

Growth with Communities



We will invest in communities through our value chain to achieve sustainable business growth based on market growth, brand reinforcement and good relationships with local communities.

Globally unified social contribution policy

To achieve sustainable development with coexistence and co-prosperity between the Nippon Paint Group and local communities, we formulated the basic policy on social contribution activities in FY2021. As part of this effort, we launched a global initiative for social contribution activities "NIPPON PAINT Group Global Outreach Program" with the three pillars of the activities: "Education" for the development of future stakeholders; "Empowerment" for the development of industry through support of activities and vocational training for the socially vulnerable; and "Engagement" for collaboration with local communities and stakeholders.

Promotion system

In FY2020, we established meeting bodies to promote materiality both globally and in Japan. We will further drive cooperation within the Group through close information sharing and consultation.

Efforts for cooperation are also being made at each partner company. For example, NIPSEA has a meeting body that connects partner companies in Asian countries and is promoting various global projects. In FY2020, they collected data on social contribution activities for the first time, and received the Asia Responsible Enterprise Awards 2020 under the social empowerment category in September of the same year for their young painter development project and vocational training activities for women in impoverished regions in India.

Pillars (focus areas) and examples of social contribution activities

Pillar	Description	Example of activities
Education	Activities for children and students who are our potential customers or employees	Asia Young Designer Awards (NIPSEA: International competition for students who want to be professional architects or interior designers); Dulux Colour Awards and Dulux Study Tour (DuluxGroup: Awards and study tours for young designers); and social contribution activities by Nippon Paint Mallets (Nippon Paint Holdings)
Empowerment	Support of activities and vocational training for socially vulnerable people, and activities to find talented individuals	n'Shakti (NIPSEA: Vocational training program for women in impoverished regions in India); Ladies Who Paint (Dunn-Edwards: Support for female mural painters); Nippe Fan Farm (Nippon Paint Industrial Coatings: Management of agricultural farms by employing the disabled), etc.
Engagement	Activities including collaboration with local communities and stakeholders, cooperation with NGOs, and disaster relief	Response to the COVID-19 pandemic (Worldwide: Distribution of masks, disinfectants, face guards, etc. to local medical institutions); Response to forest fires in Australia (DuluxGroup, Nippon Paint Holdings); and the industry-academia co-creation agreement with the University of Tokyo (Nippon Paint Holdings)

Measures against and responses to global epidemics

In FY2020, our Group responded to COVID-19 with the following three basic policies: "To protect employees and their families from coronavirus infections," "To secure funds to protect the Group's businesses around the world," and "To have a business continuity plan (BCP) firmly in place."

We implemented activities taking advantage of our Group's business and know-how, including the donation of supplies worth 12 million yen to medical institutions (Japan), the monetary support to painters (Bangladesh, India, etc.), the donation of anti-viral paints (China, Thailand, etc.), and the donation of masks to customers (various countries).



Arrival of supplies

Researchers using the masks

The Advanced Research Center for Infectious Diseases

Photo: Noguchi Memorial Institute for Medical Research, University of Ghana Medical School

Effects and impacts of social contribution activities

Our Group is not simply implementing social contribution activities, but also pursuing strategic initiatives paying attention to the impact of these activities on our core business and local communities.

Investment in social contribution activities and its results and impacts

	FY2020	Data collected	Results
	Country/region		19
Global	Number of projects		> 198
	Resources input	Money spent on the activities	> 14.6 million USD
		Time spent on the activities	> 170,000 hours
		Employees and volunteers who participated in the activities	> 9,800 participants
	Results and impacts	Paint used in the activities	> 1.74 million liters
People impacted		> 5.33 million people	
	Media coverage		> 3.73 million USD

For our initiatives worldwide, please visit the "Sustainability" page on our website: <https://www.nipponpaint-holdings.com/en/sustainability/social/>

