



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 2013 marked the tenth 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 2013 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](#)

Revamped 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.

[Breast Cancer Info Navi \(Japanese\)](#)



Kayami – the Nippon Kayaku Pink Ribbon activities character



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.

LRI

Onsite Ekiden Event

As part of its sports promotion activities, the Asa Plant holds the Onsite Ekiden long-distance relay race every year in March to promote a healthier mind and body as well as friendship through sports.

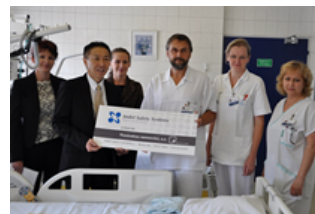
Fiscal 2013 marks the 50th time the race has been held since it began back in 1965*. A total of 59 teams (5 runners per team) entered this year and all completed the course safely.

*We informed the local community of the race in order to deepen friendship and promote interaction with community members as well as re-energize society.



Donated ICU Bed to Vsetin Hospital and Sponsored a Drawing Contest for Elementary School Students

Located in Vsetin and Jablunka of the Czech Republic, Indet Safety Systems a.s. (ISS) manufactures and sells gas generating devices and ignition element assemblies used for automotive safety components. ISS, recognizing that improvements in regional medical care will benefit not only employees but also the local community, donated one ICU bed to Vsetin Hospital, the largest hospital in the area, in fiscal 2007. In fiscal 2013, the company donated another 4 ICU beds to the hospital. This means that all five of the ICU beds at Vsetin Hospital are beds donated by ISS. On occasion of the most recent donation, the company thought up other ways it would work together with the local community, and eventually decided to team up with an elementary school in Jablunka to hold a flower drawing contest. The children were encouraged to draw flowers to inspire hospitalized persons and awards were given out. The winning drawings were displayed on the wall of the ICU, which greatly lightens the atmosphere in the hospital rooms.



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	June and November
Moxtek	Assistance with extracurricular activities	Extracurricular activities for elementary school students (explanation of engineering)	Regularly (bi-monthly)
	Organization of donations	Organization of donated items for the Community Action Services & Food Bank	December

Extracurricular Classes for Science, Technology, Engineering and Math at Foothill Elementary School

Author: Josh Wong, Product Manager, X-Ray, Moxtek

Company: Moxtek

Address: 452 W. 1260 N., Orem, UT 84057, USA

Moxtek is a global leader in the design, development and manufacture of inorganic polarizing plates used on projectors. We are also a leader in the manufacture of parts used in compact x-ray analysis machines. Moxtek's wide range of technologies is used extensively in our products. These technologies include the latest optical systems, hazardous materials screening, recycling and extractive technology.

In October 2013, I learned that my child's elementary school teacher, Ms. Kayla Walker, was considering offering an extracurricular class. The class was part of a volunteer program to encourage children to be more interested in science, technology, engineering and math. Ms. Walker, who most often set up extracurricular classes for high school students, felt that organizing similar classes for younger students would be even more effective. Since Moxtek is involved with science, technology, engineering and math, we have a number of specialists in each of these fields. Additionally, I found out many of our employees want to give back to the local community and I felt that Moxtek offered a unique vantage point to teach students from Foothill Elementary School about science.

As a result, we discussed the matter with Foothill Elementary School and decided that we would provide assistance for the extracurricular classes. We consulted with Ms. Walker about focusing on topics related to the students' daily lives and also incorporating lots of experiments, in order to capture the interest of the children. Classes have been held once a month since December 2013 and the experience has been very positive for both the students and adults alike. The teachers have expressed their appreciation to Moxtek, saying that this program would not have been possible without our help. I also feel like the children are developing a greater interest in science.

Through these activities Moxtek has also been able to enhance employee motivation and interact with children who could very well grow up to be the future leaders of the community or work for Moxtek.



Josh Wong

