

Social Contribution Activity

We Support Science Education through a Radio Program "SCIENCE KID'S"

From October 2006 the Bunka radio broadcasting corporation began broadcasting a science themed program called "Science Kid's". It airs every Saturday from 17:30 to 17:45. The target audience is mainly elementary school children. The concept of this program is to promote science as a very exciting subject. The program contains many interesting subjects and listeners get to discover new things and solve scientific questions. We offer this program to answer children's questions about science.

We would like to tell elementary school children how interesting science is and we would like them to develop keen interest in science through this program to keep children from losing much needed interest in science.



Mr. Masaki Omura is the radio host and is also active on TV. This picture shows he was conducting the experiment using toilet paper after the radio program was recorded.

We Support Children's Education in Philippines through Charity Secondhand Book Fair

In August 2006, we held a charity secondhand book fair for supporting children's education in Philippines at Hitachi High-Technologies headquarters. Sponsorship for this activity was provided by the NPO Child Fund Japan (CFJ) and four other companies. Along with receiving donations, we sold secondhand books and Philippine goods offered by each company's employees and CFJ supporters. Total amount of money of the book sales and donations was over 500 thousand yen. Our company's sales totaled about 50 thousand yen, which was more than last year. The money earned went to support 2nd grade elementary school students' education in Philippines. We will continue to support Philippine education by holding this book fair annually.



This charity secondhand book fair attracted many employees.

Cleanup Activity for Hanaguri and Shirahama Beaches

Hitachi High-Technology's Kasado Division, as a member of Hitachi Group in Kasado district, has been cleaning beaches, parking spaces, and neighborhood streets of the Hanaguri and Shirahama Beaches every summer since 1993. Our cleanup activity is not only for environmental preservation but also for building communication with the local people. In fiscal year 2006, we received the Ministry of Land, Infrastructure and Transport Chugoku Regional Development Bureau Chief Award and the Yamaguchi Prefecture Inland Sea of Seto Environmental Protection Association Chairperson Award for our cleanup activity. In 2006, 160 people of Hitachi Group joined this cleanup activity and after that enjoyed the beach with local people and their families.



Cleanup activity on the beach

"Hitachi High-Technologies Yasato Forest" We Mowed the Undergrowth as a Part of Tree-Planting Activity

We began the Hitachi High-Technologies Yasato Forest Tree Planting Activity as part of an effort to help prevent global warming in 2005. To ensure the growth of tree saplings the undergrowth and weeds in the area must be thinned over a 60 year period. In June 2006, about 60 volunteers ranging from employees, their families and friends gathered together to take on this job. Those participating removed tall weeds and underbrush using hand sickles with extra care not to cut the saplings. Activities such as this are for the protection of the global environment and we will continue such activities in the years ahead.



The undergrowth mowing activity by employee volunteers