

Application Title: Reuters Sustainability Awards

Category: Social Impact

Company Name: PPG Industries

PR Firm:

Executive Summary (character count 1479):

PPG's "New Paint for a New Start" initiative, beginning in 2022, is the expression of our powerful vision of educator and student inspiration, community engagement, and positive social change for schools and communities worldwide. Through our Colorful Communities Program, we strive to be a corporate community leader as we fulfill these efforts:

- Invest \$1 Million in support for materials.
- Unify 1,000 PPG volunteers, 600 community partners, and employee resource networks to create engaging and uplifting classroom spaces and community buildings around the world.
 - Purpose 12,000+ liters of paint, specifically chosen colors and scientifically proven to enhance learning and improve experience and behavior.
 - Impact 25,000+ students and educators as they thrive in their learning environments.

At PPG, our expertise in coatings and color is shared in service as schools, classrooms, and even outdoor spaces are transformed to provide a "New Start" for students and teachers. We aim to forge greater paths of connection with the community by combining these "New Paint" efforts with sustainable environmental projects such as:

- Providing recycling supplies to support renewable energy
- Planting trees for environmental consciousness
- Creating themed murals to beautify outdoor spaces

PPG's vision of "Protect and Beautify the World" is brought to life as this initiative is growing each year and proves to provide a lasting positive change to schools and communities throughout the world.

Sustainability Targets and Initiatives :

PPG's Colorful Communities Program and the PPG Foundation is committed to the

transformation, protection, and enrichment of people and communities on a global scale. Positive social support and sustainability is our goal as we engage in:

- Investing \$17 million in 2023, and targeting to add \$5 million through 2030, to support 450+ partners in our Colorful Communities projects and encourage employee volunteering worldwide. Schools and community venues are transformed into inspiring spaces for students and educators.
- Granting \$20 million by 2025 to address systemic racism and advance racial by funding educational programs for Black communities. These students and career seekers are provided equal access to excel in the science and technology programs, to build a stronger and all inclusive workforce.
- Partnering \$10 million with programs worldwide to inspire STEM education support for diverse minority groups, including the disabled, people of color, and women is a highly focused goal of the PPG Foundation. A few of these partners are: Digital Access @ Work, X-Bots Robotics Inc., Mindsteps, and American Printing House for the Blind (APH).
- Setting a goal of 50% of sales come from sustainable advantage products by 2030. At PPG, we partner with resource-efficient manufacturing and sustainability companies that leave the smallest carbon footprint. Using resources to their capacity is a continuing goal at PPG.
- Growing at a rate 3x faster than comparable companies, we are an inclusion focused employer. Our workforce has an overall 43% increase of minority employees. The focus on company values is embodied in the PPG “Way to Lead” training and development program for culture in ownership, empowerment, and inclusiveness. Over 15,000 employees have participated in this micro-learning program.

(Character count 1802)

Category Criterion:

Innovation is at the forefront of PPG’s funded research program about the effects of color and using that expertise for the global good. Our “New Paint for a New Start” initiative, beginning in 2022, is using this inspiring information to improve and support schools, educators and students alike.

Our supplies and volunteer efforts have transformed educational spaces with our nature inspired color scheme. These color pallets are specifically chosen as a result of studies

that have proven a substantial increase, 20-40% of overall engagement, energy, and focus for teachers and students.

Positive impact on students and their everyday experience in education is important to us, and the environment can be a forefront factor of growth and development. From world locations of France, Spain, Brazil, Mexico and our headquarters in Pittsburgh, PA, PPG's influence and support of the "New Paint for a New Start" initiative can be felt and seen in global communities.

"The impact that this project will have on our school goes well beyond a fresh coat of paint, and will create a positive and nurturing atmosphere for our students for years to come." - Richmond Heights Middle School Principal, Larhonda Donaldson, Florida.

As we at PPG grow this constructive collaboration with our company, employees, and community members, our goal is to enrich more schools so students can thrive. We are also including environmental projects such as recycling, planting trees, and murals as we beautify surrounding spaces and educate about sustainability.

"New Paint for a New Start provides students and school infrastructures in need with meaningful changes and resources for fresh starts. This extends to inspiring students to have greater environmental consciousness." - Vice President, Global Sustainability, Diane Kappas, PPG

(Character count 1820)

Supplementary Information:

<https://www.ppg.com/about-ppg/en-US/community-engagement/colorful-communities/classroom-color-research>

<https://www.ppg.com/about-ppg/en-US/community-engagement/colorful-communities/new-paint-for-a-new-start>

https://www.youtube.com/watch?v=-OSbzITwR_0

Quotes from third parties:

"I would like to thank PPG and SAIC-GM Chevrolet for their great help and support, as they have brought us such an inspiring color scheme and beautiful mural painting. These vivid wall paintings give the entire campus a new look. Not only can they improve the culture of our school, but they can also stimulate our children's enthusiasm to learn and create and help to make their dreams come true." - Wang Haifeng, principal, Caochang

Primary School.

Contact Name:

Contact Email:

Contact Phone: