



„Hope Build” 2024: 40 Henkel volunteers built, in just 2 days, houses for 4 vulnerable families in Prahova County

București, 30th of October 2024. This year Henkel celebrates 30 years of existence in Romania, 30 years of innovation and active involvement in supporting and sponsoring thousands of educational, social, community, ecological, cultural and sports initiatives. Since its establishment, the company has focused its efforts in the area of Corporate Social Responsibility (CSR) on the following key areas: *education, community and social projects, environment / sustainable development and culture.*

Many of the company's projects have been and are also carried out through the active involvement and enthusiasm of the company's employees. A recent example in the area of *community and social projects* is the "Hope Build" initiative organized this year by the partner NGO *Habitat for Humanity*. The objective of this project was to build, at an accelerated pace, on October 3 and 4, 2024, decent housing for 4 vulnerable families in Prahova County.

Henkel's contribution to the "Hope Build" project consisted of financial support, donations of construction products/materials from the portfolio of the Adhesives division and the involvement of its extraordinary team of volunteers. The company's 40 employees (from all business units) enjoyed this year the unique experience of working on the construction site, learned practical notions about building a house and experienced special emotions with the future owners of the homes they were building together.

In short, Henkel volunteers describe the "Hope Build" experience as follows: *"2 warm October days, 40 heartfelt colleagues in Ceresit overalls working in unison for the same noble purpose; 80 sure hands fixing the ceilings of the rooms, the tireless sound of drills and grinders, the "painters" in white suits swarming around the houses. All this to turn beautiful dreams into something real and concrete. We learned, we collaborated, we supported each other, we sweated and we enjoyed our time together."*

Truly, nothing can replace the satisfaction of handing over the keys to a house (to the construction of which you contributed) to the family that will live there and who received the keys with gratitude and tears in their eyes.

More about the projects of Habitat for Humanity Romania:

Facebook: <https://www.facebook.com/share/p/fjyyTDSBVRU4o458/>

LinkedIn <https://www.linkedin.com/feed/update/urn:li:activity:7247952694147977216>

Instagram: https://www.instagram.com/reel/DA6BNNel_wd/?igsh=cmZ5Mms0b2lidWI5



Henkel Romania (1994-2024) – CSR Milestones II

Between 2004 and 2010 the company focused its CSR efforts mainly on the areas of *environment / sustainable development and education*. Thus, Henkel was the first private company to invest in a large ecological, educational and social project in the Danube Delta – "Together for a Clean Delta"/ 2004-2007, continued with the first international CSR program dedicated to children and communities along the Danube river: "Together for a Clean Danube/ Green Children's Police"/ 2007-2009. Then, in the period 2009-2010, the company carried out the national project "Map of Green Schools" whose objective was to create the first database with ecological projects carried out in schools throughout the country, the database then made available to the media and to all those interested.

More details about the company's projects: CSR Milestones: [Sustenabilitate \(henkel.ro\)](#) | [Henkel Romania: www.henkel.ro](#) | Henkel Group: [www.henkel.com](#)