



KAO International
Environment Painting Contest
for Children

Kao International Environment Painting Contest
for Children Office
Address : 8-3-29 Tajima, Sakura-ku, Saitama 338-
0837, JAPAN
Tel : +81-48-872-1082
E-mail : kao-contest@hit-bits.com

Dear Sir or Madam

The 12th Kao International Environment Painting Contest for Children ~Call for entries~

We hope this letter finds you in good health.

The Kao has been holding this contest annually since 2010, in the hope that paintings and thoughts expressed by children around the world, on their sincere consideration of the environmental conservation around them, the earth and its future, will inspire people across the globe and lead to take action for changing lifestyles. We were fortunate to receive over 12,884 entries from all over the world last year.

For the 12th contest, we are accepting entries until Monday, September 6, 2021. More information is given in the attached information described below. We would like to ask for your participation this year and to pass this information to other possible participants.

(1) Contest entry guide for the 12th contest

This guide provides the information on the theme, application rules, how to apply, application form, and other necessary information for entry.

<https://www.kao.com/global/en/sustainability/society/painting-contest/entries/>

(2) Collection of prizewinning works (the 11th Contest)

Last year's winning works and the children's thoughts on their works are introduced.

<https://www.kao.com/global/en/sustainability/society/painting-contest/contest-2020/>

The Kao Group and the Contest Office look forward to receiving entries from as many children as possible.

2021

Kao Corporation

Contest entry guide

Theme: "Let's make our environment sustainable*, together!"

What can we do to protect our precious local and global environment and how can we pass it on to future generations? Please express your thoughts and ideas freely in your painting.

* A sustainable environment stays healthy for many, many years into the future. It is a world where all animals and plants live together in harmony without fear.

Eligibility

Any child (aged 6 through 15 years old) from anywhere in the world.

※As of the end of August 2021

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 2021 will be accepted.
- 4) **Important advice:** Your entry should show that you fully understood and inspired the "Let's make our environment sustainable, together!" 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

- 1) 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>



- 2) 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).
- 3) Send it in a flat envelope, inserting cardboard or something firm to ensure it does not bend during shipping.
- 4) Entry with a work attached on e-mail is disqualified.

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.

* 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 in March, 2022. 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, the award will be cancelled.

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

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

Monday, September 6, 2021 JST.

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.

Announcement of winners and the awards ceremony

Contest prizewinners and schools will be notified in late January 2022. Contests results will also be announced on the Kao website. The awards ceremony will be held in March 2022.

Judges

Mr. Fumikazu Masuda	Chair of Judges, Design consultant, President, openhouse Inc.
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	Vice President, Creative, Kao Corporation

Sponsored by **Kao Corporation**

enriching lives,
in harmony with nature.

kao



To teachers and guardians



Now open: Entries invited The 12th 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.

*Kirei : The Japanese word 'kirei' describes something that is both clean and beautiful. For Kao, this concept of Kirei not only describes appearance, but also attitude - to seek to create beauty for oneself, people and the natural world around us.

This contest has been held annually since 2010 in the hope that paintings and thoughts expressed by children around the world, on their sincere consideration of the environmental conservation around them, the earth and its future, will inspire people across the globe and lead to take action for changing lifestyles.

The 11th contest attracted 12,884 entries from all over the world. The children's paintings, delivered from various regions across the globe, depict their precious thoughts on diverse lives and environments and how they value the environment with full of energy for the future. Please visit our website for exploring award-winning paintings.

The 12th contest is open for entries until Monday, September 6, 2021. The awards ceremony is set to be held in Tokyo in March 2022.

We look forward to receiving many entries.

2021

Kao Corporation

*The 11th Kao International Environment Painting Contest for Children/presentation of the winning works
<https://www.kao.com/global/en/sustainability/society/painting-contest/contest-2020.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/>

The 12th Kao International Environment Painting Contest for Children Sponsored by Kao Corporation

* Please print out or copy and paste a completed form to the center on the back of each entry work.

* Please fill out the necessary information clearly in order to contact if wins a prize.

* If you cannot be contacted with, the award will be cancelled.

Title of Work			
Name	(First name) /	(Middle name) /	(Family name)
Country / Area	Age	Please CIRCLE your age (※As of the end of August 2021) 6 • 7 • 8 • 9 • 10 • 11 • 12 • 13 • 14 • 15	

Please put the ✓ where it applies. ☐ individual entry ☐ group entry

Contact *Please write clearly	Address :		
	E-mail : @		
	Home Phone :	Cellular Phone :	
Name of School or Art Class			
	Grade:	Class:	Class Teacher Ms. / Mr. :
Address of School or Art Class *Please write clearly	Address :		
	E-mail : @		
	Phone :	Fax :	

Use this space to describe your thoughts and wishes on this painting.(max.100 words)