



DULUX AND THE SOS CHILDREN'S VILLAGES CONTINUE TO EMPOWER YOUNG MINDS

AkzoNobel's flagship brand Dulux and SOS Children's Villages joined forces in the efforts to equip South African youth with refurbishment skills, such as painting and basic renovations. The program aims to encourage the youth to create opportunities to sustain themselves as well as to help drive a positive impact on youth unemployment. The *Dulux "Let's Colour"* program and *Professional Painter Training* helps upskill young people through the SOS Children's Villages Ennerdale and South African Paint Manufacturers Association (SAPMA) training centre every year across South Africa.

According to Statistics South Africa (StatsSA), the national unemployment rate is high for both youth and adults; however, the rate among young people aged 15–34 was 38,2%, which implied that more than one in every three young people in the labour force did not have a job in the first quarter of 2018.

"Dulux is proud to be partnering with the SOS Children's Village again this year," says Nathalie Sweeney, Marketing Director for Dulux Sub Sahara Africa. "Through this programme, we as a brand believe that while this is not a direct solution to job creation, we strongly feel that empowering the youth with practical skills increases their opportunities to become entrepreneurs – a key solution to fighting the current statistics around youth employment in SA. We plan to continue training youth in 2019," continues Sweeney.

Now in its second year, the partnership has assisted 20 unemployed youth elevate their skill sets and will hopefully inspire a spirit of entrepreneurship to curb the unemployment rate that currently faces the youth in South Africa. The youth were trained by SAPMA on the basic application of coatings which includes Health and Safety surrounding paint and coatings, how paint is manufactured, preparation of substrates, which paint is best suited to each substrate and application of paint.

Officially announced at the launch of the *YouthCan! Initiative*, *Dulux* continues to maintain the pledge to adopt the SOS Children's Villages in South Africa as part of its' "Let's Colour" project. The *YouthCan! Initiative* is a global partnership between AkzoNobel, the manufacturer of Dulux, The SOS Children's



Villages and DHL. The initiative was launched in 2017 with four countries, South Africa, Brazil, Nigeria and Indonesia. In 2018, a further eight countries were added including Pakistan and Russia.

“We look forward to seeing more individuals participate in this programme as well as working with other organisations and partners who share the common goal of creating opportunities for young people. Together we can definitely do more,” concludes Sweeney.

Through initiatives such as the *Let's Colour Program*, Dulux, along with SOS Villages and stakeholders will continue to contribute towards building a more empowered youth workforce within South Africa.

Follow and engage with the AkzoNobel – SOS Children's Villages initiatives around the world with the hashtags #LetsColour, #HumanCities, #youthcan

About AkzoNobel

AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the Netherlands, we have approximately 46,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.

About SOS Children's Villages

SOS Children's Villages is the world's largest non-governmental organisation focused on supporting children without, or at risk of losing, parental care. The non-denominational organisation was founded in 1949 and today has a presence in 134 countries and territories, with a workforce of about 37,000 people. SOS Children's Villages runs more than 2,500 programmes directly reaching more than a million children and adults. It partners with donors, communities, governments and other organisations to reach the children who need support, and it advocates for governments to uphold their obligations with regard to child rights. More information on SOS Children's Villages can be found at www.sos-childrensvillages.org

For more information

Unathi Jobela

FleishmanHillard



011 548 2017

Unathi.jobela@fleishman.co.za