

Press Release

“Women in Circularity”: Beiersdorf launches initiative to support women and leverage plastic recycling in emerging markets

- The initiative will entail a donation of €4 million to support recycling organizations in Argentina, Ghana, India and Kenya
- Around 15,000 tons of plastic will be collected and recycled annually in these emerging economies, thereby promoting a circular economy
- More than 1,600 women will benefit from the initiative through income and development opportunities for themselves, as well as their families and communities

Hamburg, November 2, 2023 - Beiersdorf continues to expand its corporate responsibility efforts, pushing forward its CARE BEYOND SKIN Sustainability Agenda. The new and holistic socio-ecological “Beiersdorf’s Women in Circularity Program” is providing substantial funding to plastic waste recycling organizations that have a social business approach. The initiative has two important objectives: The first is an expansion of the recycling infrastructure of plastic waste management organizations in emerging economies. The second is to ensure that the waste collectors, the majority of which are women, receive adequate training and development opportunities. The initiative will therefore have a positive environmental impact and will foster a more inclusive society.

“The global plastic problem has continued to intensify over the years due to the production and disposal of millions of tons of plastic annually, which is very often single-use plastic. This was exacerbated by the COVID-19 pandemic. With our ‘Women in Circularity’ initiative we aim to help mitigate the devastating aftermath of the pandemic on both the environment and on society by creating a lasting impact,” says Jean-François Pascal, Vice President Corporate Sustainability.

Support for women and recycling organizations in Argentina, Ghana, India and Kenya

The launch of the initiative involved the selection of organizations with a social business approach in regions that have been most affected by the negative consequences of the COVID-19 pandemic. After a comprehensive validation process and on-site visits, four organizations were selected: **Delterra** in Argentina, **Recycle Up! Ghana** in Ghana, **Green Worms** in India and **TakaTaka Solutions** in Kenya. Beiersdorf has donated funds through which these four organizations will be supported.

“Beiersdorf’s Women in Circularity Program” is a fund initiated and enabled by the Hamburg based skin care company and operated by the nonprofit social enterprise “Haus des Stiftens”. Through this donation, the abovementioned organizations will be able to offer income and development opportunities for more than 1,600 women within the waste management sector, which will in a direct consequence also have a positive impact for their families and communities.

“Also, the initiative will help increase these organizations’ plastic waste collection and recycling capacity by ~15,000 tons of plastic per year by expanding their plastic waste management infrastructure including new recycling plants. The funds will create new jobs and improve working and living conditions of female waste collectors through the provision of training, occupational health and safety, health insurance and expanded immunization services,” says Luisa Robles Vega, Sustainability Manager Environmental Strategy & Human Rights. Plans also call for the establishment of an environmental promoter program to educate communities on recycling behavior, the awarding of academic scholarships and access to kindergartens, among other measures.

Initiative adds to CARE BEYOND SKIN Sustainability Agenda

Promoting a circular economy is one of the key focus areas of Beiersdorf’s CARE BEYOND SKIN Sustainability Agenda. In this context, Beiersdorf not only looks holistically at product improvements on the formula and packaging level, but also at projects that are centered around the implementation of a circular approach. “Beiersdorf’s Women in Circularity Program” adds to this important field of action beyond our value chain through the establishment and expansion of local recycling infrastructure within local markets in need of additional funding.

Furthermore, the initiative sets a new landmark also in the context of Beiersdorf’s social commitment to foster a more inclusive society through the empowerment of girls and women. Since 2020, Beiersdorf has been delivering towards its mission to “Empowering girls and young women” in partnership with international non-profit organizations such as Plan International, CARE and Ashoka. The scope of impact is now being expanded with the 1,600 female waste workers who will benefit from the four projects being supported in Argentina, India, Ghana and Kenya by the fund “Beiersdorf’s Women in Circularity Program”.

The initiative entails a donation of €4 million and is part of Beiersdorf’s COVID-19 Aid Program - the largest global aid program in Beiersdorf’s history, launched in 2020. In close cooperation with public authorities as well as local and international organizations, Beiersdorf aims to help mitigate the negative impacts and aftermath of the pandemic on both the environment and society.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for 140 years. Leading international brands such as NIVEA, the world’s no. 1 skin care brand*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €8.8 billion as well as an operating result (EBIT) of €1.2 billion in fiscal year 2022. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose Care Beyond Skin. With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2022.

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