

# Contributing to the Realization of a Truly Prosperous Society In the Community

## Promotion of social contribution

← P12 CSR Policy 6

In its Corporate Vision, the Hitachi Chemical Group includes the statement, "To contribute to society through the development of superior technologies and products." Recognizing that a company is a member of society, the Group strives to contribute as a responsible corporate citizen to the realization of a truly prosperous society based on the Hitachi Chemical Standards of Corporate Conduct.

We developed the Hitachi Chemical Group Social Contribution Policy in March 2008 to more clearly demonstrate this concept to stakeholders inside and outside the company and to guide social contribution. Going forward, the Group will continue to engage in a variety of social contribution activities at home and abroad, including protecting the global environment as well as supporting the development of the next generation, cultural and sports activities, social welfare efforts, disaster relief and local community assistance.

### Hitachi Chemical Group Social Contribution Policy

The Hitachi Chemical Group will contribute to the sustainable development of the Earth and society under its slogan, "Working On Wonders."

Focusing on local communities closely linked with the company, we actively promote social contribution activities on a global scale, with an emphasis on environmental protection and cultivating human resources who will lead in the next generation.

### Basic concept of our Social Contribution Policy



## Hitachi Chemical Group's major social contribution activities

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### ● Activities for protecting the global environment

The Hitachi Chemical Group is expanding a Green Curtain Project, in which windows and wall surfaces of buildings are covered with twiners, such as bitter melon and sponge cucumber, to curb increasing room temperatures by blocking direct sunlight and by leaf transpiration. This project started at Namie Hitachi Chemical Co., Ltd. in 2005. The company succeeded in reducing summer electricity consumption by 20% from the previous year. The effort was expanded in 2007 to nine sites of five Group companies. As part of the project, we entered into partnership with a nonprofit organization, the Green Curtain Pep Team, and co-sponsored the First National Green Curtain Forum held in Naha, Okinawa, in March 2008 under the aegis of the Ministry of Environment and others organizations.

We plan to expand this initiative from our sites to the homes of employees and elementary schools neighboring our sites.



Green Curtain at Namie Hitachi Chemical Co., Ltd.

### ● Cultivating the next generation

In March 2008, Hitachi Chemical decided to support an "I-love-Chemistry Club" (tentative name) operated by The Chemical Society of Japan. The club is involved in various activities, including publication of "Newsletter" and "Daisu-Kids" (tentative name) as well as holding events.

In addition to donating funds for activities, we are considering additional assistance, such as encouraging the children of employees to join the club, helping distribute



Cover design for *Daisu-Kids* (tentative name)

“Newsletter” at junior-high and high schools near our sites, and assigning our engineers to help with events hosted by the club.

We will continue our active support for efforts to cultivate sensitivity, curiosity and a mindset of scientific inquiry in children.

#### ● Support for cultural and sports activities

The Group provides academic support for universities and research institutes, offers scholarships, accepts interns from both domestic and overseas organizations, and contributes to such cultural/sports programs as the New National Theater, the Kyushu Symphony Orchestra and Kashiwa Reysol, a football team.

#### ● Social welfare and disaster relief activities

The Group administers charities for disadvantaged children, contributes to welfare facilities and provides volunteers, both at home and abroad.

We also donate money to support recovery in areas hit by large-scale earthquakes, such as the Niigata Chuetsu Oki Earthquake in 2007.

### Communication with local communities

#### ← P12 CSR Policy ⑥

The Hitachi Chemical Group publishes site reports to explain our operations and CSR efforts to local community residents and to receive feedback as well as making an extra effort to

hold business briefings and manufacturing site tours.

We are also involved in supporting the health of children who represent the leaders of the next generation by sponsoring local athletic events and teams and holding sports classes for youth.

#### ● Business sites and Group companies that published site reports in fiscal year 2007

Hitachi Chemical Yamazaki Works, Shimodate Works, Goshomiya Works, Shin-Kobe Electric Machinery Co, Ltd., Hitachi Powdered Metals Co., Ltd., Hitachi AIC Inc.



Factory tour by local elementary school students



Yamazaki Works supports Katsuta Marathon

### Recognized by the government of Thailand for our support of the drug-busting campaign

Hitachi Chemical Automotive Products (Thailand) Co., Ltd. was recognized by the Thai government for its ongoing company-wide involvement in the nation's drug-busting campaign and received an Outstanding Award in June 2008.

Abuse of dependency-producing drugs has become a significant social problem in Thailand and various organizations, groups and individuals

are actively providing their support for the drug-busting campaign. In this context, the company joined the campaign in 2001 and, it is also a member of “To Be Number One,” a government anti-drug project.

The award was given in recognition of the diligent efforts of company employees and their family members to deepen awareness of the dangers of drugs.



Receiving an award plaque from the Prime Minister Surayud