

Links to Local Communities

Approach to a Better Society

The time has come for us to be concerned about environmental destruction and other “negative legacies” that have been left to us as a result of societal neglect. The Nitto Denko Group has and continues to engage in various activities alongside its business operations that contribute to the betterment of society.

Co-sponsoring the Osaka International Ladies Marathon 2009



Photo credit—the Sankei Shimbun

Under the slogan “Backing up Challengers”, Nitto Denko Corporation this year again co-sponsored the Osaka International Ladies Marathon and the Osaka Half Marathon. Approximately 1800 employees and their families gave their support to these events at Osaka’s Nagai Stadium (Osaka-shi Nagai Rikujo Kyogijo). In co-sponsoring this event we aimed to foster communication and bring about a sense of unity within the Group as well as have many people become familiar with our Group’s name.



One runner who finished the race stated: “I felt uneasy about my ankle, but thanks to Nitto Denko’s sporting tapes I could finish the race without any pain.”

While some employees actively took part in the Osaka Half Marathon, others carried out volunteer activities in both marathon races such as taping, providing directions and support to people in wheelchairs and cleaning around the site.

At this year’s corporate display booth, employing the theme, “Hands-on Eco-experience”, we introduced Nitto Denko Group approaches and products which contribute to the environment.



During the approximately two hours in which participants were running the race, for the amusement of visitors to our booth, we had them enjoy quizzes and take the “Eco-friendliness Challenge Pledge.”

Prior to the event, within the Group, in order to give all members a chance to be involved, we sold original goods in advance in the office, and proceeds from these sales and from a fund drive were spent on planting trees in the Ibaraki Plant of Nitto Denko Corporation. We also implemented an “Eco-awareness Boosting Marathon”, in which we reflected on how the environment is affected by our daily activities.

Reutilizing Waste Material for Campaign Posters of the Race



Every year we display campaign posters for the race within each office of the Group. This year we manufactured these posters using pellet made from industrial waste collected at the Recycling Promotion Center of the Toyohashi Plant of Nitto Denko Corporation. After the race all of the posters were collected, re-palletized in the center again and reutilized in various ways as plastic materials.