



Living Together with Communities

We understand the situation of the community, as well as the thoughts of the people there, raise our sensibility and think of their future needs.

Efforts through Ecocap activities

Starting on April 2010, the Akita Works of Yagi Electronics Co., Ltd. placed a box for collecting PET bottle caps next to vending machines installed in its dining hall in cooperation with Tohoku Pepsi-Cola Ltd., so as to deliver vaccines to children of the world through the NPO Ecocap Movement. During the period from March to July 2011, a cumulative total of 3,325 caps were collected, equivalent to polio vaccines for 4.1 patients. This also means a reduction of 26 kg of CO₂ that would have otherwise been generated had such caps been disposed as burnable garbage.

Through the Ecocap activities addressed by our entire Group since fiscal 2008, we have donated a cumulative total equivalent to vaccines for more than 950 patients and reduced CO₂ emissions by more than 6,000 kg.



Collection box placed next to vending machines in the dining hall



Collection box provided by Tohoku Pepsi-Cola Ltd.



Participating in the "Joint comprehensive disaster prevention drill by Metropolitan Tokyo Kodaira, Nishi Tokyo, Musashino, and Koganei"

Six members selected from our Company, Hitachi Kokusai Electric Services Inc., and Kokusai Electric Techno Service Co., Ltd. joined the "Joint comprehensive disaster prevention drill by Metropolitan Tokyo and cities of Kodaira, Nishi Tokyo, Musashino and Koganei" held on Saturday, October 29, 2011.

The purpose of this residents participating type drill is to strengthen the cooperation between the governments of Metropolitan Tokyo and the cities therein and disaster prevention agencies in case of a disaster, and enhance the disaster prevention capability of communities based on self-help and mutual help activities. About 7,500 persons including the members

of those municipal bodies, police, fire-fighting and self-defense officials, and neighboring citizens participated in the drill. The employees of our Group also underwent training for carrying injured people by using blankets, rescuing people from collapsed houses, and other training. Through this drill, all participants recognized anew the importance of having the mindset of self-help and mutual help to help and rescue injured persons and others affected, while securing their own safety in case of an emergency.



Explaining how to carrying injured people, using a dummy



Intently listening to a fire-fighting official



Participants from our Group

Participating in a voluntary activity for preparing the site of the Miyagi Grand Chrysanthemums Exhibition in Shibata



Dazzling chrysanthemum flowers (Photo courtesy of the Shibata Chrysanthemum Festival Committee)

The "Chrysanthemum Festival," a traditional autumn event in Shibata-machi, Miyagi Prefecture, is held at Sannomaru Square in Funaoka Joshi Park from mid-October through mid-November every year. With devoted chrysanthemum growers acting as the core group, the local government and community jointly sponsor this event with the

participation by residents to promote local tourism and develop local culture.

Our Sendai Branch Works participates in a voluntary service for preparing the site for this event, in addition to its cooperation in funding. In fiscal 2011, as one of the local corporations, the Works performed a voluntary service on October 14 by carrying in and arranging chrysanthemums for display at the "Miyagi Grand Chrysanthemum Exhibition" and "Shibata-machi Chrysanthemum Flower Contest."

As this Chrysanthemum Festival is a big and traditional event for Shibata-machi, we will continue contributing to the community through such voluntary service in the future.



Traditional chrysanthemum dolls (Photo courtesy of the Shibata Chrysanthemum Festival Committee)

Raising relief funds for flood damage in Southeast Asia through a matching fund program

The heavy rainfall and high tides in Southeast Asia from July 2011 caused extensive flood damage over a widespread area, resulting in about eight million people being evacuated from the areas affected in Thailand, Vietnam, Laos, Cambodia, and the Philippines.

Our Group conducted a fund-raising activity by employees using the “public donation system” which had just been used in response to the Great East Japan Earthquake in March 2011. This time the Company donated the same amount as that donated by the employees under a matching fund program. The total amount of donations was effectively used through the Japan Platform, a specified nonprofit corporation, for purchasing such emergency relief supplies as food, sanitation and survival kits, and school supplies for the affected areas, as well as supporting NPO activities for delivering supplies to the evacuees.



A gathering to learn how to use the water filters supplied (Photo courtesy of Save the Children Japan)

Conducting a reconstruction support activity in Rikuzen-Takata-shi, Iwate Prefecture

In October 2011, 31 persons from our Hamura Works conducted a volunteer activity to support reconstruction of the affected area in Rikuzen-Takata-shi, Iwate Prefecture, as an activity conducted by both workers and employer as one united body.

Reconstruction of the site had been delayed and the entire city, including houses and stores as well as roads, bridges, railroads, stations and other facilities, had been washed away by the tsunami, leaving a terrible scene of devastation beyond imagination.

Though bad weather curtailed the working time on that day, our volunteers entered a rice paddy damaged by the tsunami and removed debris by hand in the pouring rain.

Upon actually seeing the state of the damaged area, they considered the devastation their own problem that necessitated continuous support by the entire nation of Japan for reconstruction.



A heap of debris and garbage collected by our volunteers in the pouring rain

We sincerely hope that the day when people can again harvest rice from that rice paddy will come soon.

Participating in a volunteer cleanup activity by Hitachi Aoba-kai

The 8th Hitachi Aoba-kai Volunteers' Cleanup Activity was conducted as usual on Saturday, November 12, 2011.

This event attracted the interest of many people, resulting in the participation of 525 persons from 46 companies. A total of 15 persons participated from our Tohoku Area Operation, the Tohoku Branch of Hitachi Kokusai Electric Services Inc., and YAGI ANTENNA INC. The volunteers assembled first in Nishi Park and then cleaned up the area from the park to Omachi and Ichiban-cho (i.e., Hirose Avenue to Minamimachi Avenue).



Participants from our Group

Going to May Day mass, a local event of the season

On May 1, 2012, more than 10 employees of Hitachi Kokusai Linear Equipamentos Eletrônicos S/A, representing the company and clad in uniform, were invited to attend the annual mass at Santa Rita Church, the spiritual center for the citizens of Santa Rita, Brazil.

The event is a regularly observed May Day mass shortly before winter attended by about 1,000 people, including the representatives of 15 corporations in the city on this special occasion. Hitachi Kokusai Linear Equipamentos Eletrônicos S/A also donated blankets to the church.



Mingling with people gathering in the church



Focusing on the activities of the Hitachi Kokusai Electric Group