



Link to Good Living

PRESS RELEASE

September 4, 2015
LIXIL Corporation

LIXIL Wins Japanese Government Award for Two Projects to Improve Hygiene in Developing Countries

Tokyo, Japan – LIXIL Corporation (“LIXIL”), a global leader in housing and building materials, products and services, is today proud to announce that it has been recognized by the Japanese Government for two projects in developing countries, one to improve toilet conditions, and the second to address menstruation-related issues for young girls. The award – the Women’s Empowerment / Gender Equality Minister’s Prize in the Activities Division (Assistance to Developing Countries / International Contributions) of the Japan Toilet Awards – was established by the Japanese government in 2015.



Kenyan girls relaxing in front of the clean toilets



SaTo hygienic toilet pans



Children receiving education on menstruation

The Japan Toilet Awards were established to contribute to the creation of “a society in which all women shine” by recognizing exceptional initiatives related to toilets, a symbol of the efforts to create spaces easily accessible to all women. A total of 378 submissions were received for this first year for the award.

LIXIL Activities Recognized by the Japan Toilet Awards

1) Project to improve toilets in developing countries

LIXIL is conducting a project utilizing its proprietary technologies (“Green Toilet System”, and SaTo (SAfety TOilets) Hygienic Toilet Pans) to improve toilet conditions for more than three million people in nine countries around the world. In Kenya, LIXIL is focusing on schools in slum districts and residences in urban city suburbs, helping to improve peoples’ lives with better hygiene utilizing its Green Toilet System, which can be installed without the need for sewage systems.

LIXIL also donated SaTo hygienic toilet pans to Bangladesh, Uganda, Haiti, Malawi, and the Philippines, making a significant contribution to improving hygiene in developing countries. Further, as part of its project for better hygiene in schools, LIXIL is working to improve school toilets in developing countries around the world (Kenya, China, the Philippines, Vietnam, India),

and to provide children with clean and safe toilet environments, which also serve as bright communication spaces where girls can attend to their personal appearance, as well as health education.

2) NEXT DOOR Project

(Project to address menstruation-related issues for young girls in developing countries)

Girls in developing countries, as well as boys, often do not receive proper education from adults regarding menstruation, leading to a range of problems including erroneous information and prejudice, as well as the spread of disease due to a shortage of sanitary products. LIXIL is conducting an employee initiative to provide sanitary goods and education regarding menstruation for girls in the countries and regions where it is working to improve hygiene conditions.

As of March 2015, LIXIL provided sanitary goods and education to 155 girls in Kenya. As a result of the program, girls in these areas have acquired proper knowledge regarding menstruation, giving them pride and confidence in being a woman. By helping to resolve menstruation-related issues in developing countries, and providing a clean and safe living environment, LIXIL is contributing to the future of a full, comfortable life for women throughout the world.

Reference Material

(Additional Detail on Activities that Received the Japan Toilet Award)

1) Project to improve toilets in developing countries

Basic infrastructure development has not kept pace with rapid economic growth in developing countries, and health concerns have become a serious social issue. Many regions also suffer chronic water shortages, prohibiting the use of flush toilets. In areas without public facilities, open defecation further degrades sanitation. This causes diarrheal diseases, and many children with weak immune systems have died. For women, open defecation and using outdoor toilets at night places them at risk of sexual violence.

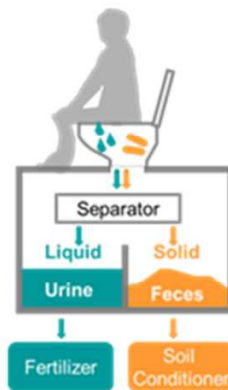
The Green Toilet System can be used without sewage infrastructure, improving peoples' lives with better toilet conditions, as well as by composting excrement to enhance agricultural production. SaTo hygienic toilet pans are easily installed and can be flushed with small amounts of water, while a drain valve over the outlet prevents flies and odor from the cesspool.

As part of LIXIL's project for better hygiene in schools, we are working to improve school toilets in countries around the world (Kenya, China, the Philippines, Vietnam, India), and to provide children with clean and safe toilet environments. In areas where schools essentially have no toilet, girls are uneasy about going to school, failing to receive an education and falling into poverty. LIXIL's project helps to break this vicious cycle, resolving issues of both education for girls and poverty.

LIXIL will continue to improve toilets, with the aim of selling Green Toilet System and "Micro Flush Toilet System" to assist developing countries.



Left - Garbage dump strewn with plastic bags for excrement
 Right - Mechanism of the Green Toilet System



Design Conditions

1. Does not use valuable water resources
2. Low cost - resource recycling

Features of the Green Toilet System

- Separate collection of liquid and solid waste
- Controls odor
 - Easy resource recovery

2) NEXT DOOR Project

(Project to address menstruation-related issues for young girls in developing countries)

LIXIL employees began conducting a voluntary effort to address problems associated with a lack of education regarding menstruation, launching the NEXT DOOR Project, an employee initiative to provide girls with sanitary goods and education regarding menstruation. Learning of the issues surrounding toilets and menstruation in developing countries, employees held workshops to discuss what they could do to help, and raised funds to send sanitary goods to local areas. In Kenya, in alliance with the NPO Huru International, girls were given “Girls’ Bags” containing a set of sanitary goods, and educational programs conducted with correct information regarding menstruation. Boys as well as girls participated in these lessons, helping to eliminate erroneous information and prejudice.

Through an employee network that extends across barriers of gender, employment, workplace, and nationality, in just one year since the launch of this project (as of March 2015), sanitary goods and education have been provided to 155 girls in Kenya. As a result of this initiative, girls in these areas have acquired proper knowledge regarding menstruation, giving them pride and confidence in being a woman.

About the Japan Toilet Awards

The Japan Toilet Awards is a new program established to contribute to the creation of “a society in which all women shine” by recognizing measures to improve the quality of life for women, in particular exceptional initiatives related to toilets, a symbol of the efforts to create spaces easily accessible to all women.

Award Categories

Spaces Division

-General Facilities

- 1) Commercial and customer facilities (such as stores, restaurants, theaters, hotels)
- 2) Offices and other workplaces

-Public Facilities

- 3) Transportation and traveler facilities
(such as train stations, airports, service and parking areas, roadside rest areas)
- 4) Public toilets
- 5) Schools and cultural / education centers

Activities Division

- 1) Assistance to developing countries / International contributions
(such as establishing toilets in developing countries)
- 2) Disaster relief / Environmental consideration
(such as improvement or development of emergency toilets for evacuation centers)
- 3) Community development / Tourism assistance
(such as installation of toilet maps, and toilet assessment systems)
- 4) Other
(such as education and measures to promote awareness regarding food and defecation)

Evaluation Method

The Japan Toilet Awards Review Committee (provisional name) reviews the content of submissions from the application documents (including photos), and based on the results, selects the best examples for each facility and activity category.

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About LIXIL Group Corporation

LIXIL Group Corporation (TSE Code: 5938) is the listed holding company containing LIXIL Corporation, LIXIL VIVA CORPORATION and LIXIL Housing Research Institute, Ltd. The Group is involved in a broad spectrum of housing-related businesses, ranging from the manufacture and sales of building materials and housing equipment to the operation of home centers and a network of homebuilding franchises, and a comprehensive real estate service. Led by President and CEO Yoshiaki Fujimori, the Group posted 1.6 trillion JPY in consolidated sales in FY March 2015.

For more information about LIXIL Group and LIXIL, please visit: <http://www.lixil-group.co.jp/e/>

About LIXIL Corporation

Headquartered in Tokyo, **LIXIL Corporation** is a global leader in housing and building materials, products and services business. The foundation of LIXIL's success is our constant investment in technological innovation to improve people's lives. Drawing on a heritage of over 100 years of technological innovation, LIXIL is grouped into four technology businesses, LIXIL Water Technology (brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON), LIXIL Housing Technology (includes Tostem, Shinnikkei, and TOEX brands, etc.), LIXIL Building Technology (including the Permasteelisa Group) and LIXIL Kitchen Technology. LIXIL Japan Company is the fifth business of the LIXIL Corporation and operates as a customer-focused sales organization with the most comprehensive range of products and services from all four technologies to customers and business partners in Japan. LIXIL produces some of the world's most fundamental and innovative products and services, and our solutions are an integral part of some of the world's most iconic and cutting-edge living and working spaces LIXIL brands are present in 150 countries and our businesses employ more than 80,000 people worldwide. LIXIL brings together technology, quality, design and sustainability to enhance people's lives around the world.