



**P&G**

# A Force For Good and Force for Growth

**Sirinporn 'JOY' Vatanaparadorn  
Sales Director  
P&G Thailand, Myanmar & Laos**



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.**



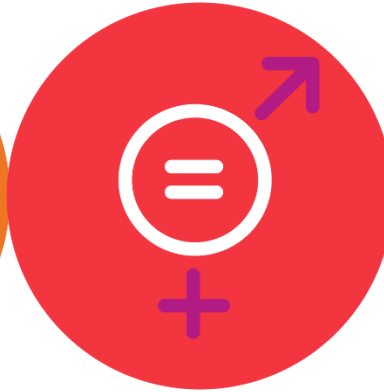
# **BUILDING CITIZENSHIP** into BUILDING THE BUSINESS



**Community  
Impact**



**Diversity  
& Inclusion**



**Gender  
Equality**



**Environmental  
Sustainability**



**Ethics & Corporate  
Responsibility**





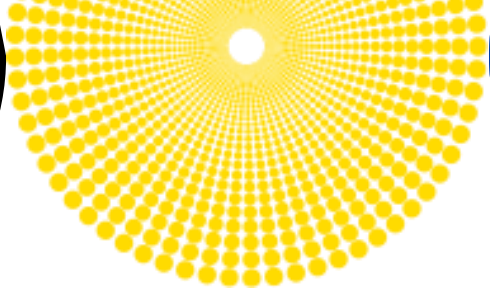
**EQUALITY**



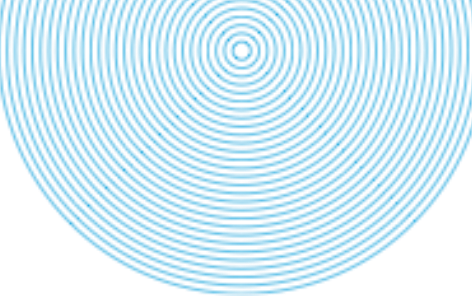
Problem



Health



Representation



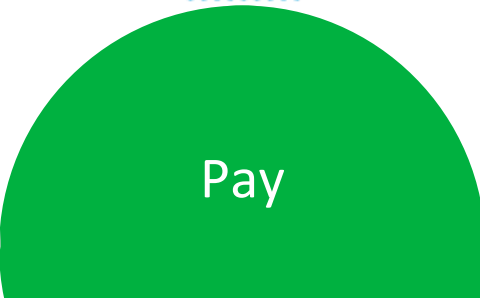
Education



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?

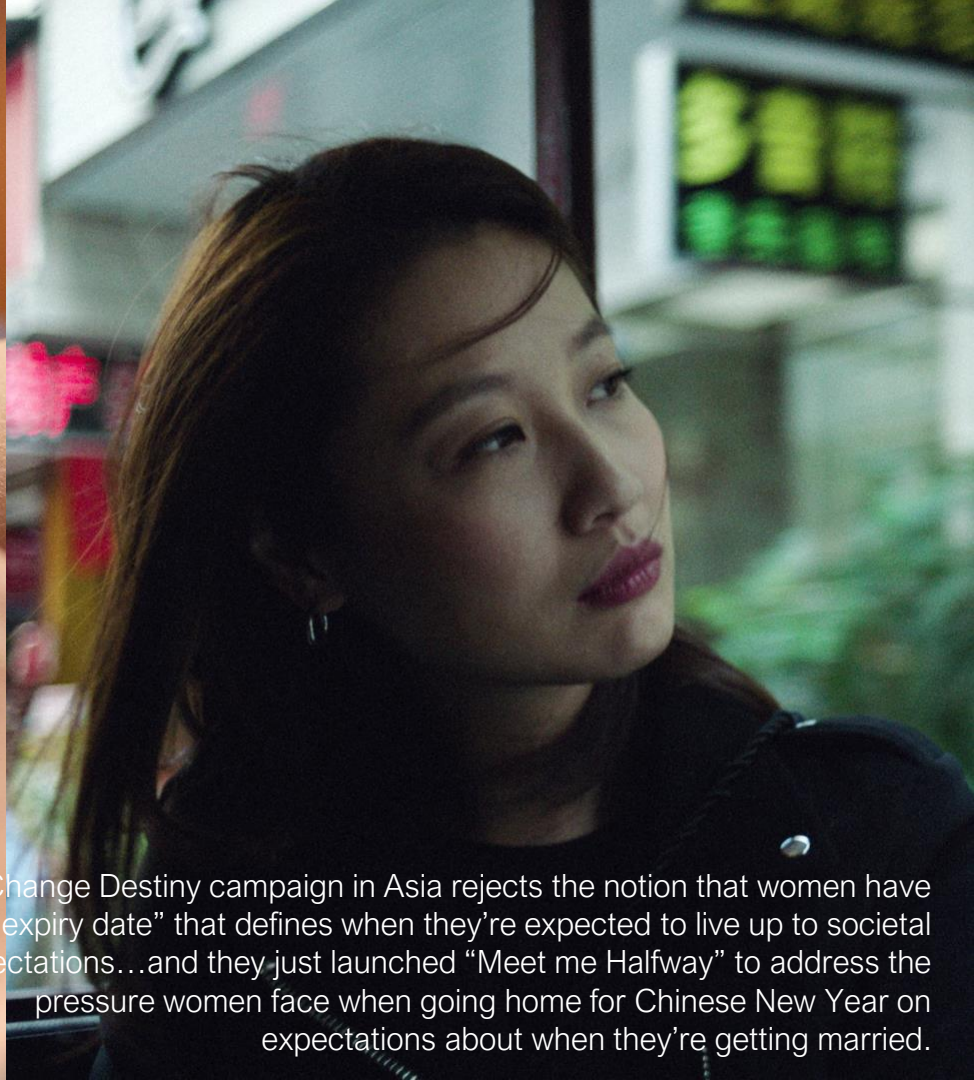


The Always brand has literally changed the meaning of the phrase “Like A Girl” worldwide, as 76% of people now consider “like a girl” a positive expression, versus only 19% before the campaign.

*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

#ความสวยไม่ได้ดูที่เพศ





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

**M**anagers  
Empowering  
Women

**M**en  
as Allies

**U**nleash  
the Power  
in Many

**L**ead by  
Example

**A**ccelerate  
Top Women

**N**eed-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

Please send to:

Louie Morante

Regional Brand & Corporate Communications

[morante.l@pg.com](mailto:morante.l@pg.com)

