

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, we continue to offer value to customers in order to realize our Corporate Vision, which includes

maintaining the practice of “Basics and Ethics” 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.

Community-Based Social Contributions

The Hitachi Cable Group undertakes ongoing community-based social contributions, including cleanup activities in the areas immediately surrounding its business bases. At the Toyoura Works, we have been undertaking annual cleanup activities in areas along

the Juo River since 2002. As part of recovery efforts following the Great East Japan Earthquake, we collected approximately two tons of garbage along the river banks deposited by the tsunami in cooperation with members of the local community in 2011.



Cleanup activities along the Juo River (Hitachi City, Ibaraki Prefecture)

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.

Countering Global Warming through Product Transport

The Group works to counter the effects of global warming during product transportation. To improve truck cargo utilization, we implemented various initiatives, such as reducing the number of regular trips made by individual trucks through the integration of operations and stacking packages delivered on larger trucks using effi-

ciently designed stacking jigs. In addition, we implemented a modal shift to rail and vessel transportation. As a result, energy use per unit of transportation in fiscal 2011 decreased by 7.7% compared with fiscal 2006 (initial reduction target of 6% compared with fiscal 2006).



Loading truck cargo (Hitaka Works)