

We continue to work towards a better society by participating in a variety of honest and ethical activities in various countries around the world.

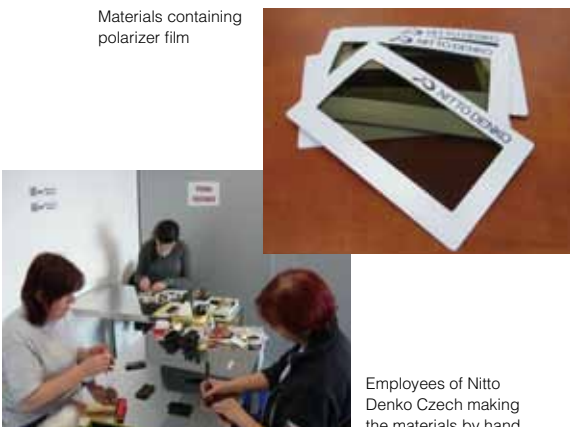
Promoting Education and International Interaction

Providing Materials Containing Polarizer Film to Junior High School Students with the Assistance of People in Japan, the Czech Republic and Belgium

In order for children to gain an interest in science and thus produce future scientists and engineers, "Photonics Explorer", in which materials for science are offered free of charge to junior high school students, is being evolved in Europe. This is an industry-government-academia action, in which five universities, guided by the University of Brussels in Belgium, conceptualize and develop materials which are then manufactured by private corporations with the funding of the EU.

Nitto Denko Czech and Nitto Denko Onomichi Plant cooperate in support of the initiative. Polarizer film is donated by the Onomichi Plant and employees of Nitto Denko Czech work to make the materials by hand. Through the NPO, 10,000 kits will eventually be distributed to over 10,000 junior high schools in 8 countries, including Belgium and the United Kingdom.

In schools where polarizer materials have already been distributed, students are studying the wonder and fun of light.



Materials containing polarizer film

Employees of Nitto Denko Czech making the materials by hand

Supporting Sports

31st Osaka International Ladies Marathon



The start (Photo credit – Sankei Shimbun)

On January 29, 2012, in line with the theme of "We support the Challengers with Shared Enthusiasm!" we cosponsored the Osaka International Ladies Marathon this year for the eighth time. Approximately 1,700 employees and their families from the Nitto Denko Group visited the stadium and about 550 employees participated in the event as volunteers. Some helped clean the site whilst others offered a taping service to runners.

This year we cosponsored “Osaka Enjoy Run” in which entrants from elementary school students to the elderly were able to participate. With Naoko Takahashi, gold medalist in the women’s marathon at the Sydney 2000 Olympic Games as a special guest, 1,417 participants enjoyed jogging at their own pace.



The 3.2- km “Osaka Enjoy Run” jogging event



Volunteers taping runners

Idea Contest

We held a “Creating a better future with ideas! Idea Contest” as part of activities in conjunction with the Osaka International Ladies Marathon. In order to make our lives more convenient and a little more comfortable, we called for ideas for eco things that people would like to see exist. We received a total of 418 submissions. After



Idea Contest award ceremony

screening the submissions with regards to their degree of originality and their contribution to society, we invited award winners to the event site in Nagai Stadium and performed an award ceremony on the very day of the marathon. The highest award was given to “Nikoniko Hatsudensho” which is the idea of generating electric power through smiles.



Image of “Nikoniko Hatsudensho”

Million Step Challenge

This is an event whose goal was to walk 1,000,000 steps in 100 days from last October to the day of the Osaka International Ladies Marathon. Although it has been an annual event since our first year of co-sponsorship of the marathon, we also made donations of relief supplies to areas affected by the Great East Japan Earthquake based on the total distance walked by the participants. With the aid of many participants, we donated relief supplies worth 300,000 yen in response to the total combined distance of 290,000 kilometers walked by all participants, to Sendai Tsunami Fukko Shien Center.



Relief supplies: 20 oil fan heaters and 520 packs of 12 rolls of toilet paper

Contributing to Local Communities

Polar Bear Swim at Charity Event in Virginia

On February 4, 2012, a total of 9 participants, comprising 8 employees of Nitto Denko Automotive Virginia, and one family member dived into the Atlantic Ocean at the height of winter. It was their first year participating in the Polar Plunge® Winter Festival, a charity event held by Special Olympics* Virginia.

Furthermore, one employee participated in a 5 km run, part of the event, and came in third by age bracket. Participation fees from the 5 km run and another 1,050 dollars raised in the office will be used for supporting sports for the disabled.

* Special Olympics is an international sports organization supporting the disabled's participation in society through sport.



Nitto Denko Philippines Participates in Mt. Makiling Cleanup and Ecotrail Restoration Program

Nitto Denko Philippines participated in a program to clean up and restore ecotrails at Mt. Makiling on March 3, 2012. This is a volunteer activity started last year aimed at restoration of trails damaged by a typhoon in 2006.

Thirteen members of the CSR team at Nitto Denko Philippines participated in the program for the first time as one of their annual CSR

activities. They attended brief lectures about forest protection before starting out and ventured on a 4 kilometer-long trek. On their way, they placed stones on a walkway for the safety of hikers and enjoyed a valuable experience, seeing big trees considered endangered and communicated with people living on the mountain.

Nitto Denko Philippines will continue to implement environmental conservation activities and contribute to local areas.



Fund-raiser for Digging Wells

We have so far donated 7 wells to developing countries in Asia, such as Sri Lanka and Bangladesh. This year, in the third fund-raiser for digging wells, we raised 700,000 yen. We made donations through the Japan Asian Association and the Asian Friendship Society. The funds will be used for the construction of wells in the Philippines, Cambodia and Nepal.



Wells completed in Sri Lanka