



# Communication

One of the three basic policies of our Environmental Action Plan is to “contribute to society,” and we are actively engaged in programs to contribute from an

environmental perspective. In addition, as part of our public relations activities we undertake environmental campaigns during regional events, and, by exchanging

information with our counterparts in local communities, are working to improve communication related to environmental matters.

## Greening Activities

We are emphasizing the planting of greenery in the areas around the periphery of our plant sites. At the Takahama Plant, for example, we have planted trees and opened the area to members of the local community. This site is frequently used by community residents as a restful place to walk and enjoy the greenery.



▲ Park area created near the Takahama Plant

## Contributing to the Community

### Support for Academic Research on the Theme of Environmental Protection

● Activities in this area include contributions to the Keidanren’s Natural Preservation Fund and participation in and support for the Greening Promotional Council of Aichi Prefecture as well as participation in and support for the Management Council for Waste Disposal Equipment Technology.

### Support for Employees in Voluntary Activities

● These include activities aimed at preserving wild rabbit-eared irises and participation in local cleanup programs through manager-level employee associations (820 employees participated in 1998) as well as through local employee associations (158 in 1998). We also presented prepaid telephone cards to benefit the Oisuka Children’s Forest in Indonesia.



▲ Cleanup activities with the participation of employees belonging to manager-level employee associations

## Communication Activities

### Participation in Local Events

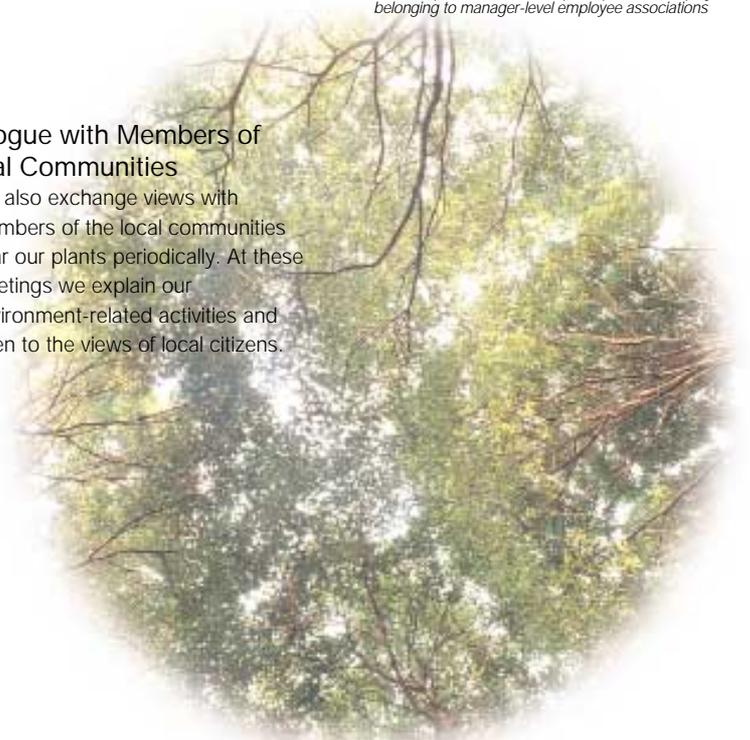
● We sponsored an event at the Kariya Industrial Festival in November 1998 entitled Recycling Milk Cartons to Make Postcards that was attended by a large number of people who enjoyed the opportunity to experience the value of recycling activities firsthand.



▲ This sponsored event to make postcards from milk cartons was well received.

### Dialogue with Members of Local Communities

● We also exchange views with members of the local communities near our plants periodically. At these meetings we explain our environment-related activities and listen to the views of local citizens.



What We Can Do for the Community  
As a citizen of the global community, we are working to broaden the circle of communication and interchange to create a better environment.