

Initiatives for Society



With operations located around the world, the Nippon Kayaku Group stands committed to actively communicating with the local communities in which it operates because they represent one of its most important stakeholders.

The Pink Ribbon Campaign

Pink Ribbon activities were launched by Nippon Kayaku in 2004 to convey the importance of early detection, early diagnosis and early treatment of breast cancer. Fiscal 2012 marked the ninth year of these activities.

Activities include running a breast cancer awareness website, employees wearing Pink Ribbon Badges and handing out items that help raise awareness such as bumper stickers. Normally these items were handed out at the railway station nearest to our corporate head office, but in fiscal 2012 we handed items out at the railway stations closest to all of our business sites in Japan (Nippon Kayaku Fukuyama, Asa Plant, Takasaki Plant, Himeji Plant, and the Tokyo), where we also lobbied passersby about the importance of breast cancer screenings.



- [Pink Ribbon activities website](#) 
- [Nyugan Info Navi](#) 

Kayami – the Nippon Kayaku
Pink Ribbon activities character

My Involvement with the Pink Ribbon Campaign

Ayaka Kassai

Pharmaceuticals Development Division

At first I was a bit nervous, but I soon found that the time spent through the Pink Ribbon activities with members of the local community and their warm smiles was very inspiring and meaningful. I heard a lot of questions during my time on the street. "What are the Pink Ribbon activities?" "Is it really that important to be screened for breast cancer?" The fact that I was able to speak directly with members of the local community about the importance of early screening was really important to me because of the potential to save lives.



Asunaro House – Supporting Families of Children with Intractable Diseases

The Nippon Kayaku Group, as part of the commemorative projects marking its 80th anniversary and under the motto of "Let's assist children with intractable diseases and their families," owns and operates Asunaro House, an extended-stay facility for caregivers in Saitama City, Saitama Prefecture. This facility safeguards users' privacy and provides parents with a child fighting an illness an opportunity to meet others like themselves, which helps to alleviate the mental burden placed on parents.





Cafeteria

Asunaro House Today

Hideo Yasui

House Manager

Asunaro House is now in its 14th year and I am the third House Manager. We have totally 10 private rooms, and in some months, more than 80% of those private rooms are occupied and when we are in busyness, we tend to get things overlooked; Nevertheless, we always try to get feedback and requests from users through questionnaires and daily conversations with users to continually make improvements to ensure their stay as comfortable as possible. For example, we came up with the idea of using magnets with each room number to place on each washing machine and drier so that users can find immediately who is using which machine. Although it may be difficult for us to respond to all requests, we will continue to do everything we can for users.



Providing Support for LRI Activities

The Long-range Research Initiative (LRI) is a joint initiative of the chemical industries of Japan, the United States and Europe. Part of the voluntary activities of International Council of Chemical Associations (ICCA), LRI supports long-term research into the effects of chemicals on human health and the environment, with focus on endocrine disrupting effects, neurotoxicity, chemical carcinogenesis, immunotoxicity and elaborating risk factors.

Nippon Kayaku has actively backed LRI from its start in 1999 by offering financial support for LRI activities.

- [LRI](#) 

Involvement in Summer Vacation Children's Chemistry Experiment Show 2012

The Nippon Kayaku Group took part in the Summer Vacation Children's Chemistry Experiment Show 2012* for elementary and junior high school students held at the Japan Science Museum (Kudanshita, Tokyo) on August 4 and 5, 2012. Experiments performed by the Nippon Kayaku Group during the show focused on the theme, "Play with light – Create your own rainbow kaleidoscope."

This year's experiments taught the children about light and how light is used to display images on the televisions and computers, and one of the experiments used polarizing film, which is one of the most important components of a television. Some 250 children took part in the event over the two days it was held, listening intently to the presentations by Nippon Kayaku Group employees and actively taking part in experiments.

This engagement forms part of our commitment to actively teach children about the interesting nature of chemistry and in the process develop the future leaders of the industry.

- * Summer Vacation Children's Chemistry Experiment Show: An event organized by the Dream Chemistry 21 Committee of the Japan Chemical Industry Association to educate children and the general public on the wonders of and contributions chemistry has made to society.



An experiment during the event

Donations of Respirators to the Jablunka Village Fire Department


INDET SAFETY SYSTEMS a.s.

INDET SAFETY SYSTEMS a.s. (ISS) donated four sets of respirators to the Jablunka Village fire department on March 26, 2013. ISS's No.2 and No. 3 plants are located in Jablunka Village where it manufactures automotive safety components.

The respirators used by the local fire department were very old and performed poorly, which restricted fire fighting activities. Respirators are used during emergency evacuations, fire fighting, rescue activities, and when in oxygen-deprived environments, such as inside tanks or sewers. These respirator masks can be fixed to fire fighters' helmets and supply air from a tank directly to the mask.

The fire department welcomed and was very thankful for the donation of the latest equipment because of the difficult economic conditions locally. Going forward, ISS will continue to find ways to make contributions to the local community as part of its effort to fulfill its broader responsibilities to society.



- [INDET SAFETY SYSTEMS a.s. \(ISS\)](#) 

Community Engagement

The Nippon Kayaku Group strives to foster understanding in its business activities among local residents through plant festivals, opening its sites to the public, cleanup activities and round-table talks.

Going forward, we will organize various platforms to proactively engage with the local residents as part of our goal of becoming a company that is closely rooted in the local community.

Nippon Kayaku's Agreements with Local Authorities

| Business Site | Agreement | Other Parties |
|-----------------------|---|--|
| Fukuyama Plant | Agreement on environmental pollution control | Hiroshima Prefecture and Fukuyama City |
| Asa Plant | Agreement on water pollution control | Yamaguchi Prefectural Fisheries Cooperative |
| | Agreement on environmental protection | Sanyo-Onoda City |
| Tokyo Plant | Green agreement | Adachi City |
| | Agreement on establishing Colored Effluent Issue Council | Tokyo Metropolitan Bureau of Sewerage No. 2 Control Office |
| | Agreement on mutual disaster relief support in case of an earthquake | Shinden Neighborhood Association and Shinden 1-chome Residents' Association in Adachi City |
| | Agreement to provide the general public with access to a small water pump storage facility | Senju Fire Department |
| Tokyo Business Office | Provision of fire fighting facilities 1. Provision of water for firefighting 2. Deployment of a boat for rescues 3. Fire fighting group cooperation site 4. Use of rooftop as a lookout | Tokyo Fire Department Akabane Fire Station |
| Takasaki Plant | Agreement on assistance from voluntary fire fighting brigade | Regional fire departments including Takasaki City |
| Himeji Plant | Memorandum on effluent control | Himeji City |
| Kashima Plant | Agreement on environmental pollution control | Ibaraki Prefecture, Kashima City, Kamisu City |

Community Engagement through Plant Festivals and Other Events

| Business Site | Type | Details | When |
|--|----------|--|-------------------|
| Fukuyama Plant (Nippon Kayaku Fukuyama) | Festival | Shining Fukuyama Festival | Every other April |
| | | Sponsor of Fukuyama Rose Festival and Fukuyama Summer Festival | May and August |
| | Event | Tennis Tournament | November |

| | | | |
|--|-------------------|--|-----------------------|
| | Facilities opened | Soccer and baseball fields and tennis courts, etc. | Throughout the year |
| | Cleanup | Cleanup activities around the plant | Spring and autumn |
| Asa Plant | Festival | Wasshoi! Kayaku Festival (held jointly with Kowa Sangyo, Kayaku Akzo and Kayaku Japan) | November |
| | Event | Sponsor of municipal youth volleyball tournament | May |
| | Roundtable talk | Community roundtable talk (held jointly with Kayaku Akzo for residents' associations around the Asa Plant) | June |
| | Facilities opened | Gymnasium | As needed |
| | Cleanup | Roadside trash pickup along the Asakawa River (held jointly with the Asa Branch of the labor union) | October |
| Tokyo Plant (Nippon Kayaku Tokyo) | Festival | Satsuki Festival | May |
| | | Rice-cake-making event | December |
| | Public lecture | Public lecture for elementary school students (dyes and dye coloring technologies) | As needed |
| | Plant tour | Plant tour | As needed |
| | Facilities opened | Parking lot opened for little league games during the season | April to October |
| | Cleanup | Cleanup activities at the factory and surrounding area | Every Wednesday |
| Tokyo Business Office | Festival | Spring festival | May |
| | | Participation in the Kumano Shrine Festival | Every other September |
| | | Rice-cake-making event | December |
| | Public lecture | Public lecture for elementary school students during summer vacation | August |
| | Roundtable talk | Briefing for leaders of the Shimo 3-chome and Shimo 4-chome residents' associations | May |
| | Facilities opened | Site provided for Akabane Fire Station training exercises | As needed |
| | Traffic safety | Traffic safety guidance provided on National Route 122 in conjunction with a nationwide traffic safety campaign (Tokyo Business District Traffic Safety Promotion Committee) | Spring and autumn |
| | Donation | Special donation menu added to normal lunch menu (part of proceeds donated) | Throughout the year |
| | | Aid for the earthquake and tsunami reconstruction effort | May |
| | | Providing vaccinations to children around the world through PET bottles | Throughout the year |
| | Cleanup | Cleanup activities held around the Tokyo Business Office | Daily |
| Cleanup Campaign (Akabane Station – Arakawa River) | | October | |
| Takasaki Plant | Festival | Fureai Festival | 2nd Sunday of May |
| | | Participation in the Iwahana Kosodate Kanzeon Taisai Festival | August |

| | | | |
|---------------|-------------------|--|------------------------|
| | | Summer Bon Dance Festival (jointly sponsored with Iwahanamachi) | August |
| | Plant tour | Plant tours and hands-on learning activities for local elementary school, junior high school, and high school students | As needed |
| | Roundtable talk | Plant tour and roundtable talk for local leaders | February |
| | Facilities opened | Parking lot rented out (for events at nearby park) | April |
| | | Potato digging with local kindergarten students | October |
| | | Facilities opened (baseball field, gymnasium and tennis court) | As needed |
| Himeji Plant | Festival | Summer fireworks display | August |
| | Facilities opened | Parking lot opened (for sports festivals held by local elementary school and junior high school) | September |
| | Cleanup | Cleanup activities around the plant | April and October |
| Kashima Plant | Roundtable talk | Roundtable talk with administrative representatives of Hasaki District | June |
| | Cleanup | Cleanup activities held with the Agrochemicals Laboratories | Every month |
| | | Participation in cleanup activities inside the Hasaki District Industrial Park | February and September |

Community Engagement through a Summer Fireworks Display

Himeji Plant

The Himeji Plant hosts a summer fireworks display on the last Sunday of every August as an opportunity to engage with the local community. In 2012, the event was held on Sunday, August 26, which marked the 19th time. Every year the number of visitors has increased, reaching more than 1,500 for the past several years, but this year there were more than 1,700 in attendance. The gates to the event opened at 6:00pm and there was a long line of people waiting to get in from before 5:30pm. This display has become popular through word of mouth and some of those in attendance traveled a long distance just to be there.

The opening act for this year's event was Sunday Sounds Jazz Orchestra, which got the venue excited from the very start with their live performance. This year's stalls included the always popular yakisoba, ice cream and juice vendors as well as a shooting gallery and fried potato vendor, which marked a bit of a change from prior years. The stall area was overflowing with people as the lines for each vendor were consistently long. The vendors were also really inspired by the sight of everyone and they did their best to meet demand. To cap things off a raffle was held, which had a lot of children screaming with joy.

The main event took place after speeches from the general manager of the plant, labor union representative and chair of the executive committee. The fireworks are launched in a close proximity to the viewers, making for an exhilarating display like few others in Japan. The crowd roared in approval from the sight of the fireworks, special effects fireworks like Hello Kitty, and a unique waterfall effect. The event is always a great way for local community members and employees alike to make memories as another summer season comes to an end. Next year employees will continue their efforts to make this event as fun-filled and exciting as possible for the local community.

