



# Initiatives for Society

The Furukawa Electric Group values communication with all stakeholders throughout its corporate operations.

- 28** Relationship with our Customers
- 29** Relations with our Shareholders and Investors
- 30** Relations with our Suppliers
- 31** Relations with our Employees
- 35** Involvement with Society and Local Communities

## Relationship with our Customers

Furukawa Electric responds to the diverse needs of its customers by maintaining and improving the quality of its services and operations through an unceasing effort for technological innovation and effective quality control.

### Furukawa Electric Quality Control Activities

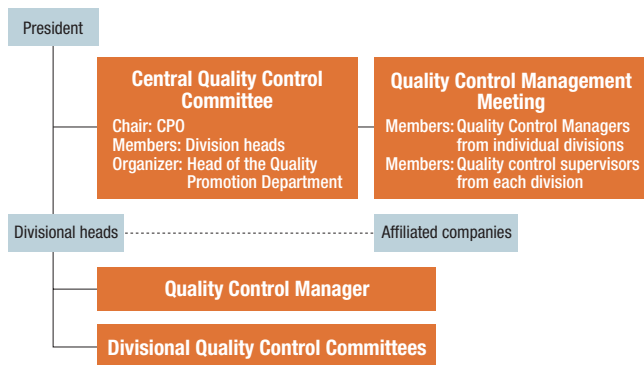
#### The Organization for Improving Quality Levels

To ensure consistency in quality across the Company, we have established the Central Quality Control Committee to oversee quality management groupwide under the direction of the President. We have also set up Divisional Quality Control Committees with direct links to the heads of each division and make every effort to maintain and improve the quality of our products, services and operations so as to offer continual quality assurance.

#### Quality Control Policy

**At every stage of our operations, from research and development to manufacturing, sales, customer service and management, in all sections and all hierarchies, we always strive to adhere to a PDCA management cycle based on actual facts, maintain and improve our products, customer services and the quality of our operations and put our management policies into practice.**

#### Quality control organizational structure



#### QC Circle Activities and FR Proposal Activities

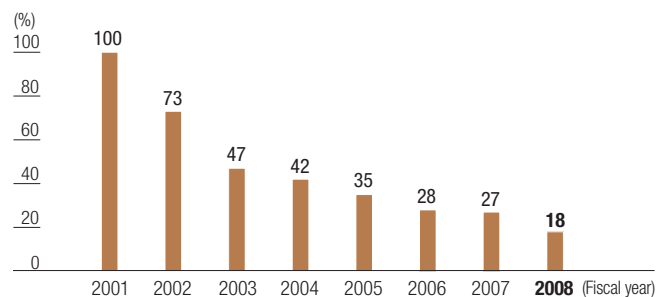
We seek to continuously improve our quality control techniques through QC Circles, small group-based activities involving all employees that harness QC (quality control) techniques. Debriefing sessions are held at individual works as well as on a company-wide basis to report the result of activities. Such sessions have grown substantially in recent years due to the inclusion of overseas affiliate companies.

FR proposal activities involve employees submitting ideas on how to improve operations. Proposals are then implemented and improvements made in an effort to fundamentally strengthen the Company's business. Such activities continue to yield substantial results each year. FR proposal was coined from the "F" of Furukawa Electric and the "R" of renewal, reform and rationalization.

### Results of Quality Improvement Activities for Fiscal 2008

As part of the ongoing range of quality improvement activities we are currently undertaking, we have managed to significantly reduce customer complaints. We have successfully reduced complaints to 18% of levels in fiscal 2001 (as of fiscal 2008). Demand from customers for more diverse and sophisticated decryption has led Furukawa Electric to mobilize a wide range of technology and know-how, enabling us to create value for customers. We have received glowing feedback from our customers for these activities and their results, and have even received awards from numerous clients, including a certificate of appreciation from Toyota Motor Corporation for our quality control activities related to products such as wire harnesses for automobiles.

#### Customer complaints (fiscal 2001 = 100)



#### Reacquisition of JIS Mark Certification

Considering a case that occurred in another industry, Furukawa Electric conducted a complete inspection of the current status of performance tests required under the Japan Industrial Standards (JIS standard). The results revealed that testing methods other than those designated by the JIS standard were being used to calculate performance data for some of our copper and copper alloy sheet and tube products. We voluntarily reported this finding to the certification organization and had our JIS mark certification revoked in August 2008.

We subsequently reinforced our testing and assessment facilities, reviewed the management system of the relevant division, and completed internal corrective measures by September 2008. Following the six-month performance period designated by the JIS standard, we underwent a certification audit in March 2009 and re-obtained certification in April 2009. We extend our deepest apologies for any concerns we may have caused during this period to our direct customers and their customers as well as other stakeholders.

## Relations with our Shareholders and Investors

Furukawa Electric engages in IR (investor relations) activities based on two-way communication with our shareholders and investors in an effort to contribute to society and enhance our value as a company.

### Information Disclosure Policy and IR Framework

Furukawa Electric discloses information in a timely and appropriate manner in compliance with the Timely Disclosure Rules set forth by the Tokyo Stock Exchange. We have established our own Regulations on the Timely Disclosure of Corporate Information, and any decision on or occurrence of important corporate information requiring timely disclosure is promptly reported to the manager of the Investor & Public Relations Unit, which serves as a liaison office for disclosure. In turn, the manager discloses information after obtaining internal approval required under the Regulations.

### Relations with Institutional Investors and Securities Analysts

In addition to holding management briefings (covering interim and year-end results and medium-term plans) for institutional investors and securities analysts, we actively encourage communication all year round. Through results briefings, overseas roadshows and other activities, we engaged in communication with a total of 1,076 institutional investors and securities analysts over the course of fiscal 2008 (an increase of 27% compared to fiscal 2007).



End of year briefing session for institutional investors

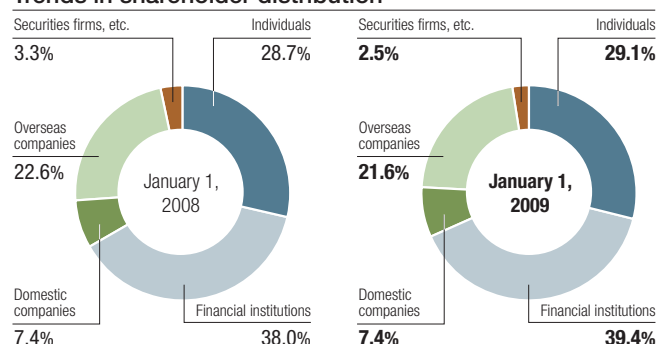
#### Main IR activities in 2008

February	Third quarter earnings announced
March	Tours of overseas plants
April	Tours of domestic plants
May	Annual earnings announced; visits to European investors
June	General Shareholders' Meeting; Shareholders' Report issued
August	First quarter earnings announced
September	Visits to U.S. investors
October	Plant tours for individual investors
November	Interim earnings announced
December	Investor Conference

### Relations with Individual Investors

In fiscal 2008, we held plant tours for individual investors for the first time. A total of 168 investors chosen by lot from 1,570 applicants experienced Furukawa Electric's current and future technologies by observing the manufacturing of optical fibers and electric cables and experiments on superconductivity. We also participated in company briefings for individual shareholders organized by the Nagoya Stock Exchange and presented our outlook on corporate performance. As of the end of March 2009, we had a total of 69,549 individual shareholders (an increase of 578 on the previous year), accounting for 29.06% of company shares.

#### Trends in shareholder distribution



Plant tour



Superconductivity experiment during plant tour

### Returning Profits to Shareholders

Our basic policy is to pay stable dividends without regard to changes in the business environment. In fiscal 2008, we upheld our basic policy despite the harsh environment of the global recession and paid an interim dividend of 3.5 yen per share and a year-end dividend of 2.5 yen per share, which added up to an annual dividend of 6.0 yen per share and represented a year-on-year decrease of 1.0 yen per share.



## Relations with our Suppliers

Furukawa Electric strives to maintain cooperative relationships based on mutual trust with suppliers through enhanced communication.

### Striving to Ensure Optimum Purchasing on a Steady, Ongoing Basis

Furukawa Electric's purchasing policy is to establish strategic relationships with suppliers to ensure optimum purchasing on a steady, ongoing basis. We believe that cooperative relationships with our suppliers will become even more important for achieving sustainable growth. Furukawa Electric has always sought to forge cooperative relationships based on trust with each supplier by communicating our status and policies through Supplier Meetings and a Supplier Evaluation Scheme. In addition to these efforts we are working on the following initiatives.

#### Study Group on Subcontracting Transactions

We believe today's severe economic conditions make it even more important to forge sound relationships with our suppliers through fair transactions that comply with rules and regulations. As part of this effort, we have held Study Groups on Subcontracting Transactions for the Furukawa Electric Group aimed at legal compliance as a training focus for the entire Group. We intend to continue similar efforts in the future.

#### Formulation of BCP in Procurement Activities

We have started developing a BCP (business continuation plan) for our procurement operations that is based on the assumption of a major disaster. We are setting up a systematic framework for compiling data from all suppliers on their situations, which we currently obtain from them separately, to quickly discern the overall picture in the event of a disaster and to update our risk management system and minimize obstacles in maintaining procurement operations under the worst-case scenario.

#### Furukawa Electric Purchasing Policy (Outline)

- We will establish strategic relationships with suppliers to ensure optimum purchasing
- We will guarantee the reliability and safety of materials and supplies and their steady procurement
- We will employ purchasing methods closely linked to production methods
- We will implement global procurement
- We will engage in green procurement and enforce compliance

### Supplier Meetings and Supplier Evaluation Scheme

Furukawa Electric strives to forge cooperative relationships with suppliers by regularly holding Supplier Meetings, by evaluating the status of transactions under the Supplier Evaluation Scheme and by providing feedback on the results.

At the Supplier Meetings, we provide an overview of the Company, outline our purchasing policy and explain the management strategy of each company to enable suppliers to gain a deeper understanding of our operations. In the Supplier Evaluation Scheme, we evaluate suppliers on the basis of quality, technology, price, delivery system, degree of social contribution and financial condition, and then hold meetings to provide feedback on our findings. We explain and discuss results during these meetings to more closely align our awareness of procurement activities.

In fiscal 2008, we held a Supplier Meeting in September, which was attended by 100 of our major suppliers. We also evaluated approximately 430 companies under the Supplier Evaluation Scheme and conducted feedback meetings.

We intend to further strengthen our relationships in the future.



This year's Supplier Meeting

### Promoting CSR Activities in Relation to Procurement

Furukawa Electric has been promoting compliance initiatives as part of the procurement of materials and supplies in accordance with the Furukawa Electric Group Action Guidelines. Work is currently underway to organize past initiatives and policies toward developing CSR Procurement Guidelines. Looking ahead, we plan to expand internal CSR procurement operations into activities that regard the entire supply chain. Furthermore, we will respond to customer requests to avoid using resources produced by mines that disregard human rights and the environment, or "dirty mining," by continuing efforts such as requiring refiners to demonstrate ethical judgment in selecting mines.

## Relations with our Employees

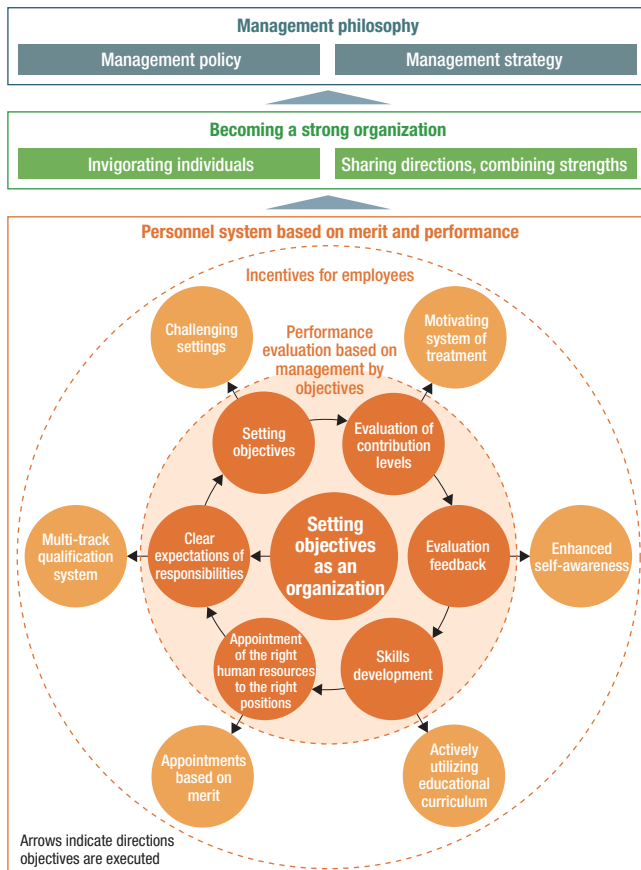
The Furukawa Electric Group strives to create a varied personnel system and pursues health and safety activities to remain a corporate group that motivates its employees and fills them with pride.

### Personnel Management Policy

Our basic personnel management policy is geared toward creating human resources who are capable of putting five principles set out in the Furukawa Electric Group Credo into practice. If individual employees abide by applicable laws and rules, act in accordance with their social and moral responsibilities and interact with others fairly and honestly, we will be able to establish safe, healthy working environments and workplaces that are free from irrational discrimination and harassment. We believe that this is crucial in order to get the most out of the abilities that our employees have to offer. Based on these foundations, we are aiming to bring out employees' creativity by devising a personnel system that will harness employees' various abilities and individual personalities, through initiatives such as equal treatment irrespective of age or gender, and support schemes to enable employees to achieve a work-life balance.

By combining all of our employees' individual abilities, creating jobs suited to current needs and providing safe products, we are striving to contribute to a sustainable society and create a company that both motivates its employees and fills them with pride.

#### Overview of personnel system



### Status of Employment

#### Recruitment

The following table summarizes the number of employees Furukawa Electric has recruited over the past five years. We strive to secure personnel who will serve as the driving force for sustaining and developing our business into the future. We therefore seek highly creative people who demonstrate a strong ethical foundation and the ability to deliver results. We are also actively recruiting foreign citizens to support the globalization of our business.

#### Recruitment figures

		Fiscal 2005	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009
Specialized staff	Male	30	55	81	84	75
	Female	5	8	16	17	12
	Total	35	63	97	101	(87)
	Foreign nationals	0	2	1	1	4
Professional staff	Male	0	73	49	86	38
	Female	0	0	1	1	0
	Total	0	73	50	87	38

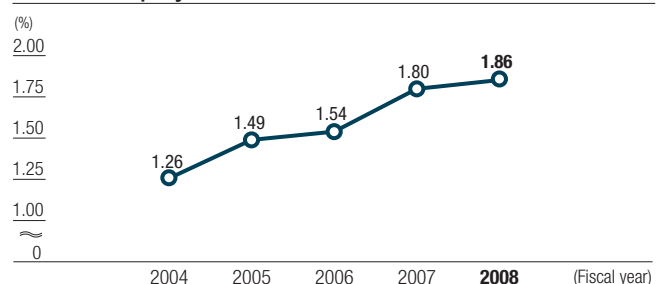
\* Total figures for fiscal 2009 do not include mid-career recruitment

#### Employment for People with Disabilities

To increase its employment ratio of people with disabilities, Furukawa Electric established Furukawa New Leaf Co., Ltd. as a special subsidiary in 2004 to actively employ people with learning disabilities. The company handles cleaning operations within the compounds of our works and currently employs a total of 23 people with disabilities, 10 at Hiratsuka Works and 13 at Chiba Works. The company also provides detailed guidance to assist people with disabilities in becoming independent members of society.

Although our employment ratio of people with disabilities was 1.86% in the previous fiscal year, exceeding the statutory target, we intend to work on further expanding this group of employees, primarily through our special subsidiary.

#### Ratio of employees with disabilities



\* In April 2004, the exclusion rate set out when the rate of employment was calculated was lowered, reducing the rate of employment.

\* Average rate of employment for people with disabilities on the first of each month from April to the following March.

## Employment of the Elderly

We operate a reemployment scheme for any employees aged 60 or over who are in good health and wish to remain in work. The duration of reemployment is being increased in phases, with employees entitled to be reemployed up to the age of 65.

In fiscal 2008, 28 people (48% of employees who had reached the retirement age of 60) applied for this program, and a cumulative total of 74 had been reemployed as of the end of fiscal 2008.

## Fair Evaluation, Human Resource Development and Treatment

### Employee Assignment Evaluation and Treatment

We make every effort to assign employees and place them in positions based on their individual motivation and abilities under the concept of equal opportunity. As part of such efforts, we operate a range of consultation schemes and offer opportunities for employees to reflect on their career goals.

In terms of employee evaluation and treatment, we have introduced a personnel incentive scheme to enable employees to be evaluated and treated fairly depending on the abilities that they display and their performance. We are also training managers in performance evaluation and are working on ways for improving the way in which the system is run.

### Human Resource Development, Education and Training

Furukawa Electric believes that our strength as a company stems from the synergy of the abilities of each and every one of our employees and that their abilities improve on a practical level through their day-to-day work.

In addition to giving individuals the chance to grow and develop through their work, we encourage enthusiastic employees to develop their own skills by providing training, distance learning and support to help them obtain qualifications.

In fiscal 2006, we launched the Global Business Leader training program to aid the development of personnel and thus carry our business forward into the future. The program has produced workers who are demonstrating their abilities in key positions at affiliated companies in Japan and overseas.

Also in fiscal 2008, we implemented a 360-degree evaluation and follow-up training for employees in middle-management positions. And we are working to enhance the abilities of our mid-career employees by analyzing middle-management characteristics and applying them to various training programs.

We intend to bolster the capabilities of the manufacturing worksite through the Conference for Worksite Innovation and reinforcing initiatives for effectively and efficiently creating human resource development programs and training curricula as well as identifying and solving problems.

## Diverse Work Patterns and Work-Life Balance Support Initiatives

As well as striving to enhance our employees' working lives, Furukawa Electric cooperates with labor unions to actively support their personal lifestyles and help them stay in good health through educational and other initiatives.

In fiscal 2007, Furukawa Electric was accredited as a company that actively supports the development of the next generation. In line with our second phase action plan (fiscal 2007–09), we significantly relaxed requirements to make it easier for employees to take maternity/paternity leave. We also established a system for the provision of financial support whereby employees can use carried-over leaves in place of maternity/paternity leave or for the purpose of looking after their children. We intend to implement the second phase action plan step by step.

In addition, during fiscal 2008 we established a new program for a mandatory two-day annual leave assigned by the Company (simultaneous leave) to reinforce our efforts to reduce total work hours while also pursuing other initiatives to promote diversity (human resource strategy for benefiting from diversity) by becoming a member of the nonprofit organization J-Win and actively participating in external networks.



"Kurumin"—Certification mark of an accredited company that actively supports the development of the next generation

### Diverse work pattern and work-life balance support schemes

Scheme/educational initiative	Purpose and details
Flexible working hours	We provide lifestyle support to strike a work-life balance.
Annual paid leave	We provide employees with up to 25 days annual paid leave (e.g., if an employee has been with the company for 11 years or longer). Annual leaves averaged 12.1 days per employee in fiscal 2008.
Consecutive leave	We allow all employees to take three days consecutive leave every year providing that it does not exceed their annual paid leave entitlement. Employees can obtain an additional two days every five years (up to a maximum of five consecutive days).
Carried-over leave	Up to ten days of annual paid leave can be carried over, for up to five years, and can be used if an employee is ill, providing nursing care, on maternity/paternity leave or looking after their children.
Maternity/paternity leave (and reduced working hours)	We provide support over and above legal requirements to enable employees to strike a work-life balance, including partial pay during maternity/paternity leave and the option for employees to work reduced hours thereafter until their child reaches elementary school age. The program was applied to 2 male and 18 female employees in fiscal 2008.
Nursing care leave (and reduced working hours)	We provide support over and above legal requirements to enable employees to strike a work-life balance, including enabling employees to take nursing care leave (or the option of working reduced hours) for up to a year at partial pay. No applications were received in fiscal 2008 (the program was applied to 1 female and 2 male employees in fiscal 2007).
Retirement seminars	We, labor and management, jointly organize seminars every year to provide support to help middle-aged and older union members (those aged 50 or older as a rule) to make the most of their time in work and plan for their life after retirement.
Middle-age seminars	We, labor and management, jointly organize seminars every year to provide individual support to help middle-aged employees (those aged 40 or older as a rule) to stay fit and healthy, including measures to prevent illness.

## Relations with our Employees

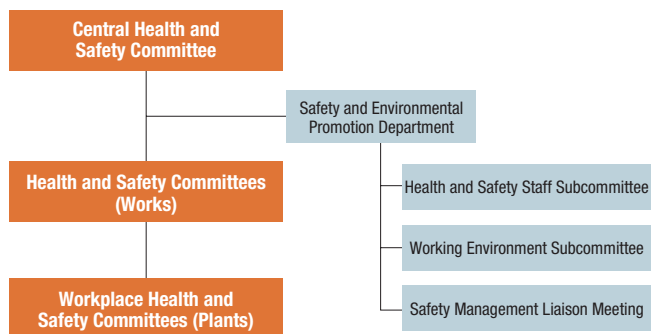
### Occupational Health and Safety Activities

#### Furukawa Electric System for Promoting Health and Safety

Furukawa Electric pursues health and safety activities, recognizing our social responsibility to make the utmost effort in these areas and to develop a comfortable working environment. The Central Health and Safety Committee chaired by the Company's Chief Social Responsibility Officer, the officer in charge of safety, formulated the Company-wide Health and Safety Management Guidelines and promotes health and safety activities on a company-wide basis. Individual Health and Safety Committees chaired by the head of the respective works are also in place at each works to implement programs based on the Guidelines as well as independent works' activities. We strive to raise the level of safety standards at each works by establishing and following up on standardized company-wide priority safety targets under the Guidelines.

In addition, we established the Safety Management Liaison Meeting in July 2007 to oversee safety issues at Furukawa Electric Group manufacturing companies to secure safety across the Group.

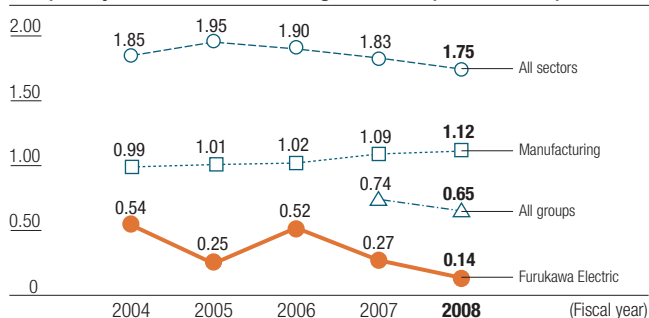
#### Furukawa Electric system for promoting health and safety



#### Industrial Accidents

In fiscal 2008 (January to December 2008), the frequency of accidents resulting in the suspension of operations was 0.14 for Furukawa Electric on a standalone basis and 0.65 for the entire Group.

#### Frequency of accidents resulting in the suspension of operations



#### Furukawa Electric Safety Activities

##### Anzen Dojo

We installed an "Anzen Dojo" (safety education center) at all the works. These facilities include displays of basic safety knowledge and examples of accidents as well as equipment and facilities for simulating dangerous situations, helping employees to master safe behavior through experience. We are training all employees including new recruits.



Anzen Dojo (experiencing heights)

##### Company-wide Health and Safety Group Activities Presentation Meeting

Every year, the manufacturing division undertakes health and safety improvement activities at each workplace. The 37th Company-wide Health and Safety Group Activities Presentation Meeting was held at Nikko Works in July. Eleven groups representing each work presented the results of their activities. Special recognition was awarded to the team that improved copper processing by applying risk assessment methods and the group that improved facility maintenance by analyzing "hiyari-hatto" (close call) incidents during maintenance work.



Company-wide Health and Safety Group Activities Presentation Meeting

##### Obtained Certification from the Japan Industrial Safety & Health Association (JISHA)

We are engaged in a group-wide effort to establish management systems related to industrial health and safety. In January 2009, Chiba Works was first in the Company to obtain JISHA-compliant OSHMS certification from the Japan Industrial Safety & Health Association. We aim for certification at other works over the next three years.



Certificate



### **Safety Management Liaison Meeting**

The Safety Management Liaison Meeting is held twice a year as a forum for the exchange of information, during which the status of safety activities at each company is reported. It also facilitates the timely exchange of information on the nature of accidents and countermeasures for accidents that occur at Group companies. In fiscal 2008, we conducted plant tours at Furukawa Electric's Nikko Works and Furukawa-Sky's Fukui Plant, held safety seminars led by safety consultants and conducted plant safety inspections.



Safety tour

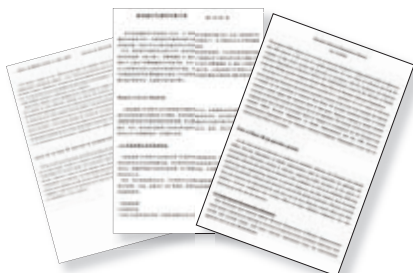
### **Furukawa Electric Initiatives on Health**

#### **Mental Health Education**

Our company-wide mental health measures have been promoted since 2002 and are based on the Guidelines for Promoting Mental Healthcare in the Workplace issued by the Ministry of Health, Labor and Welfare. Furthermore, we have been holding lectures by outside experts since 2005 in addition to basic education provided by industrial physicians and management staff. We also conducted advanced training courses for management staff in fiscal 2005 and 2006 as well as stress control seminars as stress prevention support in fiscal 2007 and 2008 for employees between the ages of 30 and 35.

#### **Responding to the Pandemic Influenza Virus**

Furukawa Electric's Health Management Center took the initiative in formulating a manual concerning the pandemic influenza virus, implemented preventive training at each work, and stocked hygienic and medical supplies. The manual was translated into English, Chinese and Spanish and distributed to overseas Group companies. We also implemented measures in response to the advancing phase of the pandemic such as by providing information and precautions through the publication of "Influenza Headlines."



Manual on the pandemic influenza virus

#### **Healthcare for Employees Working Long Hours**

In line with the Labor Standards Bureau's guidelines, Measures to be Taken by Employers to Prevent Health Impairment Due to Overwork, we are focusing on efforts to ensure that any of our employees working long hours stay in good health, through measures such as (1) enforcing strict work restrictions based on the results of medical examinations and (2) operating a consultation system whereby employees working long hours are seen by an industrial physician.



Medical questionnaire

#### **Promoting Separate Smoking Areas**

In accordance with a 2003 notification, Concerning the Guidelines for Measures on Smoking in the Workplace, issued by the Director-General of the Labor Standards Bureau, we designated more than 70 smoking rooms in fiscal 2004 in an effort to isolate smoking areas. As a result, the percentage of smokers among male employees on a company-wide basis fell from 53.3% in fiscal 2002 to 40.6% by fiscal 2008. We intend to continue to make every effort to prevent passive smoking in the future, as well as actively promoting non-smoking.

#### **Responding to Asbestos-Related Health Issues**

During the period from fiscal 2005 to 2006, we once again investigated workplaces that previously handled asbestos products and we organized medical examinations focused on asbestos for all relevant employees. We also sent out notices urging retired employees who worked at the relevant sites to undergo medical examinations. So far, symptoms have been detected in one current employee and nine retired employees. Also, a retired employee who had worked laying underground cables died from mesothelioma, and in 2006 this was confirmed to be an industrial accident. We have notified retired employees who worked at the relevant site regarding changes to the requirements for issuing health cards in the wake of revisions to Occupational Health and Safety Regulations in October 2007 and will continue to monitor the situation.



## Involvement with Society and Local Communities

The Furukawa Electric Group is strengthening its actions under the Furukawa Electric Group Basic Policy on Social Contribution Activities along the three dimensions of nurturing future generations, promoting sport and culture and living side by side with local communities.

### Basic Policy on Social Contribution Activities

In May 2008, we set out the Furukawa Electric Group Basic Policy on Social Contribution Activities.

#### Furukawa Electric Group Basic Policy on Social Contribution Activities

The Furukawa Electric Group will uphold and strengthen the bonds built up with local communities over more than a century and consistently and tirelessly undertake social contribution activities, focusing on nurturing future generations, promoting sport and culture and living side by side with local communities as well as contributing to society through its core operations, to help create a better world for future generations.

### Communicating with the Local Community

#### Participation in Environmental Events

##### Eco-Messe 2008 in Chiba (September 2008, Makuhari Messe)

We participated in Eco-Messe 2008 in Chiba, a trade show on environmental efforts under the theme of preventing global warming and preserving biodiversity for a sustainable society. We offered exhibits and presentations on optical fiber cables and related products that are indispensable for superconducting cables used in superconducting power transmission and high-speed, broadband communications. Current power cables account for as much as 5% of all electric power generation, and our products reduce transmission loss by up to 25%. In our superconductivity experiment exhibit area, we performed experiments to demonstrate how electric resistance falls to zero in liquid nitrogen and how air contained in a balloon turns into a liquid state. The experiments stimulated the curiosity of children, our future leaders, and generated significant enthusiasm. We also accepted ECO donations and presented supporters with



Superconductivity experiment corner: turning air inside a balloon into a liquid state

goods related to the JEF United Chiba soccer team, which we sponsor. We donated the money collected to the Chiba Environmental Regeneration Fund.

##### Hiratsuka Environmental Fair (February 2008, Education Center, Hiratsuka City)

The Hiratsuka Environmental Fair was held to present awards to citizens and businesses who had engaged in outstanding environmental efforts and to introduce the activities of environmental groups and others through a panel presentation.

Furukawa Electric provided exhibits and presentations on environmentally-friendly products, such as the Eco-Ace Plus halogen-free wires and the MC-PET (micro-foamed PET) ultra-high reflexivity material, which can reduce the number of fluorescent tubes and save energy when used for lighting in combination with LEDs.



Exhibit of environmentally-friendly products such as MCPET and eco wires

## Interaction with Local Citizens

### Plum Festival in Kouracho, Shiga Prefecture (Furukawa AS)

On March 15, 40 Vietnamese women from FAPV (Furukawa Automotive Parts (Vietnam)) who were training at Furukawa AS participated in the annual plum festival organized by the Kuretake Area Village Development Committee and communicated a joyful message through their songs.

The event was well-received by the people of Kouracho and provided a valuable experience for the trainees as well.



#### Comments from a trainee from Vietnam

"Practice was hard, but I was very glad we were able to give our performance. It was a great experience to enjoy the plum blossoms, which we do not have in Vietnam, listen to the residents of Kouracho sing Japanese songs and experience Japanese culture."

### Summer Festival (Mie Works)

Every year on the last Sunday of summer vacation, Mie Works invites families of employees and local citizens to a summer festival. This year's festival featured booths run by staff and employees at affiliated companies, a Suzuka Drum performance by the Suzuka Drum Preservation Association, and other events, such as the Yosakoi Soran Dance and fireworks. The drum ensemble raised the festive mood through performances such as the "Sound of Suzuka," based on images from the Suzuka Racing Circuit, and a work based on the story of Daikokuya Kodayu, a boatman from Shiroko, Ise, who washed ashore in Russia during the Edo era and later contributed to the spread of Western learning in Japan as one of the few individuals at the time who had lived abroad.



Performance by the Suzuka Drum Preservation Association

## Local Community Clean-up Activities

We actively engage in clean-up activities in the local communities in the vicinity of each of our works and plants, as well as nearby coastal and riverside areas and other locations.

### Clean-up Campaign Along Route 25 (Furukawa Electric, Furukawa Logistics, Kameyama City, Mie Prefecture)

Kameyama City organizes clean-up campaigns in various locations around town to preserve the natural environment and raise awareness of town beautification. Furukawa Electric participates as a corporate supporter of the Route 25, Suzuka River and the Route 1 clean-up campaigns.

### Nikko Ancient Cedar-Lined Road Clean-up Campaign (Furukawa Battery, Nikko City, Tochigi Prefecture)

Furukawa Battery's Imaichi Plant participates in the Nikko Ancient Cedar-Lined Road Clean-up Campaign to preserve the cedar-lined road, which is a precious cultural asset and the only location that has received a dual national designation as a Special Historic Spot and a Special Natural Treasure.

### Yamato Clean-up Campaign (Okano Electric Wire, Yamato City, Kanagawa Prefecture)

We participated in the Yamato Clean-up Campaign, "Day for beautification and clean-up," on November 21, 2008, mainly cleaning the streets around the plant and head office of Okano Electric Wire.



Nikko Ancient Cedar-Lined Road Clean-up Campaign



Yamato Clean-up Campaign



## Involvement with Society and Local Communities

### Environmental and Social Contribution Activities

#### Activities for Preserving the Satoyama Environment

##### Preservation of the Kameyama Eco Forest (Mie Works)

In Kameyama City, Mie Prefecture, citizens, businesses and local government are collaborating in a five-year plan launched in 2008 to develop a forest that enables people to walk, play and experience nature, based on the Kameyama Eco Forest Environmental Improvement Vision. Furukawa Electric's Mie Works is participating in realizing this vision. During the Forest Development Experience held on March 8, employees of Mie Works and their families participated as volunteers and planted 14 types of trees, including bayberry, Japanese maple and wild cherry blossom.

##### Preservation of Satoyama—Oyama General Park, House of Fireflies (Furukawa Logistics Oyama Branch)

Local citizens, the general public, corporations and the local government are working together to revive the historic firefly region of western Oyama City so that fireflies will once again return to the area from the historic site of Washi Castle and the Oyama General Park. Furukawa Logistics' Oyama Branch participated in a project organized by the firefly preservation group to remove weeds from firefly habitats.



Tree planting for the Kameyama Eco Forest



Weeding project around the firefly habitat

#### Activities for Preserving the Ecosystem

##### Extermination of Bur Cucumber (Totoku Electric)

Bur cucumbers, which grow rapidly, destroying native ecosystems and affecting animals and plants, have been designated as an Invasive Alien Species by the Ministry of the Environment. In Nagano Prefecture, private organizations, municipalities and the prefectural government are cooperating to exterminate bur cucumbers in local areas.

Totoku Electric exterminated the plant in the neighboring biotope-style citizen's green park (Mihogaike Green Park).



Exterminating bur cucumber

#### Initiative for Supporting Career Education —Expressing the Appeal of Manufacturing Companies

The Furukawa Electric Group implemented an initiative for supporting career education at a local high school to nurture future generations—one focus of the Group's social contribution activities. The project is also intended to foster skills and know-how for explaining the Group's technology and products in a way that is easy for the general public to understand.

In March 2008, Naohiro Seki, Manager of the Human Resource Development Unit of the Personnel and General Affairs Department, visited a high school in Kanagawa Prefecture, his own alma mater, to present a lecture on the benefits of working for a manufacturing company.

He described how students were connected to manufacturing companies, introduced our main products and noted that graduates of literature and science are engaged at manufacturing companies. He offered an explanation of nanotechnology and the thinness of optical fibers and their transmission distances. The most popular parts of his presentation were when students could touch our copper foil products, optical fiber preform and cable core and observe an experiment using shape-memory alloy.

He expressed the special appeal of manufacturing companies in an enjoyable way that contributes significantly to supporting career education.



Enthusiastic lecturer holding an optical fiber preform



## Promotion of Sports and Culture

### Supporting the Imaichi Youth Sports Cadet Relay Competition

Each year, Furukawa Circuit Foil (Copper Foil Division of the Metals Company of Furukawa Electric Co., Ltd. since October 2008) voluntarily participates in the annual Imaichi Youth Sports Cadet Relay Competition. We also provide prizes for participants.



Imaichi Youth Sports Cadet Relay Competition

## Others

### Supporting Special-Needs Schools

Furukawa Circuit Foil receives students from the Imaichi Special-Needs School for active learning programs. We also participate on a voluntary basis in barbecue parties, *nagashi somen* (flowing somen noodle) events, sports festivals and educational presentations organized by the parents.



Nagashi somen event at the Imaichi Special-Needs School

## Furukawa Circuit Foil Social Contribution Initiatives

Furukawa Circuit Foil organized a CSR Promotion Team in February 2005 and appointed social contribution leaders. Under the basic principle of contributing to the revitalization and development of the local community through the cooperation of the company and employees, we have mainly been offering support to welfare institutions and people with disabilities as well as undertaking projects in cooperation with the local community. To encourage employee participation in volunteer activities, we invite lecturers from the social welfare council and local nonprofit organizations twice a year in an effort to raise employee awareness. We established the Volunteer Card System and Volunteer Award System to encourage voluntary activities by employees and support individual activities by presenting awards once a year to employees who are actively engaged in social contribution efforts.

## Awards from Outside Sources

### Railway 2007 Technology Development and Purchasing Award for the Green Trough from East Japan Railway Company

For the first time, we received the Railway 2007 Technology Development and Purchasing Award from the financial division (materials purchasing section) of East Japan Railway. The award recognized our contribution to global environmental preservation and enhancing the safety of trough work by developing a method by which PET bottle caps collected at stations are used as materials for green troughs (cable casings used in railways, etc.) in a two-year project with East Japan Eco Access Co., Ltd. of the East Japan Railway Group.



Green trough