



P&G

A Force For Good and Force for Growth

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Force for Good and
Force for Growth





Why do brands get involved in societal issues?

Why don't they just stick to selling products?



People
Expect
More





Gen Z



Millennials



Gen X



Boomers



Doing Good is Good for
Growth



The U.N. indicates that achieving the SDGs represents a **\$12 trillion** economic opportunity for businesses through a fairer, broader-based and more sustainable economy.

McKinsey estimates that full economic equality between women and men would add **\$28 trillion** to the world economy.



\$12 T

\$28 T



PURPOSE & VALUES



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.

As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders, and the communities **in which we live and work to prosper.**

BUILDING CITIZENSHIP

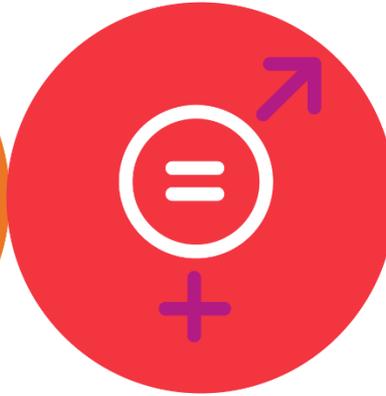
into BUILDING THE BUSINESS



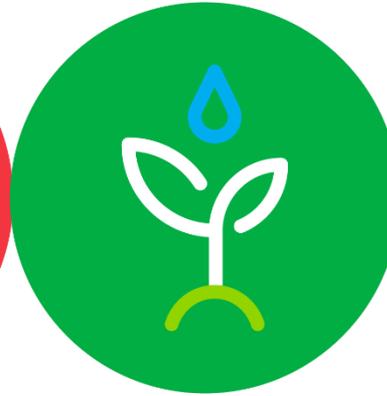
Community
Impact



Diversity
& Inclusion



Gender
Equality



Environmental
Sustainability

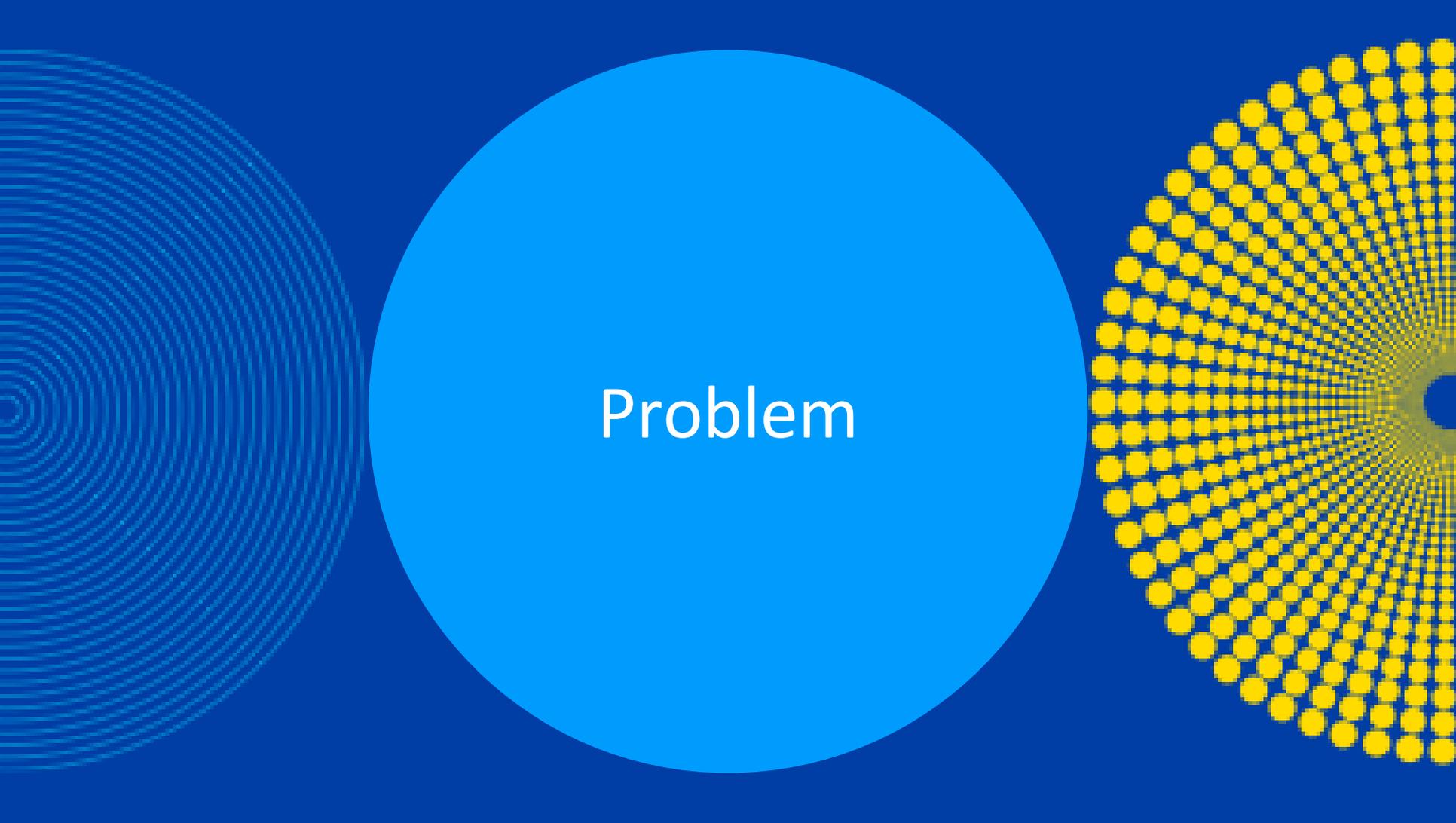


Ethics & Corporate
Responsibility





EQUALITY

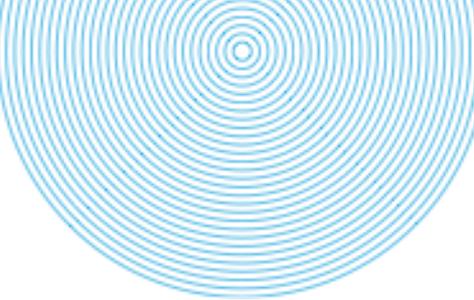


Problem

Health



Representation



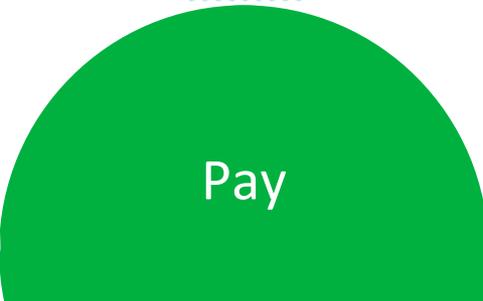
Education



Economic
Participation



Pay





SOLUTION:

Use our voice in
advertising and media to
eliminate bias and
promote equality



What If?

... brands could help improve society
by promoting equality?

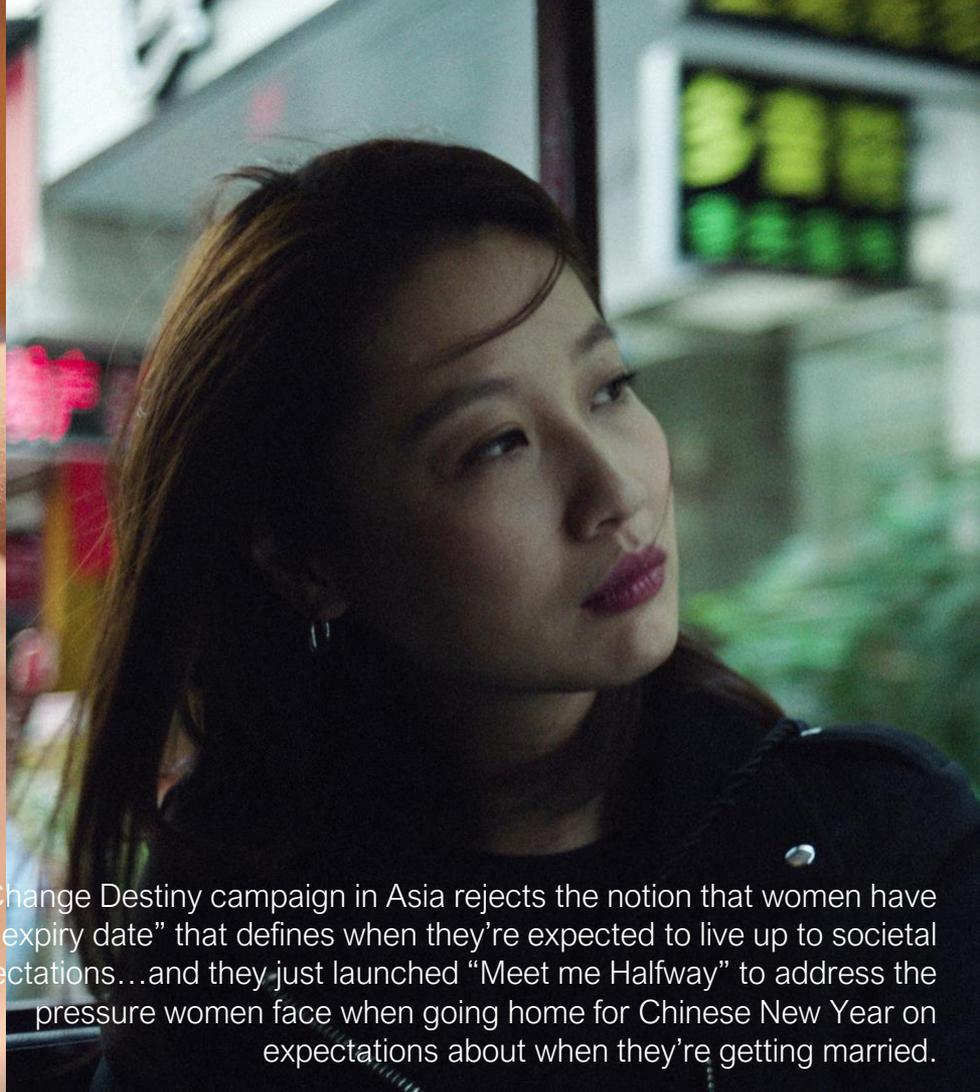


The Always brand has literally changed the meaning of the phrase “Like A Girl” worldwide, as 76% of people now consider “like a girl” a positive expression, versus only 19% before the campaign.

always



SK-II



SK-II's Change Destiny campaign in Asia rejects the notion that women have an "expiry date" that defines when they're expected to live up to societal expectations...and they just launched "Meet me Halfway" to address the pressure women face when going home for Chinese New Year on expectations about when they're getting married.

Pantene “See
Beauty Not
Gender” in
Thailand
challenges
transgender
stereotypes with
beautiful life
stories

PANTENE



#ความสวยไม่ได้ดูที่เพศ

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What about men? The role of men matters. Men play an equally important role as women in eliminating bias, promoting equality and demonstrating positive social and cultural behavior. For example, in addition to Joy husbands sharing housework, Ariel shows men “sharing the load”, Dawn shows dads doing the dishes; Swiffer shows dads cleaning and dusting...and Pampers highlights dads lovingly sharing diaper duty.

#WeSeeEqual

Managers
Empowering
Women

Men
as Allies

Unleash
the Power
in Many

Lead by
Example

Accelerate
Top Women

Need-Based
Policies &
Support
Systems

#WeSeeEqual initiatives in APAC

What we do under the #WeSeeEqual movement in APAC



Women Accelerator Program

Program to target high-potential women across all functions at critical points in their careers to help them develop skills necessary for success in senior-level roles, with initiatives like career sponsorship for leadership progression. The program consists of 27 sponsors from the Asia-Pacific Executive Board and 119 female managers across Asia.

Lean In Circles

P&G is the largest corporate sponsor of Lean In Circles, an external program with 350+ women across the APAC region. Lean In Circles provides advisors and sounding boards for women to create a supportive environment.



Ensuring a balanced workforce

Focus on female manager representation is at 50% through staff-to-win and recruiting plans.

Updated maternity leave benefits

In APAC, P&G harmonized the paid maternity leave benefit for birth and adoptive parents across the region to ensure they have at least 14 weeks of paid leave.



Men as Allies

P&G understands that the journey to gender equality is not just a women's cause, and strongly encourages men to take action alongside the company too.

Childcare arrangements

For parents in Japan and Indonesia, P&G facilitates workplace childcare arrangements, with plans to offer this in other sites where the need exists.



QUESTIONS

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