

With Local Communities and Society



Maxell Group believes that its responsibility as a good corporate citizen is to develop community-based activities as a member of local communities, in addition to solving social issues through its business.

We actively promote a variety of social contribution activities in order to realize a better society.

Approach to Social Contribution Activities

Maxell Group is deeply aware that it is a member of society, and its basic philosophy is to devote itself to fair and transparent corporate behavior. At the same time, we strive to realize a truly affluent society as a good citizen through harmony with the environment and proactive social contribution activities. In order for Maxell Group, which has bases around the world, to coexist and co-prosper with society, employees take the initiative in conducting social contribution activities under the three pillars of “environmental conservation,” “next-generation education,” and “coexistence with the community.”



Environmental preservation

Next-generation education



Coexistence with communities



Major Activities in Fiscal 2020

Classification	Activities	Applicable site
Environmental preservation	Provided Blue Seafood at employee cafeterias	Kyoto, Kawasaki, and Kobuchizawa
	Began activities to reduce food loss at employee cafeterias	Kyoto
	Continue to hold flower planting event twice a year in cooperation with local elementary schools	Kyoto
	Installation of green curtains to reduce the burden on air-conditioning equipment as part of measures to prevent global warming	Kyushu and Gifu
	Light-down was conducted on June 21, the summer, and July 7, Cool Earth Day, to raise awareness of energy conservation.	Kyoto, Kyushu, Kawasaki, Kobuchizawa, Gifu, and Miyagi
	In response to the microplastics problem, marine plastic garbage cleaning activities were conducted in September and March. 52 participants	Kyoto
	Conducted beautification activities in the vicinity of the plant in June and October. 130 participants	Yonezawa
	In order to prevent the spread of COVID-19, we reduced the scale of our cleanup activities around the plant.	Kyoto
	Cleanup activities were conducted around the plant in September and November. 390 participants	Kyushu
	Cleanup activities were conducted around the factory in May and November. 21 people participated. In addition, we conducted cleanup activities in neighboring suburbs as a community contribution activity.	Gifu
	Participated in Healthy Earth activities in Tama-ku and conducted cleanup activities from Noborito Station to the vicinity of the plant. 14 participants	Kawasaki
	Participated in the Ono City Cleanup Campaign and conducted cleanup activities. 22 participants	Ono
	Conducted cleanup activities in the vicinity of the plant. 48 participants	Tsu, and Kameyama
	Cleanup activities in the vicinity of the factory were conducted mainly by the basketball department. 89 participants	Nagano
	Implementation of Eco-cap Recovery Campaign	Kyushu and Kawasaki
Aluminum can collection boxes have been installed at six locations within the plant. Started activities to purchase wheelchairs and donate them through collection	Kawasaki	
Next-generation education	Visited classes on rechargeable batteries at Honda Technical College Kanto	Kyoto
	Held a visiting class on secondary batteries and examples of their use at Keio University's Faculty of Science and Technology	Kyoto
	Participating in the “Davin Cheese Masters” campaign, holding online classes on adhesive tapes for lower grades of elementary school	Kawasaki and Obuchizawa
	Visiting classes on adhesive tapes held at a nearby Caritas Elementary School	Kawasaki
	Accepting on-the-job training from schools supporting people with disabilities	Miyagi
Coexistence with communities	Implementation of internship programs for Kobe University graduate students	Kyoto
	Promotion of local production for local consumption at employee cafeterias	Kyoto
	Started trials of MONO-DRIVE activities in a joint SDGs project of Kyoto industry-government-academia	Kyoto
	Donated 60 ozone anti-bacterial deodorizers to 11 hospitals in Wuhan City	MSH
	Supported United Way, an initiative for assisting academic success for students in Passaic County. MCA employees donated 74 headphones	MCA
Indonesia donates non-standard interim materials to neighboring villages, mosques, and schools for Islamic practice (three times a year).	SLEI	
Donations to children without parents living in the neighborhood in Indonesia	SLEI	

SLEI: PT. Siontec Ekadharna Indonesia MCA: Maxell Corporation of America MSH: Maxell (Shanghai) Trading Co., Ltd.

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Environmental preservation

■ Ocean Plastic Waste Cleanup Activities

The second marine garbage pick-up project was held on March 27, 2021 at the Kanzaki Seaside Resort in Maizuru City, Kyoto Prefecture, sponsored by the Corporate Sustainability Division, Maxell, Ltd.

On the day, 25 volunteers from the Energy business unit and Headquarters of Maxell, Ltd., Maxell Kureha Co., Ltd. and Vehicle Energy Japan Inc. participated in the event, enabling us to collect 140 kg of garbage in approximately one hour. This is five times more than the 28 kg collected on the Nishikinohama Beach in Kaizuka City, Osaka Prefecture in the previous survey (conducted in September 2020). Major waste included plastics, polystyrene foam, PET bottles, and spray cans.

We will continue to carry out such activities in the future to respond to the ever-increasing problem of ocean waste and to raise employees' awareness of waste reduction.



Next-generation education

■ Visiting Classes at Caritas Gakuen Elementary School to Support Next-Generation Education

On December 9, 2020, the Kawasaki Works of the Slientec Division of Maxell, Ltd. held a classroom visit at the Caritas Gakuen Elementary School near the Kawasaki Works, focusing on explanations of adhesive tapes, with the theme of "How Manufacturing Class Tapes Are Produced." The target is 104 children in three classes in the fifth grade of elementary school. This was the first time that we have tried the course, and we proposed and implemented it as a substitute for a plant tour that could not be conducted due to the impact of the Novel CoronaVirus infections disease. In the course, we projected a video taking a picture of the manufacturing process for fabric adhesive tapes and filamen tapes, and members of the technical division explained in detail how adhesive tapes were made, their structure, and their characteristics.

The children listened with great interest, and after the class, they said, "It was very stimulating to hear the interviews and stories in the Corona disaster" and "I want to be a person who thinks like that when I work in the future." after they heard our thoughts that we want customers to buy and use our products safely. "If I work in the future, I want to be a person who looks like that too." We received comments such as. Maxell Group will continue to provide support for next-generation education.



Coexistence with communities

■ Indonesian PT. Slientec Ekadharm Indonesia (SLEI) Regional Exchange

Every year, the Indonesian affiliate plant SLEI invites about 100 unfamiliar children to the plant for charity events. At this charity event, employees set up a venue on the plant grounds to play with children in the game they created, enjoy dinner, and give stationery and other gifts to each and every child. This is a very important event that not only children but also employees are looking forward to.

In 2020, affected by the Novel CoronaVirus infections disease, we concealed the event at the factory, and employees went to facilities with children, divided into several groups, and gave gifts. I could not play with them, so we got a lot of energy from the children's smiles. We will continue to conduct exchanges as a member of the local community.

