

People

We take care of our employees' health and well-being, actively engage them in our sustainability activities and support local communities. By doing so, we attract and retain talents and create positive social value for the societies we operate in.

Key areas of focus



Employee
Health & Safety



Employee
Engagement



Social
Responsibility

[+ Read more about our people engagement](#)

Beiersdorf kindergarten kids
give 815 Christmas presents
to disadvantaged children

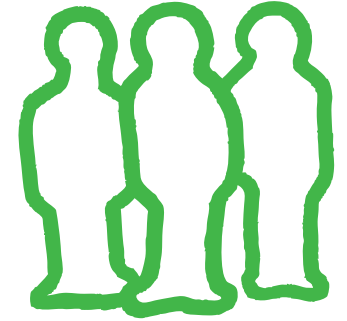
815



People Key facts

Our 2020 commitment

By 2020 we aim to reach and improve the lives of one million families. (Basis 2013)



What we did in 2013

- Launched Zero Accident program in Europe.
- Rolled out our global 'think planet' employee engagement campaign to raise awareness about environmental issues.
- Launched 'NIVEA cares for family' – NIVEA's social commitment to strengthen families worldwide.

How we performed in 2013

3,894
employees

from more than 40 countries took part in the NIVEA Family Days and helped to deliver support for families in need

114,594
families

supported through social projects set up in 51 countries worldwide



Targets for 2014

- Roll out Zero Accident program to further regions.
- Roll out company-wide employee engagement campaign with a focus on 'Products'.
- Define a global social commitment for Hansaplast and start implementation.

Interim targets to 2020

- Define a social commitment for Eucerin.