



The 11 th

花王 国際こども環境絵画コンテスト

KAO International Environment Painting Contest for Children



Winner of the 10th Kao International Environment Painting Contest for Children "eco together" – Planet Earth Grand Prix  
"The Park with Building" Kritsakon Chaiwarin (10 years old)

#### Thoughts and wishes regarding the painting

Workers are wiping a glass building. The glass reflects a view of a park near the building. This shows that nature and technology can co-exist. If we, human, save our nature together, by conserving forest and stopping environmental degradation, we will be happy with our natural environment.



To teachers and guardians



## Now open: Entries invited

### The 11th Kao International Environment Painting Contest for Children

Since its foundation 130 years ago, Kao has taken sides with consumers and made products with a sincere commitment to excellent value and customer satisfaction. We are engaged in initiatives to contribute to realization of enriched lifestyle culture and sustainability of society as our mission.

Kao announced the Environmental Statement in 2009, which stipulates we promote "eco together," working with consumers, business partners and communities. In 2019, Kao also launched a new global ESG (Environmental, Social, and Governance) strategy, the Kirei Lifestyle Plan. We aim to contribute to society for the future through its implementation.

This contest has been held since 2010, to encourage children around the world to think seriously about conservation of the environment around them, as well as about the earth's environment and future, and express their thoughts in paintings, and also encourage people around the world to take action in their daily life to preserve the environment.

In the 10th contest, 16,552 entries were received from children all over the world. The winning works can be seen on Kao website.

The 11th Contest is now open for entries until Friday, September 4, 2020. The award ceremony will be held in Tokyo on Friday, December 4, 2020.

We hope that you will pass this information on and encourage children to participate in this international contest.

We are also looking forward to many entries.

2020

Kao Corporation

**\*The 10th Kao International Environment Painting Contest for Children**

<https://www.kao.com/global/en/sustainability/environment/painting-contest/contest-2019.html>

#### About Kao

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries* and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,500 billion yen in annual sales. Kao employs about 33,000 people worldwide and has 130 years of history in innovation. Please visit the Kao Group website for updated information. <https://www.kao.com/global/en/worldwide/>

# Contest entry guide

## Theme: "Together, we are eco-friendly"

Please think about what we can do to protect our precious global environment and pass it on to future generations, and express your thoughts freely in your entry.

## Eligibility

Any child (aged 6 through 15 years old) from anywhere in the world.  
※As of the end of August 2020

## Entry specifications

- 1) Picture size:** Your entry should be 392mm × 542mm or smaller.
- 2) Medium:** Any means of direct drawing, painting, or coloring – crayon, colored pencil, watercolor, acrylic or oil paint, ink, wood or linocut printing, etc. – is allowed. However, works (collage) with pasted elements, works painted on a canvas and digital art works will not be eligible.
- 3) Creation:** Only one entry per individual is allowed. Only previously unexhibited works created after January 2020 will be accepted.
- 4) Important advice:** Your entry should show that you fully understood and inspired the "Together, we are eco-friendly" theme into your work. However, the theme should not be a catchy phrase or slogan, but rather artfully expressed in your entry. The freedom of thought that is unique to children and the expressions with full of originality and creativity in your picture are highly recommended.  
-Joint works will not be eligible.  
-Works that are very similar to existing artworks, works determined by Kao as likely to infringe on the rights of third parties, works with a specific character or text (such as personal name, company name, product name or logo) will not be eligible.

## How to enter

- Download the entry form from the Kao website. Using a print or copy, fill out the required information and paste to the center on the back of your work.  
Entry form download:  
<https://www.kao.com/global/en/sustainability/environment/painting-contest.html>
- If it is not possible to use the entry form above, you must include the following information, using the Roman alphabet, on the back of the work.  
**Artist:** title of work, full name, country / area, age, contact info(address-phone-e-mail).  
**School or Art class:** name of school / art class, grade or class, contact info(address-phone-e-mail).  
Please describe your thoughts and wishes on your work in English or mother tongue(max. 100words).
- Send it in a flat envelope, inserting cardboard or something firm to ensure it does not bend during shipping.
- Entry with a work attached on e-mail is disqualified.

## Announcement of winners and the awards ceremony

Contest prizewinners and schools will be notified in late November 2020. Contest results will also be announced on the Kao website. The awards ceremony will be held in Tokyo on Fri, December 4, 2020.

## Judges

Mr. Fumikazu Masuda	Chair of Judges, Former Professor, Tokyo Zokei University
Ms. Sumiko Okubo	Artist
Mr. Kei Matsushita	Professor, Tokyo University of the Arts
Ms. Yoko Oyamada	Artist, Illustrator
Mr. Andreas Schneider	Designer
Mr. Dave Muenz	Executive Officer, Senior Vice President, ESG, Kao Corporation
Mr. Naoto Katahira	President, Creative, Kao Corporation

## Conditions of entry

- Works, their titles, written messages or descriptions, name, age, residential area etc. may be used or published on website, advertisements, images, publications and exhibitions of Kao or organizations designated by Kao. Works, their titles, written messages or descriptions may also be partially modified on these occasions. In addition, if the entry wins a prize, the photographs taken at the awards ceremony may be used in the same manner as stated above.
- You agree not to assert any moral rights regarding your entry.
- Ownership of works belongs to Kao. Original pictures will not be returned.
- The permission of a parent or guardian is required for entry.
- Through their participation in the contest, the entrants agree to the collection, storage and use of the personal information submitted with the work to manage the contest, including to contact the prizewinner. In addition, Kao may provide the personal information to third parties that are contracted to assist in the management of the contest or any part thereof.

## Send pictures to

Kao International Environment Painting Contest for Children  
Address: 8-3-29 Tajima, Sakura-ku, Saitama 338-0837, JAPAN

## Direct contact

E-mail: [kao-contest@hit-bits.com](mailto:kao-contest@hit-bits.com)

Phone: +81-48-872-1082

(Phone available only on working days from 10:00-17:00 JST, unavailable on weekends and national holidays)

## Entry deadline

Entries must be received by midnight

**Friday, September 4, 2020 JST.**

## Prizes

**"eco together" – Planet Earth Grand Prix :** Single award – Plaque, art materials and replica of the work etc.

**"eco together" – Kao Prize :** Eight awards – Plaque, art materials and replica of the work etc.

**Eco Friend Prize :** Twenty three awards – Certificate, art materials and replica of the work etc.

**Group Prize :** Five groups – Certificate, art materials or stationery etc.

\* Prize goods may be changed without notice.

\* Winners of the "eco together" - Planet Earth Grand Prix and the "eco together" - Kao Prize will be invited to attend the awards ceremony to be held in Tokyo on Fri, December 4, 2020. Expenses will be paid from anywhere in the world, for the winners and one guardian each.

\* Group prizes are awarded to elementary and junior-high schools and art classes. Prizes will be sent to the five groups that submit the most entries.

\* In each prize category, the number of awards may increase depending on the number of individual and group entries.

\* If you cannot be contacted with, your painting will be disqualified.

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Enriching lives,  
in harmony with nature.

**Kao**

