

Corporate Social Responsibility (CSR)

Fulfilling Our Social Responsibility toward the Realization of a Sustainable Society

Under its Corporate Vision, "Empowering Energy & Communication," the Hitachi Cable Group is working to contribute to society by continuing to improve the speed, accuracy and efficiency of energy and information. Also, its Code of Conduct, formulated in line with the Corporate Vision, includes "Keep to the Straight and Narrow" to encourage the entire Group to conduct all operations honestly and in harmony with the global community. Adhering to these principles, the

Hitachi Cable Group is striving to consistently fulfill its social responsibility toward the realization of a sustainable society.

In promoting its CSR initiatives, the Corporate Social Responsibility Office organizes Groupwide activities based on the Hitachi Cable Group CSR Policy. Through this office, we are implementing wide-ranging initiatives to raise employees' CSR awareness and improve the quality of our CSR activities.

Contributing to Society

In order to fulfill its responsibility for stakeholders, the Hitachi Cable Group continues to promote a variety of initiatives. These initiatives include: (1) securing the quality and safety of Group products; (2) respecting human resource diversity; (3) respecting human rights; (4) continuing to strengthen information security; (5) and implementing social contribution activities.

Assisting Post-Disaster Restoration

In the hope of assisting restoration efforts after the Great East Japan Earthquake on March 11, 2011, Hitachi Cable has made charitable donations totaling ¥10 million through the Central Community Chest of Japan. Group company Hitachi Cable Networks, Ltd. is hosting network servers from local governments within the disaster region free of charge. In addition, our Hitaka Works, situated in the disaster region, offered drinking water and other assistance to neighborhood residents.

In response to possible power shortage attributable to the destruction of nuclear power plants in Fukushima, the Company is undertaking various activities aimed at reducing its power consumption. Specifically, we are working to shift the peak hours of power consumption by completing the

production of certain products ahead of schedule and changing our business days. Simultaneously, we are promoting energy saving by, for example, limiting the use of lighting and air conditioning.



Green curtain

We are promoting various energy-saving activities, such as growing green curtains on the exterior walls of office buildings to block sunlight, keep offices cooler and thereby save electricity for air conditioning. This green curtain consists of goya, a bitter-gourd.

Environmental Initiatives

The Hitachi Cable Group is endeavoring to minimize the environmental burden of its business activities while promoting the effective use of natural resources. Our ultimate goal is to contribute to the realization of a sustainable society in harmony with the environment.

Protecting Ecosystems

Located in Ibaraki Prefecture, Hitachi Cable's Tsuchiura Works has promoted a green zone preservation program on its premises. The greenery maintained through this program has been selected as one of 100 corporate greenery sites contributing to the protection of biodiversity by the Organization for Landscape and Urban Green Infrastructure. This organization disseminates excellent examples of green zone preservation, creation and utilization by corporate entities.



A lush green lines the main road within the Tsuchiura Works.



The biotope* created on site at the Tsuchiura Works

*Biotope: It is an English loanword derived from the German Biotop, which in turn came from the Greek bios, meaning life or organism, and topos, meaning place. The word biotope means an artificially maintained area where animals and plants can live sustainably.