Beat: Lifestyle

THE LITTLE BOOK OF KIREI - A KIREI LIFESTYLE IS FULL OF COMPASSION

ESG Strategy, Consumer Lifestyle Changes

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USPA NEWS - During the SB Paris 2019 (Redesigning the good Life) Event held in Paris (April 23-25) at Caroussel Du Louvre, a Press Conference was held by KAO Corporation and its Executive Officer, Senior Vice President, ESG Strategy Dave Muenz. Kao Corporation, a Japan-based Group whose Brand Portfolio includes Bioré, Goldwell, Jergens, John Frieda and Molton Brown, was announcing a New Global ESG (Environmental, Social, and Governance) Strategy, the "Kirei Lifestyle Plan", to support Consumer Lifestyle Changes.

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In the face of Global Challenges like Climate Change, Aging Societies, Resource Scarcity and the Management of Materials such as Plastics, Consumers around the World have expressed growing desire for a gentler and more sustainable Way of Living, which Kao has named the "Kirei Lifestyle". The Japanese word “˜Kirei´ describes something that is Clean, Well-Ordered and Beautiful, all at the same time. For Kao, this Concept of Kirei not only describes Appearance, but also Attitude (to seek to create Beauty for oneself, and also for other People and for the Natural World around us).

To deliver this Vision of a "Kirei Lifestyle for all", Kao has set Three Bold Commitments supported by 19 Detailed Leadership Actions for the Business to deliver by 2030 :

1) “Make my Everyday more Beautiful“ by empowering at least 1 billion people by 2030 to enjoy more Beautiful Lives “” greater cleanliness, easier aging, better health and confidence in self expression;
2) “Make Thoughtful Choices for Society“ by ensuring that 100% of Kao brands make it easy for People to make small but meaningful choices that, together, will shape a more Resilient and Compassionate Society;
3) “Make the World Healthier and Cleaner“ by promising that 100% of Kao Products will leave a Full Life Cycle Environmental Footprint that Science says our Natural World can safely absorb.

As a Manufacturer of Consumer Goods, Kao aims to integrate ESG as the Foundation of its Business Management to accelerate Business Growth and create Value for Consumers and Society. The Kirei Lifestyle Plan was developed by Kao´s newly-established ESG Division as part of the four-year Kao Group Mid-term Plan K20, launched in 2017. K20 outlines Kao´s Commitment to transforming itself to drive Change and establish a Global Corporate Presence by 2030. Over the past 130 years, Kao has worked to improve People´s Lives and help Consumers realize fulfilling Lifestyles. Kao has been recognized for Sustainability Excellence and continues to deliver Environmentally-Minded Products, such as its most recent Innovative Refills, which use 15% bio-based Plastics by Container Weight. Kao was able to reduce Plastic use in packaging by 93,100 tons in 2018 by promoting the adoption of Refills and Replacement Packaging and developing more Compacted Formulas. For five year running, Kao has been selected for Inclusion in the Dow Jones Sustainability World Index.

Kao creates High-Value-Added Products that enrich the Lives of Consumers around the World. Through its Portfolio of over 20 Leading Brands such as Attack, Bioré, Goldwell, Jergens, John Frieda, Kanebo, Laurier, Merries and Molton Brown, Kao is part of the Everyday Lives of People in Asia, Oceania, North America and Europe. Combined with its Chemical Division, which contributes to a wide range of Industries, Kao generates about 1,500 billion yen in annual sales. Kao employs about 33,000 People worldwide and has 130 years of History in Innovation.

The Kao Way comprises Four Elements, Mission, Vision, Values and Principles :

* Mission : What we exist for (Satisfaction and enrichment of the Lives of People)
* Vision : Where we want to go (to be Closest to the Consumer/Customer)
* Values : What we believe in (Yoki-Monozukuri, Innovation, Integrity)
* Principles : How we behave (Consumer Driven, Gemba-ism*2, Respect and Teamwork, Global Perspective)

The Yoki-Monozukuri Spirit, which embodies the Passionate Commitment of Kao founder Tomiro Nagase, has been handed down within the Company for over 130 years. Ever since the Company was founded in 1887, they have sought to contribute to the Lives of Consumers and Customers, and to meet Consumers´ and Customers´ Needs with Integrity. Through Yoki-Monozukuri, the Company has continued to provide Society with useful Products. In the Future, they wish to continue to take account of Changing Times and Changing Lifestyles, while always maintaining a close Relationship with the Customers, and, through Yoki-Monozukuri that comes from the Heart, implementing measures aimed at helping to keep Both People and the Planet Clean and Beautiful.

We live in an Era in which, because Consumers´ Attitudes and Behavior are becoming increasingly diversified and are changing in Dynamic Ways, it is difficult to accurately identify their Needs and Preferences. Kao believes that, in order to be able to continue providing Consumers with the Products and Services they want, it is more important than ever to strive for essentiality. By undertaking Research on an ongoing basis, Kao can make steady progress towards the Essentiality, while at the same time, the New Discoveries that Kao makes during the Research Process can lead to the Birth of New Products. Kao defines these Activities as Essential Research, and the Attitude towards research has remained unchanged ever since the Company was founded.

Kao undertakes Research in Several Domains that represent Intersections of its Existing Businesses. These include :
* The Hygiene Domain, which aims to control the spread of Infectious Diseases;
* The Holistic Beauty Domain, which approaches Beauty from the viewpoint of Health;
* The Food and Environmental Sustainability Domain, which aims to preserve a sustainable food supply and safeguard the environment.

Kao is also seeking to challenge themselves by using its R&D Assets that Kao has achieved in these Areas to build New Businesses that extend beyond their current Business Domains. These New Domains are Areas where the Company can use its R&D Assets effectively to help as many People as possible. Accordingly, Kao is advancing Research to make a Strong Entry into these Domains. By realizing Technology Innovation that has a Positive Social Impact, Kao aims to implement Monozukuri that creates World´s First and World-Leading Technologies and Products.

Sources :
* SB Paris 2019 Event on May 23-24, 2019 at Carrousel Du Louvre (Paris - France)
* The Little Book of Kirei (A Kirei Lifestyle means living a Beautiful Life)
* Kao Integrated Report 2019

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