

# Engagement with Society

## Activities that Contribute to Society

### ■ Community Interaction

We engage in the following activities as efforts to deepen interaction with people in the community.

#### 1. Exhibitions in Community Industrial and Commercial Festivals

Our various offices and factories participate in industrial and commercial festivals conducted by the communities where they are located. These serve as good opportunities that allow us to deepen interaction with people from the community, and we will continue to participate in such events in the future as well.



Industrial festival, Kashima Factory

#### 2. Cooperation for the Running of the Arakawa Ward High School Summit

In August 2007 the High School Summit for International Exchange was held in our company's conference room by high school students from 11 cities in 7 countries\* who were promoting friendship and exchange with Arakawa Ward as part of commemorative events marking the 75th anniversary of the formation of Arakawa Ward.

The goal of exchange between all of the participants and the related parties was achieved, and this also served as a good opportunity for our company's facilities to be of use in the running of the summit.



Arakawa Ward High School Summit

\* 11 cities in 7 countries participating in the High School Summit for International Exchange: Donaustadt District, Vienna, Austria; Zhōngshān District, Dàlián, People's Republic of China; Cheju, South Korea; Corvallis, Oregon State, United States; Singapore City, Republic of Singapore; Kota Kinabalu, Sabah State, Federation of Malaysia; Chichibu, Saitama Prefecture; Fukushima, Fukushima Prefecture; Kamogawa, Chiba Prefecture; Tsukuba, Ibaraki Prefecture, Arakawa Ward, Tokyo

### ■ Social Welfare

ADEKA proactively works toward the following activities in order to contribute to social welfare.

#### 1. Contributions to the Community / Presentation of Frozen Cakes and Soups to Child Care Institutes

The Soma Factory contributes to Soma City and Shinchi Town. In December 2007 it made contributions to a welfare fund and education fund, while also presenting our company's frozen cakes and soups to child care institutions.

#### 2. Exhibit at the Nice Heart Festival\*

The Nice Heart Festival: Cultural Festival for the Physically Challenged was held in December 2007 under the sponsorship of Ibaraki Prefecture and the Ibaraki Prefecture Sports and Culture Association for the Physically Challenged. This marked our company's sixth time participating in the event, with our Kashima Factory offering them our company's frozen cakes as a present as they did the previous year. This is a significant opportunity for deepening interaction with the local community, and we intend to actively work on this event in the future as well.

\* Nice Heart Festival: This is an event held in line with the general purpose of Disabled Person's Week and sponsored by Ibaraki Prefecture and the Ibaraki Prefecture Sports and Culture Association for the Physically Challenged. It is a cultural festival designed to improve the welfare of physically challenged people and to deepen understanding and awareness of such people in the prefecture.

#### 3. Holding of a Traveling Mochi Pounding Convention

In October 2007 our Fuji Plant held a traveling mochi (rice cake) pounding convention at the Iwakura Academy welfare institute as part of its community volunteer activities.

At this event, they also took up the task of making strawberry-stuffed rice cakes together with children. The freshly-made mochi and pork miso soup were immensely popular, and the event served as an excellent opportunity to deepen interaction with those at the institute.



Traveling mochi pounding convention

#### Comments from an Employee that Participated in the Traveling Mochi Pounding Convention



Toshiaki Ishimori, Section II, Manufacturing Division I, Fuji Factory

Through volunteer activities I have come to learn how important interaction with other people is, and the bright smiles of the children have left a very strong impression with me. If I have the opportunity to take part in volunteer activities again I would like to take the initiative of participating.

#### 4. Participation in Interactive Bowling Classes

ADEKA participated in the Interactive Bowling Classes held in November 2007 through the joint sponsorship of the Ueno Ward Electric Power Association\* and Tokyo Electric Power Company's Ueno branch office. The classes are held each year under with the slogan "Toward a City in which the Physically Challenged Can Lead Pleasant Lives." On the appointed day, some 40 participants had a good time bowling.



Interactive Bowling Class

\* Ueno Ward Electric Power Association: This is a group comprised of electricity users and electricity providers in Taito Ward and Arakawa Ward. Director and Managing Operating Officer Kawada from our company serves as the group's chairman.

## ■ Sports Promotion and the Sound Nurturing of Youths

The Arakawa Ward Police Offices' Youth Judo and Kendo Competition, which began in 2000, was held for the eighth time.

### Arakawa Ward Police Offices' Youth Judo and Kendo Competition (ADEKA Cup)

ADEKA and local police offices (Ogu, Arakawa, Minamisenjyu) co-sponsor martial arts competitions for young boys and girls at police offices. The competitions are held every year in November and are aimed at raising healthy boys and girls and preventing delinquency through martial arts competitions.

Hereafter, we plan to further expand the event in order to allow each and every one of the athletes to demonstrate the results of their day to day training.



ADEKA Cup (Kendo)



ADEKA Cup (Judo)

## ■ Measures to Improve Smoking Manners and Promote Environmental Beautification

We conduct initiatives calling for bans on smoking while walking and littering.

### Creating Portable Ash Trays with the ADEKA Logo Affixed

Our Headquarters in the Ogu District has created portable ash trays with the ADEKA logo affixed and distributes them to visitors and people in the community with the goal of improving smoking manners and promoting environmental beautification.



Portable Ash Trays with the ADEKA Logo Affixed

## ■ Major Industry Groups to which We Belong and Their Activities

We mainly belong to the following industry groups, which carry out a variety of activities.

### Major Industry Groups to which We Belong

- Nippon Keidanren
- Japan Soap and Detergent Association\*
- Japan Margarine Industry Association\*
- Japan Soda Industry Association
- Japan Chemical Industry Association

\* In May 2007 Chairman and Chief Executive Officer Nakajima was appointed Chairman of the Japan Soap and Detergent Association, and President and Chief Operating Officer Sakurai was appointed Chairman of the Japan Margarine Industry Association. There are numerous challenges which industry associations must take up, and we will work with each of their members to further expand said industry associations.

### 1. Helping to Send Aid Supplies to Victims of the Chuetsu Earthquake

In August 2007 employee volunteers participated in packing the condolence packages\* sent out as aid to the region afflicted by the Niigata Prefecture Chuetsu Earthquake by the Nippon Keidanren 1% Club.



Assistance in sending aid supplies to victims of the Chuetsu Earthquake

\* Condolence packages: Packages which are packaged so that they can be delivered to each household once supplies deemed necessary for the people in the afflicted region have been collected outside of the prefecture.

### 2. Holding the Hand Wash Sticker Design Award Contest Sponsored by the Japan Soap and Detergent Industry Association

The Japan Soap and Detergent Industry Association holds the Earth Spick-and-Span Award to commend activities by elementary school students from around the country which made particular achievements in terms of beautifying the local environment, as well as the Hand Wash Sticker Design Award Contest which is designed to deepen interest in cleanliness and hygiene through the importance of hand washing. These are held as part of the association's yearly clean campaign under the slogan of "A Clean Japan, A Clean Soul."

As a member of the association, our company visited Genbi Elementary School in Ichinoseki City, Iwate Prefecture, which was the grand prize winning school, in December 2007 to present them with a certificate of commendation and commemorative gifts.



Award Ceremony for the Hand Wash Sticker Design Award Contest