



# With the Community and World in Perspective

To understand the situation of the community and the life of people there and to become more sensible are to think of the future needs of our customers.

## Charity money sent based on matching funds for the earthquake disasters in Haiti and Chile

January 2010 saw a great earthquake in Haiti, followed in February by another in Chile. Many people became victims or lost their homes. Our group used a "public donation system" to raise money from our colleagues and also employed a matching fund system where the money collected was combined with the same amount of money provided by the company, and then sent the total money to help the victims. On the opposite side of the earth, Chile is one of the export destinations for our broadcasting cameras. We pray for, and keep in mind an early recovery of both countries.

Our charity money and contributions are used in rescue activities of the Japanese Red Cross Society, by such means as dispatching physicians to the sites.



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## Contribution by collecting disused books

"Let's contribute books and CDs no longer needed at the workplace or home, in order to raise money for educational support of disadvantaged children in Asia."

Our group cooperated with the NGO engaged in such activities, and collected disused books on a group-wide basis. This originated with the proposal of a colleague and was grown group-wide as "a social contribution activity that anyone can easily join." It was a first attempt, but colleagues were interested and we managed to collect many contributions. We intend to continue conducting such activities periodically for "contributing to society" and "streamline the office stock" by finding venues for disused things.



Participant members who brought disused books

## HIKQ ACTION

I agreed with the idea of making a social contribution by collecting unnecessary books and worked together with the secretariat's staff. As a result of efforts made by the entire group, including all Works, offices and group companies in the country, I touched many "warm hearts" of our colleagues.

I hope that our spirit will serve to benefit the support of education for children of the world in any extent.



**Naoko Kariya**  
VEC Center

## Volunteer cleaning-up activities

Hitachi Kokusai Electric Services Inc. and HS Services Inc. conducted volunteer cleaning activities involving 20 volunteers in total at each site from among the colleagues on the Tamagawa Josui canal promenade along Itsukaichi Street in Kodaira-shi neighboring the head office of Hitachi Kokusai Electric Services Inc. and in Nagoya's Chigusa-ku neighboring to both of their Chubu Branch offices in mid-November 2009.

On that day, for about 30 to 60 minutes before the start of work and in the midst of the refreshing early morning air, all participants enthusiastically cleaned up the dead leaves of autumn and picked up cigarette butts.



Cleaning on the Tamagawa Josui canal promenade

## Participating in joint evacuation drills at a special care house

On May 26, 2009, the prefectural day of the disaster prevention, Goyo Electronics Co., Ltd. participated in joint evacuation drills at a special care facility for the aged "Shokei-en" which concluded a "Treaty of cooperation in emergency measures against fires and disasters" with us. The drills were joined by a total of 23 members of the self-defense fire-fighting team and General Affairs Department, who assisted in evacuating people in wheelchairs in the five zones of the care facility. With regard to wheeling speed, curbstone passing, slope traveling, and other points for attention when assisting people in wheelchairs, we were instructed beforehand and managed to guide all the evacuees safe and sound, without making them anxious, onto the premises of Goyo Electronics Co., Ltd., the presumed evacuation shelter. The evacuation drills in a situation different from ordinary drills constituted a very significant experience for team members as well, and the smiles shown by the residents at the time of said transport were considered an irreplaceable expression of thanks. In the future, we intend to conduct these joint evacuation drills in an attempt to become a corporation that wins the confidence of the community.



Assisting the evacuation of wheelchair users

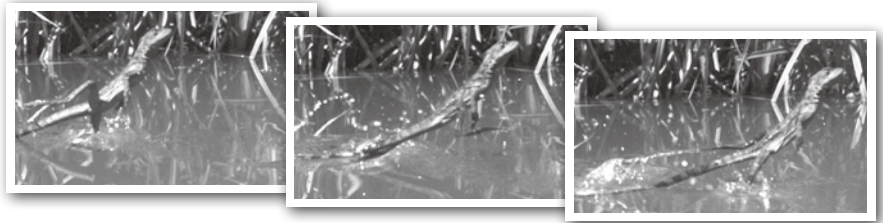
## – Thinking of biodiversity –

To become aware of the nature's gift derived from biodiversity and to protect and cultivate it, we think what we can, share the information and take actions.

### High-performance camera technology is used in an ecology-friendly manner to present ecological wonders

A camera with the world's highest level in terms of super-high speed and high sensitivity is used to minimize its effects on the ecological system while presenting unusual living scenes of rare animals. In the natural light of a dense forest, only a few staff members brought to the site a super-

high-velocity camera capable of taking a million frames per second, and then looked patiently for photographic opportunities. They eventually succeeded in filming scenes of basilisks\*1 that were elegantly running across the surface of the water.



\* A joint development with NHK Science & Technology Research Laboratories produced the image presented to the entire country through broadcasting in 2007.

\* The image on the right side was taken at a speed of 1/1000 seconds.

※1 Basilisk: A kind of iguana who lives in the jungles of Central America. It is 60 to 80 cm in overall length.

### Toyama City's "corporate forestry project"

The three companies located in the Toyama Yatsuo Central Industrial Park (the Company, Kokusai Electric Semiconductor Service Inc., and Kokusai Electric Techno Service Co., Ltd.) jointly participate in the "corporate forestry project" promoted by Toyama City.

While receiving support from the prefecture, the municipal and an environmental protection association, we joined a woodland nurturing activity of conserving about two hectares of forest in the Toyama Yatsuo Central Industrial Park, which is a city-owned area. Fiscal 2009 saw such activities as weeding, thinning out shrubs and branches, maintaining trails and planting trees being undertaken on a total of seven occasions.



All participants together after work

### Participating in the volunteer experience tour as part of the Horqin Desert Greening Project in China

In September 2009, the volunteer experience tour as part of the Horqin Desert Greening Project in China (arranged by the CSR Promotion Department, Hitachi, Ltd.) was joined by one member of our Company, together with colleagues and their families from among other members of the Hitachi Group, totaling 25 people. At a village about a three-hour drive north from Shenyang Taoxian International Airport, the participants experienced various tasks such as combating desertification and cultivating saplings, thereby working to engage in exchange with rural areas and college students in the local community.



Pruning in a cultivated forest

## TOPICS

### Participating as a Promotion Partner of "The Declaration of Biodiversity by Nippon Keidanren"

We agreed to the concept of "The Declaration of Biodiversity by Nippon Keidanren" and declared our intention to participate as a Promotion Partner of said declaration in December 2009.

## HIKQ ACTION

I was overwhelmed by the vast desert that extended beyond the horizon. Villagers said it had been actually grassland three decades ago and been blessed with much grass and many trees. Through the work, I felt that tree planting required very much labor and time. I had a close look at the reality of desertification and experienced tree planting activities, and realized that desertification was a familiar social problem as well as an environmental one. Some years later, I would like to return there to see how my planted saplings turned out.

**Shinya Oka**  
Environmental Management Office,  
CSR Promotion Division

