



SC Johnson  
Base of the  
Pyramid Group

2013

2022 2023

# Impact Report

Celebrating 10 Years of Impact

Issue Number **04**





2013

2014

2015

2016

2017

2018





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2019

2020

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2022

2023

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**Dedicated and Accountable**

**Renewing Our Commitment**



# Committed to the Fight

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## September 2023 marks a decade of work leveraging our expertise and capabilities to prevent disease for some of the world's most vulnerable through our Base of the Pyramid Group.

Ten years in, we've stayed true to our vision of a world free from mosquito-borne disease. Our primary focus remains introducing a new class of tools—spatial repellents—to prevent diseases like malaria and dengue. And we're in the process of generating evidence to secure a World Health Organization (WHO) policy recommendation.

While we work towards this recommendation, we haven't slowed our efforts to drive impact. As of July 2023, we've reached over 105 million people with products and education. We've established 70 health clinics that reach over a million people each year and we've fostered meaningful disease-prevention partnerships. Since 2013, our work has spanned multiple regions and 26 countries.

We're also making new commitments to accelerate our impact:

- We are investing more than 10 million USD into manufacturing spatial repellents in Nairobi, Kenya. With this local capacity, we expect to reach an additional 20 million+ people annually with new disease prevention tools.
- We're partnering with Kenya President Ruto, Tanzania President Suluhu, and former Tanzania President Kikwete to bring spatial repellents, education, and community health clinics to underserved areas.
- We've kicked off partnerships with The Global Fund and United Nations Foundation, two organizations at the forefront of global public health.

We know we can't rest. Today, nearly every minute, a child under five dies from malaria, and over half the world's population lives in areas considered to be high risk for infection with dengue.

Our vision is a world free from mosquito-borne disease. As a family company at work for a better world, we're committed to the fight.



# Engagé dans le Combat

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**Pour nous, septembre 2023 marque une décennie de travail tirant parti de notre expertise et de nos capacités pour prévenir les maladies pour certaines des personnes les plus vulnérables au monde grâce à notre groupe Base of the Pyramid.**

Dix ans plus tard, nous sommes restés fidèles à notre vision d'un monde exempt de maladies transmises par les moustiques. Notre objectif principal reste l'introduction d'une nouvelle classe d'outils—les répulsifs spatiaux—pour prévenir des maladies comme le paludisme et la dengue. Nous sommes en train de générer des preuves pour obtenir une recommandation politique de l'Organisation mondiale de la santé (OMS)

Pendant que nous travaillons à cette recommandation, nous n'avons pas ralenti nos efforts pour générer un impact. À ce jour, nous avons atteint plus de 105 millions de personnes avec des produits et des formations. Nous avons établi 70 cliniques de santé qui rejoignent plus d'un million de personnes chaque année et nous avons favorisé des partenariats significatifs pour la prévention des maladies. Depuis 2013, notre travail a couvert plusieurs régions et 26 pays.

Nous prenons également de nouveaux engagements pour accélérer notre impact:

- Nous investissons plus de 10 millions de dollars dans la fabrication de répulsifs spatiaux à Nairobi, au Kenya. En introduisant cette capacité locale, nous prévoyons d'atteindre plus de 20 millions de personnes supplémentaires chaque année avec de nouveaux outils de prévention des maladies.
- Nous travaillons en partenariat avec le président kenyan Ruto, le président tanzanien Suluhu et l'ancien président tanzanien Kikwete pour apporter des répulsifs spatiaux, l'éducation et des cliniques de santé communautaire dans les zones mal desservies.
- Nous avons lancé des partenariats avec le Fonds mondial et la Fondation des Nations Unies, deux organisations à la pointe de la santé publique mondiale.

Nous savons que nous ne pouvons pas nous reposer. Aujourd'hui, presque chaque minute, un enfant de moins de cinq ans meurt du paludisme. Plus de la moitié de la population mondiale vit dans des zones considérées comme à haut risque d'infection par la dengue.

Notre vision est un monde exempt de maladies transmises par les moustiques. En tant qu'entreprise familiale au service d'un monde meilleur, nous nous engageons dans la lutte.









# A family company at work for a better world



# We want to make the world better for the next generation.

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## A More Sustainable World

To protect our planet for generations to come, we prioritize sustainability in our products and manufacturing processes, and support collaborative partnerships to reduce plastic waste.

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## A Healthier World

We are committed to bringing our science and innovation expertise to partnerships that address pressing public health challenges for families and communities around the world.

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## A More Transparent World


To help families make product choices, we're working to define and lead product transparency and ethical marketing. We raise the bar to help people find and understand the ingredients in our products.

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## A World with More Opportunity

We aspire to have a significant impact on the basic building blocks, such as education and opportunity, that create an environment where people, families and communities can thrive and achieve.





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Our Purpose

We do what's right for people and the planet because we believe we have a larger purpose:

To work for a world that is sustainable, healthy, transparent, and with more opportunity for all.





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### Capabilities

**For over five generations, we have been committed to driving our contributions, local collaborations, and programs for social good.**

**As a leading manufacturer of household pest control products, we leverage our knowledge, capability, and experience to help prevent mosquito-borne disease.**

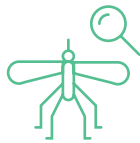


# Every community where we operate should be better because we're there.



## Global Footprint

We have sales in almost every country, operations in 70, and a supply chain to reach people in need.



## Entomology Expertise

We lead the development of new methods to provide insight into how products work against vectors of disease.



## Proven Interventions

We manufacture pest control products that are registered and proven to be efficacious in multiple countries.



## Human-Centered Solutions

We immerse ourselves in the lives of end users and stakeholders to create the most relevant solutions.

We leverage user insight to generate sustained positive behavior shifts, ultimately leading to disease prevention.



## Transparent Safety

We carefully review every chemical we use for human safety and environmental health. Then, we go a step further by sharing our product ingredient lists.



## Strategic Partnerships & Advocacy

We leverage the power of our partnerships with government, industry, and nonprofit entities to create impact that goes beyond what we could ever do alone.







# SC Johnson's Base of the Pyramid Group

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Our Mission





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# We prevent mosquito-borne disease for those among the world's most vulnerable.

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**Our Vision is a world free from mosquito-borne disease.**

We leverage philanthropy as a catalyst to develop and deliver affordable tools that are economically sustainable at long-term projected production volumes.

We develop disease-prevention solutions that maximize social impact and help strengthen communities.

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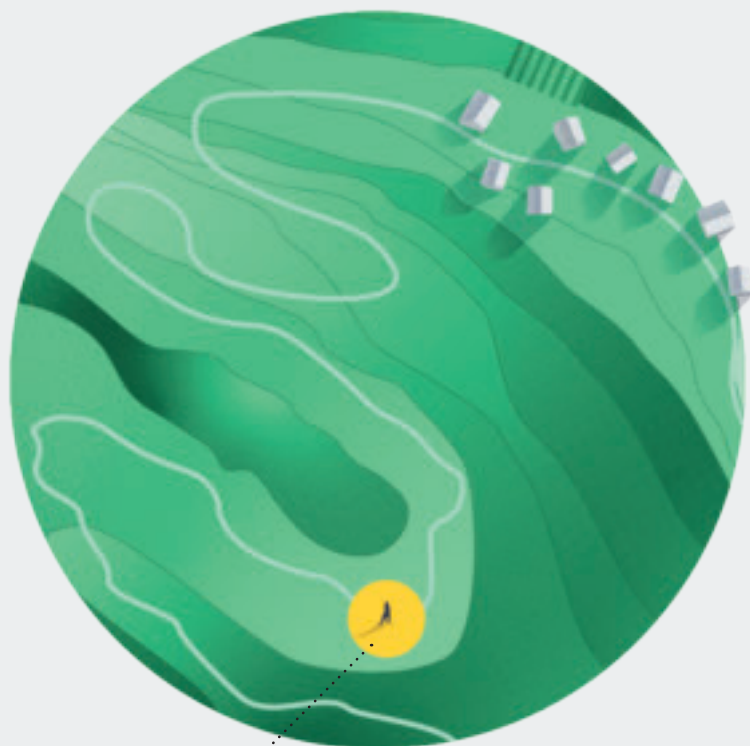
**We aim to prevent mosquito-borne disease for 100 million people in support of United Nations Sustainable Development Goal Target 3.3:**

"By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases, and combat hepatitis, water-borne diseases and other communicable diseases."

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Who We Serve

# Improving Access

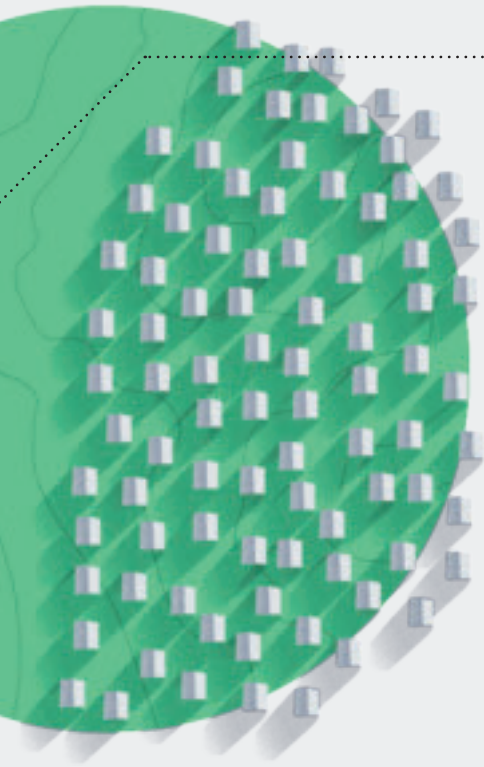


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## Families in hard-to-access places

Communities where people need health services and malaria prevention the most are often least likely to have access. The most effective interventions use trusted, existing channels to reach families wherever they are.

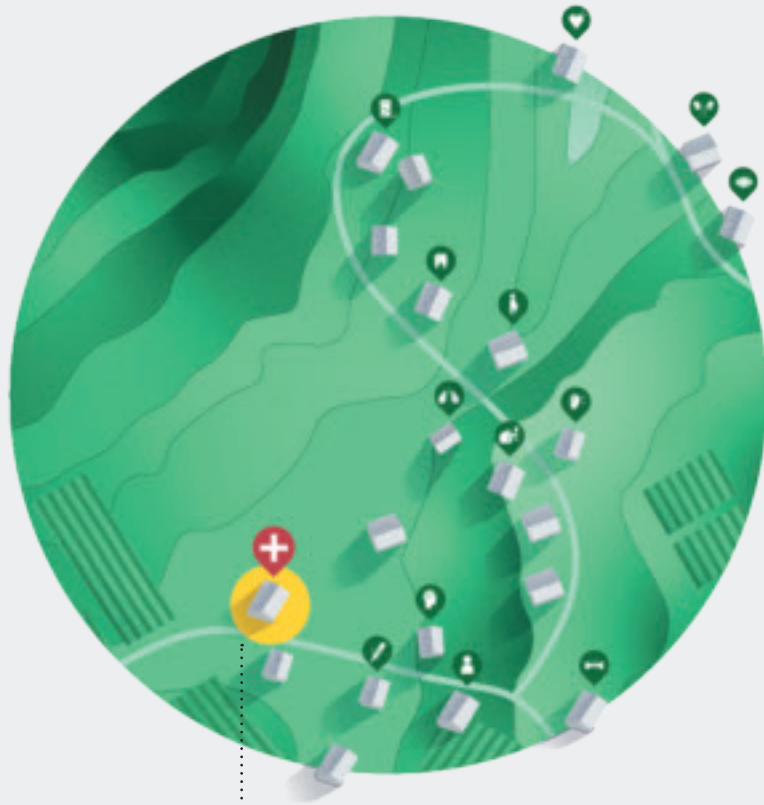




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### Families in crisis settings

During humanitarian crises, people are forced into unpredictable conditions. Families are often living in damaged and makeshift structures where mosquitoes flourish. And under these conditions, disease can spread rapidly. In crisis settings, when medical care is overburdened or inaccessible, preventing mosquito bites before they happen is the best strategy for saving lives.



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### Healthcare providers in underserved communities

Small clinics and rural hospitals play an outsized role in the health of the communities they serve. The providers here stretch to handle issues ranging from malaria prevention to maternal health to dental care. A single community clinic typically serves hundreds, sometimes thousands, of individuals per day.

# Worldwide Impact

Whether we are deploying new vector control tools or conducting epidemiological research, ultimately our work takes us to places where people are at risk of mosquito-borne disease.

IMPACT YEAR 22/23

Mali

ACTIVE PREVIOUSLY

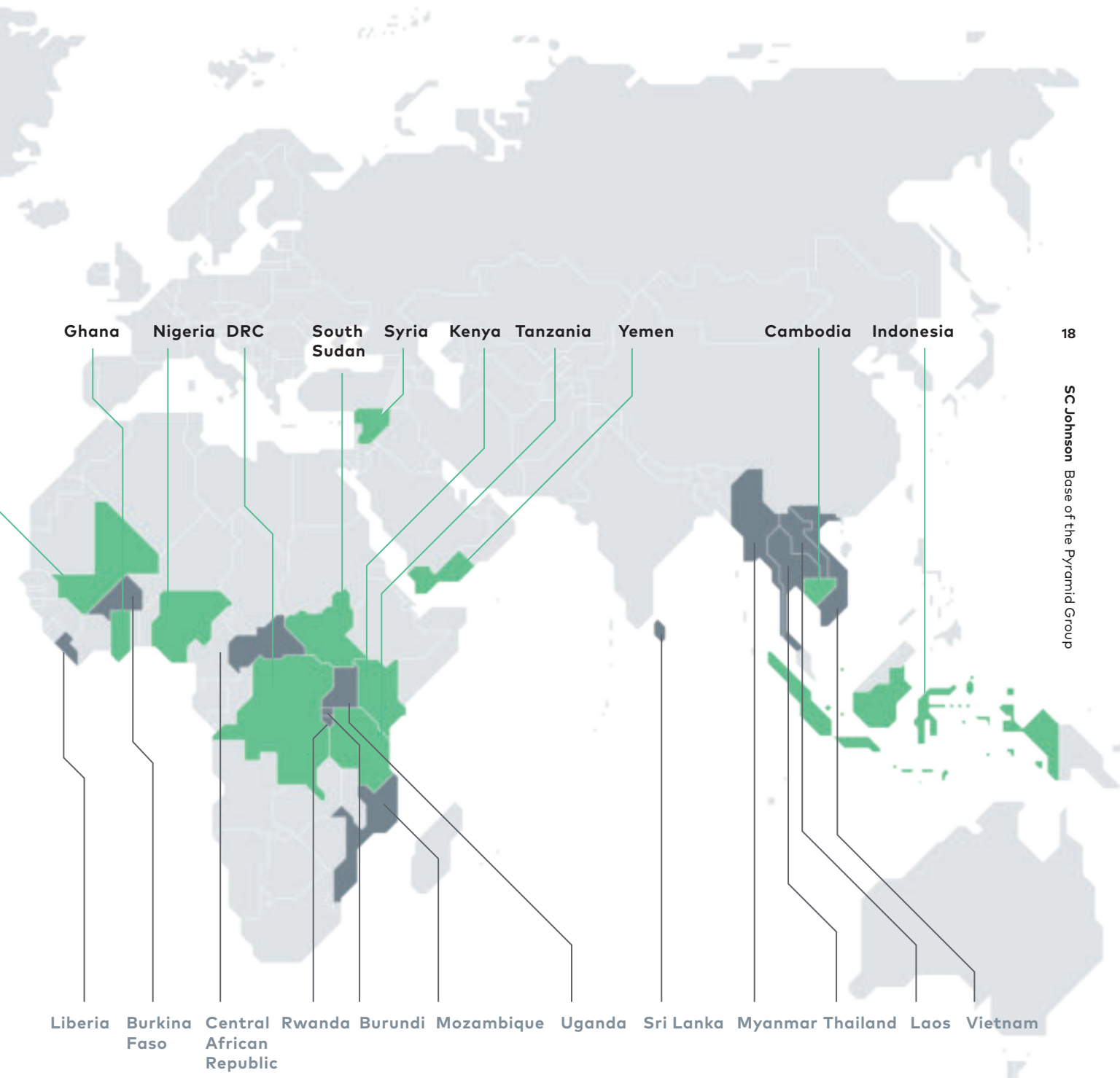
Mexico

Peru

Brazil







Ghana

Nigeria DRC

South Sudan

Syria

Kenya

Tanzania

Yemen

Cambodia

Indonesia

Liberia

Burkina Faso

Central African Republic

Rwanda

Burundi

Mozambique

Uganda

Sri Lanka

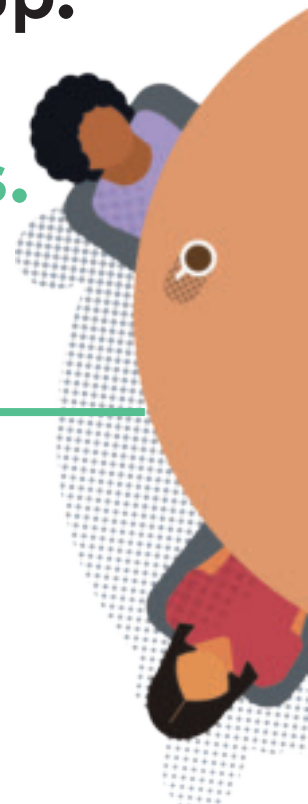
Myanmar

Thailand

Laos

Vietnam

**We've got ambitious disease prevention strategies and core competencies to back them up. But we can't realize our audacious vision by ourselves.**



Impact Year 22/23 Featured Partners



**MENTOR INITIATIVE**

Works in high-risk and humanitarian settings to prevent malaria in Yemen and Nigeria and leishmaniasis in Syria.



**IFAKARA HEALTH INSTITUTE**

Develops, tests, and validates innovations for health. The institute's work spans across the full research lifecycle from basic science to policy and translation.



**UNITED NATIONS FOUNDATION**

Brings together a diverse set of partners, influencers, and supporters to successfully advocate for increased U.S. leadership and funding for global malaria programs.



**GLOBAL FUND**

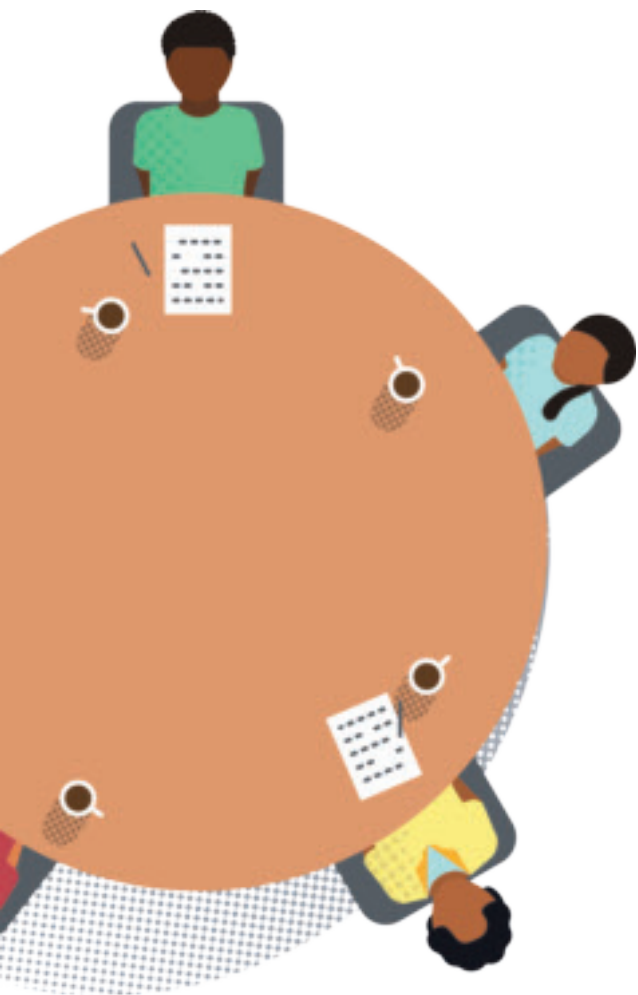
Builds and fuels a worldwide coalition of governments accelerating the elimination of malaria.



**SOCIETY FOR FAMILY HEALTH RWANDA**

Provides training and certification to unofficial caregivers and community health workers in Rwanda to help them build a foundation for a career and earn a living wage.





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## Partners

### ADVOCACY & POLICY

World Health Organization (WHO)  
Centers for Disease Control  
UN Foundation  
UNHCR

### FUNDING

Bill & Melinda Gates Foundation  
Grand Challenges Canada  
The Global Fund  
Unitaid  
USAID

### IMPLEMENTATION

Catholic Relief Services  
End Malaria Council Kenya  
End Malaria Council Tanzania  
Jakaya Mrisho Kikwete Foundation  
Medicines Sans Frontiers  
President's Malaria Initiative (PMI)  
Society for Family Health  
The MENTOR Initiative  
The Sumba Foundation  
UNICEF  
World Wildlife Foundation (WWF)

### ACADEMIA & RESEARCH

Ifakara Health Institute  
Johns Hopkins University  
Liverpool School of Tropical Medicine  
London School of Hygiene & Tropical Medicine  
Swiss TPH  
University of California San Francisco  
University of Notre Dame

### CONSORTIUM

Asia Pacific Malaria Elimination Network  
Asia Pacific Leaders Malaria Alliance  
East Africa Community  
Innovative Vector Control Consortium (IVCC)  
Malaria Consortium  
Malaria No More  
Roll Back Malaria

# Our Impact Since 2013

Countries served  
by SCJ BOP initiatives

26



People reached  
with SCJ BOP initiatives

105 Million+



Funding committed (USD)  
by SCJ to BOP initiatives

\$50 Million+



Additional funding committed  
(USD) to BOP-led Initiatives  
by SCJ partners

\$50 Million+



People served by SCJ Health  
clinics across three countries,  
estimated

3.2 Million



New products developed  
for BOP initiatives

10





# This Impact Year 2022/23



11,249,000

People reached with education  
via door-to-door outreach,  
community events,  
education sessions, print & radio



1,075,000

People reached with products  
Mosquito Shield™  
Guardian™  
Baygon™  
Off!™



\$10 Million+

Committed funding (USD)  
for spatial repellent production  
in Kenya  
reaching an additional  
20 million+ people per year



1 Million+

People served annually  
by SCJ Health Clinics  
68 clinics in Rwanda,  
1 in South Sudan, 1 in Indonesia



20

New SCJ Health Clinic  
commitments  
10 in Kenya, 10 in Tanzania



5

New Partnerships Established  
The Global Fund  
United Nations Foundation  
Kenya Ministry of Health (End Malaria Council)  
Tanzania Ministry of Health (End Malaria Council)  
Jakaya Mrisho Kikwete Foundation





A photograph of a man sitting on a log in a forest, with a green overlay. The man is shirtless and wearing shorts, looking directly at the camera with a serious expression. The background is a blurred forest scene. The text is overlaid on the right side of the image.

# The Reality of Mosquito-Borne Disease

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The Reality

**Preventing mosquito-borne disease is extremely challenging, even under the best circumstances.**

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22/23 Impact Report

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**Malaria Cases in 2021**

**Increasing for the second straight year**

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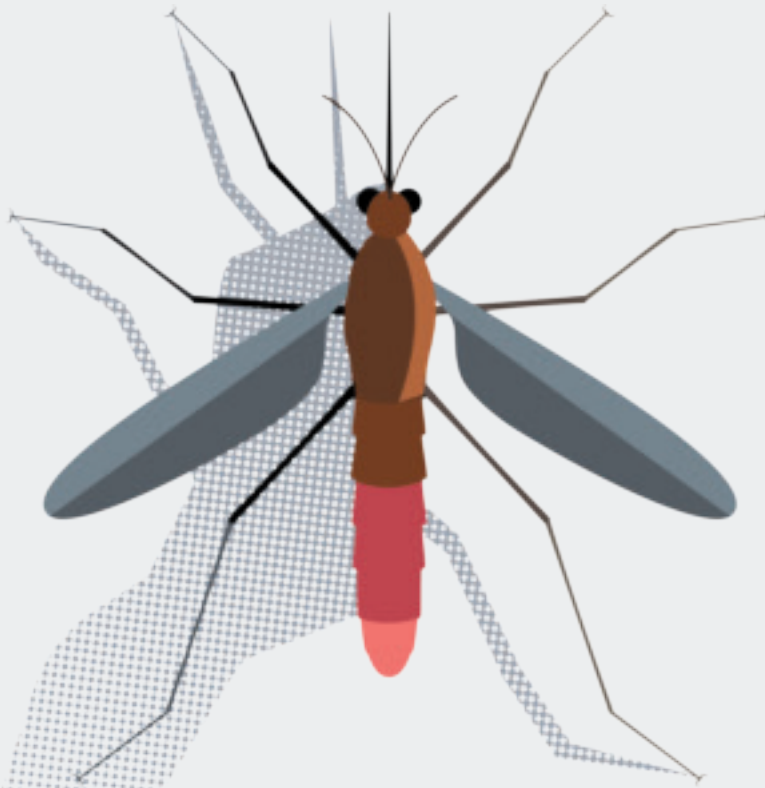
**Malaria Deaths in 2021**

**9% higher than prior to the COVID-19 Pandemic**

Sources:

Neglected tropical diseases (who.int); World Malaria Report 2022 (who.int) World Malaria Report 2022: What You Need to Know – United To Beat Malaria





**Despite our collective efforts, nearly four billion people still live and work in areas that are susceptible to mosquito-borne disease.**

**Families need new options that go beyond core interventions like mosquito bed nets and indoor residual spraying.**

Risk of infection from malaria, dengue, and zika is concentrated in rural areas, conflict zones and areas largely cut off from access to quality healthcare.

Variance in mosquito behavior and species, increasing insecticide resistance levels, and changes in seasonality due to climate change make effective prevention a moving target.

The cost to fight mosquito-borne disease around the world is also rising due to factors like global inflation and supply chain challenges. Therefore, it's more important than ever to introduce economically sustainable and easy-to-distribute products if we're to continue making progress.

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**247 Million**

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**619,000**

Real Lives

# Olive

## LOCATION

Bugesera, Rwanda

## ROLE

Mother & Farmer

### ON THE FRONT LINES

In Rwanda, women are frequently on the front lines of the everyday fight against malaria. Olive has been serving as an unofficial caregiver, protecting her community for over 23 years.

### SERVING SELFLESSLY

When one of Olive's neighbors or family members gets malaria, Olive can't work because she's caring for them. Playing this vital role makes it difficult to maintain a consistent income, which means Olive can't provide for her family. Her farm and livestock may suffer, but family and community always come first.





**IMPORTANT BUT INDISPENSABLE**

While Olive is uniquely qualified to care for people in her community, she had no official healthcare training or certification before receiving training from the Society for Family Health Rwanda.

**WHAT WE'VE SEEN**

Often, the people who carry the heaviest burden of disease prevention in their communities are unofficial caregivers. They are the true heroes in the fight against these diseases, often serving as volunteers with no formal training, certification, or compensation.



TURNING A LIFETIME OF EXPERIENCE INTO A CAREER FOR THE FUTURE



Real Lives

# Htut Myine

## LOCATION

Mon State, Myanmar

## ROLE

Mother &  
Rubber Plantation Worker

## OVERNIGHT HOURS

Htut Myine wakes up at 1 AM to go work at a rubber plantation. Rubber trees produce more latex at night, so it's important to start work very early. After working until 8 AM, Htut Myine cures the rubber, grinding the sap and rolling it into sheets to sell at the local market. Most days, she can process enough rubber to earn 3,000 kyat (about \$1.50 USD).

## CONSTANT MOSQUITOES, BUT FEW SOLUTIONS

Htut Myine believes there are fewer mosquitoes where she works because Myanmar's heavily forested areas have been cleared to create rubber plantations. This, however, doesn't keep mosquitoes from being a constant nuisance and a threat, especially during the rainy season. Htut Myine doesn't bring mosquito repellent with her because she can't afford to use it every day.





### IMPERFECT WORKAROUNDS

As a workaround, Htut Myine does what she believes will help—like wearing long sleeves— even if it's less effective than a repellent product. At times, she even smokes cigarettes, which she mistakenly believes will repel the pests. Htut Myine adds, "as long as you keep moving, mosquitoes won't be able to bite you."

### WHAT WE'VE SEEN

Many of the people we seek to serve live in remote, rural communities. Often, individuals here are largely unaware of how mosquito-borne disease actually spreads and the prevention tools available to them. In some cases, people carry misconceptions— in the form of ideas passed down from previous generations—about these diseases and how to avoid infection.



Real Lives

# Anna

LOCATION

Belén, Peru

ROLE

Housewife & Mother



## A Collected Home

Anna's home is made of donated pieces of corrugated metal and plywood. Many of her family's possessions are gifts or salvaged materials. Anna's husband, Jacob, earns an inconsistent wage as a laborer. It's enough for food, clothing, and a few household items but not much else.



## Mosquito Net Challenges

Health workers visit Belén at the beginning of each mosquito season to document cases of dengue fever and teach households about mosquito nets. Anna believes mosquito nets are effective but finds them unbearable to use during the humid rainy season. "I can't sleep under a net because it's too hot. But if I sleep outside the net, I'll be eaten alive by mosquitoes. Either way I don't sleep," she says.

## Surviving Mosquito Season

The community of Belén sits along the Itaya river. When the water rises, it signals the beginning of mosquito season. This time of year, Anna struggles to sleep in the evening because of the constant bites and the fear that her children might get sick from dengue fever. When Anna's oldest daughter was ill with dengue, nurses at the local health clinic recommended lighting mosquito coils underneath her children's bed and cleaning the floor with bleach and petrol.

### WHAT WE'VE SEEN

Spending time with people like Anna and her family reinforces the need to provide solutions that are not only accessible and affordable, but seamlessly fit into families' routines, align with their priorities, and even make their lives better.







# Our Response

**Deliver life saving,  
easy to use  
and accessible  
interventions  
to families  
wherever they are.**

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01

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02

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03

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04





**Purpose-Built Tools**

**Sustainable Capacity**

**Groundbreaking Research**

**Relentless Advocacy**



# | 01 Purpose-Built Tools





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**“There are over a billion people that would benefit from [mosquito protection] in an easy to use form. People are tired of having somebody come in and spray chemicals on the wall, tired of having a net that rips after a few weeks...People want a tool they can take off the shelf, unpack it, hang it up themselves and know that it will work. Frankly, [SC Johnson’s] is the first tool I've seen in 36 years that has the promise of doing that. This could be the thing that's a real game changer.”**

**Richard Allan**

**MENTOR Initiative**

# 01 Purpose-Built Tools

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## Spatial Repellents

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**Mosquito Shield™:**  
Supplementing core  
interventions with a new &  
effective tool

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**Guardian™:**  
Delivering long-lasting  
area protection





# Spatial Repellents

IMPACT

**\$50 Million+**

SC Johnson's investment (USD) in research & development of spatial repellents since 2013

We've developed two new spatial repellent products to fill a gap in existing vector-control tools.

The products, **Guardian™** and **Mosquito Shield™**, can be distributed to hard-to-access areas at low cost, providing additional protection to families who need it most.

**849,000**

People protected by  
Mosquito Shield™ and Guardian™



**11**

Countries where spatial repellents  
have been implemented





Photo: Tim Hulme



### Long Lasting

Continuous long-term protection with no maintenance or interaction from user. Mosquito Shield™ lasts for 30 days and Guardian™ up to 12 months



### Prevents Bites

Reduces bites from malaria vectors and other mosquitoes, including pyrethroid-resistant *Anopheles* mosquitoes



### Ambient Protection

Specifically designed to protect people during times when tools like bed nets may not be used. Works in ambient conditions; no flame or electricity needed



### Locally Produced For Local Use

Manufactured in Nairobi, Kenya, creating a local supply chain and enabling quicker, more agile distribution



### Lightweight & Economical

Easy to transport and deploy in hard-to-reach areas and rapid, emergency response contexts

# Mosquito Shield™ : Supplementing core interventions with a new & effective tool

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IMPACT

5

Humanitarian emergency  
deployments



5 Million+

Number of Mosquito Shield™  
manufactured to date



The Mosquito Shield™ product is a plastic film coated with 110mg of transfluthrin. It is low cost, lightweight, and easy-to-use, and can be distributed widely through public health channels to complement and support the use of other malaria interventions. Mosquito Shield™ is designed to eliminate the price barrier that often keeps products like these out of reach for many populations.

In developing Mosquito Shield™, we conducted user testing in Rwanda, Mali, Uganda, Kenya, Syria, and Mexico. This helped us create clear instructions for use, and understand how readily the product would be accepted.

To generate evidence of efficacy, Mosquito Shield™ has been implemented in large-scale, epidemiological, randomized controlled trials (in Kenya, Mali, and Sri Lanka) funded by Unitaid, a hosted partnership of the World Health Organization (WHO).





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### A Tool that Meets User Needs

**80-100%** of users across testing locations thought Mosquito Shield™ was a useful product

**75%** of users understood how to use Mosquito Shield™ via simple pictogram instructions and without verbal instructions

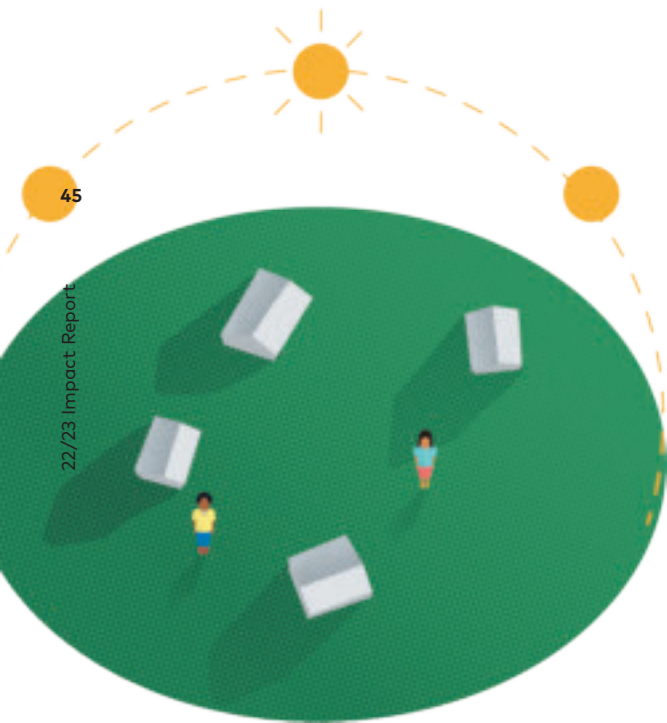
**100%** understood how to use product when given verbal instruction

Source:  
[mentor-initiative.org/operational-research](https://mentor-initiative.org/operational-research)

**"We found in the field that people were so appreciative someone was trying to implement a tool that's responsive to the needs of the community. The biggest lesson for us was: Target tools to the people. Every setting is different and people have different needs. And, ultimately, what people want is dignity and independence."**

Ramona Sherrer  
MENTOR Initiative

# Guardian™: Delivering long- lasting area protection



## EFFECTIVE IN ALL SEASONS

Guardian™ has demonstrated effectiveness in Good Laboratory Practice (GLP) testing showing 85% reduction in blood feeding of pyrethroid-resistant *Anopheles arabiensis* mosquitoes over 12 months.

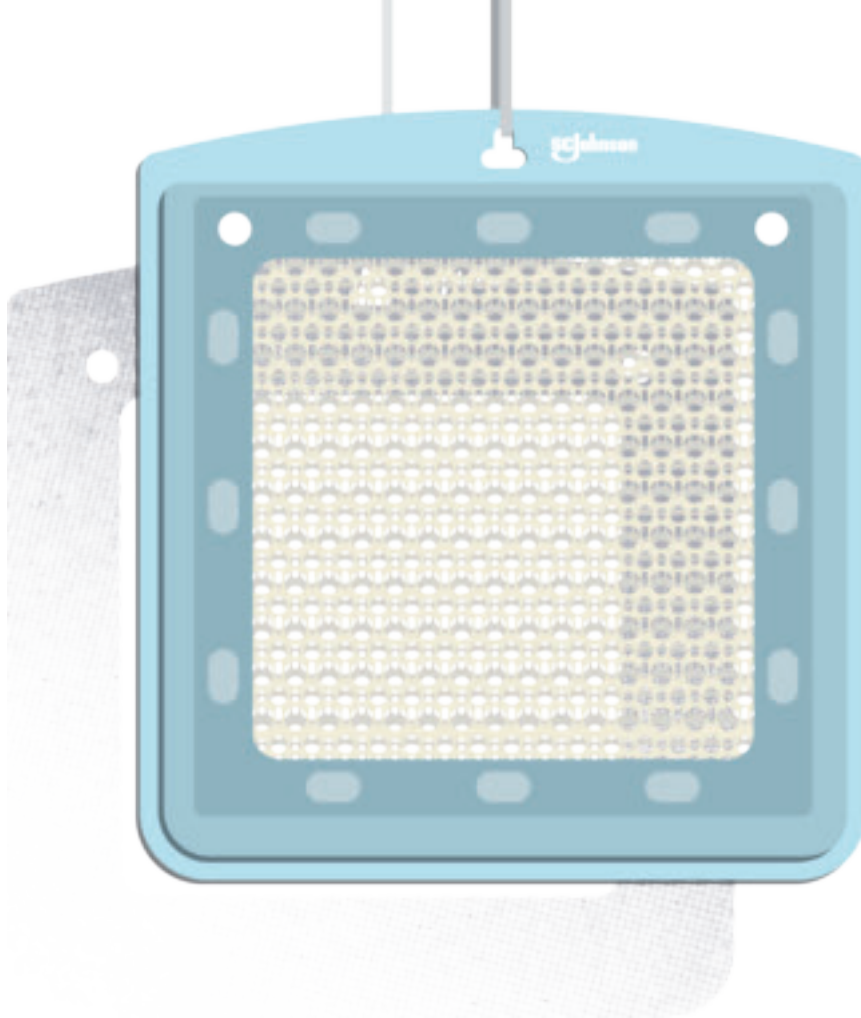
While testing our Mosquito Shield™ product, we discovered an additional, unmet need: protection that lasts an entire rainy season in permanent and semi-permanent settings like refugee camps.

Our research partners recognized the value of Mosquito Shield™ but challenged us to develop a tool that would produce results through all seasons.

Enter Guardian™, our newest spatial repellent.

Our Guardian™ product retains the important characteristics of Mosquito Shield™ while protecting against mosquitoes for up to 12 months in semi-enclosed and enclosed spaces. Guardian™ is designed to allow for flexibility of placement and passively releases the active ingredient at a constant rate.

Guardian™ has been studied in temporary shelters and camp settings in Aden, Yemen and Borno State, Nigeria to test for efficacy and provide additional entomological and user acceptance data. For these studies, our partner, MENTOR Initiative has collaborated with Grand Challenges of Canada, Heceteppe University, Liverpool School of Tropical Medicine, and the Universities of Aden and Maiduguri.



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IMPACT

# 12 months

Duration of repellency

**"Vector control is really difficult. We need to protect more people with less money. And having another tool in our arsenal makes all the difference...It's something that can complement other tools and doesn't interfere with people's everyday business. Having something that can fit in seamlessly is everything. And when it just works? Wow."**

Dr. Sarah Moore  
Ifakara Health Institute



# | 02 Sustainable Capacity



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**“These are not only interventions. These are sustainable programs. Our approach with SC Johnson and the government of Rwanda is to build resilient health systems.**

**It is not something that is stopping. It is something that is continuing and evolving in a way that is sustainable.**

**I know in the coming years, in Rwanda and other parts of the world where we're working with SC Johnson, people will be able to receive tools in their hands to fight against diseases, malaria included.”**

**Manasseh Wandera**

Society for Family Health Rwanda

**Our Response**

# 02 Sustainable Capacity

**Stories**

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**Establishing Local  
Production and Creating  
Access in Kenya**

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**Advancing Sustainable  
Solutions in Rwanda**





# Establishing Local Production and Creating Access in Kenya



51

22/23 Impact Report

Photo: SC Johnson

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#### TIMEFRAME

Jan 2023-Present

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#### LOCATION

Nairobi, Kenya

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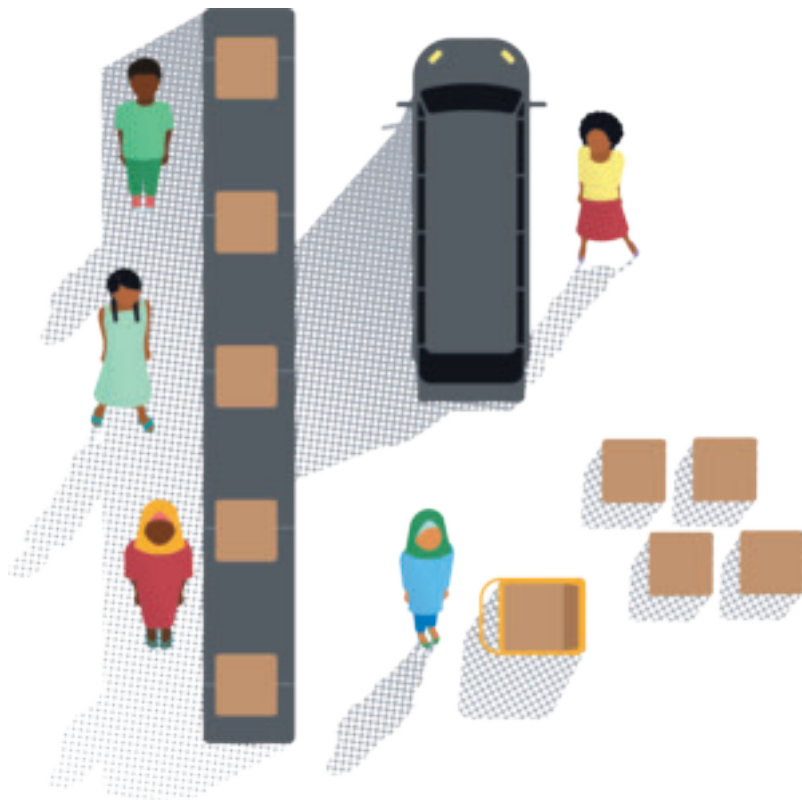
#### PARTNERS

Government of Kenya

**"The past few years have demonstrated the importance of public/private partnerships in building resilient healthcare systems."**

**"Over and above setting up the right mechanisms for our healthcare system, this commitment [from SC Johnson] to invest in local manufacturing is a testament to our Kenya Kwanza government's promise of boosting industrialization and creating new job opportunities."**

His Excellency William Samoei Ruto  
President of the Republic of Kenya



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## IMPACT

# 20 Million+

People reached with spatial repellents every year

# 150

New jobs in Nairobi

On April 3, 2023, we announced our plans to invest over 10 million USD in our Nairobi, Kenya manufacturing facility to produce low cost spatial repellents. We are building this new, local capacity independent and ahead of a possible World Health Organization recommendation on spatial repellents.

Establishing production in Kenya allows us to leverage our competencies in manufacturing and global supply chain management. Producing spatial repellents here will mean new jobs for local residents— many of whom experienced malaria firsthand growing up in Kenya.

With this work, we are proud and excited to build a supply chain focused on getting protective tools to more families and, in the process, provide a boost to local economies as well.



# Advancing Sustainable Solutions in Rwanda

As we continue our drive to offer protection from mosquito-borne disease at scale, we aim to ensure our efforts are sustainable in every sense of the word.

In line with SC Johnson's broader commitment to helping reduce plastic waste globally, we've been exploring new, sustainable recycling models in Rwanda. This work aligns with the ambitious goals the Rwandan government has set forth in its Vision 2020 and 7-Year plans to transform that country into a cleaner, greener, more sustainable one.

2022



2023

From July 2022 to January 2023, SC Johnson and partner, Society for Family Health Rwanda (SFH) conducted a pilot focused on the distribution and collection of SC Johnson's Mosquito Shield™ product. This work was supported by the Rwanda Ministry of Health, Rwanda Biomedical Center, and Rusizi district. As part of the pilot, SFH's community health workers paired community-wide distribution of Mosquito Shield™ with a grassroots education program that highlighted the product's effectiveness against malaria as well as the importance of recycling. SFH then implemented a collection model and worked with a local partner to up-cycle the plastic from used product into building material. This type of up-cycled material is commonly used in Rwanda and throughout Sub-Saharan Africa to build homes, schools, churches, and community centers.

Our hope is the partnership-driven model we've piloted here—combining modern waste collection systems, partnerships with local recyclers, and supplemental education and awareness campaigns—can gain more traction in Rwanda and eventually be replicated in other countries.

**"[SC Johnson] is interested in co-creating, learning with us, trying to run together. As a team, we have expectations, but are not afraid to make mistakes as we go forward."**

Manasseh Wandera

Executive Director  
Society for Family Health Rwanda

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#### TIMEFRAME

July 2022 - January 2023

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#### LOCATION

Rusizi, Rwanda

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#### PARTNERS

Society for Family Health Rwanda (SFH)  
Rwanda Ministry of Health  
Rwanda Biomedical Center  
Rusizi District

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#### IMPACT

**520,909**

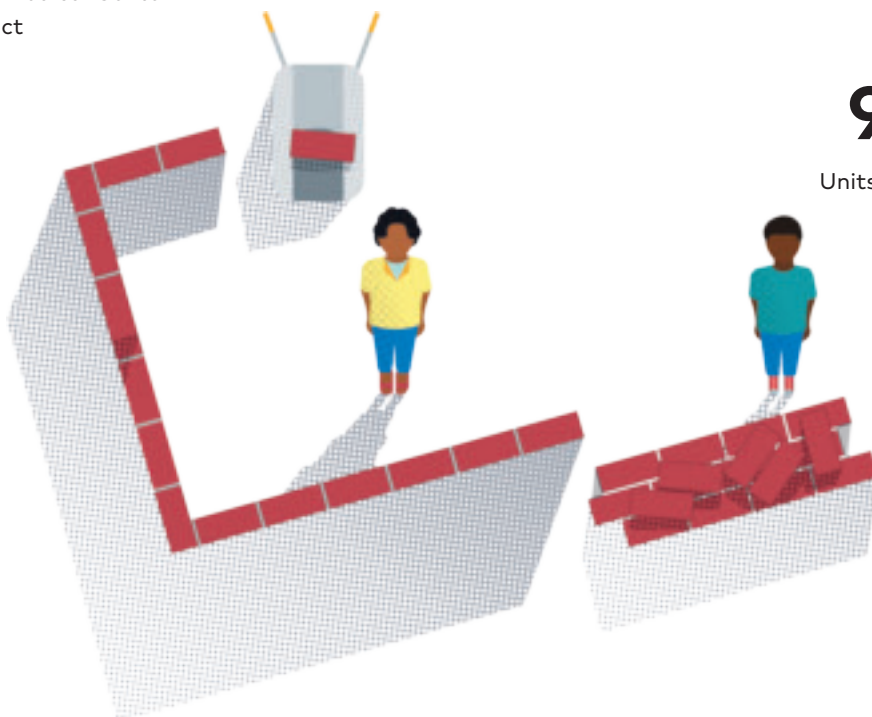
Number of Mosquito Shield™  
units distributed

**519,559**

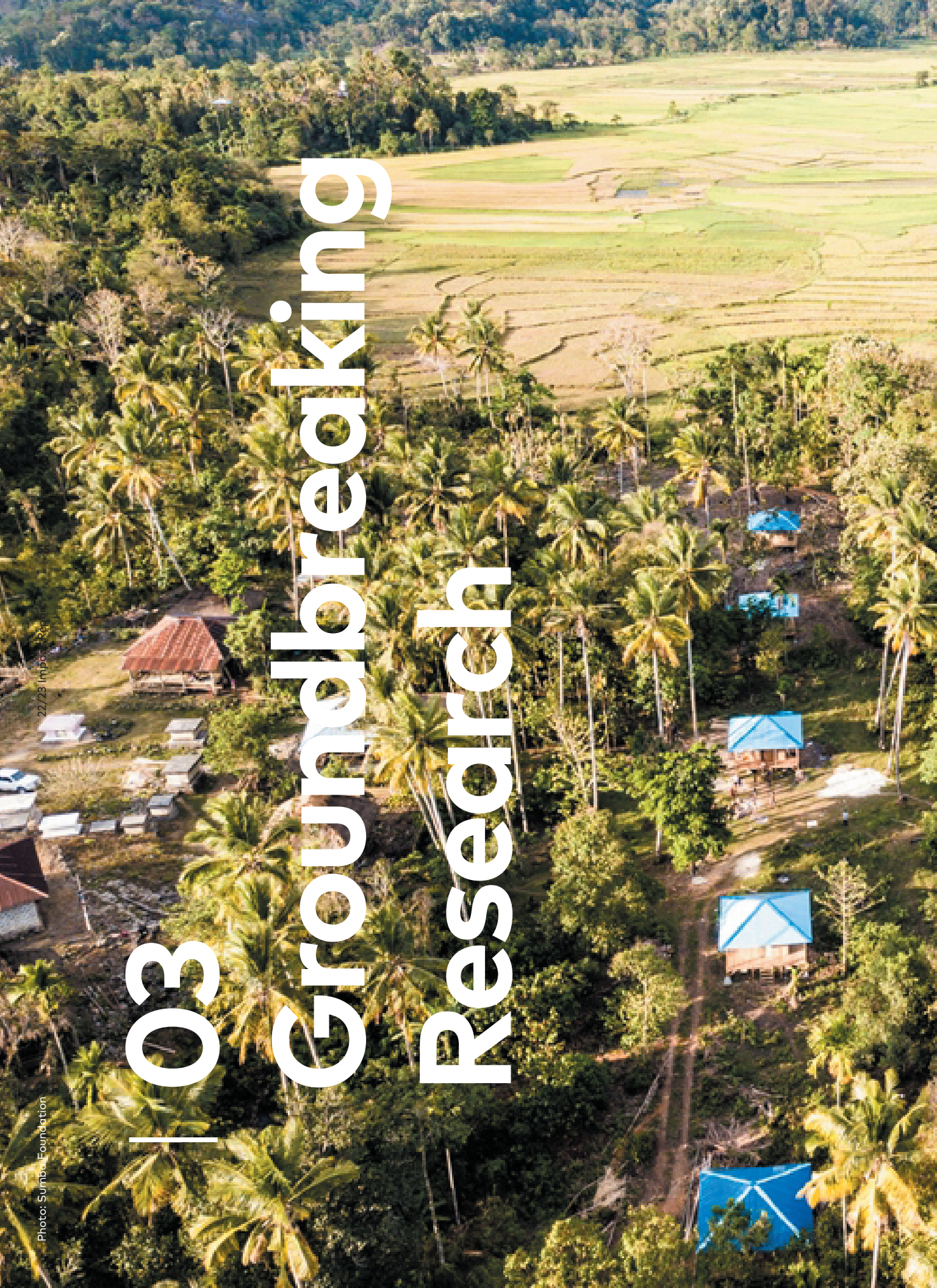
Number of Mosquito Shield™  
units collected

**99.7%**

Units recycled for pilot



# 03 Groundbreaking Research





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**"These are not only innovative and revolutionary interventions. But promising scalable solutions that will further reduce transmission of dengue and malaria particularly where implementation of core tools may be constrained, such as in humanitarian emergencies and among mobile at-risk populations.**

**In the coming years, evidence generated from Tanzania and other partners around the globe working with SC Johnson will pave the way for the adoption of spatial repellents as a public health intervention."**

**Kyeba Swai**

Ifakara Health Institute

**Our Response**

# 03 Groundbreaking Research

**Stories**

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**Developing Creative  
Methods with Partners**

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**Advancing  
Insect Science**





# Developing Creative Methods with Partners

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IMPACT

4

Countries trialed with MENTOR

25+

Studies completed  
with Ifakara Health Institute

In developing a new class of vector control products, we've found traditional research methods are not always appropriate for testing product efficacy or implementation strategies.



To understand the impact of spatial repellents on mosquitoes and other insects, we partnered with researchers at Ifakara Health Institute (IHI) and MENTOR Initiative to develop new testing methods. In addition, we innovated to better understand how to calculate the quantity of Mosquito Shield™ or Guardian™ units necessary to adequately protect structures of various sizes and configurations.

We've also developed new ways to learn how to best reach those in most need of protection. In partnership with MENTOR initiative, we've worked to find solutions to the unique challenges of bringing disease-prevention tools to humanitarian settings.

"In the field, we work to bring the science together with the challenges of being in a conflict setting. Being in the field is such a challenge because it's a very fast changing environment," reflects Ramona Scherrer, Operational Research Officer at The MENTOR Initiative.

Enhancing research and implementation with new methods and approaches has been an exciting and challenging part of our journey to refine and optimize spatial repellent tools.

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#### TIMEFRAME

2018 - Present

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#### LOCATION

Kenya  
Tanzania

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#### PARTNERS

Ifakara Health Institute  
MENTOR Initiative

# Advancing Insect Science

## TIMEFRAME

1957 - Present

## LOCATION

Racine, Wisconsin  
Fort Pierce, Florida

## RECENT PARTNERS

United Republic of Tanzania  
MENTOR Initiative

## IMPACT

# 15 Million

Insects in SC Johnson's insectary

# 3 Million

Mosquitoes reared for study each year

# 4

Mosquito Species in the Center for Insect Science  
(*Aedes aegypti*, *Aedes albopictus*,  
*Culex quinquefasciatus*, *Anopheles stephensi*)







Photo: Kenneth Browne

**For more than 60 years, SC Johnson has studied insects and the diseases they carry at the company's Center for Insect Science and Family Health, one of the world's largest privately funded urban entomology centers.**

The Center brings together research scientists, engineers, and manufacturing experts to develop, prototype, and test innovations locally, accelerating the development of tools like Mosquito Shield™ and Guardian™.

At the Center's state-of-the-art insectary and testing facilities in Racine and Fort Pierce, our teams have driven rapid innovation of spatial repellents, and demonstrate their use and effectiveness in protecting against mosquito-borne disease.

In April 2022, SC Johnson welcomed Her Excellency Samia Suluhu Hassan, President of the United Republic of Tanzania, to SC Johnson's Global HQ. During her visit to the Center for Insect Science and Family Health, President Suluhu was able to see first-hand the effectiveness of Mosquito Shield™ and Guardian™ and the potential for spatial repellent products to help curb the spread of malaria and other mosquito-borne diseases.

# 04 | Relentless Advocacy



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**"What you do today  
protects lives now.  
What you advocate  
for tomorrow, that's  
what's truly bending  
the curve in the fight  
against malaria."**

**Jonathan Kidwell**

United Nations Foundation



# 04 Relentless Advocacy

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**Towards a WHO Policy  
Recommendation**

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**The Path to WHO  
Recommendation**

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**Uniting to Beat Malaria**



# Towards a WHO Policy Recommendation

The WHO currently recommends two interventions in the vector control space: mosquito nets and indoor residual spraying. Spatial repellents could be a powerful third tool in the fight against mosquito-borne disease.

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## IMPACT

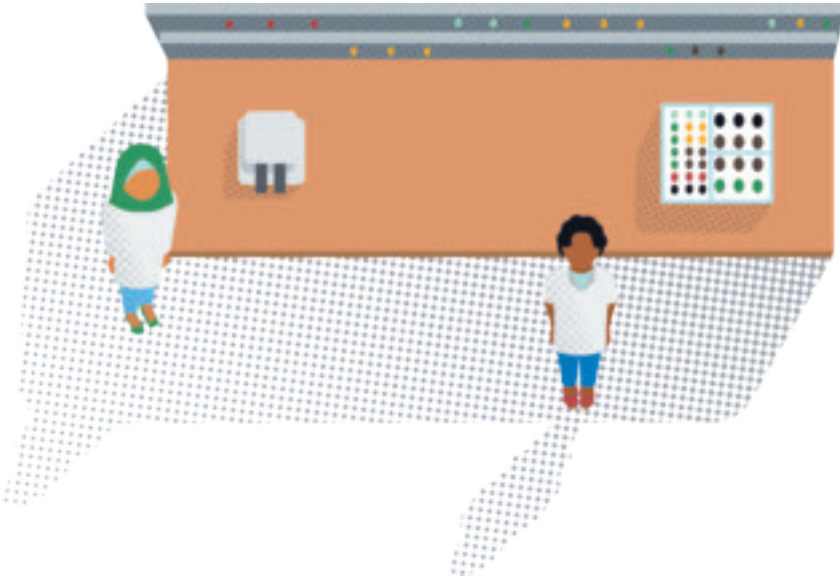
# \$100 million+

Funding committed (USD) by SCJ and partners to generate evidence to inform a WHO policy recommendation

# 20+

Years since a new vector control intervention has been introduced at scale





While SC Johnson is ramping up large-scale production of spatial repellents in Kenya, we continue to actively advocate for even greater impact in the form of a World Health Organization (WHO) policy recommendation for spatial repellents as a public health intervention.

As part of a collective advocacy effort, we have collaborated with Unitaid, a hosted partnership of the WHO and the University of Notre Dame, to prove spatial repellents are effective against transmission of malaria and *Aedes*-borne viruses like dengue. As an industry partner, SC Johnson has led product development, manufacturing, and market access for spatial repellents, while Unitaid is enabling the epidemiological studies needed to secure the WHO recommendation.

At the same time, SC Johnson is also working to register Mosquito Shield™ and Guardian™ in countries with high levels of mosquito-borne disease. With a WHO recommendation and individual country registrations in place, these tools could be distributed via schools, hospitals, and health clinics in vulnerable communities around the world.

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#### TIMEFRAME

2011 - Present

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#### LOCATION

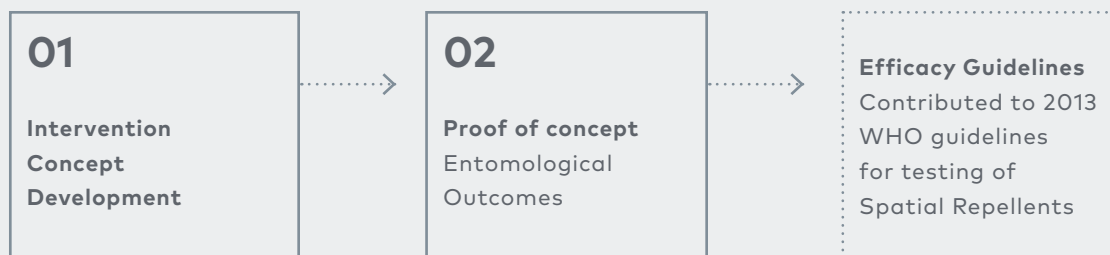
Indonesia  
Kenya  
Mali  
Sri Lanka  
Peru  
Uganda

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#### PARTNERS

The Bill & Melinda Gates  
Foundation  
Unitaid  
University of Notre Dame

# The Path to WHO Policy Recommendation



2006 - Present



**China**  
2007 - 2009



**Indonesia**  
2010 - 2011

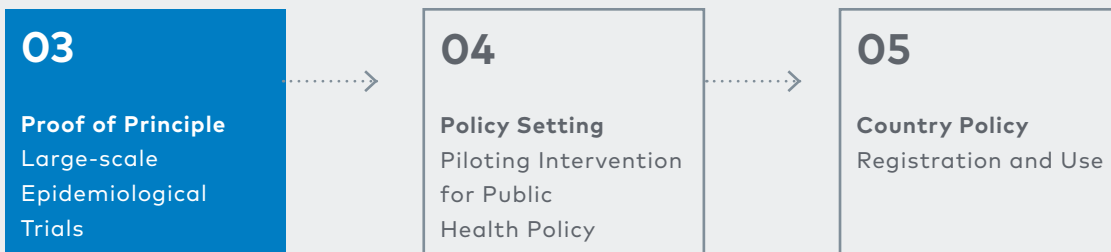







## Where We Are Today

To secure a WHO recommendation, two studies showing positive impact on malaria incidents are needed.

In 2023, promising, interim results from one study in Kenya were presented to the WHO's Vector Control Advisory Group (VCAG). Ultimately, VCAG confirmed that the study results demonstrate the protective efficacy of spatial repellents.

Through 2024, the University of Notre Dame team will conduct the remaining epidemiological and operational research required by WHO. The team is using Mosquito Shield™ in large-scale, randomized, controlled trials in Mali and Sri Lanka and operational research in Uganda.



-  **Indonesia**  
2014 - 2019
-  **Peru**  
2014 - 2019
-  **Kenya**  
2021 - 2023
-  **Mali**  
2021 - 2024
-  **Sri Lanka**  
2022 - 2024

-  **Uganda**  
2021 - 2024

-  **Global**  
Ongoing



# Uniting To Beat Malaria

## In 2022, SC Johnson announced a new partnership with the United Nations Foundation's United to Beat Malaria campaign, previously known as Nothing But Nets.

United to Beat Malaria is the world's largest grassroots campaign working to save lives by rallying United Nations partners, advocates, and organizations to raise awareness, voices, and funds to protect families vulnerable to malaria. As a United to Beat Malaria partner, SC Johnson is combining our science and product innovation expertise with the campaign's global network of resources, educational content, and experience delivering disease prevention tools to hard-to-reach and underserved communities. So far, our partnership has produced increased global awareness of SC Johnson's spatial repellent program, as well as hands-on training and joint advocacy efforts.

In 2023, around World Malaria Day, several SC Johnson team members participated in United to Beat Malaria's Leadership Summit and advocacy day. The team learned from other malaria champions from around the country and globe and spoke directly with several American lawmakers to share updates and highlight the need for continued government support of malaria initiatives.

An important part of the Summit was learning from people who have been personally affected by malaria. SC Johnson's Africa Supply Chain Manager, Martin Wamoni, shared his perspective on seeing malaria's impact on his community and SC Johnson's contributions to the fight against the disease.

A native Kenyan, Martin is especially proud of SC Johnson's recent investments to manufacture spatial repellents in Nairobi. As a supply chain professional, Martin knows establishing local production capacity will help get our interventions where they are needed quickly and bring much-needed resources to malaria-endemic communities across Africa.



Photo: Joe Shymanski

**"Fighting malaria is very personal to me. I have vivid memories of having malaria as a young child growing up and also having witnessed the devastation caused by the disease especially on mothers and their young children. To be able to play a part that means that fewer people have to suffer from the disease or worse, lose loved ones from the disease is very humbling and very gratifying to me. It takes a family to beat malaria and it is an honor to be part of this family working hard to ensure we beat malaria in our generation."**

Martin Wamoni

Africa Supply Chain Manager,  
SC Johnson

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IMPACT

**\$2 Billion**

Funds (USD) advocated to grow malaria programs administered by Global Fund

**\$825.3 Million**

Funds (USD) advocated to grow malaria programs administered by President's Malaria Initiative (PMI)

**6**

Congressional offices visited by SC Johnson employees

**141**

Congressional offices visited by United to Beat Malaria Champions








# 10 Years of Impact

# A Decade of Innovation, Advocacy, and Partnership

	2013	2014	2015	2016	2017
<b>Product Innovation</b>	Project Groundswell: User-Centered Design initiative focused on BOP communities	Generation 1 Shield spatial repellent developed, 2 weeks repellency duration	Generation 1 Shield, "Poster" spatial repellent development	Development of Guardian spatial development	Mosquito Shield™ spatial repellent achieves 30 days duration
<b>Advocacy &amp; Partnership</b>	Bill + Melinda Gates Foundation (BMGF)	Secured \$23 million USD from BMGF for Randomize Control trials (RCTs) of spatial repellents		EKOCENTER partnership with Coca-Cola   Base of Pyramid Group Brand Identity  First Impact Report	Rwanda Ministry of Health

1: P value < 0.0001. Reduction in overall malaria infection vs control in a subset of village clusters with the highest baseline incidence of malaria.

2: P value = 0.0236

3: comprised of 14 partners spanning eight countries including regional WHO offices, implementation partners, and country governments.

2018	2019	2020	2021	2022	2023
	<p>Guardian™ spatial repellent achieves 4 months duration</p> <p>Indonesia Trial: 66% reduction in malaria incidence<sup>1</sup></p>	<p>Development of hygiene-focused product kits for frontline health context</p> <p>Peru Trial: 34% reduction in <i>Aedes</i> virus infection<sup>2</sup></p>	<p>Guardian™ spatial repellent achieves 8+ months duration</p>		<p>Guardian™ spatial repellent achieves 12 months duration</p>
Secured \$33.7 Million USD from Unitaid for RCTs	MENTOR: Humanitarian Settings Syria, Yemen	Great Lakes Malaria Initiative: 14 Partners <sup>3</sup>	United Nations Foundation	Global Fund	



# What We've Learned

01

## Life finds a way

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### The Lesson

In the movie Jurassic Park, Professor Ian Malcolm makes the observation: "If there is one thing the history of evolution has taught us, it's that life will not be contained...life finds a way."

So what do Hollywood dinosaurs have to do with malaria? The disease is transmitted by Plasmodium parasites through the bites of mosquitoes. And these parasites are consistently finding a way to evolve in the face of our attempts at preventing the disease, whether through tools like bed nets, pesticides, or drugs. In fact, over the past 100 years, most first-line antimalarial drugs have eventually been rendered ineffective because of resistant parasites.

---

### The Implication

**Persistent resistance means we will continue to need new tools if we hope to eliminate malaria. And when we develop a tool that is shown to be efficacious, we know it may not always remain that way. In time, the parasites are likely to find a way to adapt. Persistent resistance serves as a driver for us in the fight against malaria. The parasites find a way, and so will we.**

## The fear of not eating today is worse than the fear of disease tomorrow

We take a human centered approach to product development, in part, because each time we immerse ourselves in our users' lives, we learn something new. As we spend time sleeping on the floors of mud huts with families in Ghana or tapping rubber trees with mobile workers in Myanmar, we see recurring themes. People often have minimal awareness of how mosquito-borne disease spreads and what to do to prevent it. And many times, they've inherited misconceptions about these diseases from previous generations. The reality is, avoiding mosquito bites or sleeping under a mosquito net is not a priority when there isn't enough food at home or when children can't get the education they need.

**First-hand experience living with the people we serve has served as a lesson in hubris for us. While we remain committed to eliminating diseases like malaria— and the health and economic tolls they take— living with the people we serve has emphasized the need to design solutions that seamlessly fit into their lives and align with their priorities. This may mean creating a product that is so simple it requires no interaction from the user at all. Our hope is by allowing people's circumstances and realities to guide us, we'll have a chance to create sustainable solutions that ultimately prevent disease.**

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### The Lesson

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### The Implication

03

## Community health workers are the true heroes

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### The Lesson

It's not a stretch to say that community health workers are the foundation of any meaningful impact we've made in communities around the world over the past ten years. We've relied on community health workers to distribute spatial repellents, deliver educational programs, and provide care at community clinics. They carry the heaviest burden of disease prevention in their communities without the benefit of formal training, certification, or compensation.

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### The Implication

**We will continue partnering with community health workers to drive meaningful impact. And we'll drive programs that enable them to do so, including training and certifications to help unofficial caregivers and community health workers build careers and earn a living wage.**

04

## We can't do this alone

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### The Lesson

Eliminating mosquito-borne disease is an audacious goal. In our lifetimes, only one infectious disease has been eradicated. That was smallpox a little over 40 years ago. We got close with polio, but have been losing ground.

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### The Implication

**When battling infectious disease at a global scale, there's simply no way for any one organization to develop and implement the solutions required. A fight like this takes a host of policy, funding, research, distribution, and industry partners. We've evolved from collaborating to genuinely co-creating with end users and with industry partners we might otherwise consider competitors. In this mode, we'll continue to partner broadly to collectively address the underlying causes of diseases and the barriers to prevention.**



## We are going to fail. A lot. But we're going to learn a lot too

To create a better, healthier future we must attempt things that haven't been done before. Taking this approach has provided us many opportunities to be wrong along the way, pivot our approaches, and try again. We learned early on to let go of ego in this work. We're agnostic about the path as long as the result is real impact. Ten years ago, there weren't many of us that thought we could develop a tool that provided more than a few weeks of protection. But many iterations later, our teams have created a spatial repellent that remains effective for about 12 months.

**Because we are part of a family-led, privately-held company, we can always take the long view. And while we have a bias for action and an intense sense of urgency to protect those at risk, we realize that eliminating a disease isn't something accomplished in five or ten years. It requires iteration and persistence, and accepting that what works today may not work tomorrow. As we proceed, we will continue to learn along the way and trust that, in the end, enlightened trial and error will succeed over the pursuit of perfect plans.**

**With each new study and innovation, we leverage these lessons to develop the next generation of tools and business models to fight mosquito-borne disease.**

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### The Lesson

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### The Implication





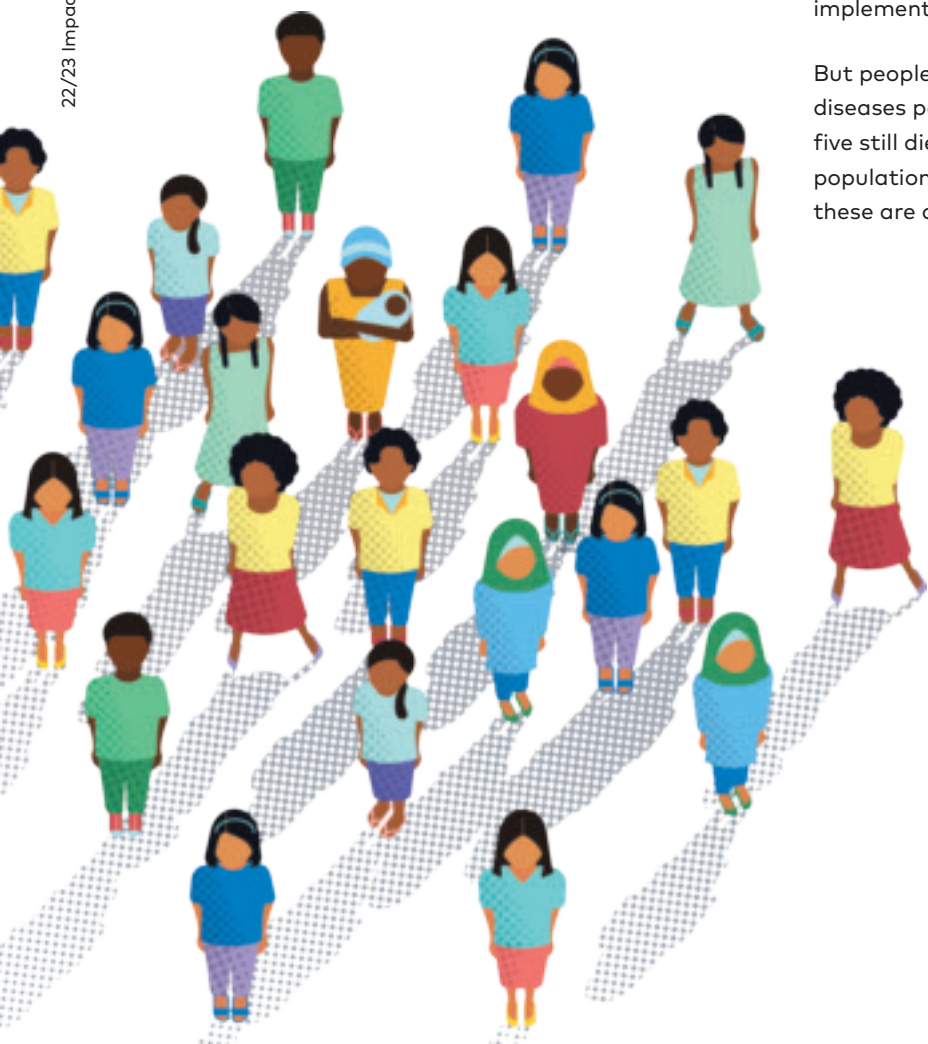
# Looking Ahead



# A family company at work for a better world. It's not just a tagline. It's a reflection of our company's purpose to make the world better for the next generation.

It is tempting for us to look back over the past ten years and be satisfied with the Base of the Pyramid Group's accomplishments—reaching over 105 million people with products and education, building health clinics that reach over a million people each year, implementing initiatives across 26 countries.

But people continue to suffer. Mosquito-borne diseases persist. Nearly every minute, a child under five still dies from malaria. Over half of the world's population is still at risk of contracting dengue. And these are diseases that are entirely preventable.



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## Looking Ahead

### Moving forward, we're focused on scaling our impact in three key areas:

01

#### MANUFACTURING NEW TOOLS

Over the past few years, we've seen strong evidence of efficacy and demand around the world for new tools like Mosquito Shield™ and Guardian™. While we continue working towards a potential WHO policy recommendation for spatial repellents, we've committed to investing over 10 million USD to scale up manufacturing of spatial repellents in Kenya.

02

#### IMPROVING ACCESS

We recognize that the people most at-risk for mosquito-borne diseases are often located in remote, hard-to-reach locations. So we'll lean into our partnerships with global public health organizations in communities and humanitarian settings to ensure effective tools reach people where they are. And we will continue to support the community health workers who are the true heroes enabling access to care on the ground.

03

#### GOING BEYOND PRODUCT

While products by themselves can be effective in preventing mosquito-borne disease, we believe a comprehensive approach that goes beyond product increases our chances of success. So we've already committed to establishing more community health clinics and expanding educational programs in new geographies.

# Dedicated and Accountable: Key Performance Indicators

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## July 2023 - June 2024

We're committed to transparency and dialogue about SC Johnson's contribution to the global fight against mosquito-borne disease. In that spirit, we'll be using our impact report to share the key performance indicators (KPIs) we're targeting and document our performance against them.

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**People protected by spatial repellents**

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**People reached with disease prevention education**

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**People served by community health clinics**

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**Additional countries where spatial repellents are registered**

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**Additional local jobs created via manufacturing of spatial repellents**





**1 Million**

**10 Million**

**1.5 Million**

**10**

**100**



88

A.P. Hetta

Madh

K.S. P.H.

Mat.

Carl Christ

Sergio ~~P.H. Hetta~~

Mohamed Dicks

AL  
Achim

Om

Dr. W. H. Hetta

T.H.

Nicole Schubelke

Kathryn Bergut

Rebecca Koral

Judy Cox





2013

2014

2015

2016

2017

2018





18

2019

2020

2021

2022

2023





**SC Johnson  
Base of the  
Pyramid Group**

**scJohnson**  
A family company  
at work for a better world

SC Johnson's Base of the Pyramid Group prevents mosquito-borne disease for those among the world's most vulnerable. We leverage philanthropy as a catalyst to develop and deliver affordable tools that are economically sustainable at long-term projected production volumes. We develop disease-prevention solutions that maximize social impact and help strengthen communities.