 MILLION LITERS OF DISINFECTANT IN 12 WEEKS

Project "Wipe-Out"

As the coronavirus spread rapidly, the world faced an unprecedented shortage of disinfectants in early March 2020. The one thing we needed to keep our factories running was no longer available in the market. A quick solution had to be found to protect employees and maintain production.

On 18 March 2020, Beiersdorf decided to produce a hygienic solution for not only company's own use but also for the emergency services and personnel. A ten-member cross-functional core team launched the project which

resulted in a unique international relief effort: thirteen production centers on five continents produced one million liters of disinfectant in just twelve weeks. This was then donated to healthcare facilities and public institutions around the world.

Dr. Babett Gutschmuths, Director Quality Management Europe and North America, and Dr. Jörg Busam, Head of Health Management were on board from day one. We spoke to them about the special chemistry of working together in crisis situations, the interplay between efficiency and safety, and a culture that is first and foremost about "CARE".

Jörg and Babett, how did you experience the first days of project "Wipe-Out"?

Babett: At one of our Corona crisis team meetings, we discussed that we were running out of disinfectant. The world was facing a massive alcohol shortage. There was nothing left to disinfect our surfaces and hands which is part of the good manufacturing practices here at Beiersdorf. What were we going to do?

Then the thought came to us, we have tanks full of ethanol and we have the production facilities. Why don't we make it ourselves? Well - we came up with a formula in no more than three days and received regulatory approval to use this alcohol not only in cosmetics but also in disinfectants. We provided our own colleagues with it and were able to continue production. That's how it all started.

Dr. Babett Gutsmuths
Director Quality Management
Europe & North America

At that time, a large part of the organization was already in home office, but our core team consisting of R&D, quality, packaging, health management, legal, corporate communications and production stayed connected 24/7. One thing was clear to all of us: this was a top priority.

Jörg: As soon as word got out that we could make disinfectant, the Hamburg fire brigade contacted us: if they couldn't get disinfectant by that weekend in mid-March, the entire Hamburg rescue operation would grind to a halt. We knew by then that we could produce on a larger scale and replenish our stocks. The decision was made wholeheartedly: we will donate our existing stock.

With this donation, the bigger idea was born: we will produce disinfectant on a large scale for those who urgently need it. Hospitals, nursing

Dr. Jörg Busam
Head of Health Management

homes, schools - in Hamburg and in twelve other production centers on five continents - a total of 1 million liters. The formula was shared internationally, then adapted to local regulations and distributed locally.

What kept you up at night, how did you solve the biggest challenges?

Babett: We had to make a lot of decisions in a brief period of time. It was very reassuring to know that our team had the mandate and the trust of the board. All the experts prioritized the project and worked pragmatically hand in hand. The whole thing was a pioneering task - it required novel, fast, and safe solutions.

For example, I was personally concerned about the quality of the disinfectant alcohol. Our microbiologists developed appropriate tests for the new formula, and we installed filters against spores to ensure that the products would be microbiologically flawless. In each case, safety was paramount. When the first 10,000 liters of technical ethanol arrived, we found that it was not odorless as usual. Someone said, "It smells like potatoes" - yes, it did! Because it was not cosmetic grade alcohol. So, we compromised on that.

The same was true for the packaging materials, labels and containers. In the beginning, we produced 1000-liter plastic containers which we provided to the fire department, police, and hospitals here in Hamburg, who filled it in smaller units. Then we used the formats and packaging materials, that were available in our local production centers: sun spray bottles in Spain, sunscreen bottles in Germany, gel in Brazil and Mexico, micellar water bottles in China and Indonesia. We became better and better at finding the balance between safety and agility.

Jörg: Distributing the disinfectants was a huge task for me. We had an extremely high number of requests from Hamburg and beyond, from doctors, aid organizations, senior living

communities. Up to 50 a day. It was the same with our production centers in other countries. And it took us some time to ramp up production. Prioritizing was not easy since we did not want to disappoint anyone.

Together with our Social Commitments team and the City of Hamburg, we started to develop criteria. In the end, we were even able to supply to schools and raise awareness among students. That was extremely rewarding. We had no blueprint for anything. And yet we found the solutions.



What have you learned from Project "Wipe-Out" that will stay with you and Beiersdorf?

Babett: It is amazing to see, how times of crisis give you the strength to mobilize extra resources, stay focused, and surpass yourself in terms of speed and efficiency. The responsibility and trust that the organization placed in us as a team was galvanizing. It helped us to build momentum right from the start. **Despite the enormous challenge, we felt no fear - only the determination to get it done. And we saw how much our combined experience and culture at Beiersdorf strengthened us for this. That's when you realize the true meaning of "Care" and "Courage".**

Jörg: I agree with you, Babett. Beiersdorf definitely can handle a crisis. The energy we were able to unleash and deliver in a short space of time was remarkable because we took a structured approach without regulating every single breath. This kind of culture becomes particularly visible in crisis situations. A large organization with a built-in start-up spirit when needed. I know we do not usually indulge in self-praise, but I dare say we should be proud of this project.



"Nothing is Impossible. What's the recipe?
You just need a clear purpose combined with
passion, determination, and team culture."

-

*Dr. Sandra Saladin
Global Lead, Project "Wipe-Out"
Headquarter, Germany*

"I remember in the middle of the chaos, how our
Beiersdorf colleagues in the plant (from engineers
to operators to logistics) were calling and offering
themselves to come to work on nights and weekends.
Within the first 3 months from the start of the pandemic
we delivered >1 mio pieces of hydroalcoholic solution in
Spain reaching more than 100 hospitals, NGOs and cities.
I cannot feel more proud of this company."

-

*Sebastian Marchante
Regional Lead Project "Wipe-Out"
Tres Cantos Production Center, Spain*







SKIN CARE

FOR THE ONES AT THE

FOREFRONT

- Hospitals, nursing homes, senior centers: the skin of the healthcare staff and other frontline workers around the world was particularly under stress during the pandemic.
- We donated more than 5 million skin and hand care products to provide relief and show our appreciation.
- Four production centers were activated around the globe in Germany, Mexico, Thailand, and Chile to produce the classic 400 ml NIVEA Creme with a special "Thank you" artwork.

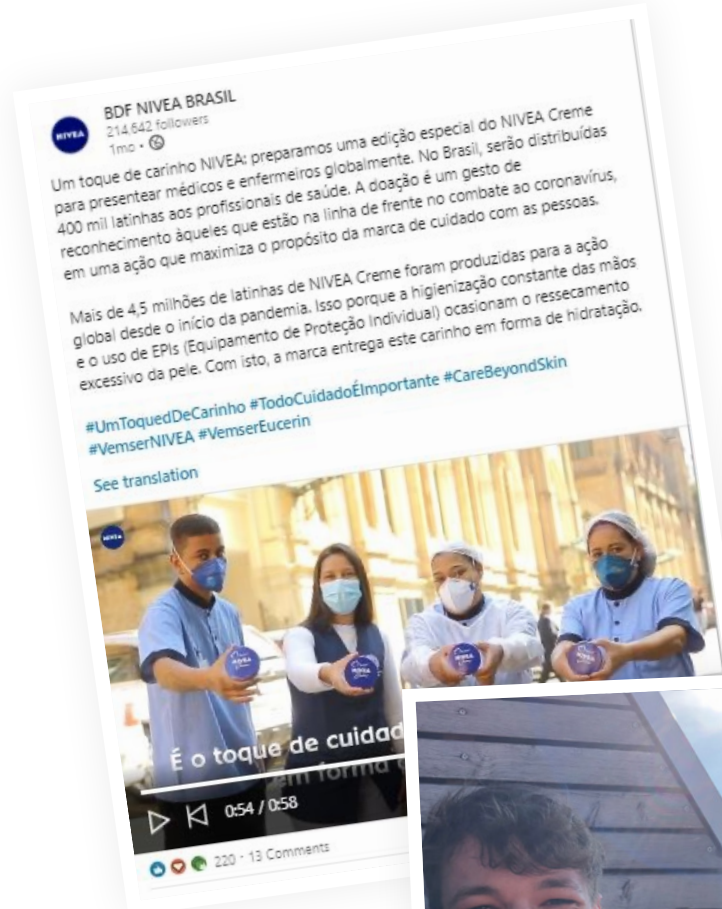


"Brazil was the first LATAM country hit by the pandemic and the health infrastructure was exhausted very fast. Every kind of help was welcome. We were glad to be able to provide essential support with our product donations to health workers and communities in need exemplifying our commitment to local communities."

–
Veronica Sá
Team Member, Product Donation
Brazil

"The donation project showed the strength of a global supply chain working together to supply as soon as possible a local version of the blue NIVEA tin. To support the skin of those who supported us the most. Working together around the globe made it possible to deliver these 5 million tins in record speed."

–
Selma Van den Dolder
Coordinator, Production &
Distribution of Product Donations
Germany



DONATIONS DOUBLED TAKING CARE TOGETHER

- Beiersdorf colleagues around the world came together for the company's first global employee donation fundraiser. They selected two organizations which they wanted to support with voluntary personal donations: UNICEF and Doctors Without Borders. Their donation was doubled by Beiersdorf.
- The focus of these two organizations was not only on immediate relief but also on the medium-term fight against the consequences of COVID-19.
- UNICEF provided active support for children in regions that needed it the most to both protect against the virus and address COVID-19's collateral impacts.
- Doctors Without Borders provided medical aid and assistance at the forefront of the crisis by working alongside local healthcare staff around the globe.

“It was a challenging time and the entire Beiersdorf community pulled together to help out through Beiersdorf’s first global employee donation fundraiser. We decided to double the employee donations and also asked our community to let us know where to contribute. The choice was clearly towards ‘Doctors without Borders’ and ‘UNICEF’ as their causes, their approach to provide fast and efficient help on the ground during such volatile situation really resonated with our colleagues.”

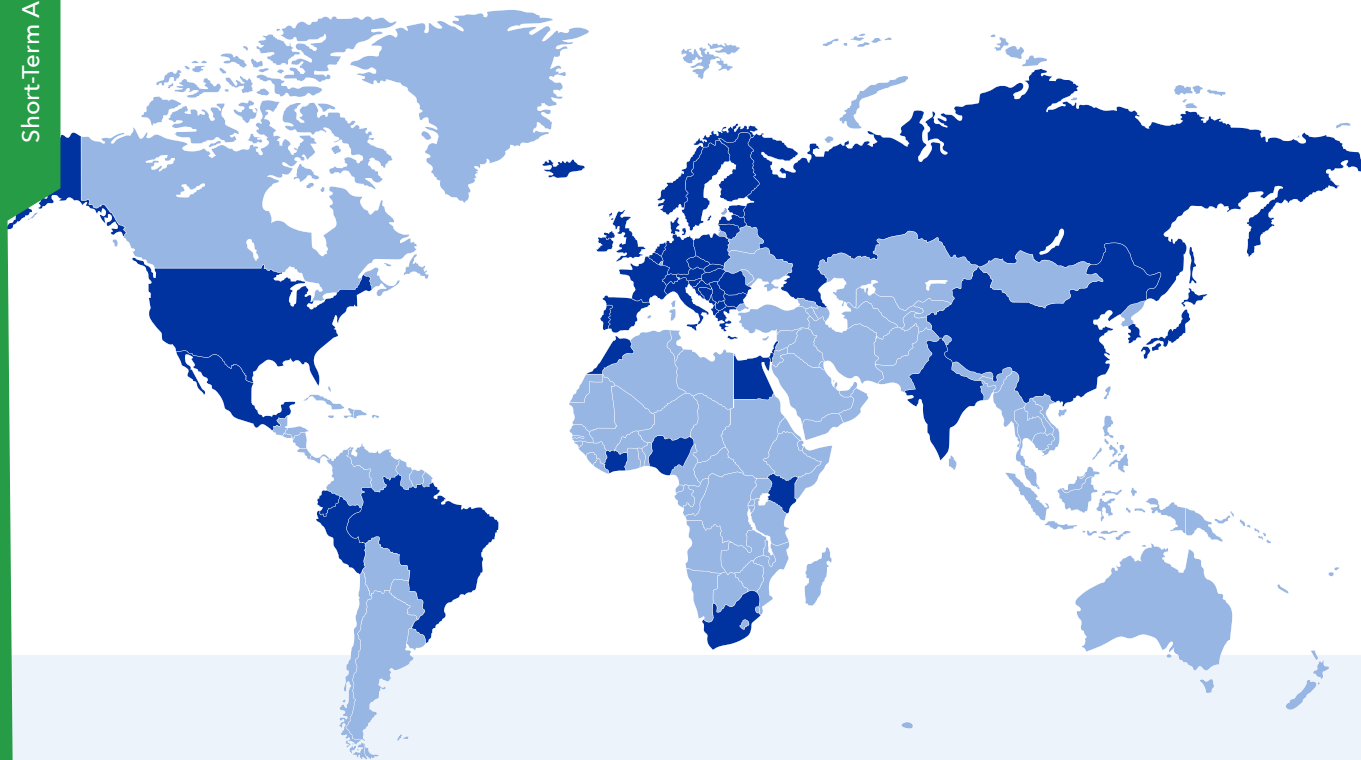
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Emilie Joubert
Lead Global Employee Donations

“Doctors Without Borders would like to thank Beiersdorf very much for doubling the donations made by its employees. This is a great initiative, thanks to which we were able to provide essential aid in many countries affected by the coronavirus worldwide. We are now fighting the coronavirus in more than 70 countries.”

-
Florian Westphal
Managing Director of Doctors Without Borders
Germany



GLOBAL SUPPORT TO OUR LOCAL PARTNERS



120 PARTNERS

53 COUNTRIES

As part of the 50 million Euro aid program, Beiersdorf put a special focus on supporting vulnerable groups and societies in highly affected regions around the globe. **That is why we provided immediate support to our long-standing as well as new local non-profit partners to address specific needs on the ground.** Because in critical times, fast and effective help requires local knowledge and local networks.

“Food banks around the world saw food insecurity increase drastically in their communities as a result of the pandemic. Thanks to the support of Beiersdorf, GFN helped locally led food banks in Ecuador, Kenya, Ghana, and Nigeria reach more of the people most affected by the global crisis—particularly women, children, and rural communities. This transformational investment also positioned food banks for long-term success.

As a result of this partnership, all four food banks significantly improved and expanded infrastructure, staff, and programmatic capacity which will allow them to respond even more efficiently and effectively to the future needs of their communities.”

—
 Lisa Moon
 President and CEO
 The Global FoodBanking Network (GFN)



“Ongoing school closures, economic and social disruption during the pandemic put the well-being of especially children and women at risk. With the support of betterplace.org, Beiersdorf Germany supported five different nationwide projects. Besides three women’s shelters, we supported food packages for ‘Arche’ children and their families and donated to ‘Wellcome’ to relieve the burden on parents.”

—
 Dagmar Cucchi
 Regional Lead COVID-19 Aid Program
 Germany/Switzerland

Beiersdorf

“We work in difficult circumstances in rural KwaZulu-Natal, South Africa, on a normal basis- average annual household income in the Thanda community is just €870 and only 10% of the community is employed. The onslaught of challenges brought on by the Covid-19 pandemic affected everyone in the community and took away caregivers lives within just a matter of days.

The support we received from NIVEA undoubtedly saved lives. We could not have asked for a better partner to jump in wholeheartedly and work with us to save those lives.”

—
 Angela Larkan
 Founder and Director
 Thanda



“Thanks to the support of Beiersdorf, United Way’s Regional Offices and several non-profit organizations around the world, developed an emergency plan in 11 countries, focusing their efforts on mitigating the negative impacts through projects related to nutrition, hygiene and economic stability for the affected communities.”

—
 Yolanda Nokuri Hegngi
 Senior Vice President International Network
 United Way Worldwide







CONTRIBUTING TO THE WORLDWIDE VACCINATION EFFORTS

1. **Beiersdorf offered its employees worldwide financial support for the COVID-19 vaccination wherever the country or health insurance did not cover the costs whilst respecting each employee's individual choice to get vaccinated.**
2. In Hamburg we set up an in-house vaccination program where up to 300 people per day were vaccinated - both employees and citizens.
3. Hansaplast donated 2 million elastic plasters and NIVEA Creme moisturizers across different vaccination centers in the Philippines.
4. tesa delivered about 140,000 meters of warning tape with a value of approximately 100,000 Euros to more than 100 vaccination centers across Germany.
5. Beiersdorf Thailand contributed towards the vaccination development research of the Vaccine Research Center, Faculty of Medicine, Chulalongkorn University.
6. NIVEA and tesa supported public awareness campaigns for vaccination.





RACING TO PATIENTS' SUPPORT AND SECURING CHILDREN'S FUTURE

At the onset of the pandemic, tesa made the decision to focus its support measures on two areas that the company is particularly committed to: the medical sector and children's future.

Immediate aid was provided to "Doctors Without Borders" and our contribution went into their global 'COVID-19 crisis fund' to support the organization's response in assisting patients in outbreak hot spots around the world.

"Save the Children", the world's largest independent children's rights organization, needed support for children affected by the pandemic, such as those who could not attend school during the lockdown, lacked access to educational materials, and missed social

interaction with their peers. In 2020 and 2021, tesa supported "Save the Children" under the partnership motto "Education connects. Together worldwide". The NGO and tesa collaborated to provide a better future to disadvantaged children. These joint pandemic aid projects in six countries on three continents - India, Vietnam, China, Mexico, Italy, and Germany - ranged from supporting education through distance learning to providing regular meals.

In 2021, tesa continued its support for "Save the Children" through the global 'Safe Back to School' initiative which aims to enable 150 million children worldwide to return to school safely.

"In a difficult time for everyone, we have made a significant contribution to helping those in need and providing preventative care. Through Save the Children, we have helped to improve opportunities for children on three continents. Education can play a key role in overcoming crises and breaking the cycle of poverty - even beyond the COVID-19 pandemic."

-
Dr. Norman Goldberg
Chairman of the Executive Board
tesa

"Together with tesa, we are spreading a protective umbrella over an entire generation of children who need us now more than ever. We are committed to ensuring that children receive technical, physical, emotional, and social support in their learning. tesa has provided generous support for children and their education in these extraordinary times of the pandemic. It's partnerships like this that can truly make a big difference."

-
Elizabeth Jost
Manager Corporate Partnerships & Foundations
Save the Children Deutschland e. V.



TURNING KNOWLEDGE INTO CARE

Research and innovation are part of Beiersdorf's DNA. We believe that only true understanding of consumers, their skin, their problems, challenges and wishes enables us to look for the right solutions.

Our purpose CARE BEYOND SKIN, is backed by scientific research, expertise and holistic innovation and turning that knowledge into solutions that clearly add value to the lives of our consumers and people around the globe - that is what Beiersdorf stands for. And that is exactly why we support research projects - even beyond our core business - like the ones featured in this dossier.

The commitment to scientific research has also guided all our efforts during the COVID-19 pandemic. In the face of this unprecedented challenge, we recognized that we needed to dig deep into several significant and multifaceted issues related to the pandemic presenting us with knowledge gaps. Three specific research projects are featured in this dossier. We want to share the insights we gained through them with a wider community as much as we intend to use them for our ongoing and future social commitments.



Dr. Catja Prykop
Vice President Early Innovation

Dr. Lara Terstegen
Vice President Skin Care

EUCERIN | DIGITAL PSYCHOLOGICAL SUPPORT

Dermatological conditions can have a substantial impact on psychological as well as physical health yet dedicated face-to-face psychological support for patients is lacking, a situation that was exacerbated by the COVID-19 pandemic. In 2021, with the support of Beiersdorf, the Cardiff University launched a 3-year research project together with people living with skin conditions to develop a smart phone application to provide motivational and psychological support to improve and maintain their well-being. The project is led by Prof. Chris Bundy and Ms Rachael Hewitt in the School of Healthcare Sciences.



*Prof. Christine Bundy,
Professor of Health
Psychology/Behavioural
Medicine
(Cardiff University)*

Christine Bundy, PhD is an internationally renowned health psychologist, specializing in behavior change, management

of health anxiety and well-being research. She is professor of health psychology and behavioral medicine at Cardiff University and a member of the Eucerin Social Mission External Advisory Board.

Chris, what are the key takeaways of your research so far? What struck you most?

Any kind of skin condition, whether visible, hidden, inflammatory or non-inflammatory can cause psychological issues. Distress is common, and professional psychological support to help people manage their condition is rare. Few people

understand the links between their behavior, for example smoking or lack of exercise, and the impact on inflammatory skin conditions. But many of them want to better understand so they can self-manage more effectively. There is little support to help people change their habits. We have proven approaches to help, but they are rarely used in clinical consultations. A smartphone app has the power to fill a gap and reach people with validated information even beyond the classical medical infrastructure. The people who have taken part in our research believed an intervention of this kind would be a useful addition to standard medical care. This could be particularly beneficial for certain groups, including children and young people and adults with late condition onset.

How do you see the role of digital interventions for people with skin conditions evolving in the post-Covid world? And why is it so important to closely involve patients from the beginning in the development of the interventions?

Digital interventions are here to stay and can fill a gap in support services for people. We know broadly what people want because we did the research asking them, we now need to use this information to design interventions. This is an on-going process. Without patient input early and throughout we are likely to build something that looks good but does not deliver for people who need it. Patient involvement and engagement are central to our research and this will help to ensure that the new digital intervention that we are developing is appropriate, usable, relevant and meaningful to adults living with skin conditions.

KEY TAKEAWAYS

Patients with different skin conditions underlined both the relevance of further psychological support as well as the relevance of digital interventions:

74% said they had never received any form of psychological support for their skin condition.

81% of participants thought the idea of delivering psychological support via a smartphone app was appropriate.

The smartphone app under development will cover three main sections: Education, Psychological Support, and Peer Support.

"It's just the fact that the app is dedicated, for people like us [...] a massive part of that will be mental health, but also like, there is also the physical things that you go through, which is like, making sure that you're physically comfortable, and being put in touch with people, helps. Your three pillars, you've got the physical aspect, the social aspect and the mental health aspect."

-

Vitiligo patient, a participant in the online group interview study

Want to know more about the outcomes of the project?

The following papers have already been published in scientific journals:

- Frontiers | A mixed methods systematic review of digital interventions to support the psychological health and well-being of people living with dermatological conditions (frontiersin.org)
- Safeguarding online research integrity: concerns from recent experience | British Journal of Dermatology | Oxford Academic (oup.com)
- New technology use needs patient input | British Journal of Dermatology | Oxford Academic (oup.com)

EMPOWERING GIRLS | SUMMATIVE EVALUATION

From 2020-2023, Beiersdorf supported 10 Empowering Girls projects in 9 countries to protect and improve equal rights for girls and young women under the COVID-19 aid program in cooperation with the NGOs Plan International and CARE. After the end of the first project phase in 2023* Beiersdorf engaged with Wider Sense, a leading advisory firm that specializes in corporate social responsibility and social investment, to evaluate the impact of these projects and to derive strategic implications for future engagements.



*Karenina Schröder,
Member of the
Management Board
(Wider Sense)*

Karenina is a Civil Society Specialist with over 25 years of experience across different sectors of international civil society.

Her primary focus is on strategy development, change processes, impact and scaling of social engagement.

Karenina, what are the key takeaways of your evaluation? What struck you most?

The Empowering Girls projects were implemented in turbulent times. Interviews with partners in Africa and Latin America brought home to the evaluation team just how precarious and dynamically unfolding the situations on the ground were. Only due to long-standing expertise and networks of the NGOs, Plan International and

CARE in these countries and Beiersdorf's relative flexibility in the project, highly respectable results could be achieved.

What are the success factors for a productive partnership between the corporate and non-profit sector, especially in uncertain/unprecedented situations such as the COVID-19 pandemic?

Most large NGOs are not used to corporations looking for real impact. Nice pictures and the numbers of people reached is just fine. To really make a difference it takes three things: (1) carefully choosing locally embedded NGOs with high thematic expertise in the chosen topic (2) collectively defining the strategic sweet spot where the NGO's and company's interests overlap best and (3) trust in the NGO's decisions based on regular progress reviews.



KEY TAKEAWAYS

1

The projects implemented by Plan International and CARE successfully:

- strengthened skills and economic resilience of girls and young women in particular by setting up savings groups with high level of community ownership.
- raised awareness, sensitized families, communities and officials and supported infrastructure for challenging traditional gender-related norms and for decreasing practices of Sexual and Gender Based Violence (SGBV) as changing deeply engrained cultural norms and practices takes time and is particularly difficult in times of extreme hardship such as the pandemic.

2

The factors that facilitated the NGOs' successful counteraction of the setbacks related to the pandemic include:

- **Stakeholder engagement:** Both NGOs grounded their work upon their long-standing presence in the project region and local networks.
- **Holistic approach:** Projects targeted not only girls and young women, but also involved relevant social infrastructure, i.e., families, communities, schools, health facilities as well as policymakers.
- **Flexible design:** Projects were designed and delivered amidst a dynamic pandemic context building upon beneficiary and stakeholder feedback. Both NGOs successfully adjusted to these changing environments.

3

The NGOs Plan International and CARE chose the right set of interventions to counter the specific setbacks in girls' and women empowerment.

The pandemic has exacerbated existing gender inequalities. Both the NGOs were successful in mitigating these effects by designing and implementing specific interventions based on the requirements of different communities.

NIVEA | LONELINESS STUDY

Social isolation and loneliness had become widespread issues across all segments of society even before the COVID-19 pandemic struck.

In June 2020, at the beginning of the COVID-19 pandemic, Beiersdorf/ NIVEA partnered with the Ad Council Edge, a strategic consultancy specializing in global research projects on pressing social issues, to conduct a global research around the effects of the pandemic on social inclusion and isolation.



Derrick Feldman, Lead Researcher (Ad Council Research Institute)

Derrick Feldmann is an internationally recognized researcher and advisor on social issues, movements and consumer public action.

Derrick, what are the key takeaways of your research? What struck you most?

The COVID-19 pandemic had resulted in an increase in the social distancing and isolation measures world-wide creating concerns towards an impending mental health crisis. Through this research we wanted to provide significant insights for effective interventions for those who were lonely or were at risk of loneliness. Interestingly, the research confirmed what we all already knew; that loneliness was a global issue among a large section of population across the world and that isolation (social and/or physical) as well as overall mental health were one of the key drivers of loneliness.

For me, one of the key findings was that almost half of those who experienced loneliness had developed it within the last two years indicating that loneliness was a growing issue even prior to COVID-19 and research proves that this development will continue even after this pandemic has ceased.

What ways of fighting social isolation and loneliness have been explored? Are these also relevant in post COVID-19 times?

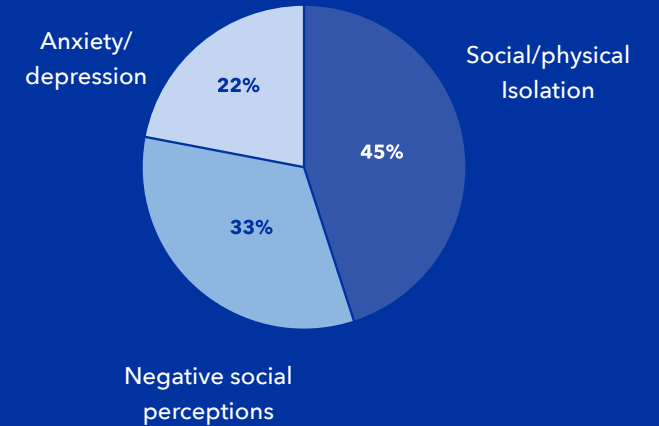
One of the key recommendations of this study was that the interventions should focus on the preventative measures when addressing issues related to loneliness (or involuntary social isolation). Another recommendation was that these interventions needed to be unique and adapted according to the recipients. There is no "one size fits all" when it comes to developing interventions. The study also highlighted how technology can be a powerful tool in maintaining and supporting close connections that can help a person feel less lonely.

In my opinion, the study presented a critical opportunity for not only for the governments but also researchers, health professionals, agencies, companies, and nonprofits to understand that loneliness is a global concern that continues to affect our world at an alarming rate and affects all institutions in one way or another. As I stated previously, the pandemic only exacerbated the isolation but was in no way the initial cause of loneliness and isolation. Therefore, it is time that leaders and other key stakeholders develop effective interventions and that is very relevant for all times not just during COVID-19.

KEY TAKEAWAYS

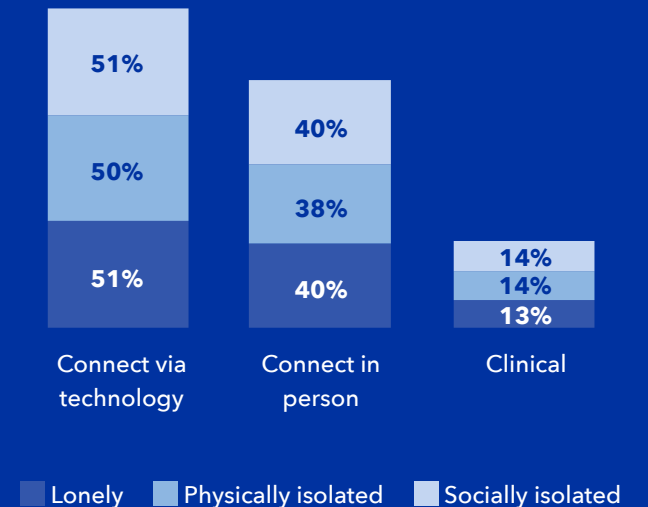
- Loneliness is a global issue
- A large population experiences at least one contributing factor of loneliness
- A consistent, major theme associated with loneliness is isolation & mental health

Factors contributing to loneliness



- Technology and close connection with others are tools that can help
- Interventions should focus on preventative measures to address the consistent factors of loneliness
- Intervention efforts should be tailored according to the different needs and preferences of individuals

Actions taken when feeling lonely or isolated



You can read the full report of the study here: <https://www.adcouncil.org/loneliness>

Girls and women in the spotlight

FIGHTING THE SETBACK IN GENDER EQUALITY

Gender equality is a key component of achieving inclusive and sustainable development. From years of working with marginalized communities around the world, we have come to know what activities support systemic change.

The empowerment of girls and women is one of the success factors since they have an extraordinary positive impact on the progress of their local communities.

When it became clear early in the outbreak of the pandemic that gender equality was suffering a setback, we made the decision to dedicate a significant portion of our aid program to girls and women - as part of our long-term support measures.

From the outset, we have taken a holistic view of people and planet. Since this is another important success factor for systemic change. Research shows that both social and environmental issues are major barriers to unlocking girls' potential. Girls and women bear a significantly heavier burden when it comes to poverty and climate change*.

They have also been disproportionately affected by the pandemic: school closures and increased risk of no return, gender-based violence at home, increased risk of exploitation and abuse, limited access to employment opportunities, and greater exposure to the consequences of climate change.

Finally, a key feature of the pandemic was that it varied from region to region, country to country and community to community. It was therefore important to listen to and work with people on the ground to get a clear picture of specific needs and provide targeted support. In such situations, it is crucial to work with partner organizations that understand and respond to local needs, work with local people, and have a strong and long-standing local network.

We decided to take the lead with two initiatives, approaching this issue from different angles: "Empowering Girls" and "Women in Circularity". In partnership with Plan International, CARE and Ashoka, we focused on education, protection, health services, economic resilience and social innovation. Through "Beiersdorf's Women in Circularity Program", a fund enabled by our donation and operated by Haus des Stiftens, we supported development opportunities for women in the waste management sector.

These two initiatives led to a total of 22 projects in 20 countries, where we have impacted the lives of more than 400,000 people and their communities.

What we were able to initiate during the pandemic is designed to last well beyond. Social inclusion, societal wellbeing, and the long-term, real progress it brings are key contributions to our CARE BEYOND SKIN sustainability strategy.

*UNICEF, Skill4Girls, <https://www.unicef.org/gender-equality/skills4girls>

*UNCC <https://unfccc.int/news/five-reasons-why-climate-action-needs-women>



Christiane Hölscher
Head of Social Impact Strategy & Partnerships





OUR PROJECTS

EMPOWERING GIRLS



Since 2020, Beiersdorf has worked in partnership with Plan International to strengthen girls' rights to access education and contribute to preventing gender-based violence during the COVID-19 pandemic and beyond across countries in Africa, Asia and Latin American regions.



In partnership with CARE, Beiersdorf has been working since 2021 to ensure that particularly vulnerable groups in Africa, such as girls and young women, receive information about COVID-19 and access to appropriate healthcare. In addition, the objective of this project is to mitigate the socioeconomic consequences for these target groups and strengthen their economic resilience.



Beiersdorf has been working closely with Ashoka, the world's largest network of social entrepreneurs, in its efforts to promote social innovation by awarding grants to leading female social entrepreneurs whose projects are dedicated to the empowerment of girls and women. Moreover, we have created a network of social entrepreneurs to foster synergies and scale successful solutions.

WOMEN IN CIRCULARITY



Through the "Beiersdorf's Women in Circularity Program", a fund enabled by Beiersdorf and operated by Haus des Stiftens, the initiative Women in Circularity is promoting a circular economy and fostering a more inclusive society. The initiative is currently aiding four organizations across emerging economies to support plastic waste recycling and to provide jobs and development opportunities for women in the waste management sector.

- Empowering Girls
- Women in Circularity

EUROPE

Ashoka
10/21-12/23
various countries



Social
Innovation

ASIA

Green Worms
07/23-10/25*
India



Health
Services



Economic
Resilience

Plan International
03/23-02/25
Vietnam & Philippines



Education



Protection



Economic
Resilience

AFRICA

Recycle Up!
05/23-10/25*
Ghana

Taka Taka Solutions
03/23-10/25*
Kenya



Health
Services



Economic
Resilience

CARE &
Plan International
01/21-01/25
Kenya, Ethiopia,
Ghana & Nigeria



Health
Services



Economic
Resilience



Education



Protection

LATIN AMERICA

Delterra
06/23-10/25
Argentina



Health
Services



Economic
Resilience

Plan International
10/20-12/24
Brazil & Colombia



Education



Protection

*Estimated time period. Through the support of "Women in Circularity" initiative, these organizations will be able to scale up their operations ensuring that effects of this initiative go far beyond the official timeline.

EMPOWERING GIRLS

WOMEN IN CIRCULARITY



Katharina, how did the projects you worked on empower girls?

The pandemic highlighted areas where women and girls have historically been left behind. We worked with our partners to identify these and set up projects to address the immediate needs: Education and Protection, as school closures led to increased levels of gender-based violence; Health services, to ensure equitable and quality access; and Economic Resilience, as employment opportunities disappeared during the pandemic. We also supported women-led enterprises to develop Social Innovations. **Often, our projects were a turning point in girls' lives. The crisis contributed to inequality, but in some ways, it was also a catalyst for change.**

What did you put into practice and what did you achieve?

Since 2020, more than 400,000 people in 20 countries have directly benefited from our projects. In Bogotá, Colombia, for example, our partner Plan International set up a safe space for young people. In Kenya, more than 1,000 girls and women took part in an entrepreneurship training course run by our partner CARE. We set up health services and initiated community discussions on education. In São Paulo, Brazil, our partner Plan

International conducted dialogue sessions with more than 700 parents focusing on children's rights, the importance of education, and positive parenting practices. In many African communities, we supported the creation of Village Savings & Loan Associations, where local people come together to save small amounts of their income and lend to others in their group when needed.

What did you learn and appreciate most?

My trip to Colombia has been an eye-opener towards the local realities. You cannot grasp the full extent of these activities from an office 5,700 miles away. Local project planning and constant monitoring by our partner organizations is crucial because every community is different. I was also able to talk to a girl who said she was feeling more self-confident and autonomous thanks to the activities in the safe space - it's great to see these achievements!



Katharina Schulze Herking
Manager Social Impact Strategy & Partnerships

Luisa, why did Beiersdorf choose to support women in the plastic waste management sector?

During the pandemic, many women lost their jobs in the plastic waste collection and recycling sector. Facilities were closed and door-to-door collection was disrupted. Not only did the pandemic result in an additional 8 million tons of plastic waste*, but it also affected people in the most vulnerable situations, such as women in the waste management sector. We chose a multi-year, holistic socio-environmental approach, which allowed us to work towards a more inclusive society and help tackle plastic pollution.

What did you put into practice, what did you achieve?

Beiersdorf has donated funds to support selected waste management organizations in emerging economies: Delterra (Argentina), Recycle Up! Ghana (Ghana), Green Worms (India) and Taka Taka Solutions (Kenya). These funds enable the expansion of plastic recycling infrastructure and provide socio-economic benefits for women in this sector. The initiative includes additional support measures such as improved occupational health and safety, kindergartens, school grants, health education, vaccination, and financial training which will benefit over 1,600 women. In addition we will help scale up these

organizations infrastructure to recycle a total additional of 15,000 tons of plastic per year.

What did you learn and appreciate the most?

Waste collection and the people who do it for us is one of the most overlooked sectors. Creating opportunities to earn money for basic needs is life-changing for so many, especially for women because as in other sectors, waste management also has a gendered division of labor where they are often excluded from social and economic benefits and opportunities. I am grateful that we can help create a lasting impact, far beyond a simple donation.

*About 26,000 tonnes of plastic Covid waste pollutes world's oceans - study | Pollution | The Guardian | <https://www.theguardian.com/environment/2021/nov/08/about-26000-tonnes-of-plastic-covid-waste-pollutes-worlds-oceans-study>



Luisa Robles Vega
Sustainability Manager
Environmental Strategy & Human Rights

RESILIENCE & CONSERVATION REVIVAL PROJECTS

- WWF (World Wide Fund for Nature), a long-term Beiersdorf partner, is one of the largest private nature and environmental organizations globally committed to the sustainable protection and conservation of natural resources.
- The COVID-19 pandemic had a negative impact on nature conservation, too, especially in hard-hit regions. Beiersdorf provided mid- and long-term support to secure important nature conservation impacts by enabling urgent WWF activities and by providing bridging finance to the existing projects.

Building Resilience in Landscapes & Community Conservation

- 350 farmers were trained in sustainable agriculture techniques and over 400 benefited from improved livestock management.
- Approximately 13,000 households and 800 students were supported by improving telecommunication and home schooling by providing laptops and tablets for school children and funds for mobile phone credits.
- COVID-19 related adaptation of engagement with communities, local NGOs and health associations was strengthened.
- Four island communities (around 200 households) that were economically affected by COVID-19, were supported.
- Resilience established at landscape level by integration of regional economics and local funding and business models.

Regions covered

Africa: Zimbabwe, Namibia, Democratic Republic of the Congo, Cameroon
 Asia: Indonesia, Malaysia, Vietnam

Reviving Conservation Capacities in the Global South

- Immediate and future operation of WWF's offices and their partners as key actors for conservation in the affected regions was enabled.
- Support was provided to more than 350 employees by distributing testing kits, protective gears and hygiene products.
- Trainings conducted to improve preparedness and build resilience e.g. staff trainings on management during crises and on effective communication.

Regions covered

Africa: Democratic Republic of the Congo, Cameroon
 Asia: Vietnam



**2 MILLION
ELASTIC PLASTERS
DONATED**

**1 MILLION LITERS
DISINFECTANTS
DONATED**

**DESIGNED
& PRODUCED BY**

Beiersdorf

**PROJECTS IN
60+ COUNTRIES**

**50 MILLION EURO
AID PROGRAM**

**400,000 PEOPLE
REACHED THROUGH
EMPOWERING GIRLS
PROJECTS**

**FROM SHORT-TERM
TO LONG-TERM**

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