

In the Community

Promotion of social contribution

P16 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 Group and to guide social contribution. We are therefore operating within the framework of this policy and focusing on the twin pillars of protecting the global environment and cultivating human resources who will lead in the next generation in order to engage in a variety of social contribution activities at home and abroad, as well as cultural activities, sports and social welfare efforts.

Hitachi Chemical Group Social Contribution

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

Since 2006, the Hitachi Chemical Group has been expanding throughout its Group companies 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 was started at Namie Hitachi Chemical Co., Ltd. and succeeded in reducing summer electricity consumption by 20% from the previous year. The effort expanded to 25 business sites nationwide by fiscal 2008.

As part of the project, we entered into a partnership in 2007 with a nonprofit organization, the Green Curtain Pep Team (“Midori no Curtain Ouen-dan” in Japanese), and jointly reported on green curtain activities in Japan at the IUCN* Fourth World Conservation Congress in October 2008. We also reported on Hitachi Chemical’s efforts at the Second National Green Curtain Forum held in April 2009, which was supported by the Green Curtain Pep Team, to showcase the activities of various groups that engage in the project.

Furthermore, in the spring of 2008 and 2009, we broadened the reach of the project to elementary schools by distributing bitter melon seedlings and handbooks on how to create green curtains to more than 60 schools in Ibaraki.

* IUCN (International Union for Conservation of Nature and Natural Resources): International organization that undertakes activities for protecting natural resources and the environment