

Photograph: The Japan Committee "Vaccines for the World's Children" (JCW), an authorized NPO.

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## Embracing Sincere Business Activities Based on Mutual Understanding and Benefit

### Approach to CSR and CSR promotion framework

Firmly based on the Corporate Vision, the Code of Conduct sets forth the Hitachi Cable Group's role as a member of society and calls for every member to "Keep to the Straight and Narrow." In short, the Hitachi Cable Group will embrace the fundamental principle of conducting sincere business activities in harmony with society as a member of the international community. Mindful of this, we aim to carry out environment-friendly manufacturing activities and provide attractive workplaces for our employees.

Furthermore, we have formulated the Hitachi Cable Group CSR Policy in an effort to raise awareness of CSR among all of our employees, and the CSR Promotion Committee is actively promoting CSR management by centrally coordinating and

promoting various initiatives, such as environmental preservation and social contribution initiatives.

### Environmental activities

The Hitachi Cable Group formulated "the Hitachi Cable Environmental Protection Action Guidelines" in 1993 and "the Action Guidelines for Environmental Conservation," which seeks to realize greater mutual understanding and collaboration between the company and its stakeholders, in April 2005. We are promoting social contribution initiatives and environmental conservation activities based on these guidelines.

### Environmentally friendly products and technologies

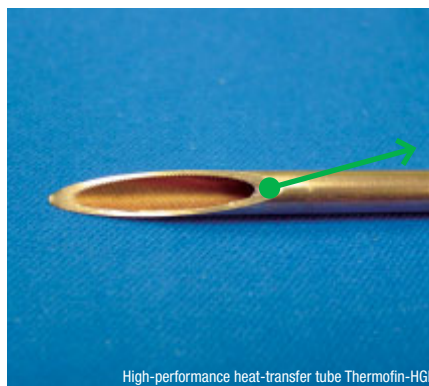
The Hitachi Cable Group develops and manufactures environmentally

friendly products based "Empowering Energy & Communication." In particular, we are promoting our unique "designs for environment" to reduce the environmental burden as much as possible when developing next-generation products. We have established a mechanism for achieving the Eco-Products criteria that we are promoting as a member of the Hitachi Group, and have certified 129 Eco-Products as of the end of February 2008. We also certified two "Super Eco-Products," which are particularly outstanding "Eco-Products," the high-performance heat-transfer tube Thermofin-HGL and lead-free tin-plated flexible flat cable (FFC).

We exhibited these Eco-Products in the Eco-Products 2007 exhibition held at Tokyo Big Sight in December 2007 and the Eco-Products International Fair 2008 held in Hanoi, Vietnam in March 2008, and they were warmly received.

Performance and Final Targets of Environmental Activities

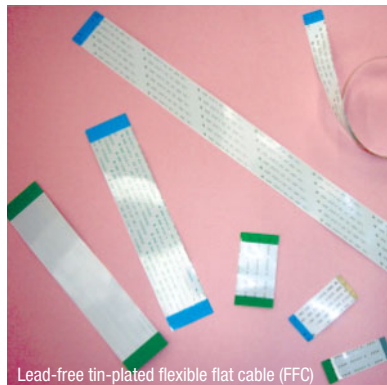
	2007/3	2008/3	Final Target
CO <sub>2</sub> emissions (kt/year)	279.1	260.6	274
VOC emissions (t/year)	660.4	692.3	488
SF <sub>6</sub> gas (t/year)	2.38	2.38	2.38
Final disposal rate (%)	1.1	0.46	1 or less



High-performance heat-transfer tube Thermofin-HGL



Cross-section of Thermofin tube showing the inner grooves



Lead-free tin-plated flexible flat cable (FFC)



Eco-Products International Fair 2008



Preah Norodom Sihanouk Museum

### Initiatives to reduce environmental impact

The Hitachi Cable Group is striving to achieve the goal of reducing the total CO<sub>2</sub> emissions from its Japanese plants to 7 percent below the fiscal 1990 level by fiscal 2010. Although we were promoting a variety of energy conservation initiatives, including the switch to highly-efficient facilities, emissions were continuing to increase due to our increased production volumes, so we converted the boilers we use in heating rubber steam pans, air-conditioning, etc. from A-type heavy oil to city gas. The butane gas and kerosene previously used to fire our copper dissolving furnaces, copper heating furnaces, etc. were replaced by city gas and liquefied natural gas. We were able to reduce CO<sub>2</sub> emissions by 9,800 tons from fiscal 2000 levels through this fuel conversion.

### Community support activities

#### <Participation in the ecoCAP campaign>

The ecoCAP campaign is a grass-roots campaign to help reduce CO<sub>2</sub> emissions and donate vaccines against infectious diseases to the children of the world by collecting the PET bottle caps and reusing them as resources. The Hitachi Cable Group supports

these objectives and has been participating in the campaign since November 2007. Now, 20,000–30,000 bottle caps are being collected each month from the Head Office and our factories, branches and group companies in Japan, and sent to the organization conducting the ecoCAP campaign. As of March 2008, a total of 63,720 bottle caps have been collected.

#### <Contributions to foundations>

Hitachi Cable is making monetary contributions to various foundations as a part of its community support activities. The foundations we contribute to are as follows.

*In the U.S., the HITACHI Foundation.*

*In Japan, the Japanese Foundation for Cancer Research (Cancer Institute), the Sports Promotion Foundation, the Odaira Memorial Hitachi Education Foundation, the Hitachi Environment Foundation, the Kurata Memorial Hitachi Science and Technology Foundation, the Hitachi Scholarship Foundation, and the Hitachi Mirai Foundation.*

#### <Disaster reconstruction support>

Hitachi Cable donated a total of ¥3 million to Niigata Prefecture for reconstruction support following the Niigata Chuetsu Offshore Earthquake, which occurred on July 16, 2007.



Children being vaccinated

Photograph: The Japan Committee "Vaccines for the World's Children" (JCV), an authorized NPO.

The Hitachi Cable Group is indirectly supporting the initiatives of the committee.

#### <Contribution to world cultural heritage>

In 2007, the Preah Norodom Sihanouk Museum was built so that many more people could learn about Angkor Wat, a world cultural heritage site in Cambodia. In particular, a display that features an accurate reproduction of the excavation site in the ruins of the Buddhist temple from which a large number of Buddhist statues were excavated, *Banteay Kdei* in Angkor Wat, is attracting a lot of attention. It was the 3D technology of Hitachi, Ltd. and the economic support of the Hitachi Group that made this display possible.

Hitachi Cable, as a major member of the Hitachi Group, participated in this project and contributed to efforts to make the cultural significance of Angkor Wat more widely known.