



Promotion of communication on the environment

Collaborating with governmental agencies and universities to make known and propagate environmental management



Lecturing at Business Seminars

The Ministry of Economy, Trade and Industry is trying to promote environmental management amongst the business community as a means for shaping a recycle-oriented society. As a part of their efforts, they employed the services of the Japan Environmental Management Association for Industry to organize a "Seminar on Environmental Management" in six cities during January and February of 2003. Yoshikuni Furukawa of Nitto Denko's Governmental Relations Dept. served as the lecturer for the three sessions in Tokyo, Sapporo and Kanazawa. Taking "environmental accounting within environmental management" as his topic, Furukawa explained how environmental

accounting and Material Flow Cost Accounting are carried out at Nitto Denko, and showed how to use these procedures in environmental management. Moreover, since 1999, Nitto Denko has sat on the "Study Groups on Environmental Accounting" of the Ministry of the Environment and resultantly has been involved in advanced research and studies.



Announcement of the "Seminar on Environmental Management"

Lecturing at the University from a Businessperson's Point of View

Amidst growing need at universities for frontline business education, Yoshikuni Furukawa has been lecturing at Sophia University's Economics Department since 2002. The course is on "Environmental Management in a Recycle- and Economy-driven Society". The content is broad, extending from an outline of environmental problems to environmental accounting and an overview of ISO14001 (international standard for environmental management systems). More than 150 students attended the lecture and liked what they heard from the frontline of business this year.

Our Activity



I'd like to create more opportunities for people to think about the environment.

Government Relations Dept.
Yoshikuni Furukawa

Through lecturing on environmental management, two things remain strongly in my mind. The first is that the business world must continue to put forth their maximum efforts to balance business and the environment. The second is that I'd like all people in this world, whether already in the business world or still students, to think about what they must do to protect this "irreplaceable earth" we live on. I believe, as the hurdles of environmental problems become increasingly higher and environmental management becomes ever more important to business, the world will begin to focus on the acts and behavior of each individual. Because of this situation we're in, I'd like to create a sort of "environmental management club" for thinking about environmental problems. I was happy to hear from students that, after

my lecture, they believe that they should use things more wisely and start by saving electricity.



Lecture at Sophia University