



BUILDING A CLEANER, HEALTHIER WORLD

Social Impact Report 2025



Reckitt's enduring commitment to improve access to health and hygiene

Our social impact work focuses on areas where our expertise, partnerships and reach can deliver meaningful, lasting change.

Since 2020, we've impacted over 38 million people with improved health or quality of life across more than 50 countries.

In line with our business strategy, we improve access to safe water and sanitation, scale innovative health and hygiene solutions and support resilient health systems.

Our Powerbrands drive lasting behaviour change in schools and homes aligned with national policies to strengthen public health.

Together with our partners, we build stronger communities and create material positive change in people's lives.

STRONGER COMMUNITIES 04



SCALING HEALTH AND HYGIENE ACCESS BY SUPPORTING GRASSROOT INNOVATORS

WATER ACCESS 09



IMPROVING ACCESS TO SAFE WATER, SANITATION AND HYGIENE

RESILIENT HEALTH 15



SUPPORTING RESILIENT HEALTH SYSTEMS IN A CHANGING CLIMATE

Contents

INTRODUCTION

- 2 Foreword & Strategy
- 3 Impact Summary

STRONGER COMMUNITIES

- 4 Overview
- 5 Reckitt Catalyst
- 6 Meet The Innovators
- 7 Partnering for Impact
- 8 Skills-Based Mentorship

WATER ACCESS

- 9 Overview
- 10 Investing in Water
- 12 Household Access
- 13 Hygiene Behaviour Change

RESILIENT HEALTH

- 15 Overview
- 16 Climate & Health
- 17 Holistic Sexual Education
- 18 Emergency Response

DATA

- 19 Investment Deep Dive
- 20 Learnings

Advancing health, hygiene and inclusive growth

Kris Licht
Chief Executive Officer



Kris Licht, Chief Executive Officer, with Gary White, CEO of Water.org, meeting Ruth in Kenya, who took a microcredit loan to invest into water access for her family.

FIND OUT MORE ON PAGE 12

Improving access to health and hygiene is the foundation of Reckitt and what we do every day. We use the reach and power of our business and brands to drive positive impact in communities around the world.

From climate change to social inequalities, the world around us is under pressure. Access to basic essential services like safe water, sanitation and hygiene is still out of reach for billions of people worldwide. Approximately 4.6 billion people worldwide lack access to essential health services. It is clear that these are significant and complex challenges, but so is the opportunity. Accelerating progress towards the UN Sustainable Development Goals (SDGs) requires significant, collective action across sectors.

Our partnerships with governments, NGOs and local changemakers expand access to safe water and sanitation and help strengthen public health systems. Through these partnerships we continue to be active members in the communities where we live, work and operate, scaling practical solutions through catalytic finance and local entrepreneurs.

In 2025, our social impact programmes directly engaged more than 33 million people in over 50 countries, delivering material positive impact in health and hygiene for 9 million people. This is encouraging, but it is not enough.

Last year marked a step-change in our ambition to scale grassroots innovation as we launched Reckitt Catalyst, our five-year commitment to support 200 female and underrepresented founders who are driving better health and hygiene outcomes in their communities.

We continue to work in collaboration with our partners in the Sustainable Markets Initiative to rethink health systems, strengthen prevention and support climate resilience, especially in cities. This programme provides us with a tangible opportunity to help improve public health by first addressing the drivers of poor health in our local environment.

Our long-standing partnership with Water.org is enabling better access to safe water and sanitation for families and communities. I was humbled by Ruth's story when I met her last year in the village of Machakos in Kenya. Ruth took a microcredit loan to invest in water tanks and a toilet for her family. She told me this investment improved her family's health and income and created a ripple effect in the community.

We've long realised that to advance progress, we need to go beyond philanthropic giving and spark collective action. This is why I am excited about our investments in WaterEquity as blended finance can deliver more sustainable, systemic change. As businesses who share our ambition come together and leverage their balance sheets, we are helping expand reach and impact.

I extend my sincere thanks to our valued partners and the thousands of Reckitt colleagues who give their time and expertise to support our communities, every day. Together, we're creating inclusive business opportunities and growth, improving living standards and driving lasting, positive change in the pursuit of a cleaner and healthier world.

OUR SOCIAL IMPACT STRATEGY

At Reckitt, we continue to invest in advancing health and hygiene, leveraging our core business operations to effect positive change. We turn our purpose into action to advance progress towards SDGs 3 & 6, Good Health and Well-being, and Clean Water and Sanitation. Our catalytic approach focuses on three strategic impact drivers. We work with our partners, using our brands and expertise to improve the lives of underserved communities with a particular focus on women and girls.



Reckitt Catalyst is scaling innovative health and hygiene social enterprises from female and underrepresented founders, connecting grassroots impact with the core of our business.

PAGE 4



We improve access to safe water and sanitation through innovative finance and impact investing, supporting water resilience and building markets of tomorrow. Our germ protection Powerbrands drive lasting hygiene behaviour change in schools and homes.

PAGE 9



We strengthen public health in the face of climate change, demonstrating the power of prevention to minimise strains on health systems. We also support inclusive sexual education to ensure women and girls know their rights and freedoms.

PAGE 15

Evolving focus, enduring commitment



INFORM

506m

People received messaging to create a cleaner, healthier world



ENGAGE

33m

People directly engaged by a programme or initiative



IMPACT

9m

People who experienced a material positive impact on their lives, e.g. income, health



INVESTMENT

£25m

Equivalent made up of cash, products and time invested



INFORM TOTAL

2.8bn

since 2020

ENGAGE TOTAL

191m

since 2020

IMPACT TOTAL

38m

since 2020

INVESTMENT TOTAL

£213m

since 2020

01 Stronger Communities

Reckitt Catalyst is a five-year commitment to provide funding, mentorship, and expertise to 200 female and underrepresented social innovators, scaling access to health and hygiene for 5 million people by 2030.



Local innovators have the knowledge, agency and vision to solve some of the most pressing global challenges. They are key partners to advance access to health and hygiene in communities.

Hamzah Sarwar
Global Head of Social Impact and Innovation



80+

Innovators supported since 2020

57%

Women-led enterprises in the portfolio

2m+

People impacted through the social enterprises*

*Attributable impact to Catalyst from 2024-2025

RECKITT CATALYST

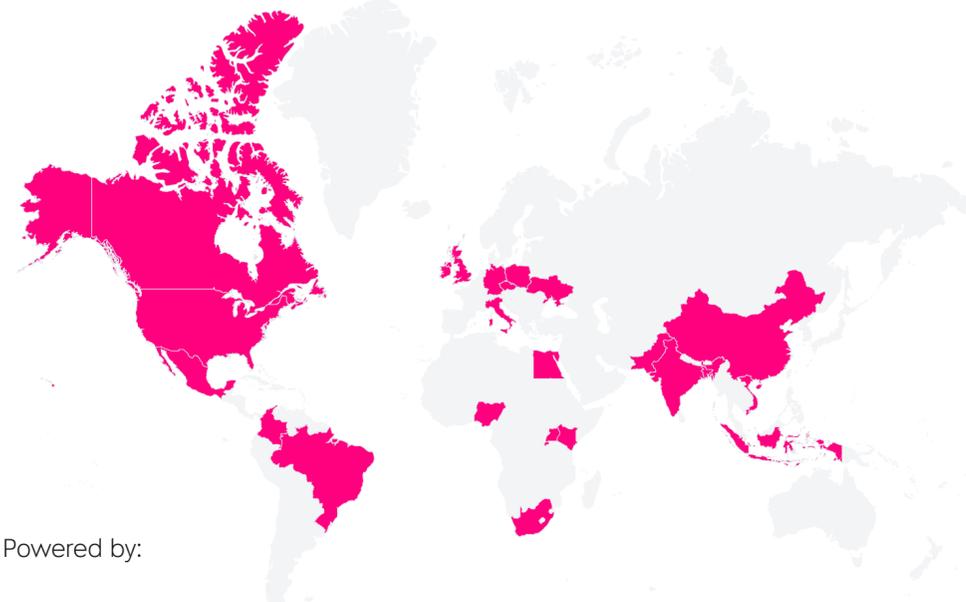
Our social innovation hub scaling access to health and hygiene

Reckitt Catalyst is a global social innovation hub that supports and scales female and underrepresented founders and entrepreneurs who are dedicated to improving access to health and hygiene in communities worldwide.

Since 2020, Reckitt in partnership with Yunus Social Innovation and Health Innovation Exchange, has helped catalyse more than 80 social innovators across 15 countries.

In 2025, we launched Reckitt Catalyst with our existing partners, Acumen America, and Serena Williams as our Entrepreneur-in-Residence, scaling the global initiative to connect grassroots impact with the core of our business.

Our five-year commitment will provide funding, mentorship and expertise for up to 200 female and underrepresented founders by 2030, expanding access to health and hygiene for five million people worldwide.



Powered by:



INVESTING IN OUR SOCIAL INNOVATION HUB

With Reckitt Catalyst, we flip the script: uplifting innovators who are solving problems in the communities they know best, and creating long-lasting and catalytic value in key markets where we operate.

Social entrepreneurs drive innovation where traditional models fall short and investing in them is a business opportunity. Beyond traditional philanthropy, social innovation offers a sustainable approach, supporting profitable and self-sustaining social enterprises that are embedded in the communities they serve. These social entrepreneurs hold valuable understanding of the local context, often pioneering new distribution and business models that fulfil the needs of the community and address underlying systemic barriers.

By partnering with social entrepreneurs and linking them to our value chain we are offering capital and access to our knowledge, people and infrastructure, while enabling social enterprises to scale their solutions, improving health and hygiene in key Reckitt markets. Serena Williams is Reckitt's first Entrepreneur-in-Residence and brings her own experience backing bold, early-stage ventures across technology, lifestyle, and health. She will bring her perspective that blends investor, mentor, and advocacy, especially for founders who often face systemic barriers.



I love that this role gives me a chance to mentor people who are solving problems in their own communities. That's what excites me – knowing that someone's idea could mean healthier families, safer water, or better access to care. I'm proud to stand with Reckitt Catalyst to help entrepreneurs scale and create lasting change.

Serena Williams
Entrepreneur-in-Residence, Reckitt Catalyst

OUR RECKITT CATALYST MODEL

Our model is based on a simple 3-point plan that propels social innovation forward. We identify and accelerate health and hygiene entrepreneurs, build a community and invest in their solutions and integrate them into our supply chain to scale their impact.

1

2

3

IDENTIFY & ACCELERATE

We identify high-potential WASH and health innovators through global open calls and accelerate their solutions through flexible financing, expert mentorship, access to powerful networks and strategic partnerships.

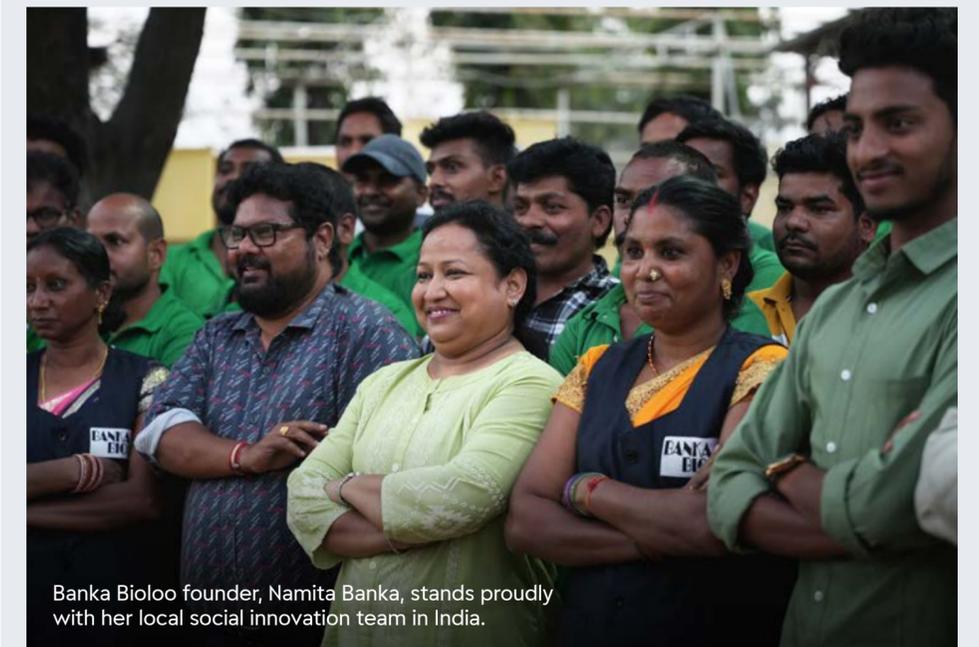
The 2025 Catalyst open call delivered our largest and most competitive applicant pool to date. From over 900 applications from around the world the investment committee selected 23 social enterprises with the most promising health and hygiene solutions for the 2025/26 cohort of Reckitt Catalyst.

900+

Applications received in 2025

23

Finalists for the 2025/26 cohort



Banka Biolo founder, Namita Banka, stands proudly with her local social innovation team in India.

RECKITT CATALYST

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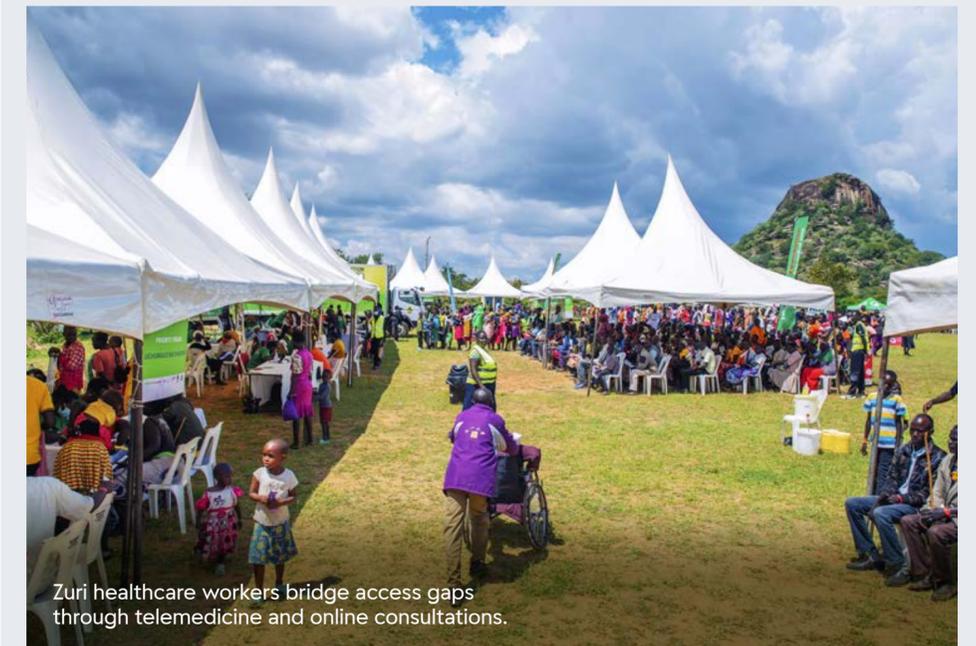
1 2 3

BUILD A COMMUNITY

Building a strong community creates the foundation for purpose-driven collaboration and systemic change. By bringing together innovators, Reckitt mentors and leaders, governments, and investors, the Catalyst turns diverse capabilities into coordinated action and scalable impact.

Through ongoing structured support, the community enables peer learning, knowledge exchange, and collaboration across countries. Dialogues with local governments, such as in Kenya and Indonesia, create sandbox opportunities to test and scale digital health innovations, while targeted coaching and innovation initiatives support social enterprises at different stages of growth.

Community progress is continuously captured through shared learning, success stories, and impact tracking, ensuring that insights are translated into action and that impact is visible across the ecosystem. This approach strengthens long-term partnerships, accelerates innovation, and builds a resilient community capable of driving lasting change.



Zuri healthcare workers bridge access gaps through telemedicine and online consultations.

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1 2 3

INVEST & INTEGRATE

Solutions that are proven, mature, and long-standing within the Catalyst community are prioritised for deeper partnership through strategic investment and business integration. This stage focuses resources on social enterprises with the strongest potential to scale, embed solutions within core business operations, and deliver systemic impact across health and hygiene markets.

Through the innovation pipeline review and investment committee process, collaboration, integration, and investment opportunities are assessed in alignment with Reckitt's business priorities. By combining catalytic funding with operational collaboration, the Catalyst enables selected enterprises to move from pilot initiatives to scalable partnerships that create lasting value for communities and the business.

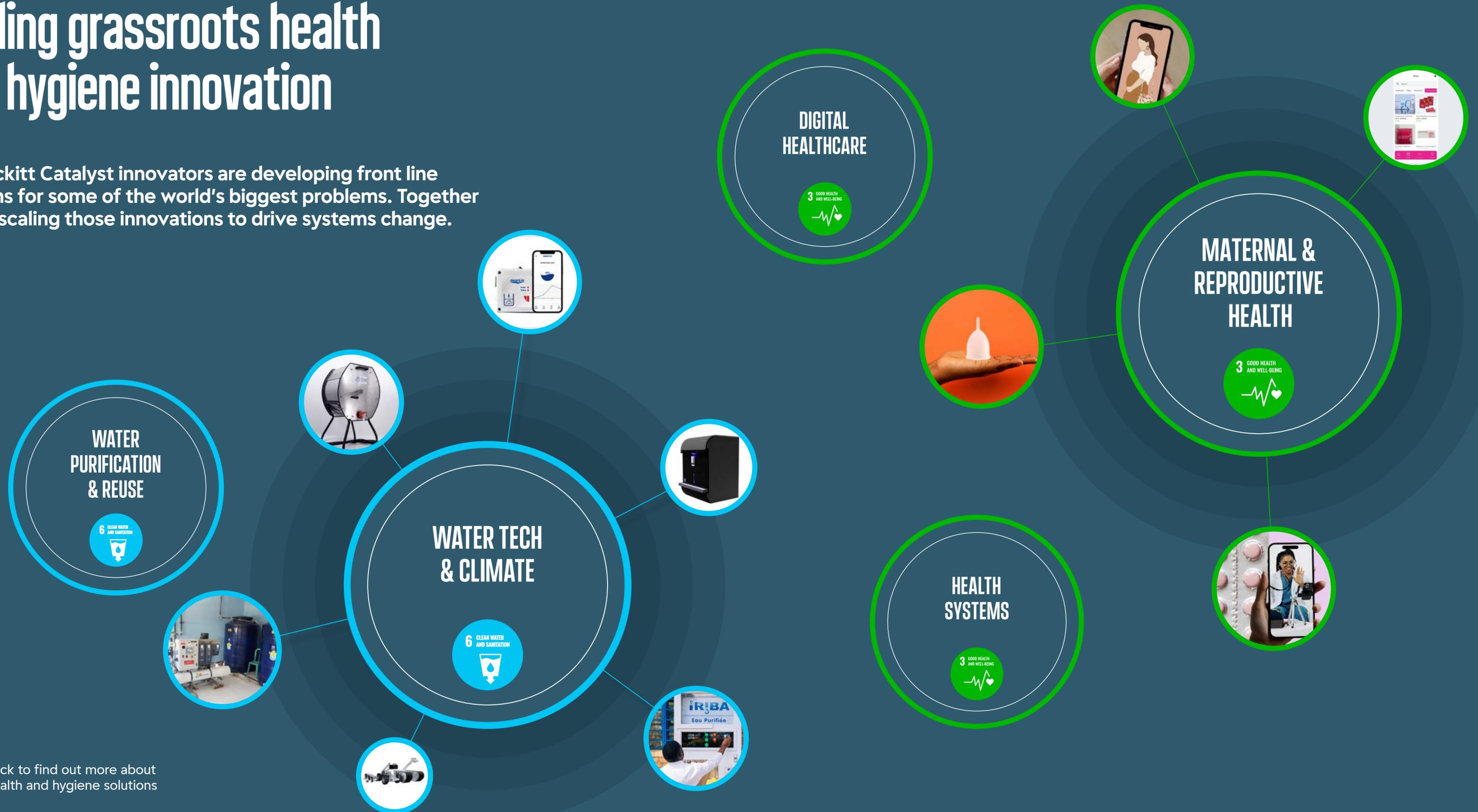


School children gathered together, holding Soapplay bars made from leftover virgin soap.

MEET THE INNOVATORS

Scaling grassroots health and hygiene innovation

Our Reckitt Catalyst innovators are developing front line solutions for some of the world's biggest problems. Together we are scaling those innovations to drive systems change.



Click to find out more about health and hygiene solutions

WATER PURIFICATION & REUSE



John Nyagwencha

Aqua Clara Solutions

Social enterprise Aqua Clara Solutions from Kenya designs and sells water, sanitation and hygiene (WASH) solutions across East Africa. Its goal is to increase access to low-cost, effective, clean water solutions in primarily rural communities. To date, it has enabled over 300,000 people to access safe drinking water, and improved sanitation and hygiene.

[FIND OUT MORE](#)



Namita Banka

Banka BioLoo

On a mission to close India's WASH gap, Banka BioLoo aims to bring dignity, health, and clean water to communities that need it most. From rural schools to bustling cities, its sustainable sanitation and wastewater treatment solutions keep over five million litres of water safe every day.

[FIND OUT MORE](#)



Usama Tanveer

EveryWater

EveryWater from Pakistan is pioneering the world's first intrinsically antimicrobial membrane filters, delivering safe drinking water to households and communities at scale. With patented membrane technology, proven deployments across Asia and Africa, and over one million users impacted, EveryWater provides affordable, robust, and scalable solutions to address the global water crisis.

[FIND OUT MORE](#)



Jennifer White

Isla Urbana

Based in Mexico, Isla Urbana designs and installs rainwater catchment and filtration systems for use in households, schools, industries, and other commercial buildings. The technology improves water access while reducing exploitation of other water sources, mitigating flooding, and decreasing greenhouse gas emissions from water transportation.

[FIND OUT MORE](#)



**Maria Helena
Cursino**

PWTech

Brazil-headquartered PWTech produces portable water treatment stations with a robust and efficient system that can process up to 10,000 litres of water per day with a 100% guarantee against viruses and bacteria. Its focus on low-cost, easy to install equipment helps make clean drinking water available in remote regions, in a way that is affordable and sustainable.

[FIND OUT MORE](#)



**Luis Fernando
Magalhães**

O2eco Tecnologia Ambiental

Cleantech enterprise O2eco from Brazil delivers smart solutions for sludge treatment and water regeneration through a patented technology that cuts both costs and CO₂ emissions in industrial processes. Its solutions operate with low energy use, no chemicals, and minimal infrastructure requirements, recovering up to 95% of wastewater for reuse and restoring aquatic biodiversity.

[FIND OUT MORE](#)

WATER TECH & CLIMATE



Dr. Durga Das

Aeronero

Aeronero develops and deploys atmospheric water generators that extract clean drinking water from air using advanced cooling condensation technology and multi-stage filtration. The Indian company serves residential commercial and institutional markets through a growing network of partnerships and a B2B2C model delivering sustainable, decentralised water solutions.

[FIND OUT MORE](#)



Ansab Naqvi

Asani.io

As a climate-tech venture from Pakistan, Asani develops modular hardware and software to optimise water and energy usage for residential, commercial, and industrial users. Its IoT-powered solutions detect leaks, automate pumps, and monitor utilities in real time – enabling equitable distribution, cost savings, and climate resilience. To date, Asani solutions have saved nearly 1.4 billion litres of water.

[FIND OUT MORE](#)



Yvette Ishimwe

IRIBA Water Group

IRIBA, based in Rwanda, addresses the critical lack of access to safe drinking water in schools and underserved communities across Sub-Saharan Africa. Its model not only solves the access problem by installing smart, solar-powered water ATMs, but also addresses sustainability through a climate finance approach, leveraging carbon credits to fund long-term maintenance and operational costs.

[FIND OUT MORE](#)



Shana Fatina

Komodo Water

Social enterprise Komodo Water provides clean water access and sustainable water management in Indonesia. Its projects include providing coastal communities with solar-powered water purification for drinking, and ice production for cooling products from fishing and agriculture.

[FIND OUT MORE](#)



Divanshu Kumar

Solinas Integrity

An average Indian state loses 741 million litres of water daily due to corrosion, leaks and sedimentation, which is why Solinas created the Endobot and Swasth products. Endobot is a pipeline crawler robot that inspects pipelines that are too small for human intervention, and AI-based software Swasth enables data-driven repair and maintenance.

[FIND OUT MORE](#)



Dr. Navjot Sawhney

The Washing Machine Project

The Washing Machine Project from India tackles the burden of washing clothes by hand, a daily challenge faced by up to 50% of the world's population today. Their flagship innovation, the Divya manual washing machine, is a flat-packable, off-grid solution that saves up to 75% of time and 50% of the water that would be needed to wash clothes by hand.

[FIND OUT MORE](#)

MATERNAL & REPRODUCTIVE HEALTH



Jovia Kisaakye

Bulamu Bridge AI Technologies

Bulamu Bridge AI provides accessible, AI-powered maternal and reproductive health support to improve hygiene, antenatal care, and postnatal well-being for underserved women and girls. The social-health tech startup is transforming healthcare in Uganda and East Africa through inclusive, culturally sensitive technologies built for remote and low-bandwidth communities.

[FIND OUT MORE](#)



Luisa Cardoso

Korui

Korui is a certified B Corp from Brazil that creates sustainable menstrual and personal care products to reduce waste, promote conscious consumption, and empower vulnerable communities through menstrual education and menstrual cup donations. For every 10 cups sold, Korui donates one to people in vulnerable situations.

[FIND OUT MORE](#)



Mika Eddy

Malama Health

Malama Health is a tech-enabled, doula-led maternal care platform designed to make pregnancy and postpartum feel safe not scary. Malama has served over 40,000 women in the US, demonstrating significant reductions in preterm birth, NICU admissions, and C-sections among high-risk populations. By integrating doulas, data, and digital tools, Malama's care model addresses both clinical and social drivers of health, proving that compassionate, continuous care improves outcomes while lowering costs.

[FIND OUT MORE](#)



Thato Schermer

Zoie Health

Zoie Health is Africa's first digital women's health clinic, building a comprehensive ecosystem of healthcare services and products designed for women and their families. Based in South Africa, its platform offers a combination of telemedicine, an online pharmacy, contraceptive subscriptions, supplements, at-home STI test kits, and affordable employee health benefits.

[FIND OUT MORE](#)

DIGITAL HEALTHCARE



Emily Brown

Attane Health

Attane Health from the U.S. applies 'a food as medicine' approach for people with chronic conditions, using a holistic framework that focuses on the whole person rather than just isolated conditions. Its model integrates physical, mental, and social health, recognising that these components are interconnected and must be addressed together to achieve optimal health outcomes.

[FIND OUT MORE](#)



Dr. Zara Modibbo

Débbo Africa

Digital women's health platform Débbo Africa bridges the gender health gap by delivering AI-powered, culturally sensitive, and accessible care designed for African women from Nigeria. Its platform integrates AI-powered triage, virtual consultations and quality diagnostics into context-specific care that empowers African women with affordable health solutions.

[FIND OUT MORE](#)



Dr. Sara Saeed Khurram

OneHealth

OneHealth is an online pharmacy and healthcare platform providing access to affordable medicines and quality health solutions for both patients and providers across Nigeria. OneHealth combines an online pharmacy and retail model with a growing network of state-based dispensing hubs, ensuring patients receive quality medicines directly, reliably, and quickly.

[FIND OUT MORE](#)



Adeola Alli

Sehat Kahani

As a female-led health tech platform, Sehat Kahani connects underserved communities to over 7,500 licensed doctors through a hybrid model of e-clinics, mobile applications, and digital health services. By reactivating thousands of qualified but homebound female doctors and embedding locally trained nurses, it delivers affordable, culturally acceptable, and high-quality care to millions across Pakistan.

[FIND OUT MORE](#)

HEALTH SYSTEMS



Amanda Ducach

Ema

Ema is the first emotionally intelligent AI that supports women's health across every life stage from PMS to postpartum and perimenopause. Ema's technology lives inside the platforms of health and wellness brands including Willow and Patients Like Me Health. Because Ema was built using language from real women, including those left out of health innovation, its impact is both inclusive and intelligent.

[FIND OUT MORE](#)



Folake Owodunni

Emergency Response Africa

With the largest network of rapid response vehicles like ambulances and verified emergency-ready hospitals, the Nigerian organisation connects emergency victims to the help they need 24/7. Its technology platform transforms community-based first responders, ambulance service providers and hospitals into a cohesive emergency medical services system, while its command centre is live 24 hours a day, 365 days a year.

[FIND OUT MORE](#)



Temie Giwa-Tubosun

LifeBank Technology and Logistics Services

Operating in Nigeria, Kenya, and Ethiopia, LifeBank is a tech-enabled healthcare company transforming medical supply chains across Africa. It has built a marketplace platform for hospitals and care centres in order to provide them with four essential products: blood, oxygen, medical equipment, and medical consumables.

[FIND OUT MORE](#)



Kwamane Liddell

ThriveLink

ThriveLink's telephonic AI social workers allow families to complete applications for healthcare and social services entirely over the phone, in 75 languages, without needing internet, a smartphone, or the ability to read. In 2024 and 2025, Thrivelink supported more than 14,000 people, delivered over \$3 million in resources, and saved healthcare organisations more than 15,000 hours. ThriveLink aims to support hundreds of thousands more families over the next two years.

[FIND OUT MORE](#)



Erik Cardenas

Zócalo Health

Focused on improving access for underserved Medicaid communities in the United States, Zócalo Health pairs bilingual primary care providers with local community health workers. It integrates primary and urgent care with behavioural health support and social care coordination. Zócalo's AI-powered technology identifies risks earlier, streamlines coordination, and enhances experiences for members historically overlooked by traditional systems.

[FIND OUT MORE](#)

Pioneering pathways for scaling social impact through business integration

Our Catalyst alumni are leading the way in testing, validating, and implementing effective models for embedding social impact solutions across our value chain.

Building on structured community engagement and a rigorous selection and investment funnel, these enterprises move beyond pilots to form deeper, longer-term partnerships aligned with core business priorities.

By working closely with Reckitt teams and engaging governments and ecosystem partners, alumni develop diverse approaches to collaboration, from value-chain integration, brand partnerships, to impact investing, and systemic multi-stakeholder models. Across markets, they measure and demonstrate results that show how strategic integration can unlock shared value, scaling impact for communities while strengthening business performance and innovation.

Through this work, Catalyst alumni define practical, scalable pathways for impact-driven collaboration, shaping the next generation of corporate social innovation partnerships.

WASH

HEALTH

Eco-Soap Bank

Nazava

Loo Afrique

Bondh E Shams

Tayaba

Turning waste from Reckitt's factory into life-saving hygiene



Nearly a decade ago in rural Cambodia, Eco-Soap Bank founder Samir Lakhani saw a mother bathing her newborn with laundry detergent because she couldn't afford soap. That moment affected him deeply and revealed a troubling reality: while millions lack access to basic hygiene, the soap industry discards tonnes of unused soap each year.

Samir founded Eco-Soap Bank to bridge that gap. The organisation collects leftover soap from manufacturers, recycles it, and employs women to create new bars for communities in need. For Samir, this work is about more than hygiene – it's about dignity, opportunity, and preventing disease with something as simple as a bar of soap.

In South Africa, 200 tonnes of soap scrap from Reckitt factories were diverted from landfills and transformed into fresh, fun-shaped bars of soap called Soapplay. Designed to be colourful and playful, Soapplay bars encourage children to wash their hands and are manufactured by women, supporting both hygiene and livelihoods. Through the Mzansi Protect Dettol campaign, one million children received Soapplay bars, increasing access to hygiene while advancing a zero soap-to-landfill approach. This creates a triple-win partnership: reducing waste, improving WASH access and fostering lasting hygiene habits among future generations.

[FIND OUT MORE](#)

200k+
kg of soap recycled

4m
Soapbars distributed

1m
People reached



Reckitt helped us create a business case to integrate into the Reckitt universe and scale our zero-waste, lifesaving solution.

Samir Lakhani
Founder

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HEALTH

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Partnering with Dettol for a germ-free world



Nazava began with the belief that safe drinking water should be accessible to everyone, regardless of income. By developing high-quality, low-cost water filters that require no electricity or boiling, Nazava empowers households to protect their health, save money, and reduce environmental impact.

What started as a mission to close the water-safety gap has grown into a social enterprise improving daily life for families, schools, and communities – one filter at a time.

In partnership with Reckitt, Nazava has provided 8,000 students across 16 schools in Kenya with safe drinking water. This distribution of Nazava water filters was complemented with training and educational materials which promote a germ-free world in partnership with Dettol, highlighting three key messages in germ protection: Protect yourself from germs. Wash your hands with soap. Drink purified water.

[FIND OUT MORE](#)

8k

Students with safe drinking water

16

Schools benefitted from water access and hygiene educations



With support of Reckitt we launched a new product in the Kenya market to provide safe drinking water to over 8,000 primary school children that now have daily access to safe water. Reckitt also assisted us with a very comprehensive theory of change which helps us expand our partnerships with other mission aligned organisations to provide safe drinking water to rural households.

Lieselotte Heederik
Founder

Pioneering pathways for scaling social impact through business integration

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Hygiene innovation for children in partnership with Dettol



Loo Afrique is a South African manufacturer of innovative water and sanitation products with an aim to improve hygiene, save water and incorporate grey water usage in everyday living.

In 2025, LooAfrique engaged over 1500 teachers and students to improve handwashing behaviour and increase sanitation access across four provinces in South Africa.

Through the "Phakama Nathi" programme, Loo Afrique engaged 400 Early Childhood Development centres in partnership with Reckitt and the Nelson Mandela Foundation resulting in local economic participation, training 12 plumbers and creating 3 new jobs.

Additionally, LooAfrique partnered with Dettol Mzansi Protect and Clicks Helping Hands, strengthening hygiene practices in primary schools and supporting healthier learning environments, by deploying 4 of its fast-portable handwashing solution, to promote handwashing for 550 learners on World Handwashing Day.

[FIND OUT MORE](#)

1,5k+
Students and teachers engaged

12
Plumbers trained

3
New jobs created



Partnering with Reckitt through the Dettol Mzansi Protect initiative allowed us to scale impact faster than we could alone. Their commitment to hygiene education and practical action aligned perfectly with Loo Afrique's mission to make handwashing accessible in every community.

Rori Mpete
Founder & CEO

Pioneering pathways for scaling social impact through business integration

Our Catalyst alumni are leading the way in testing, validating, and implementing effective models for embedding social impact solutions across our value chain.

Building on structured community engagement and a rigorous selection and investment funnel, these enterprises move beyond pilots to form deeper, longer-term partnerships aligned with core business priorities.

By working closely with Reckitt teams and engaging governments and ecosystem partners, alumni develop diverse approaches to collaboration, from value-chain integration, brand partnerships, to impact investing, and systemic multi-stakeholder models. Across markets, they measure and demonstrate results that show how strategic integration can unlock shared value, scaling impact for communities while strengthening business performance and innovation.

Through this work, Catalyst alumni define practical, scalable pathways for impact-driven collaboration, shaping the next generation of corporate social innovation partnerships.

WASH

HEALTH

EcoSoap Bank

Nazava

Loo Afrique

Bondh E Shams

Tayaba

Securing water access for marginalised communities



Bondh E Shams delivers solar-powered, AI-monitored water filtration systems to off-grid and disaster-affected communities.

Its flagship OASIS Box™ innovation is a water purification unit that can be deployed in 10 minutes and operated by anyone, providing safe, affordable, and consistent drinking water in places where centralised infrastructure has failed or never existed. Since its founding, Bondh E Shams has deployed over 350+ units across Pakistan, Bangladesh, Yemen, South Sudan, Jordan, Turkey and Afghanistan, impacting more than 2 million lives with access to clean water.

Through funding from Reckitt, Bondh E Shams has distributed the OASIS Box to four marginalised communities across Sindh and Bannu in Pakistan, areas that host internally displaced persons fleeing neighbouring towns due to conflict, and suffer from severely underdeveloped WASH infrastructure. Diarrhoea and waterborne diseases are among the most common health issues in these areas. The distribution of the OASIS Box has unlocked safe drinking water access for 7,600 individuals.

[FIND OUT MORE](#)

4
Communities with safe water access

7.6k
People supplied with safe drinking water



SOLAR WATER CHARITY
BONDH E SHAMS



“ Our partnership with Reckitt has been truly transformational. Through this collaboration, we used portable, solar-powered water technology to bring clean and reliable water to four flood and conflict affected communities in Pakistan. Beyond funding, Reckitt Catalyst provided valuable capacity-building support and connected us with like minded changemakers.

Hamza Farrukh
Founder

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Bondh E Shams

Tayaba

From water rollers to high-tech air-to-water dispensers



Tayaba is a Pakistan-based social enterprise tackling water scarcity through a blend of low-tech water rollers and high-tech, renewable solutions such as solar-powered and air-to-water systems.

Our partnership began in 2024 with a WASH intervention in Rajanpur, one of Pakistan's most climate-affected districts, delivering H2O Wheels (40 litre water rollers), a solar-powered water system, hygiene kits, and hygiene education to 3,780 people. These low-tech climate resilient solutions more than doubled average household incomes and significantly reduced water-borne diseases.

In 2025, Tayaba and its sister organisation H2O Technologies with the help of Reckitt's mentorship launched a high-tech water dispenser for urban settings. The innovative H2O Air dispenser generates safe drinking water from humidity in the air. In less than two months, over 28 units installed in underserved schools, hospitals, disability centres and orphanages provided approximately 8,400 litres of safe water, reached 1,700+ people on average each day, and avoided the equivalent of roughly 17,000 single-use (500ml) plastic bottles.

To date, this partnership has delivered over 4 million litres of safe drinking water and is impacting more than 5,480 lives daily across rural and urban Pakistan.

FIND OUT MORE

5.4k+

Individuals impacted every day

4m+

Litres of safe water delivered

71%

Households free from water-borne illnesses within 3 months



Every drop of water creates a ripple. With access to safe water comes health, dignity, equality, and empowerment.

Nida Yousaf Sheikh
Co-Founder & CEO

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WASH

Ambulex

HEALTH

Zuri Health

Reme-D

Supporting in crisis with emergency medical response



Ambulex started from a moment that its founder, Judith Oketch, will never forget. She witnessed a woman being stabbed and despite her best efforts, she couldn't get an ambulance to her in time. Watching a woman's life slip away brought back memories from her own childhood, where her mother lived through repeated episodes of gender-based violence (GBV). She began to understand how broken the emergency response system in Kenya is: delays are the norm, and the cost of getting an ambulance is out of reach for many. For survivors of GBV, women in labour, and people in medical distress, the difference between life and death comes down to whether help shows up.

Since launching operations in 2021, Ambulex has reached over 26,000 households with emergency medical services across Kenya. In 2025, Ambulex launched a partnership with Dettol to elevate hygiene standards in emergency healthcare, impacting over 12,000 people. The organisation has facilitated thousands of life-saving transfers, particularly for pregnant women, accident victims, and survivors of GBV. Its tech platform is now fully deployed via mobile app and web, enabling quick access to ambulances and medical support. With support from local governments and partners, Ambulex is embedding emergency response into community health systems and transforming how care is delivered to those who need it most.

FIND OUT MORE

22k+

Households reached since 2021

12k+

People impacted through Reckitt Catalyst in 2025



ambulex



What began as a response to one traumatic morning has become a mission for me to make emergency care accessible for every person who needs it.

Judith Oketch
Founder & CEO

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WASH

HEALTH

Ambulex

Zuri Health

Reme-D

Health camps and digital access to serve the most vulnerable



In July 2024, at a Zuri Health camp in Ongata Rongai, a young expectant mother named Winfred arrived. She was six months pregnant and had been leaking amniotic fluid for three weeks but couldn't afford hospital care. Every day that passed put her baby's life in greater danger.

When she received an SMS inviting her to the free Zuri Health medical camp, she came because it felt like her only chance. During screening, Zuri doctors immediately recognised the urgency of her situation and arranged an ambulance to the hospital, ensuring all medical costs were fully covered. Under close observation, she went into early labour and gave birth to a premature baby girl who was rushed into specialised care in the nursery. Zuri stayed with her, arranging and funding follow-up scans and support through the M-Pesa Foundation, ensuring both mother and child continued to receive care after they left the hospital.

Today, Winfred's daughter is healthy, growing, and smiling at home. Her story is a reminder of why screening matters, why proximity matters, and why access is not just a service – it is dignity, protection, and often the difference between life and loss.

Zuri offers digital healthcare to people who need it the most across 9 African countries, reaching over 6 million people.

[FIND OUT MORE](#)

9
African countries reached

900k+
People impacted through Reckitt Catalyst



Being part of the Catalyst community has helped us grow by strengthening how we measure, communicate, and amplify our impact. Through the programme, we learned to better capture the real stories behind the numbers, the screenings that lead to lifesaving referrals, the follow-up that keeps patients healthy, the mothers and children whose futures look different because healthcare finally reached them in time.

Daisy Isiaho
Co-Founder, Zuri Health

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WASH

HEALTH

Ambulex

Zuri Health

Reme-D

Making quality diagnostics easier to access at scale



Reme-D is an Egypt-based diagnostics company building and manufacturing reliable, affordable test kits for both human and animal health, designed to work in real-world settings where access to diagnostics are sometimes limited.

Through the Reckitt Catalyst and its investment, the team has strengthened day-to-day execution and sharpened internal operations to grow their business and impact. This stronger foundation is helping Reme-D show up more confidently in partnership conversations, build momentum with NGOs and Ministries of Health, and increase visibility and publicity as they take these lessons into new markets.

As they expand into Kenya, they're engaging Kenyatta National Hospital, Kenya Medical Research Institute and Jomo Kenyatta University of Agriculture and Technology to move key institutional and research conversations forward, build credibility, and speed up adoption.

In 2025, through the support of Reckitt Catalyst, they tested over 130k+ patients in 120 labs and hospitals. In under two years, Reme-D launched around 30 products while continuing to progress on key quality milestones like ISO 13485 and GMP.

FIND OUT MORE

130k+

Patients impacted through Reckitt Catalyst (2025)

120

Labs and hospitals reached



Through the Reckitt Catalyst programme, Reme-D has been connected with an inspiring network of women founders, enabling us to share knowledge and collaborate on the co-development of impactful healthcare projects. This platform has also given Reme-D vital exposure, helping us engage key decision makers across Africa and internationally.

Salma Tammam
Founder & CEO

SKILLS-BASED MENTORSHIP

From theory to action: empowering 190+ Reckitt employees to drive social innovation

The Catalyst Academy transforms purpose into performance, developing Reckitt's next generation of leaders while powering social enterprises to deliver impact at scale.

The Catalyst Academy helps Reckitt employees expand their knowledge about social impact and learn critical business skills. Supported by videos and reading materials embedded on a digital platform, employees learn from social entrepreneurs, industry experts, and Reckitt leadership about building the business case for impact.



Sergio Lopez, Co-CEO YSI and Hamzah Sarwar, Global Head of Social Impact and Innovation at Reckitt, talking about the important role of mentors in the Catalyst Academy



A TWO-WAY STREET TO ACQUIRE AND SHARE CRITICAL SKILLS

A bespoke online course lays the foundation for social innovation theory

Across five modules, employees build fundamental knowledge on building impact-first businesses:

- The impact mindset: Thinking like a social entrepreneur
- Reaching the billion: Improving access to the most vulnerable
- Creating change from within: Corporate social intrapreneurship
- Innovating with purpose: Building solutions that matter
- Beyond KPIs: Measuring performance through impact

Onboarding and training sessions

In a series of online training sessions, Reckitt employees learn about the "Art of Mentoring" to become empathetic, skilled and successful mentors to the social enterprises of the Catalyst. Each training module focuses on important tools and methodologies that help create psychological safety, navigate tensions and create powerful results. Mentors are continuously supported and guided throughout their mentoring journey with opportunities for coaching, feedback and learning.

Mentorship moves ideas into action

Reckitt employees apply their expertise, networks, and time to collaborate directly with social entrepreneurs, helping to scale health and hygiene solutions with measurable results. This immersive experience drives growth not only for the social innovations themselves but also for the employees who champion them.



Chibueze has been an incredible mentor to Nazava. He leveraged his networks at Reckitt to help guide us on how to approach distributors and structure our sales team, and offered practical advice on new product launches. His encouragement, patience, and ongoing support have been invaluable in keeping our team motivated and helping us navigate challenges as we scale our impact.

Lieselotte Heederik
Founder Nazava



ENTREPRENEUR

MENTOR



One of the most outstanding aspects of the mentorship programme was gaining clarity on the fact that the world faces countless challenges – and that each challenge represents an opportunity waiting to be explored. Working with purpose-driven innovators like Lieselotte and the Nazava team deeply inspired me and made me grow as a person and professional.

Okorie Chibueze
Supply Chain & Procurement Specialist at Reckitt Nigeria

02 Water Access

Access to safe water, sanitation and hygiene (WASH) is a human right and fundamental to health and prosperity.

We improve access through innovative finance and impact investing. Our brands drive behaviour change and hygiene education in schools and communities.

6 CLEAN WATER
AND SANITATION



5.3m

People impacted
through WASH
initiatives in 2025

£9.6m

Invested across
all WASH initiatives
in 2025

INVESTING IN WATER

Catalytic investments for water access

Access to safe water and sanitation is foundational to health, gender equity, economic opportunity, and climate resilience. Despite years of progress, 2.1 billion people around the world still lack access to safe water. The challenge isn't technological – it's financial.

The global water system is under threat. There is a huge funding gap in providing water resilience, trapping people in poverty. Water availability and quality are increasingly threatened by climate change: over 50% of the world's population is facing severe water scarcity for at least one month a year.

Our business depends on water to make our products, and our consumers need reliable access to safe water to use them. Driving access to clean water is therefore a business priority.

The water crisis is solvable but philanthropy alone cannot close the gap. Unlocking universal access requires innovative financing models, catalytic capital, and blended finance approaches that mobilise significantly greater investment.

In response, Reckitt, Water.org and its impact investment asset manager WaterEquity have formed a pioneering partnership that combines philanthropic innovation and impact investing. Together, we leverage catalytic capital to support water access and drive collective investments in water resilience. Designed for global scalability, this partnership offers a replicable blueprint to scale water investments and close the access gap.

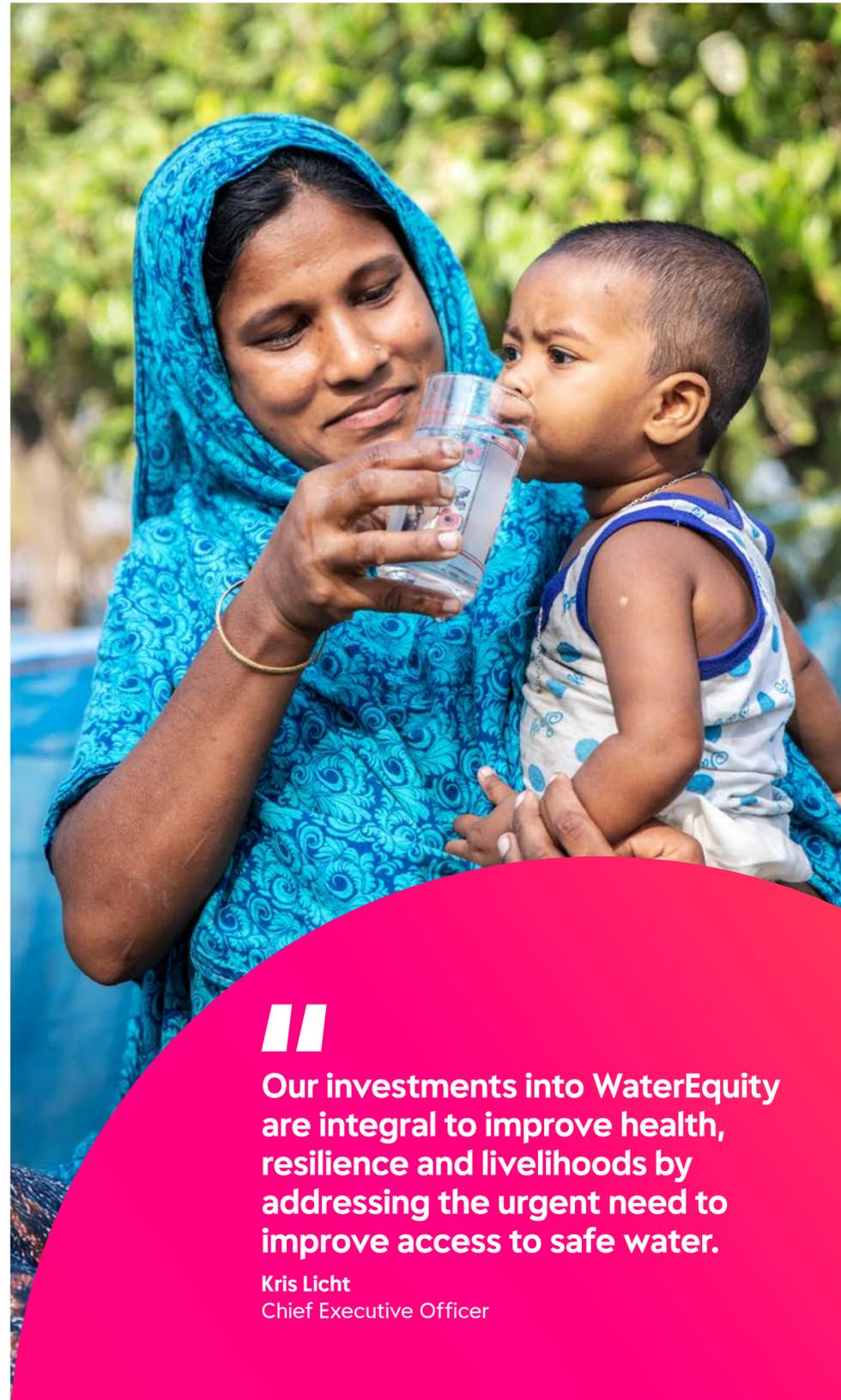
Find out more about how we are driving water stewardship across our value chain in our Sustainability Report, available on Reckitt.com.

2.1bn

People around the world still lack access to safe water

\$141bn

Estimated yearly funding gap to meet SDG 6 by 2030



Our investments into WaterEquity are integral to improve health, resilience and livelihoods by addressing the urgent need to improve access to safe water.

Kris Licht
Chief Executive Officer

COLLECTIVE INVESTMENTS IN WATER FUNDS

Impact investments are the future of driving social impact, unlocking a new form of capital for impact. In the water sector, this approach is already making a real difference, helping more people gain access to safe water and sanitation, while also creating financial returns for investors creating a sustainable, scalable model of impact.

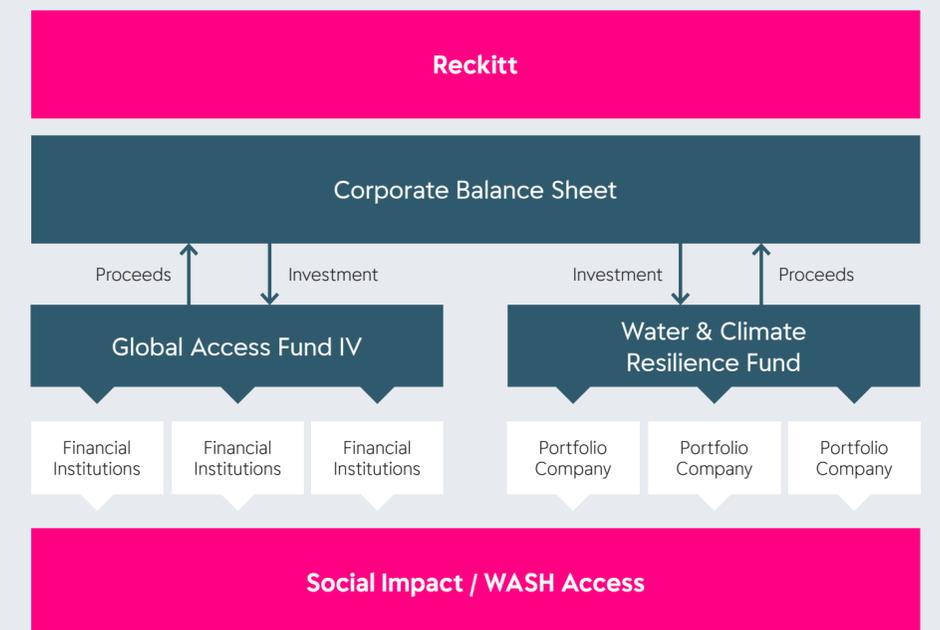
In 2023, Reckitt committed funding from its balance sheet to invest in WaterEquity's Global Access Fund IV. This fund provides capital to local finance institutions, to expand their water and sanitation lending portfolios. The fund is supported by the US International Development Finance Corporation (DFC) and other companies including Starbucks, Gap and Ecolab.

Last year, we expanded our Impact Investment strategy by becoming a launch investor in WaterEquity's Water & Climate Resilience Fund, acknowledging the increasing pressure climate change is placing on water systems. The fund supports businesses and infrastructure projects that help communities strengthen water and sanitation services so they can better withstand floods, droughts and other climate-related challenges.

In 2025, Reckitt received its first annual distribution from Global Access Fund IV. By the second quarter of 2025, the fund has supported over 200,000 water and sanitation loans, providing more than \$144 million in finance and reaching over 1.6 million people. Over its lifetime, it aims to reach five million people.

The Water & Climate Resilience Fund in its current size of \$110 million in committed capital aims to reach eight million people with improved access to safe water and sanitation.

WaterEquity Funds Model



INVESTING IN WATER CONTINUED

CATALYTIC INVEST & DONATE MODEL

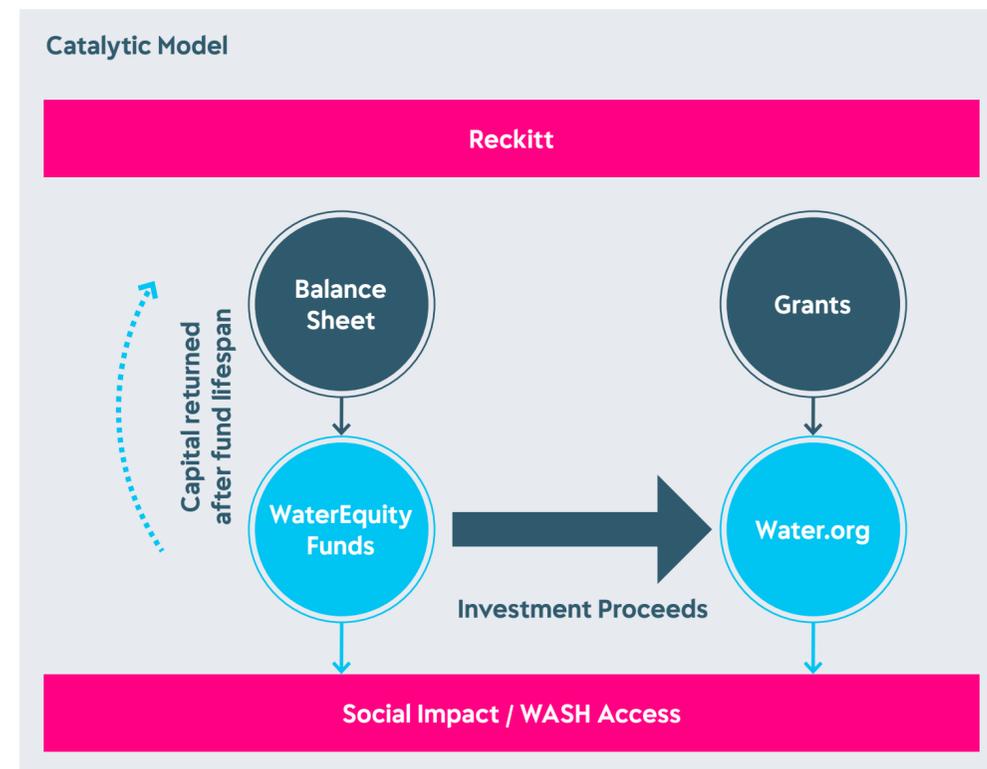
In 2025, Reckitt pioneered a first-of-its-kind Invest & Donate approach, blending impact investing with philanthropy. Together with our partners, we are testing how this catalytic model can help accelerate universal access to safe water and sanitation.

In this model, all financial returns from Reckitt's investments in WaterEquity funds are reinvested into the WaterCredit loan programme from Water.org. By reinvesting the returns into the model, we create a self-reinforcing cycle of capital that continuously drives impact in low-income communities. It is a partnership-of-the-future model in which private capital is used in a smarter way, creating a regenerative flow of capital for bigger impact.

Invest & Donate demonstrates how connecting philanthropic priorities with investment capital can create shared value across stakeholders. For nonprofits, it opens new avenues for partnerships with the private sector. For companies, it provides a more strategic way to align and achieve business and social impact goals.

Most importantly, it expands access to safe water and sanitation – giving millions of people more time, improved health, and economic opportunity.

Taken together, Reckitt's investments into both WaterEquity funds and its commitment to reinvest all returns from those funds into Water.org is projected to help 1.5 million people gain lasting access to safe water or sanitation by the end of the funds' lifespan.



SUNCULTURE: SOLAR-POWERED WATER ACCESS



In July 2025, WaterEquity's Water & Climate Resilience Fund invested \$5 million in SunCulture, a Kenya-based solar-powered irrigation and financing business for smallholder farmers. Reckitt is one of the investors in the fund, focused on investing in climate-resilient WASH infrastructure projects and companies.

SunCulture was founded in August 2012 with a mission to increase rural, household agricultural productivity and water access.

Over 90% of SunCulture's customers reported using their solar pumps to provide water for home use as well as agriculture, including for drinking, bathing, and cooking. When asked about their experience, SunCulture customers highlighted that its pumps improved the reliability of accessing water at a lower cost or in less time.

The investment supports SunCulture's expansion of solutions that improve safe water access to communities across Sub-Saharan Africa.

The Water & Climate Resilience Fund will continue to identify other investable opportunities to strengthen climate-resilient WASH infrastructure.



MOBILISING THE PRIVATE SECTOR TO INVEST IN WATER

The Water Resilience Coalition (WRC) is an initiative of the UN Global Compact's CEO Water Mandate to advance water stewardship and resilience. Its members include 40+ corporations from all sectors, representing over \$5 trillion in market capitalisation.

As part of WRC's new strategy, Reckitt has been appointed as Co-Chair of the WRC Investment Pathway, to mobilise private capital for a multi-billion dollar investment portfolio for water resilience by 2030.

As Co-Chair alongside Ecolab, Reckitt will also support the development of innovative blended finance solutions to pool private and public capital for greater impact. This is an important step in our mission to address the global funding gap and advance collective action in water resilience.

By embracing innovative financing approaches such as impact investing and blended finance, Reckitt is demonstrating how companies can scale water-resilience solutions and accelerate meaningful impact through collective action within the Water Resilience Coalition.

Matt Kistler
CEO Water Resilience Coalition

HOUSEHOLD ACCESS

Leveraging micro-finance to drive lasting impact

Since 2019, we've partnered with Water.org to scale access to water and sanitation for communities around the world. Water.org provides local financial institutions with the resources, expertise, and technical assistance needed to create water and sanitation lending portfolios.

Water.org's solution, WaterCredit, provides microloans that enable families to install taps, toilets, rainwater collection tanks, or other solutions in their homes and communities. Around 90% of WaterCredit borrowers are women, taking water and sanitation loans to invest in their families' health and reducing the burden of walking for hours every day to collect water.

The model is designed to scale and has a multiplier effect: every dollar granted to Water.org unlocks \$20 for water and sanitation solutions for people living in poverty. With a repayment rate of 98%, we are proving that low-income households are creditworthy and that water supply and sanitation investments are financially viable.

Our partnership with Water.org offers a replicable blueprint for how to scale investments in water and sanitation and close the access gap. To date, we've mobilised over \$155 million in capital and provided access to clean water or sanitation to 2.7 million people across India, Indonesia, Kenya, and Nigeria, delivering over 6 billion litres of water as volumetric benefit.

Last year we committed to a new ambitious goal of reaching 5 million people with access to safe water or sanitation by 2030.

\$155m+

Capital mobilised through WaterCredit

2.7m

People with lasting access to safe water or sanitation since 2019

COUNTRY PROGRAMMES

In 2025, we have taken the partnership to new levels, with multi-year extensions of our long-standing programmes in Indonesia and India, the successful launch of the WaterCredit model in Nigeria, and a new commitment to expand into Kenya.



INDIA

In India, we designed a groundbreaking WASH Bond, facilitating a \$2.4 million transaction from the public market to support water and sanitation loan portfolios for financial institutions in India. This bond is unique in its focus on household facilities and rural enterprises, and helps water sanitation portfolios to grow and scale.



\$2.4m

WASH Bond to support WASH loan portfolios in India



Access to safe water and sanitation is foundational to health. It helps reduce diseases and supports thriving communities. It provides opportunities for education and economic prosperity. By connecting families in need with microfinance loans, they can invest in their safety and health by installing a toilet and access to safe water.

Matt Damon
Co-Founder of Water.org

MEET THERESIA: FROM WATER SCARCITY TO PROSPERITY



Theresia lives in a rural farming community in Machakos County, Kenya. For years, she walked four hours daily to collect water for her family. The lost time, health risks and physical toll were all a result of Theresia's lack of access to safe water at home.

Globally the WHO estimate that 663 million people must walk more than 30 minutes every day to fetch water. This burden is mainly carried by women and girls and limits their ability to work or go to school.

Through small loans from KWFT, one of Water.org's local financial institution partners, Theresia began to transform her future. Her first affordable loan funded a water tank giving her family immediate access to safe water. A second loan enabled her to build a shallow well and pipe water from a dam to her fields, turning dry land into productive farmland. Today, she grows food to sell and feed her family.

After repaying those loans, Theresia took out a third loan to build a toilet, improving her family's health and hygiene. Her entrepreneurial spirit didn't stop there: She saw the need for safe drinking water among construction workers in her community and began selling water from her property, creating an additional income stream.

What once cost Theresia time and health is now an affordable, sustainable solution that protects her family and generates income. Her story proves that when women gain access to safe water and financial tools, they can change the future for their families and help entire communities rise.



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INDONESIA

In Indonesia, we continue to deepen our partnership with Water.org, through the expansion of our programmes and a new collaboration with Reckitt Catalyst partner Nazava to improve community access to safe drinking water. Nazava is providing water filter products at a special price to a Water.org microfinance institution partner. An incentive is provided to each partner who encourages their members to purchase a Nazava filter.

770k+

People with improved access to safe water or sanitation since 2019



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NIGERIA

Together we took a bold move by introducing WaterCredit in Nigeria, a significant expansion into a new market for Water.org. Together, we develop an innovative river basin impact mapping model, starting with the Ogun-Osun basin, home to Reckitt's Agbara factory. The ambition is to track impact at a basin level, supporting Reckitt's water positivity goals and offering a replicable model for other countries.

\$1.86m

Investment over 3 years to introduce WaterCredit to Nigeria



Access to safe water and sanitation is foundational to health. It helps reduce diseases and supports thriving communities. It provides opportunities for education and economic prosperity. By connecting families in need with microfinance loans, they can invest in their safety and health by installing a toilet and access to safe water.

Matt Damon
Co-Founder of Water.org

MEET THERESIA: FROM WATER SCARCITY TO PROSPERITY



Theresia lives in a rural farming community in Machakos County, Kenya. For years, she walked four hours daily to collect water for her family. The lost time, health risks and physical toll were all a result of Theresia's lack of access to safe water at home.

Globally the WHO estimate that 663 million people must walk more than 30 minutes every day to fetch water. This burden is mainly carried by women and girls and limits their ability to work or go to school.

Through small loans from KWFT, one of Water.org's local financial institution partners, Theresia began to transform her future. Her first affordable loan funded a water tank giving her family immediate access to safe water. A second loan enabled her to build a shallow well and pipe water from a dam to her fields, turning dry land into productive farmland. Today, she grows food to sell and feed her family.

After repaying those loans, Theresia took out a third loan to build a toilet, improving her family's health and hygiene. Her entrepreneurial spirit didn't stop there: She saw the need for safe drinking water among construction workers in her community and began selling water from her property, creating an additional income stream.

What once cost Theresia time and health is now an affordable, sustainable solution that protects her family and generates income. Her story proves that when women gain access to safe water and financial tools, they can change the future for their families and help entire communities rise.



Creating lasting hygiene habits to break the chain of infection

Enabling access to hygiene education is a key area of work for our Germ Protection Powerbrands. In 2025, our global school programmes, including our flagship Dettol Hygiene Quest, have brought high-quality hygiene education to 17 million children in more than 15 countries and have made measurable improvements to health and school attendance.



Our long-standing hygiene behaviour change programmes are aligned with national policies and improve the health of students worldwide.

Philipp Küst
Global Social Impact Lead Water & Hygiene

Combining science with our Powerbrand's global reach:



Colombia 

Delivering safe water and hygiene solutions to transform community health

Empowering vulnerable communities in Cali with water filters, improved hygiene and effective waste management.

The 80,000 people living in the hillside settlements of Cali's Commune 18 face severe shortages in basic infrastructure, including reliable water supply systems and sewage drainage. These conditions, compounded by weak waste management systems and limited civic services, create unsafe hygiene environments and elevate health risks. Women and families are disproportionately affected by poor water quality, inadequate sanitation, and the lack of safe hygiene practices. Together, these gaps undermine daily well-being, reinforce gender-based inequalities, and threaten the health, dignity, and economic stability of households across the community.

To address these challenges, Reckitt and the Nuestra Génesis Corporation launched a comprehensive, community-based initiative under the Génesis Colombia – Safe Water and Shopkeepers Programmes. They combine three interconnected streams of work: providing families with clay water filters to improve drinking-water quality, delivering large-scale hygiene and sanitation education in communities and schools and implementing nature-based wastewater management systems to reduce health and environmental risks. Together, these interventions improve safe-water access, promote better hygiene habits, and support community well-being. The programme has enabled 2,300 people to consume clean water safely and provided hygiene and water-conservation education to 6,900 residents. Families report improved health – 96% of participants noting positive changes after using the filter and 25% have reduced bottled-water expenses. As part of the wider Génesis Project, the initiative continues expanding its reach to transform living conditions and promote lasting, community resilience.

Associated brands:



In partnership with:



Pontificia Universidad JAVERIANA Cali



Visión Circular
Integración al plan hacia la economía circular



Nuestra Génesis

2.3k

People consuming clean water and storing it safely

100

New families trained in water filter usage

6.9k

People educated on hygiene and water conservation

96%

Participants report improved health after using the filter



Ukraine

Clean water for communities in times of crisis and conflict

Strengthening community resilience through safe, clean-water infrastructure and emergency response where it's needed most.

In Ukraine, access to clean drinking water has become a critical challenge, particularly in rural areas and regions affected by ongoing conflict. Outdated infrastructure, combined with war-related damage to pipelines, dams, treatment plants, and power systems, has left more than 6 million people facing problems accessing drinking water every day. In 2022, more than 250,000 people were supplied with water deliveries due to the absence of any local water source in their area. Schools, kindergartens, and social facilities struggle to provide safe water for children and staff.

To respond, Finish partnered with the Ukrainian Red Cross Society and launched a clean-water programme that combines infrastructure, purification, and resilience. The initiative combines infrastructure development, the installation of mobile and stationary water-purification units, and the provision of essential equipment and consumables to ensure continuous system operation. Through this work, Reckitt has helped install a high-performance water well in Kherson, procuring mobile and stationary filtration plants for the south and east. Water storage tanks and purification systems have been installed across affected regions with communities also receiving pumps, tools, reagents, and membranes to enable emergency repairs and maintenance. In parallel, clean-water distribution points were established to ensure consistent access where centralised supply remains unavailable.

Together, these actions have improved living conditions for tens of thousands of people, strengthened community resilience, and helped safeguard public health in some of Ukraine's most vulnerable areas.

Associated brands:



In partnership with:



40k+

People directly supported across Zaporizhzhia region



3.5k+

Children supported through improved water access in schools and kindergartens



5m+

People reached through water-saving awareness campaigns



Italy 

Better hygiene improves school attendance across the country

Napisan's Igiene Insieme (Hygiene Together) programme spreads awareness about good hygiene practices in kindergartens and primary schools, aiming to break the chain of infection by normalising hygiene with simple and effective routines.

The programme's goal is to help kids safely experience school to the fullest, while minimising the burden of care on parents. Through educational materials, video workshops for children, training courses for teachers, and hygiene-kit donations, Igiene Insieme has reached people across generations, from children to their teachers and parents.

Igiene Insieme was developed by Napisan in March 2020 and has created significant impact ever since in schools and kindergartens across Italy.

Designed and delivered in partnership with academic institutions and public health educators, like La Fabbrica, Mattel and Università Vita-Salute San Raffaele, the programme has significantly reduced school absenteeism by -25% in the school year 2024/2025 by improving hygiene practices.

Associated brands:



In partnership with:



LaFabbrica



-25%

Reduction in absenteeism in school year 2024/25

+15%

Increase in hygiene practices in school year 2024/25

+8%

Growth in spontaneous hand washing in school year 2024/25



Germany

Fostering lifelong hygiene habits in children

Since 2021, the **Gesund Detektive (Health Detectives)** programme, run by Germany's #1 hygiene brand **Sagrotan**, has been working to reduce absenteeism in day care and schools.

Hand hygiene has a direct link to school absenteeism, which is on the rise in Germany. Here, 80% of infections are spread by hands and one child in a classroom can infect around 31 classmates. With day care and primary school children most vulnerable, healthy habits can really make a difference. And when healthy habits are learned at a young age, they can last a lifetime.

Sagrotan's **Gesund Detektive (Health Detectives)** initiative teaches essential hygiene practices to children from a young age, using a handwash song and checklist, stories, worksheets for primary school children and materials for parents. Sagrotan also donates materials so schools are equipped with everything they need for hand hygiene.

Gesund Detektive has made a measurable impact in Germany. Handwashing frequency among participating children increased by 16%, sick days fell by 24%, and children missed, on average, one fewer day of school due to illness.

+16%

Increase in handwashing frequency among children who attended the programme

-24%

Reduction in sick days among children who attended the programme



Associated brands:



In partnership with:



South Africa

Scaling impact through social innovation

In 2025, Dettol Mzansi Protect continued its journey of driving hygiene equity and reducing preventable diarrhoeal disease across South Africa – and this year was defined by true collaboration with social enterprises, government and retail to protect lives.

We proudly scaled our programme into new provinces, working hand-in-hand with provincial health departments, district teams and community stakeholders who share our mission of improving child health outcomes.

Our collaboration with Clicks Helping Hand Trust on Global Handwashing Day, marked a debut to extend hygiene access to schools in the Western Cape Province. We were also proud to activate alongside Reckitt Catalyst Alumni, whose social enterprise expertise strengthened last-mile delivery, community engagement and innovation across our hygiene interventions – reinforcing the power of locally led solutions.

From inclusive hygiene education for learners at Zimasa Primary School, in Ilanga Township to expanded soap recycling and water access through Eco-Soap Bank and Loo Afrique, we continue to build a programme where no child is left behind.

Associated brands:



In partnership with:



700k+

Children directly engaged in the programme

500k+

Soapbars distributed



Nigeria

Building lifelong hygiene habits in schools, healthcare facilities and communities

Dettol Hygiene Quest in Nigeria delivers a multi-level hygiene education implementation across schools, healthcare facilities, and communities. Since its inception in 2021, the programme has helped protect over 600k Nigerian families from preventable diseases while supporting healthier communities for long-term behaviour change.

Since its launch in August 2021, the Dettol Hygiene Quest has worked to instil proper hygiene habits in schools, communities, and healthcare facilities through structured training and awareness campaigns. By reducing the incidence of preventable illnesses such as diarrhoeal and waterborne diseases, the project has helped to improve school attendance, boost academic performance, and support healthier childhood development. The programme also gives practical expression to the Nigerian National WASH Policy which emphasises hygiene education, handwashing culture, and community-driven behaviour change.

Beyond schools, it has extended its reach into communities and healthcare facilities, equipping individuals and health workers with the knowledge and resources required to adopt and sustain improved hygiene practices. In doing so, the initiative not only addresses immediate needs but also contributes to Nigeria's progress toward achieving SDG 6.2, ensuring equitable sanitation and hygiene for all through education, behaviour change, and strengthened systems.

Associated brands:



In partnership with:



THE WELLBEING
FOUNDATION AFRICA
Health and Wellbeing

160k+

Students directly engaged

87k+

Pregnant and lactating mothers reached

39k+

Community members reached



Seeing the impact of Dettol Hygiene Quest firsthand reminds us that simple hygiene education can change lives. It's one of the most meaningful ways we are bringing our purpose to life in Nigeria.

Cassandra Uzo-Ogbugh
Head, External Comms and Partnerships Sub-Saharan Africa



Uganda

Hygiene education builds healthy futures

Using innovation and partnership to empower schools and communities with lasting hygiene habits.

In Uganda, diarrhoeal diseases are a leading cause of school absenteeism, with nearly 4,000 cases recorded in late 2024. To address this challenge, Dettol Hygiene Quest launched a programme across five districts – Ibanda, Rakai, Kanungu, Kisoro, and Kamuli – focused on making hygiene a daily habit, not a one-time practice.

The partners worked closely with the Ministry of Education and Sports to integrate hygiene education into the national curriculum. The hygiene programme trained 1,890 teachers and equipped 750 schools with 1,500 handwashing facilities. An AI-powered chatbot supported teachers with lesson planning and reporting, and facilitated affordable access to Dettol products.

The impact has been transformative, reaching over 450,000 learners, reducing diarrhoea-related absenteeism by up to 71%, and extending hygiene behaviours to homes.

As the initiative scales to 10,000 schools nationwide, Dettol Hygiene Quest continues to help ensure every child has the opportunity to learn in a safe, healthy environment.

450k+

Children directly engaged in the programme

1.8k+

Teachers trained

-71%

Reduction in diarrhoea-related absenteeism (up to)



Together, we are not just promoting hygiene – we are shaping a generation that values health, dignity, and innovation.

Dr. Shamim Nabuuma
Founder & CEO, CHIL AI Lab



Associated brands:



In partnership with:



CHIL GROUP



Engaging hygiene education through hands-on learning

The Lysol HERE for Healthy Schools programme is curbing the spread of illness-causing germs in the classroom through engaging education.

The HERE for Healthy Schools programme helps reduce the spread of illness-causing germs by giving young students hands-on, engaging ways to learn about germ science and healthy hygiene habits. Designed for grades 1-2, kits containing three interactive modules are given to participating classrooms and used throughout the school year.

This initiative supports early education by making hygiene lessons memorable, practical, and fun. To expand access, 5,000 kits have been distributed to Title 1 schools across the country. This year, Lysol introduced a dual approach to further combat absenteeism, partnering with The GIANT Room to create science kits that reinforce positive hygiene behaviours through creative, tactile learning. The programme is evaluated by leading experts from Johns Hopkins University.

Through the 2024-2025 HERE for Healthy Schools campaign, students are gaining essential knowledge about how to reduce the spread of germs while enjoying activities that make them excited to participate in class. The programme fosters healthier classrooms and helps students miss less school.

Associated brands:



In partnership with:



1.27m

People informed through the campaign

120k

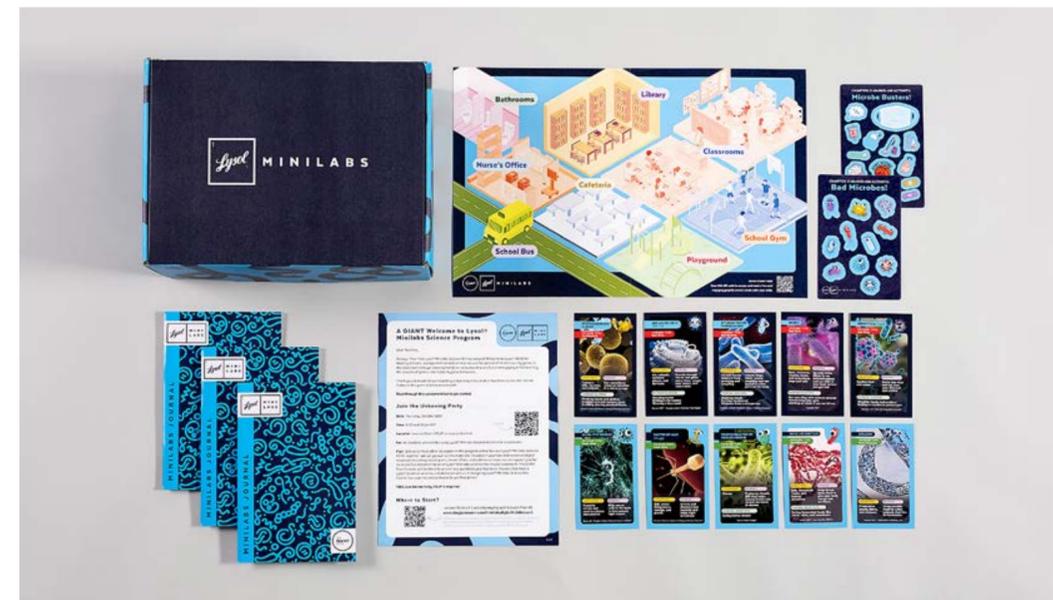
Students directly engaged in the programme

62k

Students who changed their behaviour

18k

Students impacted with improved health



Canada 

Promoting healthy habits with Lysol

The Lysol HERE for Health Schools programme is empowering educators to reduce illness with classroom hygiene education.

For over 100 years, Canadians have trusted Lysol to help keep their homes protected from illness-causing germs. During the pandemic, we understood this responsibility extended beyond the home, introducing the HERE for Healthy Schools programme to foster safe learning environments for students and educators. Recognising that schools are high-contact spaces where germs can spread easily, the initiative focuses on educating classrooms on germ protection to reduce illness-related absenteeism.

Since the pandemic, the programme continues its partnership with schools nationwide to deliver practical solutions and actionable steps to reduce illness. Through interactive online resources and free cleaning products, HERE for healthy schools equips teachers with the right tools to teach students the importance of handwashing and surface disinfection.

Associated brands:



25k

Curriculum and high-value coupons shared with teachers

1.3k+

Schools reached across Canada



Lysol is a staple in Canadian homes and inspires trust like no other cleaning and disinfection brand. We take this role in our category and the community very seriously. The HERE for healthy schools programme has run for the last five years, benefiting teachers, students and classrooms across Canada.

Timo Oluschinsky
VP Canada



Mexico

Better access to water means better education

Rainwater harvesting and hygiene education helps to reduce absenteeism and keeps schools open.

Only 58% of Mexico's population has water on a daily basis, and four out of 10 schools in Mexico don't have water available every day.

Lack of infrastructure and access to water has a particular impact on communities with high numbers of vulnerable people, such as Mexico City and its metropolitan area. It also reduces class hours by 18% in areas with the highest water stress and population concentration.

A high impact alliance including Reckitt and its Chocomilk and Lysol brands, state governments, the Walmart Foundation, Mexico City's Water Fund and Agua Capital is working to bring water solutions to these communities. Comprising rainwater harvesting systems and hygiene education for schools, the programme aims to keep schools open and promote healthy hygiene habits that minimise absence due to preventable disease.

The initiative is on track to install rainwater collection systems in 51 educational centres and has already improved water access at school for 70,000 children, harvesting 10,000 cubic metres of water to date. Media outreach campaigns about the programme have reached 18.3 million people with water saving messaging.

Associated brands:



In partnership with:



70k+

Kids with improved access to water in schools

50k+

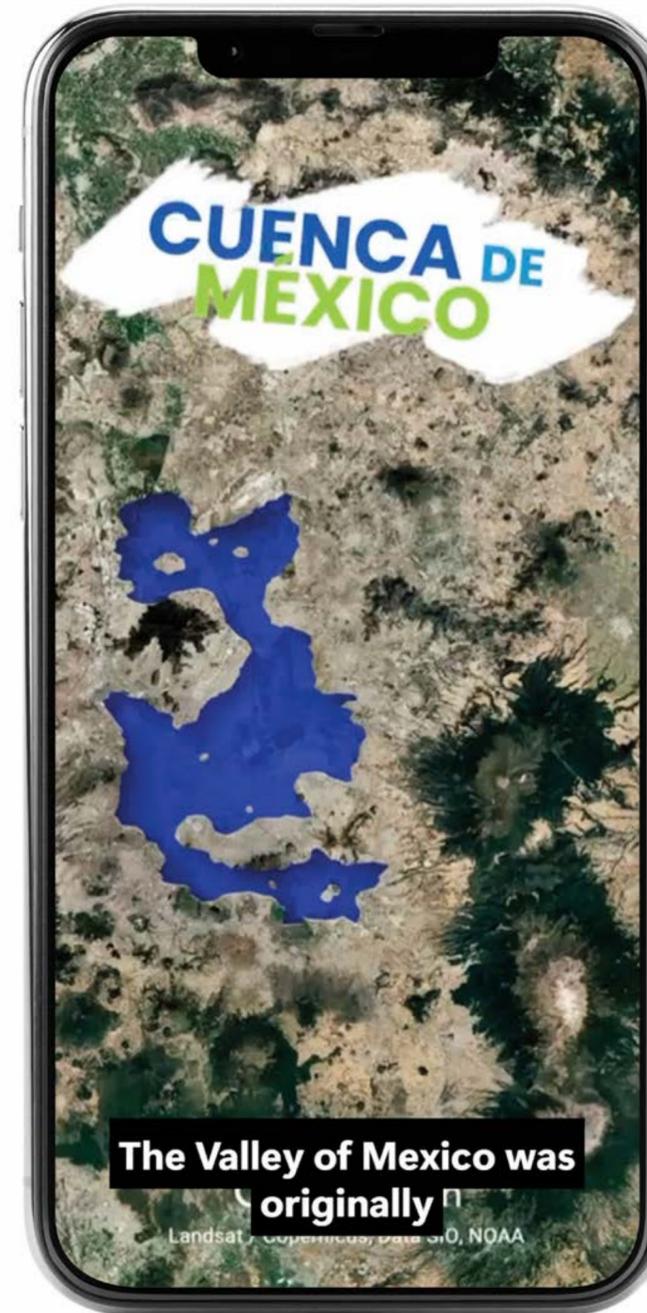
Kids directly engaged

10k m³+

Water harvested

18.3m+

People informed



Pakistan

Using edutainment to build hygiene awareness

Launched in the second half of 2025, Dettol's Hygiene Quest programme has already engaged over one million students in Pakistan's schools.

In Pakistan, diarrhoeal disease remains a leading cause of infant and child mortality, with poor hand hygiene a major route for the spread of harmful germs. This creates a cycle of repeated illness that can disrupt children's growth, learning, and school attendance, creating long-term challenges for both health and development.

Dettol Hygiene Quest addresses this challenge with an immersive, school-based programme delivered by trained hygiene educators. Using educational materials, hands-on activities, soap provision, animation-led storytelling and video workshops, the programme helps children understand how everyday hygiene practices can protect their health.

By using an edutainment-led approach, the initiative creates positive, memorable experiences in the classroom – supporting children to build lifelong hygiene habits and reinforcing the role of soap as a simple, effective part of daily protection.

Associated brands:



In partnership with:



1.3m

Students engaged in kindergarten, primary and middle school

4.5k+

Schools covered by the programme

118k+

Students with reduced water-borne illnesses



China 

Making hand hygiene fun and engaging to support national health

Dettol's Healthy China – Hand Hygiene project helps to safeguard the health of students across more than 5,000 schools nationwide.

As a long-standing partner of the Healthy China Public Welfare Initiative and the United Nations' "Every Woman Every Child" China Network, Dettol has worked alongside the National Health Commission since 2020 to support two flagship programmes: "Healthy China – Hand Protection for Schools" and the "Healthy China Help Programme." Together, these initiatives focus on strengthening sanitation facilities and improving health education in schools and underserved communities, contributing to the goals of the Healthy China 2030 Agenda.

Building on this ongoing commitment, Dettol marked Global Handwashing Day on 15 October 2025 by collaborating with the Healthy China Public Welfare Initiative Project Office to launch a nationwide school art competition, "Sharing Childhood on Five-Finger Mountain". Designed around children's instinct to share and express themselves creatively, the competition integrates hand-hygiene learning into a playful palm-painting activity, helping bring the message of regular handwashing to life in a way that feels engaging, accessible, and age-appropriate. Host Fang Qiong served as Dettol's "Campus Hand Guardian" Public Welfare Ambassador, guiding children to create with their hands.

The campaign also introduced a palm-themed art exhibition in subway stations, combining children's artwork with digital and AI-enabled design. Developed in collaboration with artists, selected paintings were reimagined as immersive sculptural installations, creating a public space that sparks curiosity and conversation. By bringing children's creativity into everyday settings, the initiative helps extend awareness beyond schools and reinforces the importance of good hand hygiene in protecting children's health.

Associated brands:



In partnership with:



5k+

Schools reached in 2025

6.7m

Children informed

675k

Children directly engaged



Bangladesh

Driving hygiene today, for a healthier Bangladesh tomorrow

The Hygiene Curriculum supported by Dettol and Harpic is creating a new generation of hygiene champions.

In Bangladesh, nearly 40% of children lack access to hygiene education, impacting their health and school attendance. Many communities view hygiene as a luxury, but Dettol and Harpic champion it as a basic human right. Recognising childhood as the ideal stage to build lifelong habits, Dettol and Harpic introduced the Hygiene Curriculum, a structured programme delivered through a dedicated book that covers handwashing, toilet hygiene, school hygiene, environmental cleanliness, and personal care.

The initiative is rolling out in Gaibandha province, reaching over 250,000 students across 500 schools through a three-month classroom programme. Each student receives a free hygiene book, while 1,000 teachers are trained with a guidebook to ensure effective delivery. A monitoring system helps to ensure that the Hygiene Curriculum is delivered effectively.

This campaign is part of a long-term vision to reach 1 million students nationwide by 2027, bridging critical gaps in hygiene education and fostering healthier futures for children across Bangladesh.

Associated brands:



In partnership with:



40%

Children in Bangladesh lack access to hygiene education

250k+

Students reached across 500 schools



The Hygiene Curriculum is a visionary initiative transforming hygiene education into an engaging experience for children, fostering lifelong healthy habits and building a healthier, informed society nationwide.

M Abdus Salam
 Founder and Executive Director
 Gana Unnayan Kendra (GUK)



Dettol Banega Swasth India: building a hygiene culture

Dettol Banega Swasth India (DBSI) has grown into one of the longest-running public health campaigns globally. Backed by presidential recognition, influential national voices, and record-breaking reach, the campaign was launched in 2014 by Reckitt in partnership with NDTV, India's most trusted and widely distributed news network.

The phrase "Banega Swasth" – meaning "Will Become Healthy" – has evolved into both a promise and a national call to action. The programme directly supports the Government of India's flagship priorities such as the Swachh Bharat Mission (Clean India Mission) and the vision of Viksit Bharat (Developed India) by 2047. By positioning health and hygiene as the foundation for national progress, DBSI reinforces Reckitt's enduring relevance and commitment to improving the well-being of every Indian.



“For the last 11 years, the annual public health campaign 'Banega Swasth India' has been carried forward to strengthen this movement [...]. I firmly believe that with the collective strength of all our efforts, by the year 2047, our country will certainly become completely clean, healthy, and developed.

Droupadi Murmu
President of India

IMPACT TO DATE

The longevity and scale of DBSI is anchored in a clear theory of change, implemented through a robust 4x4 model:

Four strategic steps

1. Identify a cause people care deeply about
2. Build awareness and trust through media and stakeholder engagement
3. Enable behaviour change through physical and digital infrastructure
4. Sustain engagement through continuous innovation

Four execution pillars

1. Mass awareness
2. Infrastructure creation and maintenance
3. Behavioural change interventions
4. Tailored product and solution integration

Over the past 12 years, DBSI has made measurable and meaningful impact across the country. The programme has reached 30 million children, expanding from 2,500 schools at inception to now reaching ~1 million schools, spanning vast states, languages, and cultural context. By embedding hygiene practices into daily routines and school life, the programme has nurtured lasting habits that travel beyond classrooms into homes and neighbourhoods.

Handwashing is a simple act, but its consistent practice has profound outcomes. DBSI has enabled 43 billion+ handwashing occasions, turning a routine behaviour into a foundation of health for a generation. This deep behavioural shift has been driven by curriculum-aligned tools, teacher training, local champions, and strong community involvement. The programme's sustained approach has contributed to a 41.6% reduction in school absenteeism since 2015, underscoring the direct link between hygiene, health, and educational continuity.

41.6%

Reduction in school absenteeism across India since 2015

26

Languages available on India's first hygiene chatbot 'Hygieia AI', democratising hygiene and health access



PIONEERING INNOVATIONS

DBSI has redefined hygiene education through technology and inclusivity. AI-powered chatbots, gamified tools, and India's first digital hygiene curriculum for children with special needs make learning engaging and accessible. A standout innovation is the Dettol Hygiene Loyalty Card, the world's first child-centric social impact loyalty programme – a secure, parent-supervised platform that empowers children to take active roles in health and hygiene. The Dettol Hygiene Loyalty Card Programme, designed specifically for students aged between six and 14 years, aims to nudge behaviour of 40 million children across India's 1.4 million schools.

By integrating cultural milestones like the Maha Kumbh Mela and aligning with India's vision of Viksit Bharat @ 2047, the programme blends tradition with technology – creating a movement that is as aspirational as it is practical.



A MOVEMENT BEYOND NUMBERS: LEAVING A LEGACY

Dettol Banega Swasth India is more than a campaign – it's a movement that has shaped mindsets, influenced policy, and helped redefine how a nation practises health and hygiene on a daily basis. It consists of a network of over 100 partners, including civil society organisations and think tanks; leading institutions and foundations; international organisations such as Plan International (India chapter), USAID, and Sesame Street; as well as media leaders including NDTV, CNBC, Outlook, and The Hindu, among others. Its integrated approach – blending education, community participation, innovation, and leadership – provides a blueprint for scaling public health.

Associated brands:



In partnership with:



03

Resilient Health

We support public health in the face of a changing climate, promoting prevention to reduce strains on global health systems.

Our Powerbrands drive education and behaviour change to reduce risks of sexually transmitted diseases.



1.5m

People impacted through health initiatives in 2025

£6m

Invested across all health initiatives in 2025

CLIMATE & HEALTH

Driving climate-resilient healthcare in cities globally

Demonstrating the power of prevention to support health in a changing climate.

Healthcare systems around the world are facing unprecedented strain. The situation will only worsen with the impacts of climate change, which is now regarded as the single biggest threat to human health, with vulnerable and low-income communities bearing the greatest burden. Health systems also contribute to climate change, accounting for over 5% of global net emissions.

To meet this challenge, we are working with partners to rethink health, transitioning from a top-down, reactive model to a more holistic approach. This places much greater emphasis on prevention and keeping people well for longer. Cities, which will be home to 70% of the global population by 2050, can be a driving force to achieve this.

As members of the Sustainable Markets Initiative Health System Taskforce, we are embedding prevention at the heart of climate action to save lives, ease pressures on health systems, and decarbonise healthcare.



“ Good health and well-being begins not in hospitals and clinics, but in our homes, our habits, and our communities. As pressures on our health and health systems grow, supporting people to stay well for longer is more important than ever.

Sheila Redzeqi
Chief Communications and Corporate Affairs Officer, Reckitt

RESILIENT CITIES, REIMAGINING HEALTH

Our two-year partnership with Bupa, Sanofi, UCB, Resilient Cities Network, Yale School of Public Health, and Mode Economics convenes the first of its kind community of practice on climate & health – 32 cities across 19 countries, representing over 100 million lives – to co-develop practical, scalable tools that help embed preventative health, climate-smart interventions within cities worldwide.

From our recent 'Case for Action' report, the interventions identified could transform climate and health outcomes. When applied to 11,000 cities, modelling shows that these interventions could save the health system each year:

725k

Lives

\$70bn

Annual healthcare costs

>15mt

Carbon emissions saving potential

Partnership of:



Led by:



With support from:



READ THE REPORT

CAMDEN BREATHING BETTER

Recognised as an SMI Lighthouse Project, this place-based, two-year partnership with Bupa and GSK mobilises 28 cross-sector organisations – representing 33,000 employees – to take action on air quality and respiratory health in the London Borough of Camden.



RESILIENT FUTURES FUND

The Resilient Futures Fund (RFF) is a pioneering private-sector initiative that increases investment opportunities for climate solutions led by, involving, or benefiting women. The RFF is managed by 2X Global and supported by Reckitt, Amazon, the Skoll Foundation, the UPS Foundation, and the Visa Foundation.

By providing catalytic capital and targeted support, the RFF proves that investing in women working in climate action is smart economics. It also demonstrates the potential of this one-of-a-kind ecosystem approach, bringing together various partners to solve a collective problem. The RFF empowers fund managers and grassroots organisations operating in developing countries, who are uniquely equipped to deliver lasting impact on climate and women's empowerment alike.

The RFF's core objective is to empower women in developing countries to drive climate solutions by:

- Providing grant capital that de-risks fund managers' climate investments.
- Enabling them to attract private sector capital at scale while building their track records.
- Funding intermediaries that work with grassroots organisations supporting women-led SMEs and cooperatives in developing countries.



HOLISTIC SEXUAL EDUCATION

Supporting inclusive sexual education to drive healthy behaviours

We partner with governments, educational institutions, and NGOs to deliver impactful education, break stigma and taboos, and promote positive behaviours around sexual health, rights, and pleasure.



Holistic sexual education is a key part of our strategy to reduce rising rates of sexually transmitted infections and unintended teenage pregnancies in order to advance global health.

Susannah Herbert
Global Social Impact Lead Health



Associated brands:





Desenrolla – Olla’s trusted sex education platform

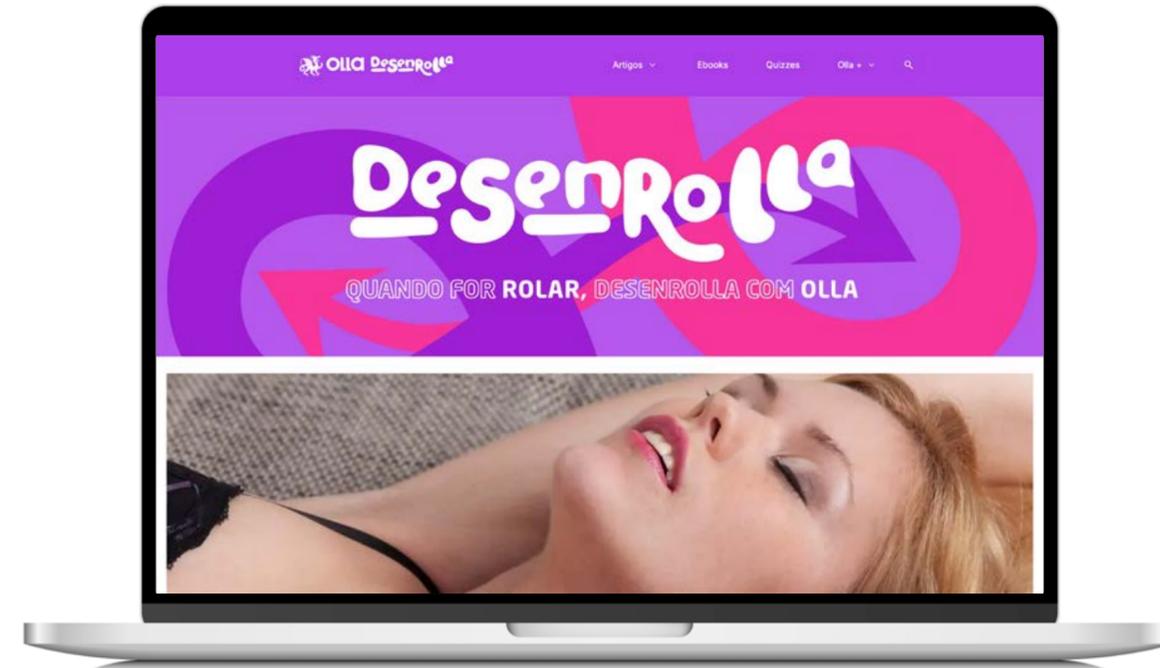
Encouraging teens to approach sexuality and sex with knowledge rather than fear.

For many adolescents, navigating their first sexual experiences can be overwhelming. Sexuality remains a sensitive topic, often surrounded by taboos, pressure, and uncertainty. Questions like “How do I put on a condom?”, “How should I approach intimacy?”, or “Where can I find reliable information?” are common, yet trustworthy answers are not always accessible.

To address this gap, we created Desenrolla – a platform designed to become a trusted reference for sexual education and empowerment. Available both as a website and through a network of trained ambassador squads, Desenrolla provides clear, accurate, and judgment-free guidance. Our mission is to help young people feel informed, confident, and prepared, reducing anxiety and promoting healthy, responsible choices.

By fostering open dialogue and offering practical resources, Desenrolla encourages teens to approach sexuality with knowledge rather than fear. We believe that education is the key to empowerment, and through this initiative, we aim to create a safe space where questions are answered and confidence grows.

Associated brands:



110m

Impressions of the sex education campaign

6.4m

Engagement with the campaign

237k

Clicks to access the content

700k

Active users of the Desenrolla platform





Empowering adolescents with knowledge, confidence & life skills

Strengthening India's future by empowering millions of young people with age-appropriate know-how.

Across India's diverse landscapes Durex The Birds and Bees Talk programme has become a driver for a new generation of informed, confident, and empowered adolescents. Designed to equip young people with age-appropriate knowledge on bodies, health, gender, and relationships, Durex The Birds and Bees Talk reached classrooms at a scale rarely seen in adolescent-health programming.

The programme is transforming how adolescents in India learn about their bodies, health, safety, gender equality, and relationships. The programme uses engaging curriculum-based modules, digital content, animations, teacher trainings, and school events to spark open, age-appropriate discussions on sexuality education and life skills.

The Birds and Bees Talk significantly strengthened students' knowledge and attitudes. Assessments showed strong improvements in life-skills comprehension, understanding of consent and respectful relationships, and health-protective behaviours. Schools reported greater classroom confidence among students, stronger teacher-student engagement, and increasing parent support.

The programme's impact extended beyond schools, with mass-media campaigns and digital platforms informing millions of people. Durex The Birds and Bees Talk is helping India build a generation of adolescents who are informed, empowered, and supported to make safe, healthy decisions – benefits that ripple across families and communities.

Associated brands:



In partnership with:



Ministry of Education
Government of India



www.planindia.org



3.3m

Individuals directly engaged in the programme in 2025

+57%

Increase in students' technical life-skills knowledge

+22%

Rise in correct knowledge of condom use for STI prevention

87%

Students demonstrating positive gender-equitable attitudes



Germany

Partnering to make better sex education accessible for everyone

Durex and F/A/Q work together to provide holistic sex education that's designed to be accessible and relevant whatever a young person's age, location or cultural background.

In Germany, access to comprehensive sex education remains limited, with school curricula often allocating minimal classroom time and focusing primarily on anatomy rather than a more holistic understanding of sexual health. In response, Durex has partnered with F/A/Q Health since 2020 to help provide young people with inclusive, age-appropriate sex education delivered on an equal footing.

Together, Durex and F/A/Q Health engage 14–18-year-olds through a range of formats, including peer-to-peer academis, in-school lectures, webinars, and dedicated social media content. The peer-to-peer academis empower students to become trained educators within their own schools, supporting open and informed conversations among their peers.

In collaboration with Ludwig Maximilian University of Munich, the programme also delivers lectures to multiple school classes, covering topics such as sexual health, prevention of transmission, understanding disease progression and avoidance of sexually transmitted infections (STIs). To reach beyond the classroom, a dedicated social media format connects with young people through relatable peer voices, addressing disinformation and correcting common myths around contraception and STIs.

Associated brands:



In partnership with:



1.1m+

Students reached, up 32% on 2024

30k+

Students engaged with the programme

+30%

Increase in sex education knowledge in students who engaged in the programmes

15%

Students engaged in the programmes improved their behaviour



Italy 

Spreading the culture of a free, protected and conscious sexuality among young people

Durex's educational school programme "A luci accese" ("With the lights on") fosters affective and sexual education among young people in Milan, laying the foundations for healthier relationships based on respect, consent and free self-expression.

Sexual and affective education is not currently included in the formal curriculum of Italian schools, meaning that young people in Italy are potentially exposed to inappropriate content on the subject. This can hinder the establishment of safe, authentic and meaningful relationships.

Durex's school educational programme, "A luci accese", uses interactive workshops led by expert psychologists. It provides clear and accurate information on STIs, increases young people's awareness of respect, consent and free self-expression and fosters a positive attitude towards the use of contraception.

"A luci accese", which is delivered in collaboration with NGOs and with the scientific support of universities, aims to influence systemic change by demonstrating to Italian political stakeholders the effectiveness of a comprehensive sexual education programme on young people's health behaviour.

The programme is creating a measurable impact in Milan, where it is based, with increases in young people's knowledge of sexually transmitted infections (STIs) and condom use.

Associated brands:



In partnership with:



12k

High school students reached since 2023

59%

Knowledge of STIs, up from 48% in 2023

62%

Condom use, up from 43% in 2023



Czech Republic

Empowering youth through open conversations in the Shytaalx sex safety campaign

The Shytaalx sex safety campaign is normalising conversations around sex and intimacy in the Czech Republic.

Our research identified three barriers preventing 16-24 year-olds from using condoms and lubricants: lack of sex education, stigma around boundaries and taboos surrounding lubricant use. To help young people overcome these challenges, in summer 2025 we partnered with three leading Czech NGOs – including preventative healthcare nonprofit Loono – to launch “Shytaalx”, a campaign designed to normalise conversations about sex and intimacy.

Over two months, Shytaalx hosted six interactive events at major youth festivals such as Majáles, Metronom, Studentfest, EREM, and Prague Pride. Each focused on a different “shy” topic, from first-time expectations and consent to sexually transmitted infections (STI) prevention and the reality behind pornography. The initiative created safe spaces for authentic dialogue, engaging over 500 young people directly and generating strong positive feedback.

As well as breaking down social stigmas, the campaign also delivered tangible impact, with increase in condom and lubricant use – results that also mark a promising step toward healthier sexual behaviours.

Associated brands:



In partnership with:



250k

People reached by the campaign

6

Events across major youth festivals in Prague

500+

Young people engaged in direct conversations



Vietnam 

A national movement for holistic sex education

Launched in 2022, the Durex Vietnam Sex Education Programme delivers a scalable, evidence-based model that integrates expert-facilitated offline education with high-impact digital edutainment.

While sex education is formally included in Vietnam's national school curriculum, the scope and depth of current instruction remain limited. There is insufficient emphasis on practical guidance for safe, responsible, and informed sexual practices. According to UNFPA (2022), Vietnam records approximately 300,000 abortions every year, with 30% involving girls aged 15–19, while nearly one-third of new HIV infections occur among young people aged 15–24. These indicators highlight a critical and urgent need for comprehensive, action-oriented sexual health education.

As a leading brand in intimate wellness, Durex Vietnam has taken a proactive role in addressing this gap through a progressive, expert-led approach to sex education. The programme equips students with essential knowledge on sexual readiness, contraception, correct condom use, and STI prevention, while simultaneously empowering educators through a train-the-trainer model to enable sustainable, long-term impact.

In 2025, the programme reached a significant milestone with the nationwide expansion of offline activities, reinforced by digital platforms that continue to drive reach, engagement, and shifts in social norms. Today, the Durex Vietnam Sex Education Programme has evolved into a national movement, empowering young people with knowledge, confidence, and the ability to make informed choices about their sexual health.

Associated brands:



In partnership with:



Vietcetera.

100k+

Students reached offline

250+

Schools involved

20+

Cities and provinces covered

100m+

Views across social platforms



Poland 

Safe sex summer: Promoting sexual health and HIV prevention

With this initiative, Durex and the Foundation for Social Education (FES) continued their long-standing partnership in Poland.

With Durex Sensual, our thinnest latex condoms, the brand set out to challenge a common trade-off in intimate relationships: closeness versus safety. While condoms are often perceived primarily as a contraceptive, Durex aimed to show that protection does not have to come at the expense of intimacy.

Building on the Sensual campaign, the programme added an educational layer focused on sexual health, reinforcing condoms as the only contraceptive that also protects against sexually transmitted infections and encouraging HIV testing through the distribution of self-test kits alongside condoms. Using the slogan "Close. Closer. Safer.", the campaign encouraged informed choices and safe intimacy, and introducing the thinnest-ever Durex Sensual condoms.

The initiative combined outreach on TV, video, outdoor media and through influencers with an educational landing page and a sampling programme that offered Durex Sensual condoms with free HIV self-testing kits. The message was clear: condoms are the only form of contraception that also protects against sexually transmitted infections (STIs). The summer holiday, when more young people come together, was the perfect moment to raise awareness and normalise conversations about prevention.

Through this campaign, we reached thousands of people, broke taboos and provided practical tools for safer intimacy, with a campaign based around empathy, knowledge and openness.

Associated brands:



In partnership with:



2m+

Media impressions

140k+

Landing page clicks

35%

Primetime TV reach

6k+

People received Durex samples and HIV tests





Driving comprehensive sex education through schools, communities and digital tools

The Safeteen First – SiConfío programme is designed to expand access to sex education for young people across Latin America. We help to prevent teenage pregnancy and STIs, address unmet needs in family planning, and tackle the social barriers that limit sexual health and reproductive rights.

The programme includes face-to-face school fairs, a digital platform (PARESS) offering age-appropriate sex education modules, a "Sexipedia" and a 24/7 chat service with educators and a content-validated chatbot.

Preventive actions include collaboration with the United Nations Population Fund (UNFPA) and its "Zero Teenage Pregnancies" movement, supported by behavioural studies and targeted interventions for youth and indigenous midwives. Their role was highlighted in a major exhibition at the Senate of the Republic of Mexico, showcasing Reckitt's impact over the past five years.

Safeteen also provides a mental health toolkit to help teenage mothers' social reintegration and build confidence in decision-making.

Together, these education, prevention, and support measures form a holistic approach designed to deliver lasting impact across Latin America.

1m+

Individuals engaged

874k

People experienced positive impact



Programmes like Safeteen First are key to transforming access to comprehensive sexuality education in Mexico.

Gabriela Rodriguez
Head of National Population Council

Associated brands:



In partnership with:



United States and Brazil

By young people, for young people: securing the future of intimate wellness

Sexual health and rights worldwide are under attack. Since 2023, Durex and the University of Southern California Institute on Inequalities in Global Health (USC IIGH) have been partnering to advance an enabling environment where the sexual health and rights of all young people are respected, protected, and fulfilled.

Young people globally are facing an onslaught of challenges to their sexual health and rights. This has included decreasing access to quality sexual health education, restrictions on the provision of contraceptive goods and services, and repressive laws that limit their ability to express their full sexual selves. In response, Durex and USC IIGH launched a multi-pronged approach to secure and uphold young people's sexual health and rights, leveraging new research, policy advocacy, and innovative programming to push back.

Through a purpose-built fellowship programme, the partnership has trained over 75 young people in the United States and Brazil to become confident advocates for sexual health and rights. Graduates serve as Youth Ambassadors who are at the forefront of ensuring youth voices are heard and incorporated: at global forums, in op-eds, and through short-form videos that have gone viral on social media. In São Paulo, Youth Ambassadors host festivals and stage creative interventions to highlight the importance of prevention. In the U.S., they are tackling pervasive health myths through peer-to-peer messaging and advocacy. Backing these public-facing programmes is a growing body of research to uncover and map young people's lived experiences under changing laws. Finally, ongoing policy work ensures that young people remain at the centre of legislation that dictates how they can exercise their sexual rights and live healthy, fulfilling lives.

Associated brands:



In partnership with:



2.6k+

Hours watched of youth-produced sexual health content

1m+

People organically reached through youth-produced content

28

Youth Ambassadors in the U.S. and Brazil

33

Convenings and events held to advance dialogue on young people's sexual health and rights



EMERGENCY RESPONSE

Providing access to essential health and hygiene in times of crisis

Protecting people and communities from disasters and health emergencies by empowering them to prepare, respond and rebuild.

INVESTING IN RESILIENCE AND SUPPORT

In 2025, humanitarian response has again been pushed to its limits. From prolonged conflicts to sudden, devastating disasters, the year brought a surge of complex, unpredictable crises, threatening the health, hygiene, and well-being of countless communities. Our commitment to supporting the most vulnerable in times of crisis has never been more critical.

We recognise that investing in preparedness is vital to safeguard communities and also know that access to basic human services in times of crisis requires our immediate support.

Building on the success of our partnership in 2024, we continued to deliver a strategic two-pronged approach with the British Red Cross. Firstly, investing directly in local communities to strengthen their resilience and adaptability to future shocks, and secondly, delivering rapid support to disasters and emergencies in our markets through our role as a Disaster Relief Alliance member and pre-investment in our rapid response protocol.

Supporting:



RECKITT RESPONDS – OUR GLOBAL SUPPORT IN TIMES OF CRISIS

In 2025, we responded to multiple pressing humanitarian emergencies including in the Middle East and Ukraine as and when they happened.

Since the escalation of conflict in the Middle East, including Gaza, Lebanon & Israel, our funds have helped Red Cross and Red Crescent teams to deliver essential hygiene supplies, emergency aid, and medical care to thousands of people in need.

Over three years since the escalation of the conflict in Ukraine, the humanitarian crisis remains severe. One of the many ongoing consequences of the conflict, is the negative impact on water resources. The support of the Access to Safe Water project run by the Ukrainian Red Cross, has helped provide clean drinking water in Kherson and Zaporizhzhya regions to over 40,000 people thanks to the installation of water purification units, deep well pumps, and water storage tanks.



BUILDING CLIMATE RESILIENT COMMUNITIES FOR A HEALTHIER FUTURE IN TAITA-TAVETA, KENYA

Climate change is intensifying extreme weather events in Kenya, leading to prolonged droughts, floods, and disease outbreaks that threaten lives and livelihoods. In partnership with the British Red Cross and Kenya Red Cross Society we are supporting multiple stakeholders including local government to ensure a coordinated effective disaster response strategy, now and in the future.

To date, we have reached over 29,587 people by training healthcare providers and community leaders, and onboarding local entrepreneurs to promote health and hygiene practices that prevent disease outbreaks. Beyond emergency response, we are helping communities strengthen their resilience by improving nutrition, supporting sustainable livelihoods, and enhancing access to education and hygiene. Together, these efforts aim to reduce vulnerability and empower communities to adapt to the growing challenges posed by climate change.



STRENGTHENING COMMUNITY RESILIENCE

As the climate crisis intensifies and natural disasters affect more Americans each year, improving community resilience has become increasingly critical. In response, we strengthened our multi year partnership with the American Red Cross across several programmes, reinforcing our commitment to community resilience and disaster preparedness and response.

The American Red Cross responds to approximately 60,000 disasters annually—from home fires to hurricanes and floods. Since 2022, the organisation has provided more than 1 million overnight shelter stays, deployed 20,000 volunteers, and provided over 4 million meals to affected families. As a Disaster Responder member, we have supported these efforts by investing in the mission before disasters occur – ensuring that the Red Cross is ready to respond at a moment's notice.

Building on this foundation, we expanded our impact through the Red Cross Community Adaptation Programme, a hyperlocal initiative focused on strengthening resilience in counties with high social vulnerability. Through a two-year, \$250,000 commitment in Atlantic County, New Jersey, we championed efforts to support local health, hunger, and housing systems in communities increasingly affected by disasters.

In addition to long-term resilience building, we also responded to urgent community needs. Following the catastrophic California wildfires in January 2025, we donated \$200,000 to support the Red Cross response, helping enable essential relief for 90,000 people, including 18,000 overnight stays and more than 150,000 meals.



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THE 'PINE O CLEEN UP' PROGRAMME TO STRENGTHEN DISASTER RELIEF

Our changing climate continues to drive an escalation in the frequency and severity of disasters in Australia, disproportionately impacting our most vulnerable communities. In this context, strengthening community resilience is fundamental to safeguarding long-term well-being.

In our fourth year as the Official Hygiene Partner of Australian Red Cross, we continue to help strengthen Australia's disaster relief and recovery capabilities through the Pine O Clean Up Programme. Designed to support communities in the preparation and aftermath of disasters, the programme provides product donations and a financial contribution to the Australian Red Cross' Australian Emergency Fund.

In 2025 alone, our support helped reach 315,762 people and contributed to Australian Red Cross' response across 28 major disaster activations nationwide. This included assistance during the response to Cyclone Alfred, as well as ongoing flood and bushfire recovery efforts across multiple regions.

Our partnership supports Australian Red Cross help communities clean up, recover more quickly, and begin rebuilding after disasters. Our long-standing collaboration reflects a shared commitment to emergency readiness and ensuring individuals and families have access to safe, clean, and dignified environments as they navigate recovery after crisis.



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SMART FARMING SOLUTIONS IN TAITA TAVETA

In Malukiloriti, Taita-Taveta County, a local group is finding smart ways to fight food insecurity with support from Reckitt and the Kenya Red Cross Society.

The project started by giving each member 30 young chickens and training in poultry farming. But as feed prices went up, it became hard to keep the enterprise going. The Kenya Red Cross Society stepped in with savings and loan training, helping members to buy feed and farm supplies.

The big breakthrough was farming black soldier flies, which create a low-cost, protein-rich chicken feed option. The group built a black soldier fly farm and added fast-growing azolla and duckweed plants to their feed mix. Now, they produce 200 kg of nutritious feed, saving money and increasing egg production.

Thanks to these efforts, members earn more, and can cover their daily needs. They are even planning to sell their own branded feed.

Jane Mbula, a member, reflects:

"I used to buy four bags of feed each month at a cost of 4,000 shillings, but now I only need one – and my profits have grown significantly. The training empowered me, and I now share this knowledge with other farmers who visit our demo farm."



Copyright: Kenya Red Cross Society

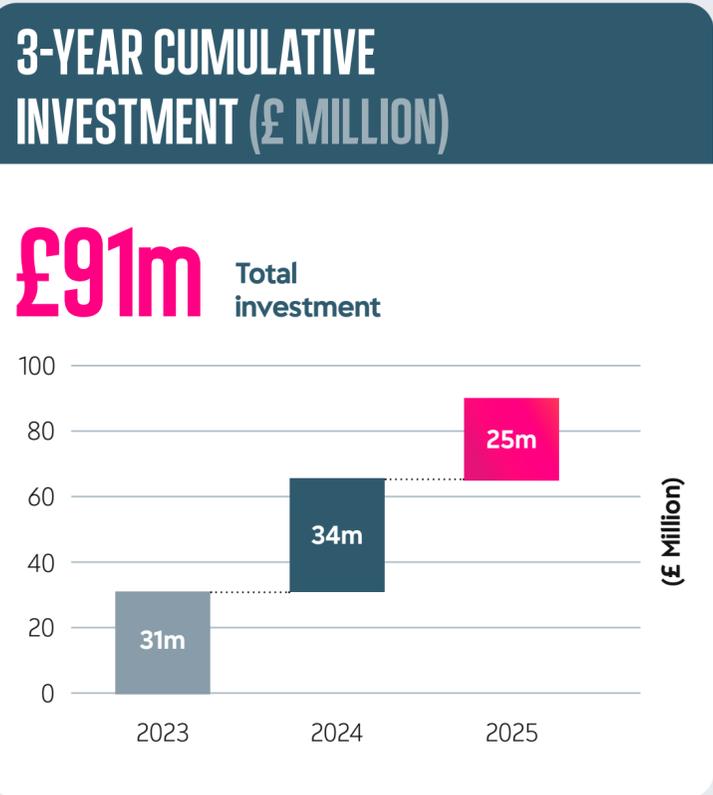
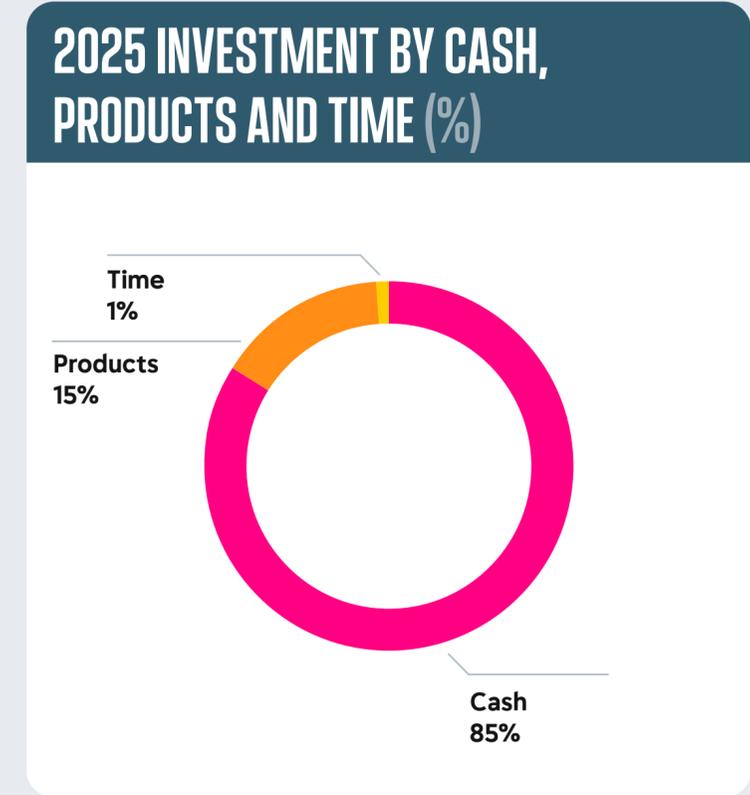
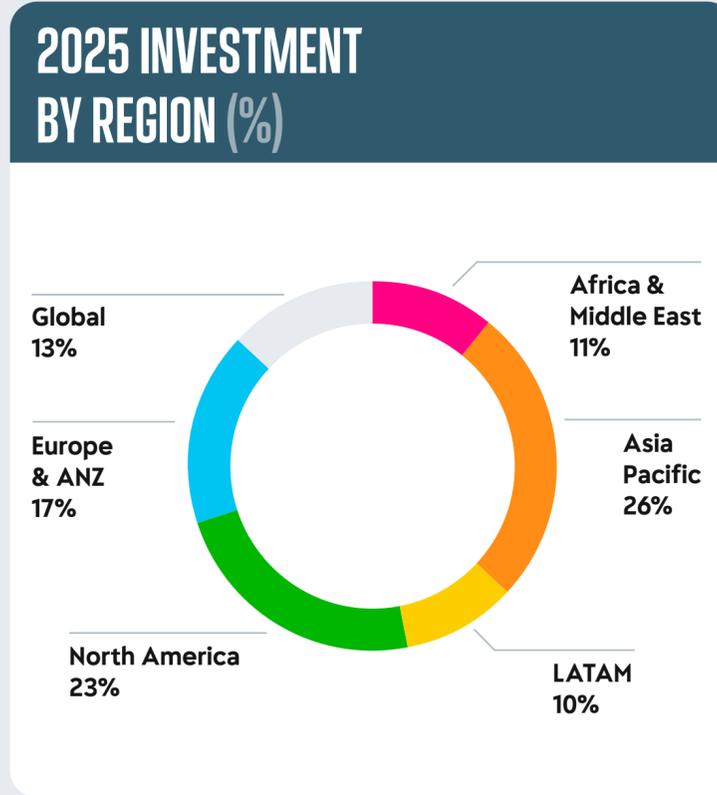
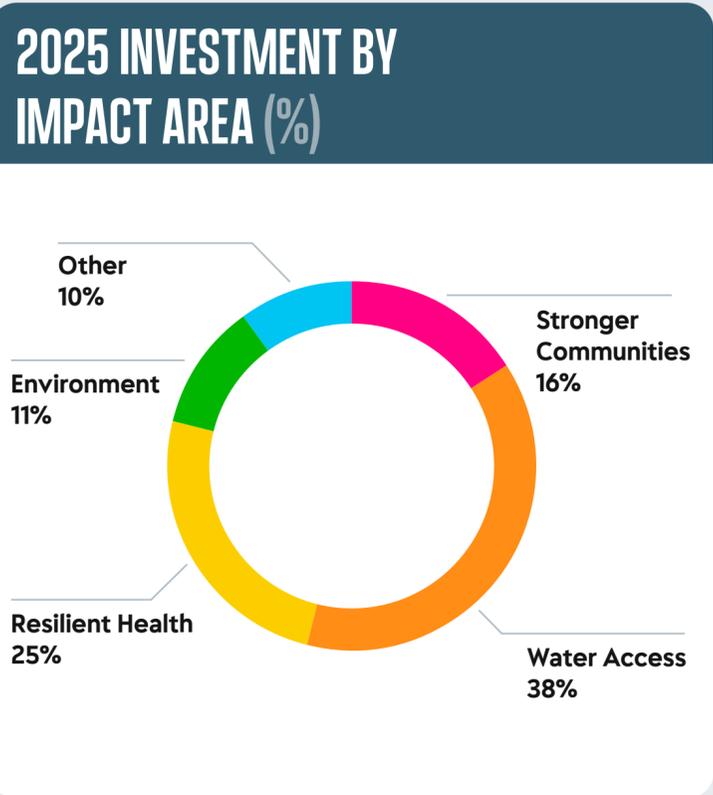
Our strategic investment portfolio

We have a long-standing commitment to invest into improving access to health and hygiene, leveraging different forms of capital, products and time to create measurable positive impact.

In 2025, our lower investment reflected the exit of Reckitt's Essential Homes business. However, by focusing on strategic priority areas and impactful partnerships in key geographies, we were able to maintain the scale of our impact at 9 million people.



Data quality: Our data goes through third-party verification and assurance with our partners.



LOOKING AHEAD IN OUR PURSUIT OF A CLEANER HEALTHIER WORLD...



Driving material positive change isn't easy – and there is still a lot to do. We strive to become better every day in advancing health and hygiene around the world.

GRASSROOTS SOLUTIONS NEED SCALING

All around the world, social entrepreneurs are developing innovative solutions to tackle some of the world's most pressing challenges. They need a hand-up, not a hand-out. Providing funding, mentorship and networks is key to help them scale their business and create inclusive growth opportunities.

PHILANTHROPY IS NOT ENOUGH

Given the funding gap to achieve the SDGs, we need innovative approaches to mobilise capital. Impact Investments from corporate balance sheets unlock new funding opportunities to drive impact at scale through collective action. Blended finance vehicles that combine private and public investments are crucial to mobilise the investments we need to address urgent challenges.

YOUTH ENGAGEMENT IS KEY FOR LASTING CHANGE

Engaging with children at a young age is key to embed lasting habits, from handwashing at key occasions to learning about sexual health and rights. Young people deserve our attention and investment to ensure they can live healthy lives from a young age. By investing in their health we enable a better future.

WE CAN'T DO THIS ALONE

The challenges we face are too big to tackle them alone. We rely on the expertise, skills and local networks of our partners as the foundation of sustainable impact in communities around the world. We actively seek partners to work with in advancing health and hygiene around the world.

If you are interested in partnering with us, we would like to hear from you.

Find out more at [reckitt.com](https://www.reckitt.com)

