



— 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.

Launch of Informational Microsite "RHEUMATISM RA · RA · RA"

The microsite "RHEUMATISM RA · RA · RA" was launched in February 2015 to educate people living with Rheumatoid arthritis. This site was created with a commitment to serve as a close, everyday partner to people with Rheumatoid arthritis by providing emotional support.

The site, which is also compatible with smartphones, offers an easy to use platform that is people friendly, including oversized icons that are easy to touch. The site offers various contents covering the topics that patients want to know about, including the causes of Rheumatoid arthritis, symptoms, and treatment options, not to mention medical costs involved, care services and a hospital search function.



Additionally, the site provides information about Japan's high cost medical care benefit system accessible for the treatment of Rheumatoid arthritis and also a medical cost reimbursement calculator. The video collection of exercises for Rheumatoid arthritis patients selected by the editorial supervisor, who is a specialist in rheumatology, can be watched at home where patients can also try them out when they have the time and energy.

The phrase "Feeling Happy" and the four leaf clover mark form the logo used by Nippon Kayaku's immunology business. Like a four leaf clover, we hope to play an integral role in patient's lives and provide emotional support. New perspectives play an important role in the treatment process and for making life more enjoyable. This ensures that each and every patient is indeed "Feeling Happy."

[RHEUMATISM RA RA RA](#) 

The Pink Ribbon Campaign

Pink Ribbon campaign were launched by Nippon Kayaku in 2004 to convey the importance of early detection, early diagnosis and early treatment of breast cancer. Fiscal 2014 marked the eleventh year of these activities.

Campaign 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 2013 we handed items out at the railway stations closest to all of our business sites in Japan (Nippon Kayaku Fukuyama, Nippon Kayaku Tokyo, Asa Plant, Takasaki Plant, Himeji Plant, and the Tokyo), where we also lobbied passersby about the importance of breast cancer screenings.





Kayami – the Nippon Kayaku Pink Ribbon campaign character

Breast Cancer Info Navi

Breast Cancer Info Navi began in 2006 as an informative website for breast cancer patients and in October 2013 the site was completely revamped during Pink Ribbon Month.

There are a number of breast cancer websites on the Internet and so during the revamping process Nippon Kayaku considered how it could provide a unique touch the new website. We decided to focus on a more specialized website that provides information from specialist physicians and pharmacists to not only breast cancer patients and their families but all women.

The redesigned website was also linked with the Nippon Kayaku Group's Pink Ribbon activities, including contents related to the Pink Ribbon campaign's mascot Kayami. Breast Cancer Info Navi is a breast cancer website intended to help all women live a more vibrant and successful life.



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.



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. and attended the committee.

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.

INDET SAFETY SYSTEMS a.s. (ISS) Sponsoring a Children's Bicycle Race for Traffic Safety

Cycling is one of Europe's most popular sporting events. Even in the Czech Republic, on weekends and national holidays you will often see families enjoying a bicycle ride together on dedicated bicycle paths as well as adults

enjoying an exhilarating ride on full-fledged road bikes. Recently, in Japan bicycle manners have become a topic addressed in the news media, but in Europe generally most bike riders obey the traffic rules, such as using hand signals to show when they will turn left or right.

In the Czech Republic, an organization called the BESIP (road safety department in Czech) within the Ministry of Transport works with police to organize bicycle safety competitions in order for participants to learn the correct transportation rules for cyclists. These events involve four youth from each school between the ages of 10 and 16 (two boys and two girls) who compete against one another in terms of their knowledge of road signage, riding techniques, and first aid. Winners from local competitions take part in the national meet, while winners of the national meet go on to participate in the European championships.

As a manufacturer of automotive safety products, ISS has been sponsoring the competition in Zlin Region where it is located since 2013 in order to foster greater understanding of traffic rules among youth so they can enjoy safer, more enjoyable riding experiences.



■ ■ ■ **Kayaku Safety Systems (Huzhou) Co., Ltd.** **Donating Fans to Geriatric Facilities**

Kayaku Safety Systems (Huzhou) Co., Ltd. (KSH) donated 72 fans to a local social welfare center in June 2014 as part of its community contribution activities aimed at further strengthening ties with stakeholders. This welfare center is the equivalent of an assisted living facility in Japan. After hearing it lacked not only air conditioning, but fans as well, KSH decided to make this donation so that the elderly people living there could spend a more comfortable summer.



Heping, where KSH is located, has a population of around 50,000 and is the equivalent of a town in Japan. About half of all KSH's employees reside here in Heping. KSH continually receives support from the town's government, police, and fire department for its business development, safety measures and environmental compliance. Through the expansion of its business, KSH is considered by the town to be an important company and for this reason KSH recognizes the growing importance of its CSR activities as well as its presence and responsibility.

■ ■ ■ **Supporting Foothill Elementary School's Science, Technology, Engineering, Mathematics (STEM) Program**

Moxtek, Inc. is a worldwide leader in the design, development and manufacture inorganic polarizing plates used in projectors. It is also a leader in the manufacture of parts used in hand-held x-ray analysis machines. Moxtek's broad range of technologies is being utilized in a number of products.



In 2014, Moxtek participated in the STEM program of Foothill Elementary School in Utah by dispatching instructors. This STEM program is a volunteer extracurricular program for students that teaches them about science (S), technology (T), engineering (E) and mathematics (M). Moxtek's many talented scientists and engineers help the company to support this program continually.



After receiving highly positive feedback in 2013, Moxtek decided to dispatch instructors to the school once every month for the foreseeable future. Moxtek has come up with innovative classroom materials in concert with teachers to ensure classes are fun and spark students' interest in science and math.

The photographs here show classes in session. Moxtek engineers are teaching the students about nuclear physics and noble gas. Moxtek's goal is to become a company closely rooted in the local community by proactively supporting youth learning and extracurricular activities.

■ ■ ■ **Learning about Work at Local Companies**

As part of its Mid-term CSR Action Plan called **Challenge 100A!**, Nippon Kayaku Tokyo actively holds a plant festival and plant tours as part of its engagement efforts with the local community.

In fiscal 2014, based on a request from the nearby community learning center in Shinden, Adachi Ward, Nippon Kayaku Tokyo organized a seminar and plant tour with the goal of deepening the local community's understanding about its own roots by learning about the work that takes place at a local company. A total of about 20 people including elementary school students and their parents attended the event.



The seminar incorporated experiments so participants could learn about the type of colors that can be created through chemical reactions using a beaker to showcase Nippon Kayaku Tokyo's color synthesis technologies. Another experiment used an electron microscope to blow up the image of a photograph printed by an inkjet printer to enable participants to see with their own eyes that the vivid image was actually produced from small

colored dots. The seminar contained rather complex subject matter, but the experience helped to make Nippon Kayaku and chemistry more familiar to participants. After touring the inside of the plant, participants were given the chance to ride in the Tokyo Plant's famous "river ferry," which was well received because of its rarity.



As a chemical plant located in downtown Tokyo, Nippon Kayaku Tokyo is committed to fostering understanding in its environmental protection initiatives and safety efforts as well as to expanding its engagement with the local community.

Involvement in Summer Vacation Children's Chemistry Experiment Show 2014

The Nippon Kayaku Group took part in the Summer Vacation Children's Chemistry Experiment Show 2014* for elementary and junior high school students held at the Japan Science Museum (Kudanshita, Tokyo) on August 2 and 3, 2014. Experiments performed by the Nippon Kayaku Group during the show focused on the theme, "Science of Light and enzymes — Let's create glittering stained glass"



This year's experiments were about creating stained glass using polarizing plate and decomposing stand using iodo – starch reaction with enzymes. As many as 217 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.

Fukuyama Plant – Once-every-two-years Networking Event

The Fukuyama Plant (Nippon Kayaku Fukuyama) holds the fun-filled Shining Fukuyama Festival every other year on April 29 for its employees, their families, retirees, partner companies and people from the local community. The 7th Shining Fukuyama Festival was held on Tuesday, April 29, 2014 and attracted some 1,909 participants.



The festival got underway at 10:00am and the first stage performances included standup comedy by young performers from Yoshimoto Hiroshima, the Ressha Sentai ToQger live show, a taiko drum performance by the group Hanatsuzumi, the FCU48 show courtesy of the dance club at Fukuyama City University, and singing by Junko Hashida of the Street Performers Association.

There were 15 food stalls including the ever-popular seafood tempura and everyone's favorite of yakisoba, which were a popular draw of eventgoers. The kid's corner was busy all day with children and their parents thanks to its fluffy animal cycles and figurine catcher. The children's science experiment show "Let's Create a Kaleidoscope," the first of its kind for this event, was a huge hit as it was booked solid from immediately after the reception table opened.



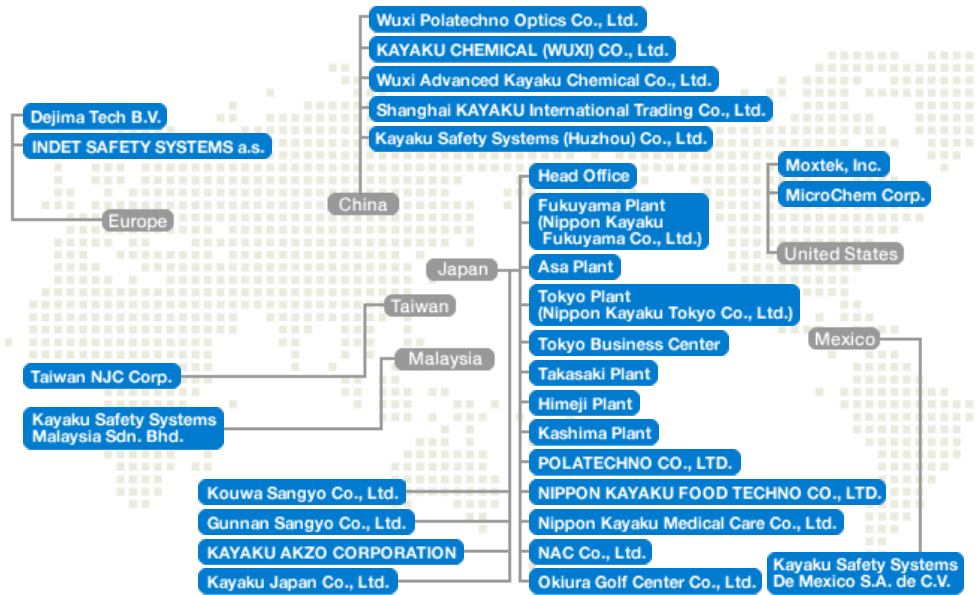
In addition, proceeds from a bazaar organized with employees' unwanted articles were donated to the Social Welfare Council. The raffle, which is the highlight of the festival every year, saw its first prize of a travel voucher won by a kid. Nippon Kayaku Tokyo employees are already planning next year's festival and thinking of ways to make the experience more enjoyable for all.

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	Tokyo Fire Department Akabane Fire Station

	4. Use of rooftop as a lookout	
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



Examples of Community Engagement by Nippon Kayaku

Business site	Category	Details
Head Office	Education	Participation in children's chemistry experiment show
		Hosting of workshops for students in Tokyo
	Head office tours	Company tours for employees and their families
	Awareness raising activities	Pink Ribbon activities
	Assistance	Assistance provided to AgriFuture Japan (development of farm operators)
	Donations	Japan Association of Corporate Executive IPPO IPPO NIPPON: 8th donation for earthquake reconstruction assistance
		Japan Science Foundation: 50th anniversary program for the Japan Science Museum and 55th anniversary program for the Japan Science Foundation
		Japan Society for the Promotion of Science: Nobel Prize Dialogue Tokyo 2015 and International Biology Olympiad
		Scout Association of Japan: 23rd World Scout Jamboree
		Tokyo Metropolitan Government Joint Fundraising: FY2014 Akaihane Joint Fundraising
		Yamaguchi University: Fund raising for the university's 200th anniversary
		Japanese Red Cross Society: FY2014 Japanese Red Cross Society activity fund
		Japan Anti-tuberculosis Association: Double-barred cross seal fundraising
International Year of Crystallography Japan Initiative: Fundraising for commemorative lecture about the International Year of Crystallography Japan Initiative		
Japan Medical Safety Joint Initiative: Japan medical safety joint initiative		
Guidelines on Transparency in Relationships between Nippon Kayaku and Medical Institutions		
Guidelines on Transparency in Relationships between Nippon Kayaku and Patients		
Fukuyama Plant (Nippon Kayaku Fukuyama Co., Ltd.)	Festivals	Hosting of the Shining Fukuyama Festival
		Sponsorship of the Fukuyama Rose Festival and summer festivals in the Fukuyama, Akebono, Shingai and Minoshima school districts
		Sponsorship of cultural festivals in the Akebono, Shingai and Minoshima school districts
		Sponsorship of the Fukuyama Fureai and Welfare Festival

	Awareness raising activities	Pink Ribbon activities
	Competitions	Hosting of tennis tournament
	Opening facilities to the public	Soccer field, baseball field, and tennis court, etc.
	Cleanups	Holds cleanup activities around the plant
Asa Plant	Festivals	Hosts the Wasshoi! Kayaku Festival (co-sponsored by Kowa Sangyo, KAYAKU AKZO, and Kayaku Japan)
	Awareness raising activities	Pink Ribbon activities
	Competitions	Organizes a city youth volleyball tournament
	Discussions	Holds community roundtable talks (together with KAYAKU AKZO for neighborhood associations surrounding the Kawahigashi Plant)
	Opening facilities to the public	Gymnasium
	Cleanups	Picks up trash along the Asa River (together with the Asa Branch of the labor union)
Tokyo Plant (Nippon Kayaku Tokyo Co., Ltd.)	Festivals	Hosts the Satsuki Festival
		Hosts a mochi-making festival
	Lectures open to the public	Public lectures for elementary school students (dyes and dyeing technologies)
	Plant tours	Hosts plant tours
	Awareness raising activities	Pink Ribbon activities
	Opening facilities to the public	Opens parking lot (for community baseball league games)
	Cleanups	Holds cleanup activities in and around the plant
Tokyo Business Center	Education	Holds summer break lectures for elementary school students
	Festivals	Hosts a spring festival
		Participates in the Kumano Shrine Festival
		Hosts a mochi-making festival
	Discussions	Hosts briefings for leaders of Shimo 3 and 4 neighborhood associations
	Opening facilities to the public	Provides area for Akabane Fire Department training exercises
	Traffic safety	Provides traffic safety instructions at Kita-hondori Street during the nationwide traffic safety campaign (Tokyo Business District Traffic Safety Promotion Committee)
	Donations	Donates proceeds from certain cafeteria items to those in need
		Support for the reconstruction of Eastern Japan
		Helps provide vaccines to children around the world through PET bottle recycling
	Cleanups	Holds cleanup activities around the Tokyo Business Center
Holds the Cleanup Campaign (Akabane Station to Arakawa River)		
Takasaki Plant	Festivals	Hosts a fureai festival
		Participates in the Iwahana Kosodate Kanzeon Festival
		Hosts a summer dance performance (together with Iwahana Town)
	Events	Sweet potato planting and harvesting with children from Iwahana Daycare
	Plant tours	Plant tours and practical learning for community elementary, junior high and high school students
	Discussions	Roundtable discussions with community leaders
	Opening facilities to the public (only for Iwahana Town)	Opens facilities to the public (baseball field, gymnasium, tennis court, and plaza in front of Ten Shrine)
	Donations	Takasaki Festival (sponsors fireworks display)
		Iwahana Kosodate Kanzeon Festival (sponsors fireworks display)
Himeji Plant	Festivals	Summer fireworks festival (weather permitted)

	Opening facilities to the public	Opens its parking lot (for local sports festivals of elementary and junior high schools)
	Cleanups	Holds cleanup activities around the plant
Kashima Plant	Tours	Company tours for employees and their families
	Discussions	Hosts roundtable talks with Hasaki District Administration members
	Traffic safety	Organizes illegal parking patrols within the Hasaki District Industrial Park
	Cleanups	Holds cleanup activities together with the Agrochemicals Laboratories
		Participates in cleanup activities within the Hasaki District Industrial Park

Examples of Community Engagement by Group Companies

Business site	Category	Details
POLATECHNO CO., LTD.	Education	Provides polarizing plate materials to the Japan Science Museum
	Donations	Donates used computers to a facility for the physically disabled
	Cleanups	Holds cleanup activities around the plant
Moxtek, Inc.	Education	Assists with STEM education at Foothill Elementary School
		Supports involvement in the First Lego League (organized by the University of Utah)
	Assistance	Participates in homeless assistance program run by the Community Action Services and Food Bank
	Donations	Supports extracurricular programs at Mountain View High School
		Supports extracurricular programs (LaCrosse) at Lone Peak High School
		Supports extracurricular programs (Fun Run) at Foothill Elementary School
Supports the Timpanagos Story Telling Festival		
		Supports the Slim Town program at Lehi Recreation Center
Wuxi Polatechno Optics Co., Ltd.	Donations	Donates to a government run fund for poverty-stricken people in need
Dejima Tech B.V.	Participation in competitions	Supports employee participation in a community marathon
	Donations	Uses UNICEF postcards to send New Year's greetings
KAYAKU CHEMICAL (WUXI) CO., Ltd.	Donations	Donates to a government run fund for poverty-stricken people in need
MicroChem Corp.	Donations	Donates to Toys for Tots
	Donations	Donates to fight hunger
Wuxi Advanced Kayaku Chemical Co., Ltd.	Donations	Donates to a government run fund for poverty-stricken people in need
Shanghai KAYAKU International Trading Co., Ltd.	Volunteering	Volunteers for the Shanghai Cherry Blossom Festival organized by the Consulate
		Volunteers in the Japanese cultural class called the Power of Picture Books organized by the Consulate
NIPPON KAYAKU FOOD TECHNO CO., LTD.	Festivals	Co-hosts the Takasaki Plant Fureai Festival
		Sponsors and participates in the Iwahana Kosodate Kanzeon Festival
		Hosts and sponsors a summer dance performance (together with Iwahana Town)
Nippon Kayaku Medical Care Co., Ltd.	Community	Raises awareness about detection and symptoms of dementia
	Community/Nursing care providers	Promotes nursing care insurance (Kagurazaka Café)
NAC Co., Ltd.	Traffic safety	Provides traffic safety instructions at Kita-hondori Street during traffic safety week
	Cleanups	Holds cleanup activities around the Tokyo Business Center and Nippon Kayaku Tokyo
Taiwan NJC Corp.	Workshops	Participates in the Japan Chamber of Commerce and Industry's Pharmaceuticals Subcommittee
	Lectures/Events	Participates in events organized by the Japan Chamber of Commerce and Industry
	Committee activities	Participates in the Japan Chamber of Commerce and Industry's Intellectual Property Committee
INDET SAFETY SYSTEMS a.s.	Employees and their families	Family events
	Donations	Donates to kindergartens/elementary schools for the physically challenged

		Donates to groups supporting the physically challenged
		Donates to facilities that hire the physically disabled
		Donates to orphanages
		Donates to youth rehab facilities (alcoholism, etc.)
		Donates to assisted living facilities
		Donates to schools with explosives departments
	Donations	Donates beds to hospitals
		Donates tatami to karate and aikido schools
	Sponsors	Sponsors a karate tournament
		Sponsors a bicycle safety class
	Sponsors breast cancer organizations	
Kayaku Safety Systems (Huzhou) Co., Ltd.	Donations	Donates fans to assisted living facilities
	Tours	Plant tours for employees and their families
Kayaku Safety Systems De Mexico S.A. de C.V.	Employees and their families	Family day
		Supports schools
	Donations	Donates to Cervantino International Music Festival
	Donations	Donates kitchen articles
		Donates for Christmas (clothing, blankets, and toys, etc.)
Kayaku Safety Systems Malaysia Sdn. Bhd.	Donations	Donates washing machines to orphanages
Okiura Golf Center Co., Ltd.	Events	Spring and autumn Okiura Golf Tournament
		Okiura Women's Golf Tournament
	Volunteering	Provides recycled cardboard boxes to social welfare company Joy Joy Work free of charge
	Sponsorship	Mizuno Open Golf
Kouwa Sangyo Co., Ltd.	Festivals	Hosts the Wasshoi! Kayaku Festival (co-sponsored by the Asa Plant)
Gunnan Sangyo Co., Ltd.	Festivals	Fureai Festival (sponsors with the Takasaki Plant)
	Donations	Iwahana Kosodate Kanzeon Festival (sponsors fireworks display)
	Events	Sweet potato planting and harvesting with children from Iwahana Daycare (jointly with the Takasaki Plant)
KAYAKU AKZO CORPORATION	Discussions	Hosts community roundtable talks (together with Asa Plant)
	Festivals	Hosts the Wasshoi! Kayaku Festival (co-sponsored by the NK Asa Plant)
	Donations	Donates articles to Koyo Elementary School
Kayaku Japan Co., Ltd.	Education	Dispatches instructors to universities and Tokuyama College
		Dispatches instructors registered with the Japan Explosives Safety Association
		Dispatches instructors for outreach programs at Minamikata and Nobeoka Minami junior high schools
	Festivals	HEPCO Summer Festival (co-sponsored with Hokkaido Electric Power Company)
		Sugawa Shrine Festival (assistance)
		Hosts the Wasshoi! Kayaku Festival (co-sponsored by the NK Asa Plant)
	Events	Zyounai Ekiden Marathon (hosts nearby youth sports groups together with the NK Asa Plant)
	Donating blood	Hosts blood donation truck (together with the NK Asa Plant)
	Opening facilities to the public	Opens its row of cherry trees to the public
	Plant tours	Plant tours for colleges, government offices, teacher groups (training), local clubs, and Group companies
	Cleanups	Holds trash pickup activities along the Asa River (together with the Asa Branch of the labor union)
Holds cleanup activities around the Tokai Plant, Nagahama Coast and Hamakawa area		

