

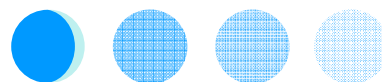
P&G's Role in Sustainability Education and Partnership with Non-Profit Organizations

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Sustainability Program Leader
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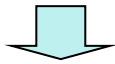
P&G

“Touching Lives and Improving Life”

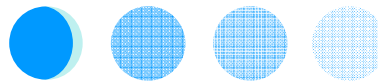


P&G's Purpose

“We provide
branded products and services of
superior quality and value that
improve the lives of the world's consumers
now and for generations to come.”



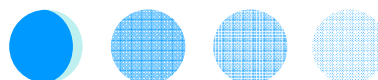
Sustainable Development



P&G's Belief

All have to go together

Social **Environmental**
Responsibility **Protection**
Economic
Development



Sustainability Activities in Japan

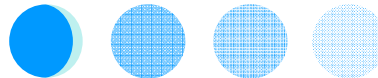
Helping Children in Need



Promoting Water Saving at Home



Enabling women to thrive



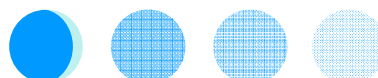
What should P&G be doing?

What to Contribute to?

- The area that society's needs exist.
- Where we make the biggest difference – Our Expertise + Strength.
- Chose ones most relevant to our business.


How to Succeed?

- Leverage existing structure.
- Collaborate with experts and public organizations.



The Need of ESD

(Education for Sustainable Development)



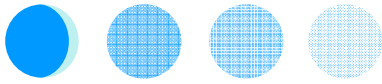
文部科学省
Ministry of Education, Culture, Sports, Science and Technology

新しい時代に対応した教育を充実します

たとえば、次のような内容を充実します

- 環境教育 持続可能な社会をつくることの重要性
- 家族と家庭に関する教育 家庭生活の大切さ
- 食育 望ましい食習慣の形成
- 消費者教育 消費者の基本的な権利と責任についての理解
- 情報教育 情報の活用、情報モラル
- 特別支援教育 一人一人の障害の状態に応じた指導の工夫

The Need Stated in the Renewed Education Guideline



ESD is the One for P&G – Why?

- Sustainability
= “Improve lives, now and generations to come.”
= P&G’s Purpose
- Touch-points with Mothers and Children.
- Big Brands that are used with Water - Expertise/Knowledge on Water topics.



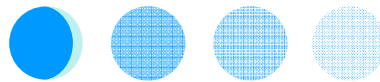
How We Make it Successful?

Collaboration w/ Public and Non-Profit Organizations



Japan ESD Forum
(new)

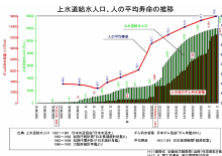
Hyogo
Prefecture



Japan Water Forum

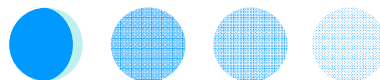


The Expert and Leader for Water Issues



Spraying water on the streets and sidewalks
to cool down summer heat.

Let's UCHIMIZU!



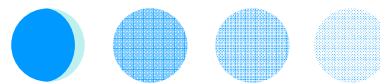
Hyogo Prefecture

Strong Interests in Driving Environmental Education

P&G 環境教育
～水と生活～
5・6年生 理科 おうちでできる「節水」の科学
『お流たく編』
2008年9月18日 姫宮小学校

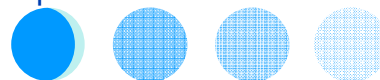
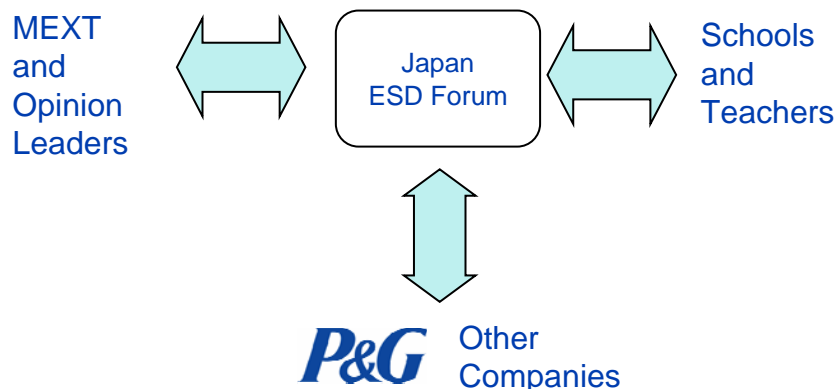
考えてみよう！

う。流たく	あ。トイレ
77%	28%
え。すいじ	い。お風呂
23%	24%



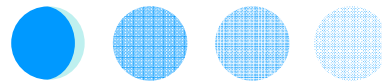
Japan ESD Forum

The NPO to Drive ESD in Japan



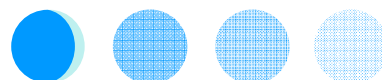
P&G's Contribution to ESD

- Lead the industry to create a mechanism for the industry to contribute to ESD.
- Sustainability = “Improving Life, Now and Generation to come”.



What We Are Going to Do

- Continue Contributions in Hyogo.
- Create National scale system, and establish a success model.
- Work with other companies to create a model and system for industries to contribute to ESD.



Thank you very much

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P&G