

With Local Communities and Society

Related SDGs



As well as addressing social issues through our businesses, we believe that it is our responsibility as a good corporate citizen to develop activities rooted in the local communities to which we belong. Accordingly, the Maxell Group is actively advancing a range of social contribution initiatives with the aim of creating a better society.



Supporting the Education of the Next Generation

In fiscal year 2017, the Group's Kobuchizawa Works (Yamanashi Prefecture) and Kyushu Works conducted workplace experience educational programs encourage children to consider the paths they might pursue in life by providing them with opportunities to learn directly from our personnel about the knowledge, technologies, and skills needed in their jobs. Further, at seven schools we conducted battery classes that allow children to experience the fun of science. Also, the Brand Strategy Division conducted classes at three schools as part of a new initiative.



Encouraging Dialogue

Our officers took the rostrum to give a briefing on our activities in relation to corporate social responsibility, branding, and Creating Shared Value at a seminar organized by the Foundation of Environmental Education Japan in December 2017. Also, we held a lively question and answer session after the seminar. Thus, the seminar provided a valuable opportunity to heighten our brand identity while receiving feedback from stakeholders through dialogue.



Advancing Environmental Protection Initiatives

We participated in bamboo grove development activities aimed at underground water conservation, which the town of Oyamazaki in Kyoto Prefecture conducts through the Council for Measures Against Groundwater Use. Other efforts to protect local environments included our participation in the 17th annual day of activities devoted to protecting Lake Biwa's native fish species through the removal of non-native fish species, an event backed by Shiga Prefecture and organized by a group that is restoring the environment of Lake Biwa.



Supporting the Raising of the Next Generation

In addition to assisting Kyoto Sanga F.C.'s Athletic Development Course, which helps children learn various sports skills, we are the official sponsor of Hitachi Rivale. While helping to promote sports and invigorate local communities through sports, the Maxell Group increases its brand name recognition by gaining exposure through various media.



Welcoming Our First Group of Technical Interns from India

As part of Japan's October 2017 launch of a program for technical interns from India, our first group of 12 interns were placed at Ono Works in Hyogo Prefecture in August 2018 by its organizing body. As we move forward, Maxell will continue to accept foreign interns as part of the philosophy that *Monozukuri* is *hitozukuri*, or *Monozukuri* comes from developing people.



Providing Support to Area Hit by Major Hurricane

In August 2017, Hurricane Harvey caused a long period of torrential rain and flooding in Texas, resulting in extensive damage and forcing tens of thousands of people to seek refuge. Maxell Corporation of America provided support by donating clothing, food, several hundred battery packs, and other materials to the disaster area through the New Jersey State Police, which coordinated with relief agencies.



Engaging with an Elderly Care Facility

As part of contributions to the local community, 12 employees of Tohshin visited an elderly care facility and donated such necessities as food and diapers. The visit allowed our employees to chat with senior citizens, who normally do not have the opportunity to talk with non-residents, and get to know other members of the local community.



Cosponsoring the Sakura Festival

In April 2018, the UK new town of Telford, where we have a plant, held a Sakura Festival as part of the town's 50th anniversary. Maxell Europe sponsored the event and took part in a sapling-planting event. Telford's mayor along with approximately 1,500 festivalgoers enjoyed Japanese music and food.

Major Activities in FY2017

Activity Summary	Implementing Works, Division, or Company
Educational Support	
Supported and participated in "Summer Vacation 2017 Homework and Self Study Blitz" in Tokyo and Osaka	Tokyo Office
Held eight classes on batteries, including Hitachi Science Seminars, for 398 elementary school students	Kyoto Works, Ono Works
Accepted four second-year students from Kobuchizawa Junior High School in Hokuto City to participate in workplace experience program through which students learn about significance of work	Kobuchizawa Works
Conducted plant study tours	Kyushu Works, Kobuchizawa Works
Invited six sixth-year elementary school students to participate in a workplace experience program in the town of Fukuchi focused on environmental education	Kyushu Works
Participated in Children's University 2017, organized by Telford College in the UK as sponsor	(MEL)
Conducted class at Arima Elementary School in Kawasaki	Tokyo Office
Cooperated with National Institute of Technology, Kagawa College, to conduct verification tests of drones for water rescue	Kyoto Works
Local Greening	
Held four flower-planting events with local elementary schools in which around 347 students participated	Kyoto Works
Beautification of Local Communities	
Had 858 employees participate in cleaning up the neighborhoods of seven works in Japan	Kyoto Works, Ono Works, Kyushu Works, Kobuchizawa Works, Kawasaki Works, Gifu Works, Miyagi Works
Had 289 employees take part in a December hiking and cleanup event in Fuzhou, China aimed at raising environmental awareness	(MDCN)
Saw five employees volunteer for beach cleanup activity in Hong Kong	(MAS)
Environmental Protection	
Installed green curtains to reduce environmental impact of air conditioning equipment as part of efforts to address global warming	Kyushu Works, Gifu Works
Dimmed our lighting on summer solstice, June 21, and Cool Earth Day, July 7, to raise awareness of energy conservation	Kyoto Works, Kyushu Works, Kawasaki Works, Kobuchizawa Works, Gifu Works, Miyagi Works
Health Care and Public Safety	
Contributed to Kids Loco Project, which develops children's wheelchairs that use laminated lithium ion batteries	Kyoto Works
Donated wheelchairs to eight towns in Yamagata Prefecture through profits from collecting aluminum cans (amounting to 16 wheelchairs total)	Yonezawa Works
Held blood donation drive in Malaysia in which 79 shoppers and 42 employees participated	(MTM)
Contributions to Local Communities	
Donated food in August 2017 to support activities of U.S. organization CUMAC, which feeds 3,000 people every month	(MCA)
Visited senior citizens and donated washing machines and other consumer electronics and nutritional foods in Fuzhou, China in March	(MDCN)
Donated Islamic prayer mats (nonstandard intermediate products) to nearby villages, mosques, and schools in Indonesia 13 times	(SLEI)
Invited orphans residing nearby to our plant in Indonesia, gave them stationery sets, and held dinner party for them (annual event)	(SLEI)

(MDCN): Maxell Digital Products China Co., Ltd. (MAS): Maxell Asia, Ltd. (SLEI): PT.Sliontec Ekadharm Indonesia