

Moving Forward Hygiene Matters

There is an undeniable connection between hygiene and better health and well-being. As one of the world's largest companies offering hygiene solutions, Essity* has the knowledge, experience and dedication to help raise hygiene standards in the world, and we are fully committed to making it happen. Through our training programs, reaching 2,000,000 people annually, we raise knowledge, improve care, and break the silence and taboos that surround hygiene-related areas, such as menstruation and incontinence. These taboos affect the dignity and quality of life of millions of people by preventing girls from going to school during their period or isolating incontinence sufferers in their homes over the fear of not finding a toilet.

In 2015, the world's leaders adopted a common set of goals to end poverty, protect the planet, and ensure prosperity for all. Universal access to clean water and sanitation is goal 6 of the United Nations' 17 Sustainable Development Goals to be reached by 2030, including a specific target to secure access to adequate and equitable sanitation and hygiene for all. This confirms what we have known for a long time: That good hygiene helps save lives and sustain prosperity.

Our company has gathered insights and ignited the conversation around the role and importance of hygiene in a global perspective through our Hygiene Matters initiative since 2008. To really make a difference, we need to constantly push forward and ask: How can we make progress in hygiene matters? In this year's Hygiene Matters report, we aim to raise awareness for action by key stakeholders by highlighting the value of investing in hygiene and showcasing

innovations and transformative solutions. Partnership is another one of the UN Sustainable Development Goals, and we are proud to have produced this report with the Water Supply and Sanitation Collaborative Council (WSSCC). WSSCC is the only part of the United Nations devoted solely to the sanitation and hygiene needs of marginalized individuals and groups and is at the heart of the global movement to improve sanitation and hygiene.

Since 2014, we have partnered with WSSCC to create a common platform for raising awareness about the importance of hygiene and sanitation and challenging taboos surrounding personal hygiene. Through common advocacy and education initiatives, we can be a stronger voice for the connection between hygiene, health and well-being.

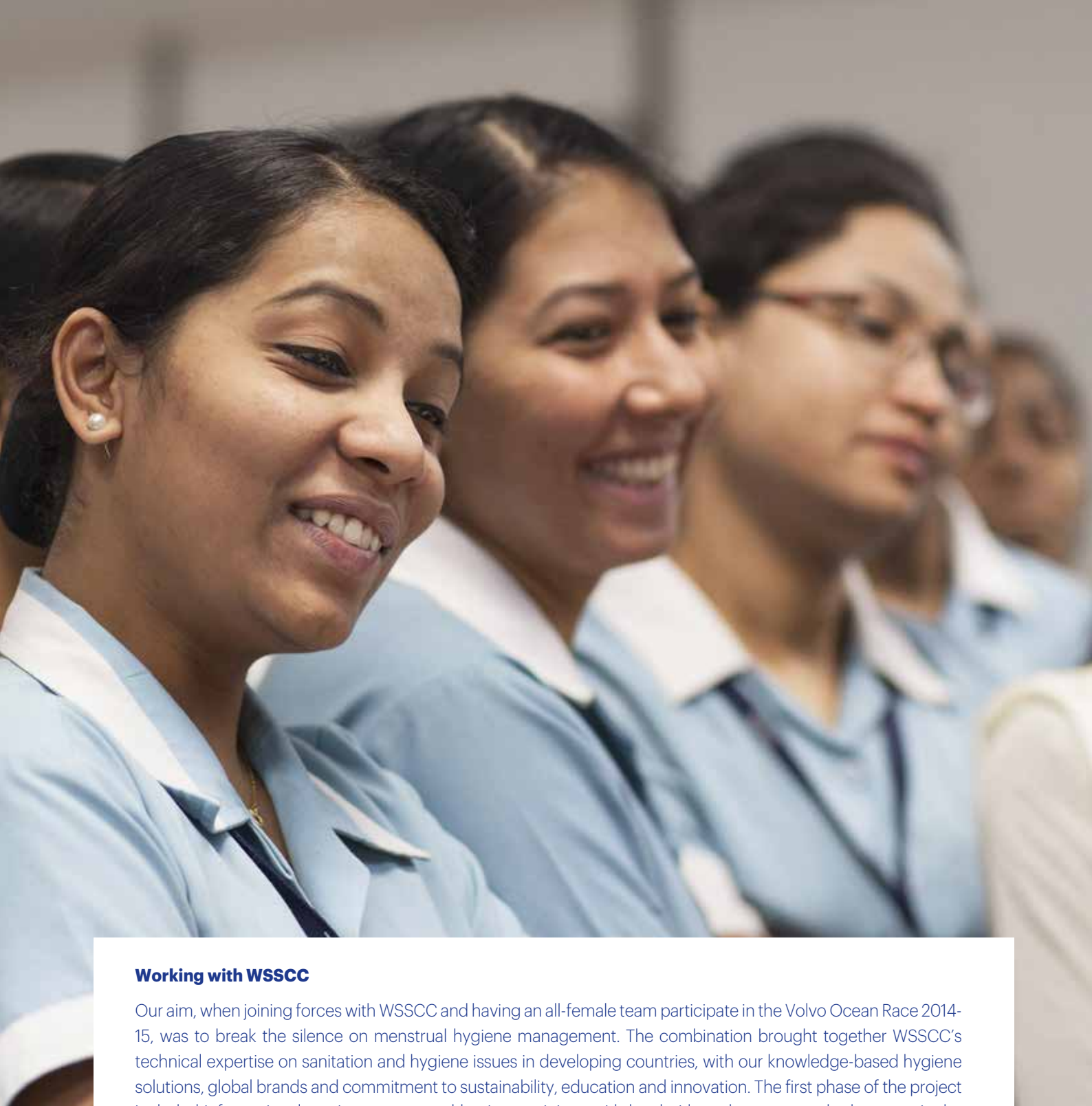
As you will discover in this report, hygiene plays a crucial role within social and economic development the world over. I am

convinced that to unlock the value of hygiene, and to break down the barriers standing in the way of progress, partnership is essential. By sharing knowledge and expertise and playing to our respective strengths, we tackle obstacles in the form of taboos and stereotypes, and develop innovative solutions that accelerate hygiene matters and bring health and well-being to people's lives.



Magnus Groth
President and CEO, Essity

*In June 2017 Essity was listed at Nasdaq Stockholm as a leading hygiene and health company in Personal Care, Consumer Tissue and Professional Hygiene. Essity used to be part of the SCA group on behalf of which this report was originally issued.



Working with WSSCC

Our aim, when joining forces with WSSCC and having an all-female team participate in the Volvo Ocean Race 2014-15, was to break the silence on menstrual hygiene management. The combination brought together WSSCC's technical expertise on sanitation and hygiene issues in developing countries, with our knowledge-based hygiene solutions, global brands and commitment to sustainability, education and innovation. The first phase of the project included informational seminars, menstrual hygiene trainings with local girls and women, and advocacy via the media and local advocates.

WSSCC and Essity are now working together to:

- Develop and share joint research on hygiene practices worldwide.
- Provide recommendations for policymakers to ensure hygiene is addressed systematically.
- Inspire action and collaboration.
- Improve hygiene knowledge and education.



In May 2015, we held a joint hygiene seminar with WSSCC in the United Nations headquarters in New York.

17 Goals. 193 Countries. 15 Years. One Movement.

The Sustainable Development Goals (SDGs) provide us with an opportunity to focus our efforts, to work together, and to respond to the needs of those who have historically been left behind. This is a movement driven not only by the United Nations, or by individual countries, but by everyone, everywhere. Whether you're part of an organization, a company, an agency, a government, a university, an NGO or a community, these goals are a call to action and a guiding light for human development.

Clean Water and Sanitation, SDG Goal 6, is one of the few cross-cutting SDGs without whose achievement the SDGs on Nutrition, Health, Education, Gender Equality, Environment, Good Jobs and Sustainable Cities cannot be achieved. Poverty elimination is also impossible without access to and use of safe water and sanitation. For too long, sanitation and hygiene have been taboo topics, often forgotten in development work, despite the 2.4 billion people on the planet who still lack access to them. In international fora and elsewhere, these issues are now front and center, an acknowledgement that the essential links between water, sanitation and hygiene (WASH) and health, education, nutrition, the workplace, human rights, gender and the environment cannot be ignored.

In this report, we see that hygiene indisputably plays an important role in everyone's life, whether you're from Sweden or Nigeria, Sri Lanka or the Netherlands, the US or China. Hygiene affects how you perform at work, how others perceive you and most importantly, how you feel about yourself. Those who suffer most from a lack of safe sanitation and hygiene are the most vulnerable: women and girls, the elderly, the disabled, sanitation workers, migrants, and those living in rural areas, especially in Sub-Saharan Africa and

South and Southeast Asia. The need for information, community involvement and people-centered policies and facilities is essential. Despite the great work being done to address the hygiene crisis, the challenges remain enormous and there is so much more work to be done.

Since 2014, WSSCC has partnered with Essity (formerly SCA) to break the silence on sanitation and hygiene issues worldwide, to fill evidence gaps on hygiene habits and perspectives, and to share potential solutions to these taboo-ridden issues. In 2015, WSSCC and our company ran several seminars and training sessions in Africa, Asia, Europe and North America to discuss Menstrual Hygiene Management and the silent stigma that surrounds menstruation in many parts of the world.

In 2017, the partnership has moved into a new phase and is now focused on research, education and advocacy. This report marks the beginning of a partnership not only focused on the impact on Goal 6, but on working together collaboratively and substantively - a key element of SDG Goal 17: Partnerships. Without building the foundation together, without responding to basic human needs like safe sanitation and hygiene, it is clear that we cannot attempt to reach our other goals.

As we look to the future, we imagine a world where social justice and dignity prevail for everyone, everywhere. We imagine a world where the most disadvantaged and marginalized have a voice and agency over their own lives, where there are no barriers to the fulfillment of human rights. How do we get there? We have the SDGs. We have a global commitment. We have the expertise. Now is the time for taking action.



Amina J. Mohammed
WSSCC Chair, Minister of Environment,
Federal Republic of Nigeria

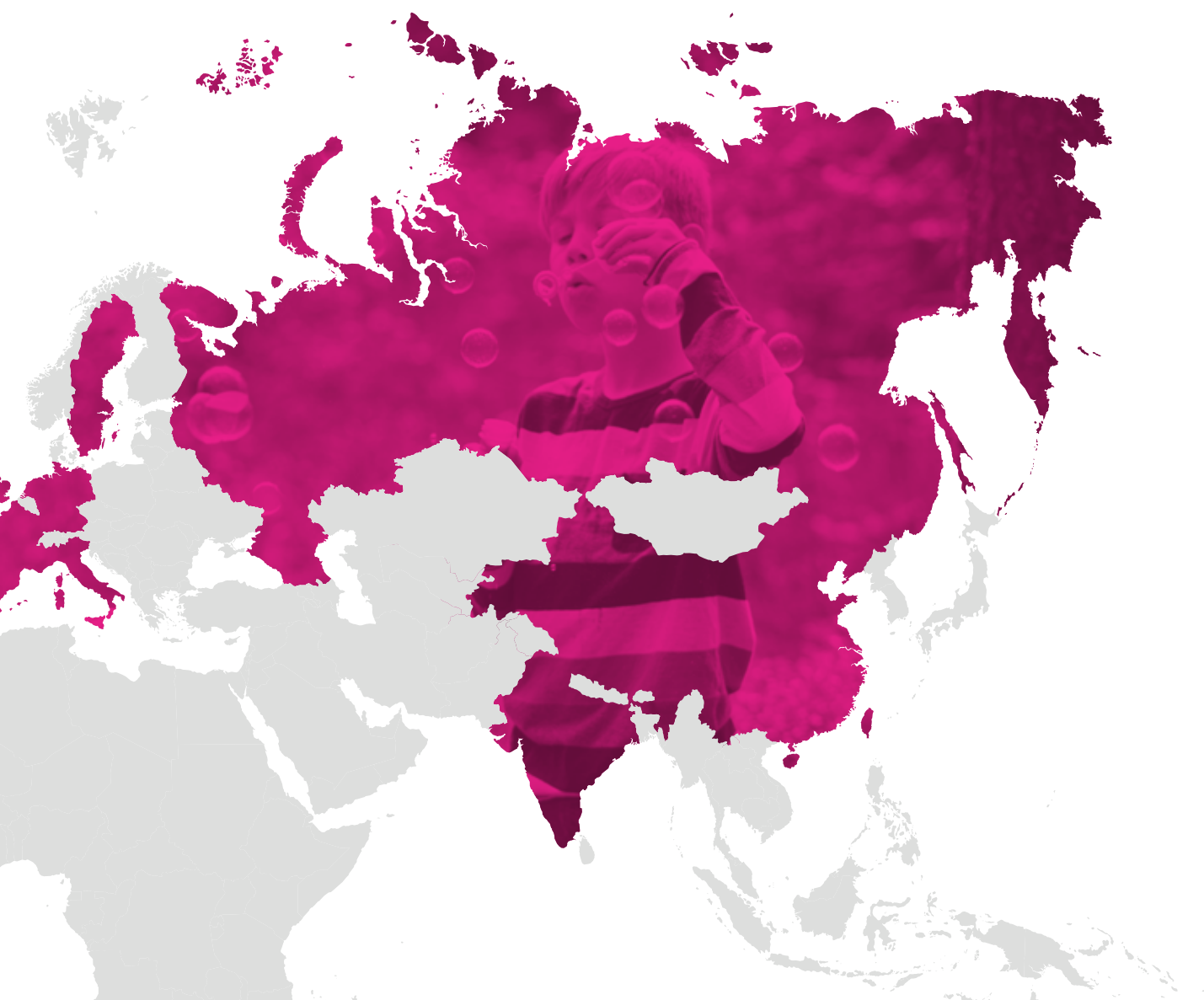
Hygiene Matters

No one, no matter who they are or where they live, should have to suffer physically or mentally due to insufficient hygiene. This is a basic human right.

Through its Hygiene Matters initiative, Essity aims to raise awareness of the connection between hygiene, health and well-being among decision makers, experts and the general public around the world. Through regular surveys, reports and events, the initiative contributes to a more knowledge-based public dialog that drives change and contributes to improved hygiene for people everywhere. "We can all contribute to the dialog, to raise awareness and to break taboos; we all have a voice," says Joséphine Edwall Björklund, SVP Group Communications at Essity.

12 countries surveyed

- China
- France
- Germany
- India
- Italy
- Mexico
- Russia
- Spain
- Sweden
- The Netherlands
- United Kingdom
- United States



Hygiene Matters Survey 2016/17

The 2016 survey was conducted between May 31 and June 13, 2016 through web panels in 12 different countries, collecting answers from a total of 12,000 respondents. National quotas have been used to obtain accurate representation of age and gender. Questions in the 2016 survey centered on hygiene taboos and stereotypes, hygiene at home, public hygiene, personal hygiene and menstruation and active life.

The survey has been planned, monitored and analyzed by consulting firm United Minds and the data has been collected through digital questionnaires with the assistance of survey provider CINT.

Access the full results and previous surveys and reports here: www.hygienematters.com