

Social Contribution and Environmental Preservation Activities

Starting from our immediate surroundings, OTSUKA CORPORATION is participating in activities for contributing to society and helping to preserve the environment in a diverse range of fields. Some of the highlights for fiscal 2015 are introduced herein.

■ Great East Japan Earthquake Reconstruction Support Activities

● Holding Product Fairs to Support Reconstruction after the Great East Japan Earthquake

As part of efforts started in 2012 to support earthquake reconstruction from our immediate surroundings, we hold regular product fairs at our head office that are attended by organizations from disaster-stricken regions as we continue to undertake activities to support reconstruction through the purchase of products from the damaged regions. In 2015, we held 11 product fairs, mainly at the Head Office.



● Implementation of the “OTSUKA CORPORATION Heartful Fund” Rebuilding Support Project

Following activities in 2014, we continued to hold the Rebuilding Support Project as a rebuilding support activity through the “OTSUKA CORPORATION Heartful Fund” matching gift program. In 2015, the project received 38 project applications and support was provided for six projects that had a high level of backing from fund contributors.



■ “Happy Points” Donation Program

In 2015 we started the “Happy Points” donation program as a social contribution program. Under this program, we provide customers with “Happy Points” according to the amount of their orders through the “tanomail” office supply mail-order service business. Customers can choose to donate their points to the Guide Dog & Service Dog & Hearing Dog Association of Japan, the Japanese Red Cross Society or the Japan Committee for UNICEF. We converted the points requested by customers as of the end of September at a rate of ¥1 per 1 point and donated a total of ¥1,114,000.

■ Renewing ISO 14001 Certification

OTSUKA CORPORATION formulated the “Environmental Policies” in 2000 and is implementing environmental protection activities in conformance with ISO 14001, the international standard for environmental management systems. In 2015, all 25 business sites underwent renewal examinations and successfully maintained certification. The content of the ISO 14001 standard has been revised for the first time in 10 years and we plan to transition to the new certification.

■ “Tanokun no Mori (TANO-kun Forest)”

In Brazil, 170,000 Tasmanian blue gum trees planted in a forest named “Tanokun no Mori (TANO-kun Forest)” in 2011 have been steadily growing. Plans call for expanding the initial 150-hectare reforested area to 500 hectares by 2017.



Immediately after planting: December 28, 2011



December 27, 2012



January 4, 2016