



SEPTEMBER 3<sup>RD</sup>

**URUGUAY**  
STRENGTHENING FAMILY TIES

NIVEA Uruguay supports the program 'Strengthening Family Ties', developed and implemented by SOS Children's Villages. NIVEA's contribution covers about 70 underprivileged families and helps provide daily support.

In Southern Cone, Argentina, Uruguay, Bolivia, Chile, Paraguay and Peru have partnered with the local organizations of SOS Children's Villages.



SEPTEMBER 22<sup>ND</sup>

**FRANCE**  
MÔM'ARTRE

NIVEA France and its partner organization Môm'Arte open two new daycare centers in Nantes and Marseille. The art-driven educational concept strengthens children's creative and social capabilities. Additionally, by providing affordable childcare after school and during school holidays, the project supports working and single parents.

A storytelling competition in partnership with Môm'Arte links this social initiative with the 'NIVEA Tales'.



OCTOBER 19<sup>TH</sup>

**GERMANY**  
READING FOR FUN IN KINDERGARTENS

In connection with the 'NIVEA Tales' campaign, NIVEA is promoting children's reading skills and has launched the project 'Reading for Fun in Kindergartens' in partnership with the German Reading Foundation. The goal of this joint initiative is to strengthen the practice of reading to children in kindergartens and in families. Measures include a webinar for kindergarten teachers, starter packs for 1,000 kindergartens with reading material as well as a creativity competition.

NOVEMBER 5<sup>TH</sup>

**800**  
**children**

with special needs have been supported by NIVEA Brazil and the association AACD through educational means.



SEPTEMBER 1<sup>ST</sup>

**POLAND**  
PODWÓRKO

NIVEA Poland is starting to open another 40 new 'Podwórko' NIVEA retro-modern playgrounds. Building on last year's successful project, NIVEA Poland is providing additional safe, attractive places for children and their parents to spend quality time together.

Day by day,  
NIVEA cares for family  
connects NIVEA with  
consumers and employees  
in an authentic way.  
Through its commitment,  
NIVEA is reaching and  
improving the lives of  
families in need and takes  
care beyond skincare.

These are just some of many  
NIVEA cares for family stories.  
See more at [beiersdorf.com/sustainability](http://beiersdorf.com/sustainability).

**NIVEA cares**  
**for family**  
**every day...**

These are some of the highlights  
from around the world.

2016

JANUARY 1<sup>ST</sup>

**342,745 families**

have already been supported by 'NIVEA cares for family' since 2013.



APRIL 8<sup>TH</sup>

**SPAIN  
YOUNG BUSINESS TALENTS**

NIVEA Spain celebrates the finals of this year's 'Young Business Talents' program. With this innovative business training, NIVEA promotes entrepreneurship in young Spaniards, who face a high youth unemployment rate in their country.

NIVEA is running the 'Young Business Talents' program for the third year in a row in several Southern European countries. In 2015/2016, a total of 17,127 students from Spain, Greece, Italy and Portugal participated.

MAY 1<sup>ST</sup>

**7 years**

ago NIVEA Australia kicked off its partnership with SISTER2sister, a mentoring initiative dedicated to empowering at-risk teenage girls. Employees are actively involved in the partnership as mentors.



MAY 31<sup>ST</sup>

**UAE  
SOCIAL TEAM EVENTS**

In celebration of Ramadan, employees in UAE support NIVEA's social commitment by joining a kids' art workshop. Organized by the NGO START, the workshop aims at improving the capabilities of underprivileged children through creativity and artwork.



JUNE 2<sup>ND</sup>

**INDONESIA  
SENTUHAN IBU**

NIVEA Indonesia starts the 'Sentuhan Ibu' initiative to support mothers of children with special needs who often face particular challenges.

The launch of the initiative was accompanied by a well-received emotional bonding campaign. The touching online video has received almost a million views in just one month.



JULY 2<sup>ND</sup>

**AUSTRIA  
NIVEA FAMILY PARTIES**

The 'NIVEA Family Parties' in Austria kicked off for its 25<sup>th</sup> anniversary. NIVEA Austria organizes a raffle during the events, raising money for its NGO partner SOS Children's Villages. About 250,000 visitors participated in this year's 'NIVEA Family Parties' and donated 301,100 Euro.



JULY 11<sup>TH</sup>

**GERMANY  
GERMAN LIFE SAVING ASSOCIATION**

Start of NIVEA's promotion in cooperation with the German Live Saving Association. In this year's activation consumers trigger a one Euro donation to the NGO and receive a free towel cape for every NIVEA purchase worth at least nine Euro. The donations contribute to the long-term partners' vision that every child in Germany learns how to swim safely.

JULY 21<sup>ST</sup>

**18 Blue Libraries**

have already been opened in Thailand, Vietnam and Myanmar. The 'NIVEA Blue Libraries' aim to provide children in rural areas with a child-friendly and inspiring place to read and hereby enhance their reading skills and improve their prospects.



AUGUST 3<sup>RD</sup>

**ARGENTINA  
DEVELOPING THE FUTURE**

NIVEA Argentina kicked-off the program 'Developing the Future' with courses in music, dance and reading for children. The program was developed in partnership with the long-term NGO-partner SOS Children's Villages. 345 children in Buenos Aires will benefit from this initiative.



AUGUST 29<sup>TH</sup>

**USA  
BACK TO SCHOOL**

In preparation for the next school year, NIVEA has completed its annual 'Back to School Drive' in the US. This effort supports more than 50 local middle-school students from low-income families with backpacks filled with school supplies.