

Social Contribution and Environmental Protection Activities

We undertake social contribution activities and environmental protection activities in aiming “to demonstrate harmonious coexistence and growth with nature and society,” which is one of the goals prescribed in our Mission Statement. Here we introduce noteworthy topics in 2017.

■ Excellence Award Received from Chiyoda Ward for Actions That Consider Global Warming

Chiyoda Ward, the location of OTSUKA CORPORATION’s Head Office, is implementing the System for Action Plans Considering Global Warming in Chiyoda Ward. This system promotes initiatives giving consideration to global warming at business offices within the ward. Under the system, the state of implementation and plans regarding actions taking into account global warming that are carried out at business offices are reported to the ward each year and these initiatives are made public. At the same time, by commending excellent initiatives, the system aims to promote initiatives taken in view of global warming by business operators and spread outstanding initiatives.

In fiscal 2017, OTSUKA CORPORATION earned the Excellence Award in recognition of its evenly distributed initiatives in the fields of energy conservation, environmental education and community contributions. Here we introduce some of the initiatives undertaken by OTSUKA CORPORATION.

● Initiatives for “energy conservation”

We are raising employee awareness of saving energy by continually displaying electric power consumption in real time.

● Initiatives for “environmental education”

We introduced environmental e-learning through self-learning using PCs and require all employees to attend an environmental course once a year.

● Initiatives for “community contributions”

Every month we engage in community cleanup activities jointly with nearby companies and also accept local junior high school students for company visits and provide them with environmental education.



Right: Masami Ishikawa, Mayor of Chiyoda Ward

■ Environmental Protection Activities through Tree Planting in Brazil

As a program commemorating OTSUKA CORPORATION's 50th anniversary in 2011, we are planting Tasmanian blue gum trees to be used as a raw material for paper across 150 hectares in Macapá, Amapá State, Brazil, and have named this program "Tanokun No Mori (TANO-kun Forest)." We have expanded this forest every year and it reached 500 hectares in 2017.

Tree felling began for the trees planted the first year and plans call for these resources to be used for creating original "tanomail" copy paper.



2011



2016



2017 (Tree felling commenced.)

* There are expectations that Tasmanian blue gum trees will serve as a renewable resource for responding to large increases in pulp and paper demand due to their strong adaptability and ability to grow in just six years.

■ Great East Japan Earthquake

OTSUKA CORPORATION is continuing to support victims of the Great East Japan Earthquake seven years after the quake.

- Through the "OTSUKA CORPORATION Heartful Fund," an employee-company matching gift program, we provided support by donating ¥500,000 respectively to six nonprofit organizations engaging in support activities in the earthquake-stricken region.
- The Sendai Branch participated in the Japanese Red Cross Society's "We Will Never Forget Campaign."
- We held a total of six in-house product fairs, which sell specialty products from the earthquake-devastated regions.