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## News Release

### Women Deliver Conference

## **Bayer World Contraception Day: Youth Ambassador Program aims to raise contraceptive awareness amongst adolescents worldwide**

**Copenhagen, May 17, 2016** – Bayer is showcasing its new Youth Ambassador Program at the Women Deliver Conference in Copenhagen. The Youth Ambassador Program has been launched by Bayer and Women Deliver as a part of the World Contraception Day initiative. It aims to reach out to young people worldwide and to directly involve them in ‘youth-to-youth’ awareness-raising activities on topics such as sexuality and contraception.

Since initiating World Contraception Day with its partners in 2007, Bayer has been constantly developing new approaches within this campaign to educate and advise on reproductive health issues with a special focus on young people. The importance of this target group was also at the center of the panel discussion entitled ‘My Life, My Rights, My Future: Young People and Contraception’, which took place at the Women Deliver Conference.

“Fostering awareness of reproductive health issues has always been part of Bayer’s engagement. Access, availability and affordability are crucial for family planning. But, in addition, we also need education,” said Klaus Brill, Vice President of Global Healthcare Programs at Bayer’s Pharmaceuticals Division. “Investing in education on sexual and reproductive health – especially for young women and girls – benefits not only the individual woman, but also her family, her community and her nation.”

Bayer plays an active role in the Women Deliver Conference, bringing together more than 5,000 global influencers, policymakers, activists, journalists and young people. Focusing

on youth and education, the Women Deliver Conference discusses new ways of accelerating progress in the fields of girls' and women's health, rights and well-being.

“We think it’s especially important to give teenagers and young adults a comprehensive sexual health education,” said Arthur Erken, Director, Division of Communications and Strategic Partnerships at the United Nations Population Fund. “This can initiate changes in society regarding the right of girls and young women to take self-determined decisions in family planning.”

“Long-term commitment and sustainability are the pillars of Bayer’s engagement in family planning,” said Klaus Brill. “The focus on women and girls in our activities is an investment in achieving a more equitable world.”

Especially with regard to the coming generations, Bayer stressed its commitment to the Sustainable Development Goals. The challenge of addressing reproductive health issues worldwide is a task that no company, aid organization, government or research institute can manage alone. However, as part of a network of strong partners, it is possible to make a real difference.

### **About the Family Planning Programs at Bayer**

Bayer now has more than 50 years of expertise in the field of family planning. For women in developing countries, Bayer supplies its various hormonal contraceptive methods to partners in international development cooperation at a preferential price. Moreover, the company has initiated new methods of partnering, like the Jadelle Access Program, to broaden contraceptive options. Bayer is also committed to the United Nations’ Global Strategy for Women’s, Children’s, and Adolescents’ Health with World Contraception Day, which is also listed on the UN’s website and recently signed the Women Empowerment Principles (WEP).

### **About the Women Empowerment Principles (WEP)**

Gender equality is both a sustainable development objective and a solution. The Women’s Empowerment Principles (WEP) provide a ready-made platform for scaling up business action on gender equality and helping achieve the SDGs. In this context, Bayer and Evidence Project/RAISE Health launched a package of health education materials at the 2016 WEP annual event that are designed to make health information available to female workers in low- and middle-income countries.

## **Bayer: Science For A Better Life**

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2015, the Group employed around 117,000 people and had sales of EUR 46.3 billion. Capital expenditures amounted to EUR 2.6 billion, R&D expenses to EUR 4.3 billion. These figures include those for the high-tech polymers business, which was floated on the stock market as an independent company named Covestro on October 6, 2015. For more information, go to [www.bayer.com](http://www.bayer.com).

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