

# Women and Hygiene

THE SCA HYGIENE  
MATTERS REPORT 2011



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# Women and Hygiene

– THE SCA HYGIENE REPORT 2011

## **Hygiene Matters Report**

Through the series of Hygiene Matters Reports, SCA aims to raise awareness of the connection between hygiene, health and wellbeing among decision makers, experts and the general public around the world. And at the same time contribute to a more knowledge-based public debate that strengthens the possibility of improved hygiene for women, men and children everywhere. In 2011, the Report's focus is on Women and Hygiene.

## **Underlying survey**

The attitudinal survey underlying the 2011 Report, carried out in November 2010, was commissioned by SCA and conducted by the business intelligence consulting firm United Minds and the research company Cint. The survey was conducted in nine countries: Australia, China, France, Germany, Mexico, Russia, Sweden, the United Kingdom and the United States. Responses were compiled through a web-based survey, and a total of 7,000 persons participated. 500 women and 250 men were surveyed in each market, except in Sweden where 500 women and 500 men took part. National quotas have been used to obtain accurate age representation.

## **Disclaimer**

The survey has been carried out through the Cint Panel Exchange system. National quotas have been used to obtain a representative distribution of sex and age. Results and conclusions from the survey are only representative for that part of the respective market's populations with internet access.





# We care about women's hygiene needs

Welcome to SCA's annual Hygiene Matters Report. This year, we focus on "Women and Hygiene", which is a subject close to our hearts, both because of the important role women play in development throughout the world, including in the hygiene area, and because the majority of SCA's hygiene products are used and bought by women. We are making a difference to people's everyday lives – through women.

Around me, I see how values which define SCA as a global hygiene leader and employer are mirrored in the public debate when it comes to the right for hygiene, both in emerging and in more mature markets. That tells me that SCA is at the forefront of one of the most important issues in the world today, in a position to contribute not just to the practical needs and solutions we identify in many different societies, but to the shape of the discussion as a whole.

SCA especially cares about women's needs and desires when it comes to personal and intimate hygiene for themselves and their families. As the world's third-largest hygiene company, with sales in about 100 countries, we have consumers in emerging markets – where inadequate hygiene standards are, in some cases, a matter of life and death – as well as in more mature markets where much higher hygiene standards are taken for granted, we have become an important source of knowledge, research and expertise in this field. Without a doubt, we live in an imperfect world – a fact that often affects women and children the hardest.

However, women still play an under-utilized role as change agents and sources of knowledge within hygiene in many countries. As such, hygiene is a vital area where more focus and resources should be devoted to women.

Women's living conditions vary between countries, driven by diverse societies, cultures, religions and economies. These differences affect a woman's empowerment and independence within her respective society. However, our survey has revealed that despite this fact, women



As the world's third-largest hygiene company, providing personal-care and tissue products to customers and consumers in more than 100 countries, SCA has opportunities to increase the understanding of the importance of hygiene and to enhance the knowledge thereof worldwide.

**Jan Johansson,**  
**President and CEO, SCA Group**

the world over demonstrate a surprising number of similarities when it comes to their needs, desires and behaviors around personal and intimate hygiene – both for themselves and for their families.

By blending survey results and research findings with our extensive knowledge in this report, we reveal new angles on women’s attitudes and roles when it comes to understanding and improving personal and intimate hygiene around the world.

I am proud of how SCA has developed the knowledge, experience as well as the products and solutions to make everyday life for people throughout the world a bit better, a bit easier. SCA has a long history of capturing and developing customer and consumer insights in a clear, simple and straightforward way. Thus, we are able to develop our products and solutions for ever more people around the globe – women, men and children of all ages. Our work continues.

Jan Johansson  
President and CEO, SCA Group





Women first



**T**he Hygiene Matters Report is an SCA initiative, now in its third year, that aims to raise awareness on the connection between hygiene, health and wellbeing around the world. The mission of the project is simple, that *'no one, disregarding sex, age, or where they live, should have to suffer physically or mentally due to insufficient hygiene'*.

This clear, unequivocal mission statement covers an issue of great complexity, scale and often sensitivity. One of the greatest issues confronting humanity at this time is world hygiene. Many agencies, both governmental and independent, and countless individuals throughout the world work tirelessly to improve standards of hygiene everywhere. And it would be simplistic to suggest that there can be any easy answers or solutions.

However, in commissioning and compiling any report concerning hygiene in the world today, it is essential to acknowledge the pivotal role women play in improving hygiene standards the world over, regardless of culture, society or economic conditions.

Therefore, it makes perfect sense to focus this year's report specifically on women; their role, influence, attitudes and importance regarding hygiene on a personal, domestic and societal level.

### **Hygiene – a universal need**

Speaking to the United Nations in July 2010, Queen Elizabeth II of Great Britain remarked on how few of the extraordinary advances she had witnessed in her reign had been inspired or driven by 'governments, committee resolutions, or central directives'. Instead, she said, change had come because 'millions of people around the world wanted (it)'. In the surveys we have conducted herein, spanning nine markets from emerging to more mature markets, we will seek to show how women's attitude to hygiene, regardless of where they come from, is not merely a contributory factor in improving hygiene standards, but is a fundamental, integral engine of change in and of itself.

In the results of our surveys there are many threads of commonality, similarity and unanimity in the attitudes people have regarding hygiene across the span of the nine countries. In focusing this year on women we have reaffirmed a universal and timeless truth about women's role in families. Culture and geography may determine what women expect from life, but make remarkably little difference to what they want. Women take the largest share of responsibility for hygiene in the family. They worry about personal hygiene more than men, spend more time on it, are the main buyers of personal and domestic hygiene products for their families and are more concerned about hygiene on behalf of their children.

### Family, Internet and hygiene

One may not be surprised to find that in all but a couple of countries surveyed, personal hygiene is considered to be the most important lesson that parents teach their children, and that children turn overwhelmingly to their mothers first for hygiene advice.

Given the unstoppable growth of communications technology and media over the past two decades, it should not come as any great surprise either, that one finds an ever-increasing reliance on the Internet for knowledge and information regarding hygiene and health, particularly amongst the young, as indeed there is for many other kinds of information, and this is borne out in the survey results. The corresponding decline of the family as the source of much of the health and hygiene information passed between parents and children constitutes a tectonic shift in the traditional, established way that hygiene information is discussed and disseminated within families, the consequences of which are, as yet, unknowable.

But for the present, women remain the most important source of advice, information, education and good example on matters of hygiene within families.

### 'Contentment curve'

A less immediately obvious thread, however, would appear to be what could be termed a 'contentment curve' from emerging to more mature markets, regarding the degree to which people are comfortable about the information, provision and standards of hygiene they experience. In emerging countries there is considerable insecurity about hygiene generally, whereas in more developed societies, where hygiene is more an habitual assumption than a daily struggle, people are satisfied, broadly speaking, that hygiene is not a major problem for them.

Therefore, one might conclude that there is a point when the need for better hygiene becomes an assumed right to it, even perhaps to the point of complacency, rather than a daily concern. The contentment

## THE SCA HYGIENE REPORT 2011

### WOMEN AS CHANGE AGENTS

Women play a crucial role as change agents in the developing world when they are placed at the centre of decisions about water supply, sanitation and hygiene promotion programmes and activities.

The effects of both improved service provision and better knowledge about hygiene are felt throughout the wider community, most obviously through improved general health and quality of life.

At the same time, there are more subtle effects of these measures on the lives of women, such as greater confidence, increased capacity to earn money, and the fact that women are likely to be healthier, happier and have more time to concentrate on making the home a better place in which to live. Again, ultimately, what is good for women is good for the family and the whole community, who share the benefit from all these improvements.

**Source:** "For her it's the big issue: Putting women at the centre of water supply, sanitation and hygiene," Water Supply and Sanitation Collaborative Council (WSSCC), Gender and Water Alliance (GWA), Water, Engineering and Development Centre (WEDC) and United Nations Children's Fund (UNICEF), 2006





curve traces that progression from anxiety to satisfaction, from wanting to having, leveling off onto a plateau in countries where hygiene is not a great problem in general terms.

In short, everyone wants not to have to think about hygiene too much.

This is not to say that people in more mature markets lose interest in hygiene, but more that as hygiene diminishes as a concern primarily of health, its importance to a less quantifiable, but no less powerful sense of wellbeing correspondingly increases. A clear majority of people in all the nine countries see wellbeing rather than health as a more important aspect of hygiene.

The question, therefore, is not about what people want, but how to get them to the point when they can expect to have it.

### **Women at the forefront**

As economies develop, societies do so with them, and a concern as fundamental as hygiene moves from being a luxury of both finance and time that few can attain to being a definite aspiration, then a need, then an assumed right. The progression from aspiration to assumption follows a remarkably similar curve, regardless of cultural differences. It is driven primarily by women, who are not only more concerned and informed about hygiene matters than men, but are also overwhelmingly the ones who drive up hygiene standards as and how they can. Women are, therefore, a fundamental and essential cornerstone of any discussion about hygiene on a personal, domestic and societal level.

Put women first and they will drive up standards of hygiene everywhere.



“This is not to say that people in more mature markets lose interest in hygiene, but more that as hygiene diminishes as a concern primarily of health, its importance to a less quantifiable, but no less powerful sense of wellbeing correspondingly increases. A clear majority of people in all the nine countries see wellbeing rather than health as a more important aspect of hygiene.”



Women,  
hygiene  
and identity



## Hygiene and human dignity

Hygiene is normal, routine, constant, habitual. Its many rituals punctuate our days, hardly noticed, its products are as basic to our shopping lists as food. Mostly we don't think about it, we assume it. It is part of the bedrock of what we are, of how we see ourselves, of our self-image, our self-esteem, of our dignity.

According to our international survey, for women, personal hygiene ranks above the clothes they wear, the food they consume and the homes they inhabit in their order of priorities. Young women particularly spend more time on personal hygiene, worry about it more and are more likely to be embarrassed about their personal hygiene than any other group.

### Time and worry

It would appear that as economies develop, people spend more time on hygiene. 80% of Chinese spend more time on personal hygiene now than they did a decade ago, two thirds of Mexicans, almost six in ten Russians. At the same time, Mexicans and Chinese worry markedly more than the other countries surveyed about illness as a direct consequence of personal hygiene – in Mexico's case, perhaps, understandably, in the aftermath of recent influenza pandemic scares.

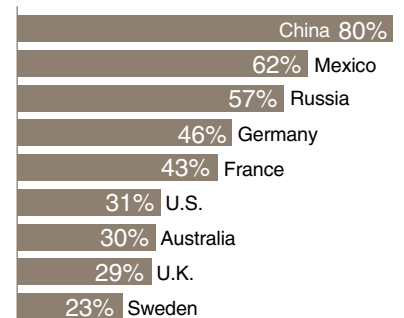
In a clear majority of the countries, six of nine, people surveyed are more worried than they were in 2008, with only France, Mexico and the USA less so. Overall, seven in ten respondents admit to having worries about illness due to poor hygiene to some degree or other, with young people more concerned than older people.

**80%**  
OF CHINESE RESPONDENTS  
SPEND MORE TIME ON PER-  
SONAL HYGIENE TODAY THEN  
THEY DID 10 YEARS AGO

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REPORT 2011

**Spend more time on personal  
hygiene today than 10 years ago**

Would you say that you spend more  
or less time on your personal hygiene  
today than you did 10 years ago?



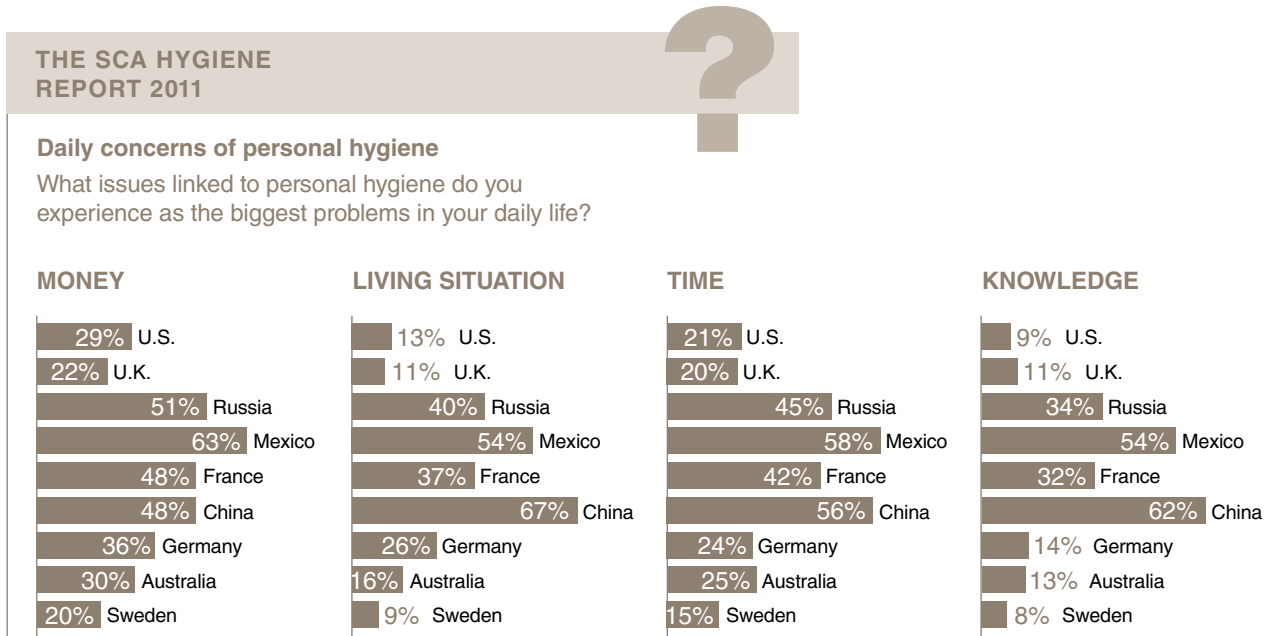
## Daily problems

It is to be expected, perhaps, that hygiene is a more immediate concern, and poses more problems on a day-to-day basis in emerging rather than in more mature markets. The same three countries with the greatest worries concerning health and hygiene – Mexico, China and Russia – show a higher degree of unease than the others when asked whether either money, living situation, time or knowledge are problems connected to personal hygiene. A clear majority of Mexicans surveyed cite all four as major problems, whilst over two thirds of Chinese see their living situation as a problem and over half of Russians say that money is a serious concern related to personal hygiene.

At the other end of the scale, the relatively small numbers of respondents who see knowledge of hygiene as a problem in the USA, the UK, Germany, Australia and Sweden points to populations satisfied in general terms with how informed they are on hygiene issues.

### ‘Contentment curve’

This would appear to lend weight to the thesis that there is a ‘contentment curve’ on hygiene matters that correlates closely to the economic and social development of countries. As societies develop people spend more time on personal hygiene and become comfortable about hygiene matters. Although even in more mature markets, with a prevalence of hygiene facilities and products, local cultural, or temporary anxieties about hygiene continue to cause significant levels of unease.



## Wellbeing – a universal aspiration

The clear majority of respondents across all nine countries who stress wellbeing and feeling fresh and good about themselves, as opposed to staying healthy and avoiding infection, as the most important part of personal hygiene, shows that hygiene is primarily considered to be a matter of self-esteem. Even amongst Chinese and Mexicans, who worry more about hygiene-related illness, there is no more evidence of hygiene being seen as an issue of health than in other countries. Although it is worth noting that a sense of wellbeing is closely associated with quality of life, and is therefore a relative and subjective concept, liable to be interpreted and experienced differently in different societies.

It may not be a blinding revelation that people in different cultures and societies have mainly similar attitudes to hygiene, differing only in the degree to which they feel at ease about it. But it is evident that feeling at ease about it is a universal aspiration, and that what many in emerging markets largely consider to be natural and normal in their everyday existences can be little better than a determined and constant struggle for many in more mature markets.

Knowing what you need and having what you want are not at all the same.

## Hygiene, gender and identity

It has been established earlier that hygiene and feelings of wellbeing are closely correlated, and that wellbeing, although necessarily a difficult concept to quantify, is closely linked to self-image, self-esteem and one's sense of individual identity.

A condition as common as incontinence, for instance, remains a taboo subject in almost every culture, despite its devastating effect not just on one's physical wellbeing, but on one's psychological self-image.

It is not surprising, therefore, that a sense of the essential privacy and dignity of being able to care for one's personal hygiene is what most alarms people about growing old, or becoming physically handicapped. By far the largest proportion of both women and men surveyed cite not being able to go to the toilet unaided and not being able to care for their own personal hygiene as their two worst fears, far ahead of other concerns such as leaving home, dressing and preparing food on one's own.

But whereas men and women show more or less the same high degree of discomfort at the prospect of needing help to go to the toilet, men show fully ten percent less concern than women at the question of

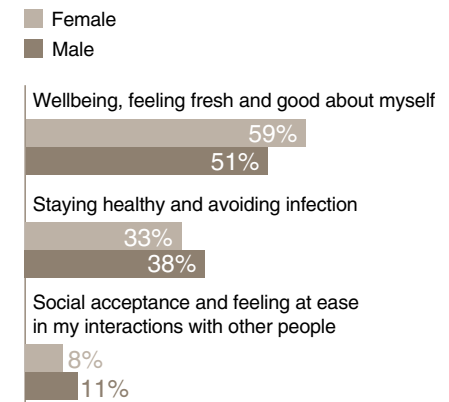
# 59%

OF WOMEN CONSIDER 'WELLBEING' THE MOST IMPORTANT DIMENSION OF PERSONAL HYGIENE

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### The meaning of personal hygiene

What is the most important aspect of personal hygiene for you personally?



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### INCONTINENCE: THE LAST SOCIAL TABOO

"I think we have made good progress during the past 10–20 years in reducing the social taboo surrounding incontinence. Products are now advertised on television and the Internet and this obviously has helped to break this taboo. However, I am afraid there is still a lot to do regarding incontinence, a condition that will after all affect many of us in some way or another in our lifetime, and is just as much a serious healthcare problem as asthma, raised cholesterol or depression."

**Source:** Ian Milsom, professor of Obstetrics and Gynecology at Sahlgrenska Academy, University of Gothenburg, Sweden, Chair of TENA's bi-annual Global Forum on Incontinence.



## INCONTINENCE: THE LAST SOCIAL TABOO

“Besides disrupting daily activities and nighttime sleep, incontinence can also chip away at your health. If you have stopped exercising for fear of leakage, for example, you are giving up one of the most effective ways for maintaining health.”

**Source:** “A Guide to Women’s Health: Fifty and Forward”, A Harvard Medical School Special Health Report, 2010

caring for their own hygiene.

Hygiene may therefore appear to be more closely associated with self-respect and individual identity for women than it is for men. Women see taking care of their personal hygiene as an essentially private matter.

### Hygiene and social interaction

According to our international survey, women spend, on average, three quarters of an hour a day on personal hygiene, twelve minutes more than men. 94% of women would feel uncomfortable in a social situation if they had not brushed their teeth, over 88% of men. More women worry about not having washed their hair, in fact, than men worry about brushing their teeth. In almost every respect women are

# 25%

SHARE OF WOMEN OVER 35 WHO EXPERIENCE URINE LEAKAGE AT SOME POINT IN THEIR LIFE (MEN: 5%)

**Source:** Abrams, P et al, incontinence, 4th International Consultation on Incontinence, 4th edition 2009

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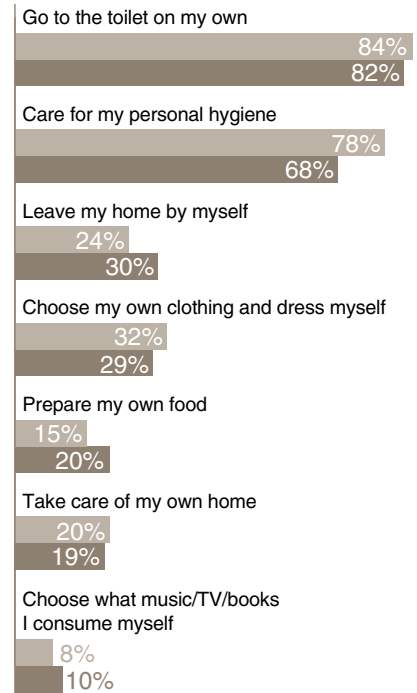


### Being able to care for your own personal hygiene

Imagine a situation where you were not capable of caring for yourself (Because of old age, physical handicap etc.).

What of the following would be worst for you? Not being able to:

- Female
- Male





more concerned about the effect of personal hygiene in social situations than men, the sole exception being the primarily masculine concern of not having shaved.

### Menstruation still a stigma

In terms of social discomfort, it is surprising that old taboos about such a natural and cyclical physical function as menstruation still persist in much of the world. In seven of the nine countries menstruation makes the majority of women surveyed feel socially uncomfortable. Indeed, almost nine in ten women in China see it as a problem, three quarters in Mexico, two thirds of French women. Only in Australia and Sweden do fewer than half of the respondents consider it a cause of unease for them in social situations, with Swedish women showing the least concern, at little more than a quarter.

The high level of women in France and the identical percentage in the USA and Russia would appear to suggest that discomfort over menstruation is primarily a localized cultural issue, as opposed to being particularly linked to the development of societies. But it is undoubtedly true that it is considerably more of a cause of unease for younger women than for older women.

# 87%

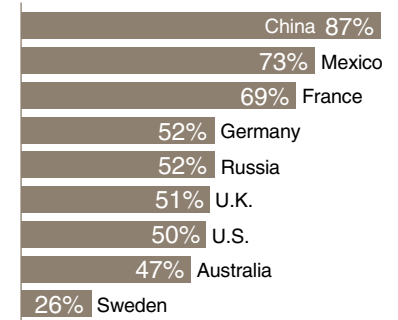
OF CHINESE WOMEN EXPERIENCE SOCIAL DISCOMFORT WHEN THEY HAVE THEIR PERIOD

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### Menstruation causes social discomfort

Would the following make you feel uncomfortable in a social situation?

Base: "Having my period" – very uncomfortable OR uncomfortable



**“GIRLS 1ST” – BOOSTING  
GIRLS’ SELF-CONFIDENCE**

In 2010, Libresse, an SCA feminine-care brand, launched “Girls1st” as a pilot project in Sweden.

“Girls1st” is a long-term, web-community initiative aimed at young girls. The first kiss. The first part-time job. The first party. And of course, the first period. Teen years are full of emotional milestones and full of firsts. Inner confidence comes from experience. Inner confidence makes you feel free from constraints. “Girls1st” guides girls in their first experiences and builds confidence.”

**Source:** [www.girls1st.se](http://www.girls1st.se)

## Younger women are the key

If one was to identify a single group for whom, irrespective of culture or geography, personal hygiene is of paramount importance, young women would stand out.

As we have seen, women are generally more conscious, and self-conscious, about personal hygiene than men, and connect personal hygiene intimately with their sense of wellbeing to a degree men do not, whereas men connect it directly to their health to a greater degree than women.

### **Hygiene – the seed of self-esteem**

According to our international survey, this gender difference is especially marked when one looks at young women. In the age group between 15–25, women spend on average 51 minutes of their day on their personal hygiene, fully quarter of an hour more than men the same age, and twelve minutes more than women over fifty-six. In common with young men, they are appreciably more worried than older people that they will contract illnesses due to bad hygiene and are more embarrassed about hygiene in social situations than any other age group. They are also more insecure about being in social situations when they are menstruating than older women. And as we shall see in the following chapter, young women are more unsure and worried about hygiene information and products than men or older women.

In fact, it would be fair to conclude that personal hygiene is a primary concern for young women, whereas for men and older women it is, in the main, secondary or even tertiary. In that sense they are probably more receptive to good information and good, affordable hygiene products than any other group, because personal hygiene is inextricably entwined with their sense of identity.

And then they have children and their focus widens.

# Meeting women's personal hygiene needs on their own terms

In matters of personal and intimate hygiene women's needs and desires are similar the world over. Menstruation and the need for feminine care and period protection is not an optional facet of women's lives. A natural bodily cycle such as menstruation should never impact negatively on women's empowerment and their freedom to participate fully in society – socially, educationally and professionally.

A challenge as well as an opportunity for SCA in Latin America is that the majority of household products are sold through hundreds of thousands of small, family-owned retail stores, often known as 'Mom & Pop stores', wherein a wide variety of groceries and conveniences are sold, often in small portions or packages corresponding to what customers can afford.

## **Traditional trade is the main market place**

So-called 'traditional trade' is ubiquitous across Latin America. In several countries, about 70 percent of goods are sold through Mom & Pop stores, which play an important role in their neighborhoods. In effect, this network of small shops constitute the heart of both commerce and community life in much of Latin America.

A major factor in their success is that they market small quantities of products to suit the finances of their customers – anything from food to packages of baby diapers or feminine-care towels containing three or fewer items. The fact that many offer credit to their customers makes them even more popular, and necessary.

Most customers shop from day to day, often buying just for that day – perhaps a couple of diapers, a single toilet roll. This particular feature of the Latin American market presents SCA with both a challenge and an opportunity.





### Women's right for hygiene is a fundamental right

Women's access to feminine care and period protection products affects their health, their sense of wellbeing and their capacity to participate in community life – socially, educationally and professionally.

SCA is therefore striving to reach even more women consumers in Latin America through the Mom & Pop store network. Already, SCA distributes its products to more than two million small shops in Latin America, as well as to all major retailers. But we can always improve and expand further.

Jan Schiavone, President for SCA in South America, explains:

“As a company, we do not think that something as natural as menstruation should affect women's role in the family or society at large. We can help to empower women, both in the home and in wider society, by this enlightened approach to marketing our products.”

He continues: “We know through experience at SCA that access to proper hygiene products and services relates directly to the health of individuals and families, not least when it comes to menstruation among younger and older women. Easy, affordable access to feminine care and period protection products is therefore very important, both on an individual and societal level.”

### Hygiene Matters validates the strategy

It is clear in the survey commissioned for the 2011 Hygiene Matters Report that personal hygiene is inextricably connected to our sense of identity, as well as being fundamental to individual dignity. Indeed, women's right to hygiene is widely seen at SCA as a fundamental right.

For instance, close to 60 percent of Mexican women consider ‘well-being, feeling fresh and good about myself’ to be the most important aspects of personal hygiene. Over three quarters also say that menstruating make them feel uncomfortable in social situations.

Menstruation thus appears to be a greater obstacle in Mexico than, for instance, in most European countries, which may very well relate to the substantial difference in the type of products mainly used by Mexican women (thick night products) compared with women in Europe (thin products).

### Innovation on several fronts

Innovation in distribution, packaging and knowledge sharing is essential in order to reach more women in Mexico and other markets with similar infrastructures.



Victor Niembro, who works with developing SCA's feminine-care offering in Latin America and other emerging markets, emphasizes:

“The results in the Hygiene Matters survey underline the importance for Mexico and for other countries with similar structures of retail outlets, of having easy access to high quality products for feminine care and period protection in packet sizes in affordable and easily available shops.”

He continues: “When our survey shows that a majority of Mexicans, both women and men, consider ‘money, living situation, time and knowledge’ to be big problems relating to personal hygiene, we take this very seriously. Obviously this requires an adaptation of our business model in the region, which is something we are continuously fine-tuning.”

#### **Regional knowledge as a competitive edge**

SCA has built a solid and sustainable business presence in Latin America, in collaboration with joint-venture partners such as Colombia's Familia. Using a strategy that interacts with traditional marketing practices, SCA and its partners manage a complicated distribution system focusing on Mom & Pop stores across the region, a vital component of the Latin American economy.


“Our joint-venture partners in Latin America bring knowledge about local politics, financial systems and distribution that we marry to SCA's worldwide experience in manufacturing, marketing and technology,” says Jan Schiavone.

He continues: “It is crucial that we understand the consumers, especially the ones with limited resources, who tend to choose local stores over supermarkets, and provide them with the right types of products. Building trusted and recognized brands is vital. They cannot risk trying cheaper, less recognizable products, so they favor the high quality, consistent brands. They cannot take a chance on something they are unsure about, since they cannot afford to make mistakes.”



“Our joint-venture partners in Latin America bring knowledge about local politics, financial systems and distribution that we marry to SCA's worldwide experience in manufacturing, marketing and technology.”

Jan Schiavone, President for SCA in South America

A photograph of a woman and a young girl, both smiling and applying white soap foam to their faces. They are wearing white shirts. The woman is in the center, and the girl is on the left. A third person's back is visible on the right. An orange semi-transparent box is overlaid on the bottom left, containing the text 'Women, hygiene and the family'.

Women,  
hygiene and  
the family

## WOMEN, HYGIENE AND THE FAMILY

### Women at the heart of family hygiene

According to our international survey, the family is the principle place where hygiene information is disseminated and learnt, and how mothers are at the core of that process.

Motherhood concentrates women's natural predisposition towards maintaining their own personal hygiene, whilst also refocusing it onto the habits and values of their children, and the immediate environment their families inhabit, as long as that environment can be controlled, maintained and improved.

According to our international survey, the moment when the perspective of that feminine instinct for cleanliness shifts from personal to collective is the birth of the first child.

Families look after the hygiene of their own, and mothers are the hub of families. Therefore, women's importance within the hygiene context cannot be overstated.

### Personal hygiene and upbringing

Of all the concerns that parents stress in terms of their children's upbringing, personal hygiene ranks highest, according to our international survey. As a whole, women stress the importance of children's personal hygiene more than men do.

For young women a turning point in their lives would appear to be the birth of their first child. Not only do they become more aware of their



# 77%

OF WOMEN VIEW PERSONAL HYGIENE AS THE MOST IMPORTANT PART OF BRINGING UP THEIR CHILDREN

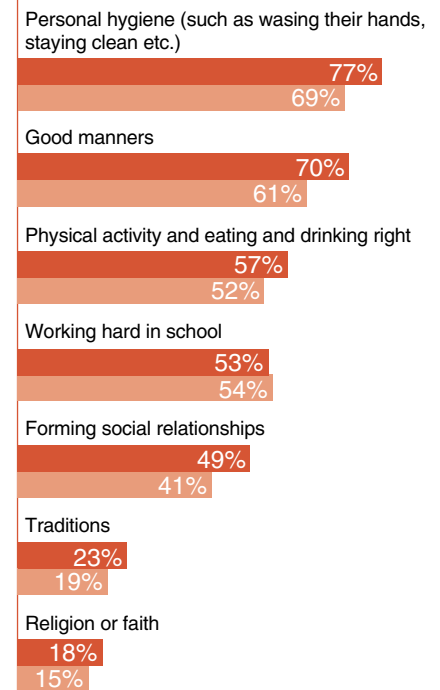
### THE SCA HYGIENE REPORT 2011

#### Hygiene – the most important part of upbringing

Think about how you bring up (or brought up) your children, how important would you say the following are (were)?

Base: Very important

■ Women  
■ Men







own personal hygiene, but they also focus more on hygiene standards around them. Over half start to wash their hands more often and become more cautious about the sort of hygiene products they buy for their households. Over a third admits to becoming more aware of deficient hygiene standards around them in their daily lives, and to an increased caution about which hygiene products they use themselves.

Our international survey also shows that these figures are even more marked in emerging markets such as China, Mexico and Russia, and more still amongst young mothers, particularly ones in more mature markets, who change their habits more radically than any other group, or than older mothers remember doing.

### Mothers first

Within families, both girls and boys turn to their mothers first on matters of personal hygiene, as against only 6% of girls and 15% of boys who would consult their fathers first. Boys would in fact talk to their friends before their father. Almost half of married men would discuss personal hygiene with their partner before any other relative. Whether as wives or mothers, therefore, women are central to communication within families.

## THE SCA HYGIENE REPORT 2011



### Motherhood and its effects on personal hygiene

Think about when you had your first child. Can you remember what effects it had on your personal hygiene habits?

I started to wash my hands more often

54%

I became more cautious of the hygiene products I bought for our household

52%

I became more cautious of and sensitive to hygiene deficiencies in my surroundings

37%

I became more sensitive to other people's personal hygiene (or lack thereof)

35%

I became more cautious of the personal hygiene products I bought for myself

31%

I spent more time on my personal hygiene

26%

I spent less time on my personal hygiene

16%

## THE SCA HYGIENE REPORT 2011



### Speaking to mothers and fathers about personal hygiene

Have you ever discussed your personal hygiene or related problems with any of the following people?

	Mother	Father
Men	27%	15%
Women	42%	6%

**Internet – an unpredictable variable**

A new and as yet unquantifiable variable has entered this timeless dynamic in the form of the Internet, which is rapidly overhauling the family as the main source of information and discussion regarding health and hygiene, particularly amongst young people. In the age group of 15–25, twice as many would rather turn to the Internet for information and knowledge concerning hygiene than to their family. And judging by the steady downward slope of the latter and the inexorable rise of the former, the two will converge sooner rather than later.

Still, however, the family remains the primary forum for discussion, education and knowledge concerning personal hygiene. And women are the main source and filter of that knowledge and discussion.

**Hand washing tops the list**

Just as personal hygiene is considered the most important part of upbringing, hand washing is the most fundamental aspect of hygiene. It is universal for parents to nag their children about washing their hands after visiting the toilet, only marginally less so to insist on hand washing before eating.

According to our international survey, the degree of importance placed on hand washing as an aspect of children’s health differs significantly in different cultures, however. Around three in ten respondents in China and Mexico see it as the most important aspect of their children’s health, as opposed to little more than one in ten in Sweden and the UK. This again points to a more relaxed, less insistent attitude to personal hygiene in developed societies, where good health is more an assumption than an aspiration. Although, as we have seen before, this conclusion is at least partially offset by the relatively strong emphasis placed on hand washing in the USA and Australia, and the low emphasis placed on it by Russians.

**Parents link hygiene with health**

Amongst all parents, the possibility of their children contracting an illness is by far their greatest concern regarding their personal hygiene, over 40% citing it as their main worry. But added to that, a quarter of parents fear that lack of personal hygiene will have a negative impact on their children’s self-confidence, wellbeing and social interactions. About one fifth of all mothers are concerned about other people’s perception of them as a result of their children’s personal hygiene. But close to the same proportion, however, are concerned about the potential risks of their children being overly hygienic – developing allergies and skin conditions, for example.

**HIGH COST OF POOR HAND WASHING**

Poor hand washing keeps risks and exposure to germs high. Germs cause a lot of problems and millions of sick days for young and adults – amounting to staggering figures in the United States alone:

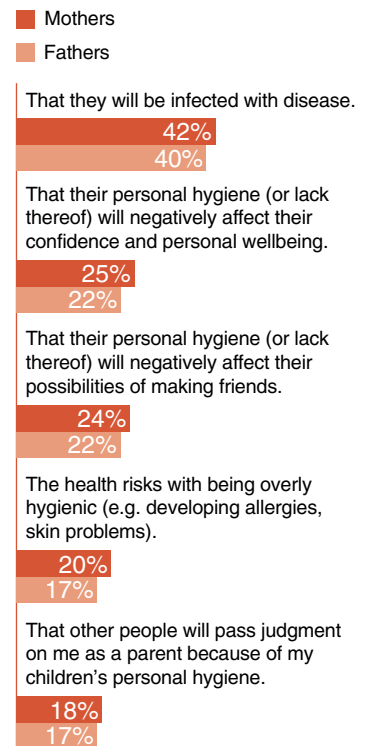
- Food borne illnesses cost the United States \$152 billion a year.
- The government estimates that there are 48 million food-related illnesses a year, 128,000 hospitalizations and 3,000 deaths.
- A survey found that 63% of all restaurant workers reported cooking and serving food while sick.
- 10–12% of all work absences are blamed on the flu, resulting in 15 million missed workdays a year and costing \$12–20 billion.
- Children average 6–10 colds a year, adults 2–4.

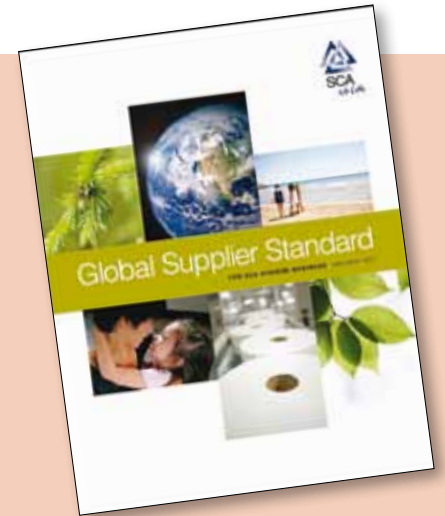
Source: www.torkusa.com

**THE SCA HYGIENE REPORT 2011**

**Parents worries connected to their children’s personal hygiene**

To what extent do you worry about the following aspects of your children’s personal hygiene and health?





By having established a common, global supplier standard for its hygiene businesses around the world, SCA is transparent with its commitment to corporate social responsibility and sustainability: regarding its own production as well as when it comes to suppliers and sub-suppliers.

[www.sca.com/en/sustainability](http://www.sca.com/en/sustainability)

## Women as primary hygiene consumers

In general women buy, or at least control, what products come into their homes. According to our international survey, in the overwhelming majority of households women buy hygiene-related products, with a little over one in ten fathers buying personal hygiene products for their children.

This female predominance continues in terms of shared responsibility for buying hygiene products for the household. In seven of the nine countries surveyed fewer than half the respondents could say that they and their partners share equal responsibility, although in an interesting discrepancy between men and women, double as many men claim to share the buying of domestic household products than the number of women who would agree.

### Importance of sustainable hygiene in emerging markets

In emerging markets there would appear to be considerable potential for greater innovation in terms of the development and marketing of hygiene products. Up to six in ten consumers in these markets cannot find the hygiene products they need, as many as seven in ten feel under-informed about the products they buy. In China and Russia over half say that personal hygiene products are too expensive.

## WOMEN'S SPENDING POWER AND UNMET NEEDS

Women control 70 percent of household purchases and \$20 trillion of consumer spending worldwide. They will be responsible for \$5 trillion of incremental spending over the next years, which is a greater commercial potential than that of the rise of the consumer economies of India and China.

Despite all this spending power, though, women feel undervalued and misunderstood. They are pressed for time and stressed out by products and services that do not meet their needs.

**Source:** "Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market", by Michael J. Silverstein and Kate Sayre, The Boston Consulting Group (BCG), 2009, on the rise of the "female economy"



Another crucial aspect of these emerging markets is the latent worry shown by consumers over the contents and materials in hygiene products. As many as 80% of Mexicans surveyed worry about whether hygiene products may contain materials that are potentially harmful for their children, 60% of Russians, over half of Chinese. In the UK and Sweden, by contrast, consumers appear largely unconcerned in this regard.

Whether these results are due to unfounded suspicion or to genuine experience of harmful materials in hygiene products, particularly in emerging markets, they should constitute an area of concern for providers of hygiene products. A sizeable minority of distrustful and anxious consumers must have a powerful negative impact both on commercial interests in these markets and on hygiene generally.

According to our international survey, in buying personal hygiene products, the young feel especially insecure, two thirds saying that they feel uninformed as to which products best suit their needs, almost six in ten worrying about the expense of hygiene products, and almost one in three expressing embarrassment about buying the products they need.

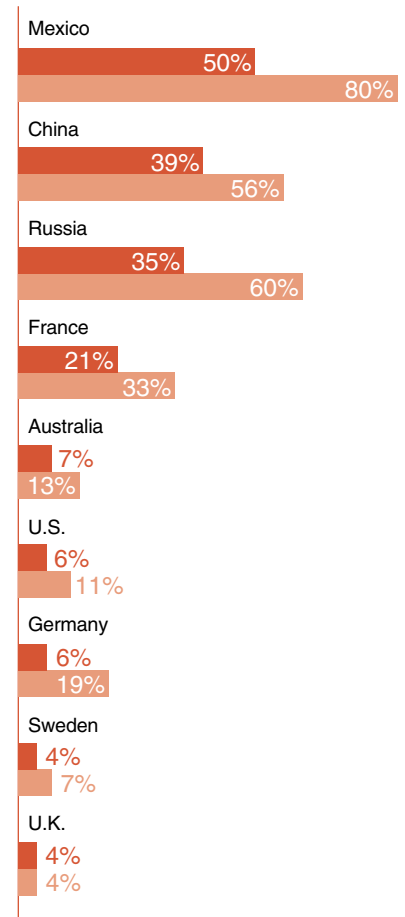
THE SCA HYGIENE REPORT 2011



Worries about harmful hygiene products

Are you worried that the content and material used in personal hygiene products you buy will be harmful?

- To me
- To my children



## Again, young women are key

As a whole, it would be fair to say that women care especially about their own personal hygiene, and are more open and forthcoming about hygiene issues. Women take responsibility for hygiene-related matters within the family, young women are more aware of, and anxious about, their personal hygiene than older women, and first-time mothers is a sensitive category.

There is a case, therefore, for making young mothers a particular focal point for information, education and help regarding hygiene and hygiene products, as they are the hub of future families and they are the demographic that expresses most anxiety about hygiene and hygiene products.

It would appear to be beyond question that better hygiene, and knowledge of issues and products related to hygiene, is a goal to which many aspire, particularly women, and that many consider essential to their wellbeing.

### Defining a sense of wellbeing

But populations in more mature markets, with more trust in the products they buy and more reason to believe they can maintain higher standards of hygiene in regard to themselves, their families and their immediate domestic environments, can perhaps afford to refocus their concept of wellbeing onto more diffuse concerns. It may still be beyond the reach of many in emerging markets, however, to spread their net out to include such areas as schools, the public domain outside their homes and a more general sense of 'feeling good about oneself'. In emerging markets there is still a tangible sense in our survey results that the right to good, modern standards of personal and domestic hygiene continues.

The desires are the same, only the realities differ.

### SUSTAINABLY CLEAN: TORK GREEN HYGIENE COUNCIL

In 2009, SCA in North America created the Tork Green Hygiene Council to assist in its ongoing commitment to providing hygienic and environmentally responsible away-from-home washroom solutions.

Comprised of top professional and academic authorities from across the country on green building, corporate sustainability, hygiene and germ prevention, the Tork Green Hygiene Council is a council of four experts that offer holistic and trusted perspectives on how businesses can create sustainable and healthy work and home environments.

The Tork Green Hygiene Council provides independent feedback and advice on Tork's environmental and hygiene initiatives, serves as valued professional resources to Tork's partners and customers and provides expertise and industry insight.

The Tork Green Hygiene Council exists to enhance global awareness of proper sustainability and hygiene practices to make the world a greener, safer and cleaner place to live and work.

Source: [www.torkgreenhygienecouncil.com](http://www.torkgreenhygienecouncil.com)

SCA is a world-leader in incontinence-care products and solutions through its TENA brand, which provides comfort and dignity to millions of women and men of all ages worldwide who experience bladder weakness. TENA's incontinence products are available on the Internet, an ideal and discreet sales channel.

[www.tena.com](http://www.tena.com)



A photograph of a restaurant interior. In the foreground, two young women are seated at a white table. The woman on the left has dark hair and is wearing a dark jacket with three white stripes on the sleeve. The woman on the right has blonde hair and is wearing a grey sweater, resting her chin on her hand. In the background, another woman is standing, and a man is partially visible. The scene is lit with warm, ambient light. A semi-transparent yellow rectangular box is overlaid on the lower-left portion of the image, containing white text.

Women,  
hygiene  
and society

### Individual perspectives, common concerns

In the previous chapters we have seen how women's concern about, interest in and knowledge of personal hygiene is high, and how mothers are a driving force behind health and hygiene in the family. And we have also seen how anxiety about hygiene is more pronounced in emerging markets compared to in more mature markets.

In this chapter we will widen the focus to women's role regarding hygiene in wider society, and how women can and are a primary focus of efforts to improve hygiene in society.

Women are integral to this because they are affected and concerned by poor standards of hygiene in society. And given that women are active participants in improving standards of public hygiene, their role and importance should not be underestimated. As we remarked in the introduction, even Queen Elizabeth II commented on the contribution of millions of ordinary people around the world to the great changes she has seen over the past half century, as against the often illusory contributions of governments, committees and central directives. Women are not millions, but hundreds of millions, billions even. As presented earlier, as consumers alone, women far outweigh the combined spending power of the populations of China and India.

What they do for themselves and their families, they may also do for wider society.

### WOMEN KNOW THEIR HYGIENE NEEDS BEST

How well operators of public washrooms understand the needs and wants of women may very well determine if they will come back to their gyms, movie theaters, restaurants or shops again. After all, women of all ages spend a lot of time outside their homes, so public restrooms serve many more purposes than one might think.

Obviously, women have biological needs, but a restroom can also cater to psychological needs which make them want to use public washrooms as a place of their own to wind down. After a long, busy morning at work, and on top of that, a severe headache because of menstruation, the restroom can provide a quiet sanctuary to sit down and unwind.

Therefore, besides being well-stocked with soap and single-use paper towels, it is important that public washrooms are designed and spacious enough to fit women's various needs: a place to wind down, a hygienic place to change their feminine or incontinence pads or babies' diapers – and, of course, easy access to toilets, dispensers and designated bins.

**Source:** Third-party qualitative research conducted by Psyma International Inc. for Tork in North America.

## Women and public hygiene

Public hygiene appears to be a source of considerable anxiety in the modern world, for women more than men. Six in ten of all those surveyed have significantly altered their behavior in certain situations in the past year due to poor standards of public hygiene. Almost half have refrained from visiting a public toilet, an increase of 17% on the previous year, over five in ten women as against four in ten men.

But in other respects there are more immediate effects on daily routines. One in ten have avoided using public transport; a staggering figure, given the number of commuters there are every day in the nine countries surveyed. Sizeable numbers have also avoided swimming or showering at public gyms, visiting cafés, pubs or restaurants or going to cinemas and concerts.

It would be hard not to conclude that poor standards of public hygiene prevent people from effortlessly participating in normal everyday activities and interactions such as going to school or work, enjoying cultural activities or going shopping with family and friends.



# 52%

**OF ALL WOMEN HAVE RECENTLY REFRAINED FROM USING A PUBLIC TOILET DUE TO THEIR CONCERN OF LACK OF HYGIENE AND CLEANLINESS**

### THE SCA HYGIENE REPORT 2011

#### Poor public hygiene standards:

Have you recently decided NOT to do one of the following activities because you were concerned about the lack of hygiene and cleanliness?

- Female
- Male

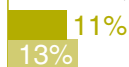
#### Visit a public toilet



#### Showering or swimming at a certain gym or swimming pool



#### Visit a cafe, pub or restaurant



#### Traveling on public transport



#### Eating dinner at someone else's house



#### Going to the movies, concert or similar event



#### Going to work or school







### Individual concern, collective responsibility

When asked what measures would make the greatest difference in improving standards of public hygiene, the largest proportion, almost four in ten, cited a greater degree of individual responsibility.

On the same question, three in ten thought that the greatest improvement in standards of public hygiene could be affected by making public toilets cleaner. A quarter would like better education and information, one in five would like to see an improvement of hygiene standards in their hospitals.

Thus it would appear that although many people feel that it is their own responsibility to change standards of hygiene in public places for the better, a significant minority feels ill informed of the power or ability of legislators to address their concerns.

### Women taking the lead

The survey shows that by a margin of two to one in most of the countries surveyed, women see themselves as taking a more proactive role than men in contributing to the good public hygiene of their communities. Indeed, the margin widens in Sweden to almost four to one, and in China over two thirds of women see themselves, rather than others, as the main contributors to standards of public hygiene around them.

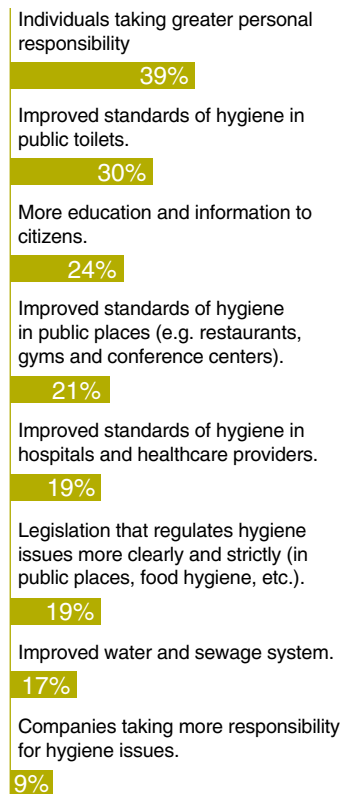
**39%**  
 OF PEOPLE SURVEYED BELIEVE THAT INDIVIDUALS TAKING GREATER PERSONAL RESPONSIBILITY WOULD MAKE THE GREATEST DIFFERENCE FOR RAISING HYGIENE STANDARDS AND IMPROVING PEOPLE'S HEALTH

### THE SCA HYGIENE REPORT 2011



#### Improving public hygiene standards

What measures do you think would make the greatest difference in raising standards of hygiene and improving peoples' health in the country where you live?



Correlating to this, when asked whether women or men are most affected by poor standards of public hygiene, 56% of Chinese said that women are worst affected, over four in ten Russians and Swedish respondents concurring. Overall, one in three think that women are more affected than men, as opposed to just 5% who think men are more affected than women.

## Rise of the Internet

In the previous chapter, we saw how the Internet is fast becoming a main source of hygiene knowledge within families, eclipsing the age-long role of women in this respect, and how it is the young, primarily, who are turning to the Internet for hygiene information. In answer to the question of where one would turn first with queries on hygiene-related issues, almost half would now search for official sources on the Internet, as against fewer than one in five who would seek the direct advice of health care providers, and just 6% who would turn to their mother. Seven in ten people have used the Internet for finding hygiene information, particularly specific information pertaining to ones own health.

Women make use of the Internet for answers to their hygiene questions more than men do, and in China 98% of all respondents have used the web for information, or to communicate with others, regarding hygiene and health. Nine in ten Russians have done so as well.\*

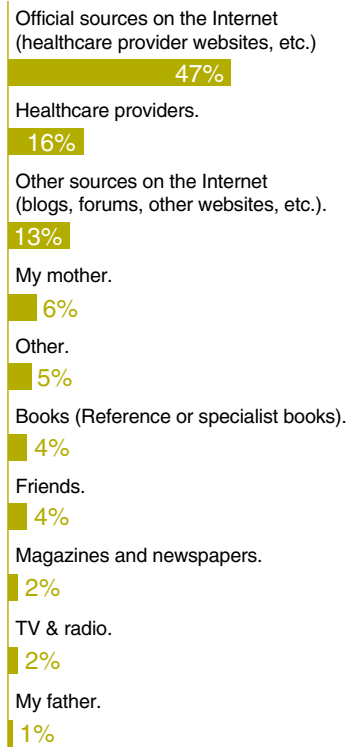


## THE SCA HYGIENE REPORT 2011



### Where people go for answers on hygiene

If you have a question today about a hygiene issue (personal hygiene, hygiene and health issues etc.). Where would you turn first to find an answer?



\*The survey has been carried out through the Cint Panel Exchange system. National quotas have been used to obtain a representative distribution of sex and age. Results and conclusions from the survey are only representative for that part of the respective market's populations with internet access.

“The Internet has become very important as a primary source of information and communication on issues of health and hygiene, and its importance can only increase. It is therefore incumbent on anyone attempting to educate and inform on issues of health and hygiene to make their voices heard over the hubbub in a way that is clear, objective and responsible.”

It is also worthy of comment that 14% of women and 13% of men surveyed seek Internet contact with strangers who have similar concerns as their own, whilst over one in ten have involved themselves in some form of Internet discussion on hygiene issues.

**More information, better information?**

As in many other respects, the Internet is creating a virtual community, which is, to a degree, superseding traditional, long-established ways of communicating on matters of health and hygiene. Whether this is a force for good would appear to be far from established yet. It would appear to be the case, as we have seen in the previous chapter, that although young people rely on the Internet more than older people do, their anxiety and feeling of being under-informed or misinformed about hygiene issues and products does not correspondingly decrease.

There are, of course, great advantages to be utilized in the ease, rapidity, democracy and mass community that the Internet offers. For instance, it is easier to get in touch with and gather people with similar opinions and perhaps force an improvement in a specific area. Until very recently such an option did not exist.

The Internet has become very important as a primary source of information and communication on issues of health and hygiene, and its importance can only increase. It is therefore incumbent on anyone attempting to educate and inform on issues of health and hygiene to make their voices heard over the hubbub in a way that is clear, objective and responsible.

60%

OF WOMEN HAVE USED THE INTERNET TO FIND SPECIFIC INFORMATION ABOUT PERSONAL HYGIENE AND HEALTH FOR THEMSELVES

THE SCA HYGIENE REPORT 2011



Digital hygiene

Which of the following have you done?

Used the internet to find specific information and facts on issues of personal hygiene and health for myself.



Used the internet to find information and facts on issues of personal hygiene and health for someone else (children, relative, friends etc.).



Used the internet to get in contact with people with similar personal hygiene and health issues as mine.



Posted comments (answers, links etc.) on hygiene and health questions on forums and blogs etc. on the internet.



Searched for information on hygiene and health through an application on my mobile phone.



## Women first

Empowering individuals is ultimately how you change communities. According to our international survey, individually and collectively, on hygiene issues women are more active in their communities, families, on the Internet and between each other. Empowering women is therefore a first step towards changing the hygiene standards of communities, and potentially societies as a whole.

When we talk about empowerment in terms of hygiene, we mean that the need for, and the right to better hygiene, on a personal, domestic and societal level, is a need and a right to which all can readily agree. Likewise, by stressing the empowerment of women in this regard, we believe that it makes sense to devolve as much responsibility to them as possible, because they will facilitate improvement.

### Hygiene is a basic human need

It is a natural human need to want to be in control of ones immediate environment, and a fundamental part of that instinct is to keep that environment clean – birds will remove their chicks' droppings from the nest for the same reason. The question therefore is not whether there is any substantial difference in attitudes to personal hygiene in different cultures, societies, economies, but where people in diverse countries feel the boundaries are of an immediate environment that can, practically, be controlled. The need to ensure good hygiene in the home is the same as the desire to attain good hygiene in the neighborhood, and society as a whole.

For our health, our sense of wellbeing and our dignity as human beings, we all aspire to the best possible standards of hygiene. As this report shows, women are a key force of change in this area. In hygiene matters, therefore, it makes sense to put women first.

## THE FEMALE WEB

As a percentage of global Internet users, women are still slightly in the minority but are catching up quickly. Differences are most stark in developing countries where Internet penetration is still low; in many developed countries, the split is about equal. However, once online, women are more connected than men.

- Women spend about 8 percent more time online, averaging 25 hours per month on the Web.
- Health sites show some of the largest overall differences in reach between female and male, with a nearly 6-point gap between global women and men.
- Social Networking's reach among women is highest in Latin America where it reached 94.1 percent of females online, and in North America where it reached 91.0 percent of females. Europe saw 85.6 percent of its female online population visit a social networking site in May 2010, while in Asia Pacific, where parts of the region still face low broadband penetration and site restrictions, reported a 54.9-percent reach.
- Women spend 30 percent more time on social networking sites than men.

**Source:** "Women on the Web: How Women are Shaping the Internet", June 2010, comScore, Inc.

# Restoring dignity through addressing hygiene needs

SCA in the BeNeLux region, together with Oxfam Novib, supports hygiene-related projects primarily focusing on the needs of girls and women in Niger and Southern Sudan, two of the poorest countries in the world. Inadequate provision for basic hygiene, such as a lack of toilets and hand-washing facilities, is a threat to people's health and wellbeing in these countries. In many cases, it is a matter of life and death.

In Africa, one out of seven children dies before their fifth birthday as a result of poor hygiene, mainly from diarrhea. The project SCA supports in Niger, specifically, focuses on helping young girls who suffer from urinary and fecal incontinence due to early-teen pregnancies, resulting from the development of fistulas – holes between the walls of the vagina and rectum – during delivery.

Kersti Strandqvist, Senior Vice President for Corporate Sustainability at SCA, a role that includes Corporate Social Responsibility, explains:

“We have chosen to get involved in a number of specific projects, together with Oxfam Novib, in Niger and Southern Sudan over a three-year period, that provide us with an opportunity to leverage SCA's hygiene expertise and make a real difference to especially individual girls and women in those communities. We feel that we are directly contributing to improving their quality of life by empowering them to build a better future for themselves.”

## **Project in Mundri in Southern Sudan**

Southern Sudan has some of the worst health indicators in the world, both when it comes to under-five infant and maternal mortality. Civilians have been displaced for many years due to civil war, but many are now returning to their homes again. Attempting to rebuild their lives,





however, is complicated by shortages of many of the basic necessities for survival. One major problem is inadequate hygiene, both in terms of infrastructure and the availability and affordability of hygiene-related products and services.

Within this context, young girls are especially affected, as Kersti Strandqvist explains:

“In towns like Mundri in the Southern Sudan where SCA is involved in projects, many girls do not attend school, or do not complete their schooling. There are several reasons for this. One is both cultural and financial, in that many families plan to marry girls off at a young age and are thus unwilling to send them to school. But there is also another reason, which is menstruation itself.”

Kersti continues: “Many girls do not attend school during menstruation, since they do not have access to adequate, absorbent protection. But it is not just that it is uncomfortable. In many cases, they are not even welcome at school while menstruating. All of this makes it difficult for girls to keep up with or complete their schooling. Over time, this determines women’s roles in families and society at large, for instance by reducing their chances of reaching decision-making positions, both in the public and private sector.”

Ariette Brouwer, SCA Hygiene Products’ Program Director for Social Responsibility in Europe, explains how three of SCA’s hygiene brands are involved in the projects in Mundri:

“Our feminine-care brand Libresse helps by providing girls with sanitary towels, but also by offering scholarships which motivate girls to strengthen their role in society. Also, Libresse provides waste management of sanitary towels in schools. Yet another dimension of the project is to educate parents in the importance of education for girls and in how to handle sanitary waste at home.”

She continues: “Moreover, in the Mundri project our tissue brands Edet and Tork helped children by building more than 55 toilets and hand-washing facilities at or near their schools, including combating water scarcity by constructing rainwater-harvesting systems in a first phase. Also, Edet and Tork provide both children and their families with soap and hygiene education.

### **Dimol – “Dignity” – project in Niger**

Niger is one of the poorest countries in the world, with minimal government services. Niger has the lowest Human Development Index on Earth. Inadequate nutrition and generally poor health conditions for most of the country’s children make the child mortality rate exception-



ally high. At the same time, however, Niger has the highest fertility rate in the world.

Kersti Strandqvist explains why SCA has decided to get involved in a project in Niger:

“Cultural tradition in Niger causes many girls to marry between the ages of 12 and 14. As a result, they have children before their bodies are physically mature enough for childbirth. A relatively frequent outcome of these early pregnancies is that fistulas develop during delivery, resulting in urinary and fecal incontinence.”

Kersti adds: “It’s bad enough to be incontinent at 15, but this is exacerbated by these young women often being considered ‘unclean’ or cursed, and frequently being abandoned by their husbands and cast out of their communities.”

Within this context, SCA’s incontinence-care brand TENA contributes with products and knowledge as well as with financial support. Ariette Brouwer elaborates:

“Fistulas can be treated surgically. Oxfam Novib has a shelter in Niger which helps prepare girls and women for such an operation, with follow-up care and re-integration back into normal life. TENA, together with Oxfam Nivab, supports the Dimol project – ‘dignity’ in the local Peulh language – helping these women regain their dignity and create new lives for themselves. The project also supports education on various levels. It educates the girls and women in labor skills and literacy as well as about food and health. Also, Oxfam Novib staff from the shelter helps the wider community by holding ‘preventive’ information meetings for young girls in villages. Education of midwives is another important dimension.”



“It’s bad enough to be incontinent at 15, but this is exacerbated by these young women often being considered ‘unclean’ or cursed, and frequently being abandoned by their husbands and cast out of their communities.”

Kersti Strandqvist, Senior Vice President, Corporate Sustainability, SCA Group

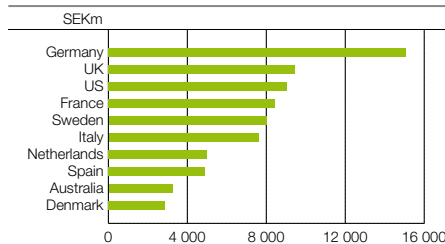


# SCA at a glance

SCA creates value by fulfilling the needs of customers and consumers in a spirit of innovation, through continuous efficiency enhancements and with a clear desire to contribute to a sustainable development. The Group develops, produces and markets personal care products, tissue, packaging, publication papers and solid-wood products, and has sales in more than 100 countries. In 2010, SCA had annual sales of SEK 109bn and about 45,000 employees.



## Group's largest markets



## SCA's sales per region





### SCA Group

SCA is a global hygiene and paper company that develops and produces personal care products, tissue, packaging solutions and forest products. SCA has sales in more than 100 countries under many strong brands.

### Personal Care

The business area comprises three product segments: incontinence care, baby diapers and feminine care. Production is conducted at 27 facilities in 23 countries. Products are sold in more than 100 countries throughout the world.

### Tissue

Consumer tissue consists of toilet paper, kitchen rolls, facial tissue, handkerchiefs and napkins. In the Away-From-Home (AFH) tissue segment, SCA delivers complete hygiene concepts to companies and institutions. Production is conducted at 38 facilities in 18 countries. Products are sold in some 80 countries throughout the world.

### Packaging

SCA is a full-service supplier of packaging solutions and offers both transport and consumer packaging. SCA operates one innovation centre and 16 design centres. Production is conducted at 170 facilities in 21 countries. Products are sold in 36 countries in Europe.

### Forest Products

Production comprises publication papers, pulp and solid-wood products, and is conducted at 17 facilities in three countries. Products are mainly sold in Europe, but also in Asia, North Africa and North America.

## Awards and recognitions



SCA has been listed on the FTSE4Good global sustainability index since 2001



SCA is included in OMX GES Sustainability Nordic and OMX GES Sustainability Sweden, two indexes for responsible investments calculated by Nasdaq OMX in cooperation with GES Investment Services.



SCA was named one of the world's most ethical companies by the Ethisphere Institute in the US.



SCA was ranked as one of the world's most sustainable companies in 2010 by the responsible business magazine Canadian Corporate Knights.



SCA was cited as the best Swedish company for carbon dioxide reporting in the 2010 global Carbon Disclosure Project survey.



SCA won FAR's prize for the Best Sustainability Report 2009. FAR is a Swedish industry organisation for auditors and consultants.



In 2008, SCA became a UN Global Compact member. SCA's 2008 and 2009 Communication on Progress reports were selected as representative of Best Practice.

SCA applies the Global Reporting Initiative (GRI) at A level in its sustainability reporting. The report was audited by PricewaterhouseCoopers.



[www.sca.com](http://www.sca.com)

